



CITY OF EAST WENATCHEE

Events Department

271 9th Street NE * East Wenatchee, WA 98802

Phone (509) 886-6108 * Fax (509) 884-6233 * www.eastwenatcheewa.gov

East Wenatchee Events Board

Board Meeting Agenda

May 4, 2022 at 3:30PM

Location Eastmont Parks & Recreation Community Center
230 N. Georgia Avenue, East Wenatchee, WA 98802

Call to Order

Roll Call/Introductions – Vote in Members

- | | | | |
|--------------------------------------|--|--|--|
| <input type="checkbox"/> Rob Tidd | <input type="checkbox"/> Brent Schmitt | <input type="checkbox"/> Sally Brawley | <input type="checkbox"/> Vickie Sullivan |
| <input type="checkbox"/> Kirk Mayer | <input type="checkbox"/> Michael Machado | <input type="checkbox"/> Alex Cruz | <input type="checkbox"/> Supattra Winger |
| <input type="checkbox"/> Jason Heinz | <input type="checkbox"/> Lindsey Morrow | | |

Guests:

Public Comment

Approval of Minutes

- March 2, 2022 Minutes

Financials

- Revenue/Expense Update

Events Update

- Classy Chassis Update, May 6-7
 - Dancing in the Street
- Pangborn's Festival of Flight, August 6
 - 9-3pm at Pangborn Memorial Airport

Tourism Promotion Grant Requests

- Greater Wenatchee Girls Softball Association - \$8,000
 - Sterling Invite Fastpitch Tournament

WV Chamber of Commerce Update

- Jerri Barkley

Other

- Roundtable

Next Meeting Date

- June 1, 2022

Adjourn

CITY OF EAST WENATCHEE EVENTS DEPARTMENT

(509) 886-6108 | EastWenatcheeWa.gov
271 9th St. NE, East Wenatchee, WA



EAST WENATCHEE EVENTS BOARD BOARD MEETING MINUTES

March 2, 2022 | 3:30PM

Attendees	Mayor Jerrilea Crawford, Brent Schmitt, Michael Machado, Sally Brawley, Lindsey Morrow, Kirk Mayer and Events Director/PIO Trina Elmes
Guests	Jerri Barkley (WVCC)
Location	Eastmont Community Center 230 N. Georgia Ave, East Wenatchee, WA 98802

CALL TO ORDER

3:37 PM

Roll Call/Introductions

Public Comment None

Presentation Mayor Jerrilea Crawford presented the City of East Wenatchee's new Strategic Plan.

Minutes The January 5, 2022 minutes were reviewed.

Sally Brawley motioned to accept the minutes and Michael Machado seconded the motion. Motion carried (6-0).

Financials Events Director/PIO Elmes went over the Financial Report.

Event Update Trina Elmes gave an update on Classy Chassis, shared the logo design and talked about the new Dancing in the Street event that will happen at Gateway Park after the parade.

Tourism Grants None

WVCC Update Jerri Barkley gave an update on the Wenatchee Valley Chamber of Commerce (WVCC).

Other Lindsey Morrow announced that she will be leaving the SureStay and she will try and have her replacement join the board.
Sally Brawley gave a quick recap of the Eastmont Winter Classic AAU Tournament.

Next Meeting February 2, 2022, 3:30pm
Eastmont Parks & Recreation's Community Center
230 N. Georgia Ave, East Wenatchee, WA 98802

ADJOURN

4:58PM

Attest:

Rob Tidd, Councilmember

Trina Elmes, Events Director/PIO

Amount of Lodging Tax Requested*

8,000

Federal Tax ID #*

91-1484089

Organization/Agency Name*

Greater Wenatchee Girls Softball Association

Type of Organization*

- C Corporation
- Government
- Limited Liability Company
- Partnership
- S Corporation
- Sole Proprietor
- Other

Please List*

Non-Profit Girls Fastpitch Program

Activity Name*

Sterling Invite Fastpitch Tournament

Proposed Start Date of Activity*

5/28/2022

Proposed End Date of Activity*

5/30/2022

First Name*

Jason Heinz

Last Name*

Heinz

Title*

GWGSA President

Primary Phone*

509-630-5655

Cell Phone

Email*

gwgsapresident@gmail.com

Mailing Address*

PO Box 351

City*

Wenatchee

State*

WA

Zip Code*

98807

Service Category (Check All That Apply)

- Operation of a Special Event/Festival, Designed to Attract Tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility
- Tourism Promotion/Marketing

Section I - General Information

Is this a new Activity?*

- Yes
- No

Are you requesting/using other City funds for this Activity?*

- Yes
- No

How many years has this activity existed?

