

ORDINANCE NO. 2010-11

AN ORDINANCE, establishing a tourism promotion area within the corporate limits of the City of Wenatchee and ratifying all prior acts.

WHEREAS, pursuant to the provisions of Chapter 35.101 RCW, the legislature set forth a mechanism to establish a tourism promotion area and allowing the imposition of a charge on the furnishing of lodging by local businesses located within the area, the proceeds of which are to be used for the sole purpose of tourism promotion; and

WHEREAS, the City Council of the City of Wenatchee did establish a tourism promotion area within the boundaries of the corporate limits of the City of Wenatchee by way of Ordinance No. 2006-29 adopted September 15, 2006; and

WHEREAS, Ordinance No. 2006-29 expired by its own terms three years from its effective date, which was on or about December, 2006; and

WHEREAS, the City has continued to assess and collect the assessment of One Dollar (\$1.00) per room per day on lodging businesses located within the tourism promotion area with the acquiescence of the lodging businesses; and

WHEREAS, the lodging businesses representing more than sixty percent (60%) of the rooms available within the tourism promotion area have expressly petitioned the City requesting that the tourism promotion area be reenacted and that the One Dollar (\$1.00) per room per day assessment collected between the date Ordinance No. 2006-29 expired and the effective date of this Ordinance be ratified; and

WHEREAS, the City Council of the City of Wenatchee held a duly publicized public hearing on July 8, 2010, at 5:15 p.m. to consider public testimony and to take action on this Ordinance establishing a tourism promotion area and ratifying all prior acts.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WENATCHEE DO ORDAIN as follows:

SECTION I

A tourism promotion area shall be and hereby is established within the boundaries of the corporate limits of the City of Wenatchee.

SECTION II

The assessment rate shall be One Dollar (\$1.00) per room per day on lodging businesses located within the tourism promotion area.

SECTION III

The revenue from the tourism promotion area assessment shall be used as follows:

(a) The general promotion of tourism that benefits the lodging businesses and local tourism specified in the tourism promotion area business plan to be adopted annually;

(b) The marketing of convention and trade shows that benefit local lodging businesses and local tourism;

(c) The marketing of the tourism promotion area community to the travel industry in order to benefit the lodging businesses and local tourism; and

(d) The marketing of the tourism promotion area community to recruit sporting events in order to benefit the lodging businesses and local tourism.

SECTION IV

A tourism promotion area advisory committee shall be appointed by the City Council of the City of Wenatchee to advise the City Council on the expenditure of the tourism promotion area revenues to fund tourism promotion. The committee shall be nominated by the Wenatchee Hotel/Motel Association, and consist of seven (7) members of which four (4) members must be operators or employees of lodging businesses within the tourism promotion area, two (2) members must be officials of the City of Wenatchee, and one (1) member must be an operator or employee of a tourism related activity within the tourism promotion area, but shall not be an operator or employee of a lodging business within the tourism promotion area nor an official of the City of Wenatchee. The initial members of the committee shall serve staggered terms, with one member serving a one (1) year term, three members serving two (2) year terms, and three members serving three (3) year terms. The length of term for each individual member of the committee shall be chosen by lot at the first meeting of the committee. Thereafter, all members subsequently appointed as the initial terms expire shall serve three (3) year terms.

SECTION V

All revenues from the lodging assessment collected within the tourism promotion area from lodging businesses shall be allocated by the City Council in accordance with the annual budget for the tourism promotion area. The committee shall develop and oversee the tourism promotion area marketing plan and annual budget. The City Council shall have the ultimate authority to set and approve all annual budgets.

SECTION VI

The City of Wenatchee previously contracted with the Department of Revenue for the administration and collection of the assessment provided for in Section II hereof, which contract shall remain in full force and effect.

SECTION VII

This Ordinance shall take effect thirty (30) days from and after publication as provided by law.

SECTION VIII

This Ordinance shall be reviewed every three (3) years from the date hereof to determine its continued efficacy and desirability amongst the lodging businesses affected by the tourism promotion area.

SECTION IX

All prior acts of the City in assessing, collecting, and utilizing the One Dollar (\$1.00) per room per day assessment pursuant to Ordinance No. 2006-29 shall be and hereby are ratified.

PASSED BY THE CITY COUNCIL OF THE CITY WENATCHEE,

at a regular meeting thereof, this 8 day of July, 2010.

CITY OF WENATCHEE

By: 
DENNIS JOHNSON, Mayor

ATTEST:

By: Tammy Stanger
TAMMY STANGER, City Clerk

APPROVED:

By: Steve D. Smith
STEVE D. SMITH, City Attorney