8

Proposed Location of Activity*

Wenatchee and East Wenatchee

Short Description of the Activity*

We strive to bring in 54 Fastpitch teams to the Wenatchee Valley. 7 out of the 11 fields are located in East Wenatchee, and we fill most if not all the hotels during this weekend. Out of 54 teams only 6 teams are local so that means 48 teams are from out of the area with 12 players per team.

Describe the Prior Success of Your Activity*

Over the years we have had 48+ teams attending this event. The cap on # of teams with the amount of Fields we use is 54.

Describe Your Target Audience*

Girls aged 8-15 yrs old playing competitive fastpitch

Describe How You Will Promote Lodging Establishments, Restaurants and Businesses Located in the City of East Wenatchee*

We promote lodging and establishments through email and phone with coaches of the teams that are coming in to town. Most hotels are full by the time the weekend begins.

Budget for Activity*

Draft 2022 Sterling Budget (1).pdf

Allowed types: .gif, .jpg, .jpeg, .png, .doc, .docx, .xls, .xlsx, .rtf, .pdf, .txt

What costs will the Tourism Promotion Grant cover?*

Umpires - \$4,000 Travel Costs - \$2,000 Administration - \$500 Fees - \$500, Field Use \$1,000

What organization and staffing do you have to support this activity?*

We have our GWGSA Baord that helps staff this event as well as Site directors at each of the 3 locations.

Does your organization have a current City of East Wenatchee Business License?*

Note: A grant recipient must obtain a business license. Business license information can be found on the City's website under the Business tab on its homepage.

- Yes
- No

Full Description of the Activity. Expand from the above questions, such as: what it is you wish to do; the tangible and intangible benefits to the community; visitor impact; and how you will evaluate the success of the project.*

This is a 54 team with 6 game guarantee making it one of the largest and longest Fastpitch tournaments any given year. We will play at 11 fields around the community including Walla Walla Point Park, Sterling, and Hydro Park. Each team comes with 12 players and 2-3 coaches. This tournament is widely publicized on NSA Website. Teams have come from Alaska, Montana, Oregon, Canada to play in this tournament.

How will you advertise, publicize or otherwise distribute information regarding your activity?*

We advertise via Facebook, email, NSA Website

Section II - Projected Tourism Benefit

RCW 67.28 provides authority for cities and counties to use lodging tax for tourism promotion to attract visitors and encourage tourism expansion. State law also details certain reporting requirements for jurisdictions that levy a lodging tax. Each agency awarded East Wenatchee lodging tax funds will be required to submit a Tourism Funding Expenditure Report Worksheet to the City with detailed actual information at the conclusion of their tourism promotion activities. Provide an estimated number of participants, who will attend your Activity, in each of the following categories:

Overall Attendance at the Event/Activity*

2,500

Travel More Than 50 Miles*

2,000

Travel from Another State/Country*

200

Travel More Than 50 Miles and Stay over Night in the Wenatchee Valley*

2,000

Of the People Staying Overnight, the Number of People Who Will Stay in Paid Accommodations*

1,700

Number of Paid Lodging Room Nights, Resulting from Your Proposed Activity*

3 Nights per family

Lodging Impact*

\$450 Per family

Explain How You Calculated the Previous Estimates*

We have just about 1000 athletes with coaches, and usually 2-3 family members per athlete since they can't drive themselves. 48 teams will get hotel accommodations or park passes to stay at our local state parks.

How will you collect and verify the above information for your Activity?*

I have emails, registration forms, etc. Plus I can give you the list of teams that are planning on attending the event.

Section III - Evaluation Criteria

State law defines Tourism Promotion as: "Activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing and operations of special events and festivals designed to attract tourists."

Tourism Promotion Funding Criteria (Check All Boxes That Apply)

- Meets the definition for Tourism Promotion
- Promotes a positive image for East Wenatchee
- Promotes East Wenatchee as a "Destination"
- Attracts visitors, builds new audiences and encourages tourist expansion
- Increases awareness of East Wenatchee's amenities, history, facilities, and natural environment
- Supports "Regional Tourism" planning

Benefit to the Community (Check All Boxes That Apply)

- Benefits the citizens of East Wenatchee
- Benefits the overall Community, rather than a specific segment or interest

Innovation (Check All Boxes That Apply)

- Moves an existing program in a new direction
- Unusual or unique

Community Support (Check All Boxes That Apply)

- Broad-based Community appeal or support
- Evidence of need for this Activity

Evidence of Partnerships (Check All Boxes That Apply)

- Exhibits a degree of Partnership
- Volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support

Funding Sources (Check All Boxes That Apply)

- Multiple revenue sources to support this Activity
- This is the only funding source

Previous & Replacement Funding (Check All Boxes That Apply)

- Request is for a new Activity
- Request is to continue or expand an on-going Activity

Scale of Project (Check All Boxes That Apply)

- Activity is of a scale that is suitable for this funding program

How does your Activity meet the above Tourism Promotion funding criteria?*

East Wenatchee businesses will see an influx in hotel room reservation, they will be utilizing the dining in East Wenatchee and the stores between games to purchase goods. This money will help continue to develop this tournament and continue to move it as being a top tournament to play in year in and year out.

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Section IV - Signature of Applicant

I attest the information in this application is accurate, that I am an agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I have contacted the City of East Wenatchee and will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved East Wenatchee logo in all promotional material. I understand the Washington State limitations placed on use of the Lodging Taxes, and certify that the requested funds will be used only for purposes described in this application or as approved by the City of East Wenatchee. I understand use of funds is subject to audit by the State of Washington. I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in meetings of the East Wenatchee Events Board, which acts as the Lodging Tax Advisory Committee, that are open to the public under RCW 42.30.

I understand:

I am proposing a tourism-related service. If awarded, my organization will enter into a Municipal Services Contract with the City and will provide liability insurance for the duration of the Contract. The insurance will name the City as an additional insured and in the policy will be in an amount to be determined by the City of East Wenatchee. The City of East Wenatchee will only reimburse those costs actually incurred by my organization/agency. Reimbursement only occurs after the service is rendered and after I submit a signed Request for Reimbursement form to the City of East Wenatchee. I will include copies of invoices and payment documentation with the Request. My organization/agency will submit a report documenting the economic impact results in a format determined by the City of East Wenatchee.

Digital Signature*

Jason Heinz

Signer Email*

gwgsapresident@gmail.com

DRAFT Sterling Invite 2022 Budget

Income				Yearly
Registrations	Number	Cost	Total	
10U	6	\$ 650.00	\$ 3,900.00	\$ 100.00
12U	24	\$ 650.00	\$ 15,600.00	\$ 1,050.00 \$50 per dozen - 21 dozen
14U	24	\$ 650.00	\$ 15,600.00	\$ 948.00 \$150 per complex plus \$12/team
	54		<u>\$ 35,100.00</u>	\$ 2,100.00
Shirt Sales				\$ 540.00 \$12 per team
				\$ 200.00 \$100 per field owner
				\$ 810.00 \$15 per team
				\$ 500.00
				\$ 900.00 \$10 each, 15 per team, 6 teams
				\$ 1,650.00 \$550/weekend, 3 sites
				\$ 16,150.00 \$95 per game, 170 games
				\$ 4,500.00 18 rooms, 2 nights, \$125 per night
				\$ 1,500.00
				\$ 30,948.00

Total Income \$ 35,100.00

Total Expenses

Difference \$ 4,152.00