LODGING TAX ADVISORY COMMITTEE (LTAC) REGULAR MEETING
COUNCIL CHAMBERS, 620 MARKET STREET, 1ST FLOOR
TUESDAY, AUGUST 18, 2026 AT 5:30 PM

1. **CALL TO ORDER**
   Welcome/Pledge of Allegiance/Roll Call

2. **ROLL CALL**

3. **MINUTES**

   a. **Minutes 05/19/2026**
      Approve minutes of the LTAC meeting held on May 19, 2026.

4. **FUNDING PERFORMANCE AND REVIEW**

   a. **Mid Year Review**
      Review and provide staff with recommendations.

   b. **Community Vision Report**
      Review and discussion report, consider inclusion into funding program.

   c. **2027 Funding Plan**
      Review and provide staff with recommendations prior to publication.

5. **FUNDING REQUESTS**

6. **FUNDING RECOMMENDATIONS**

7. **OTHER ITEMS**

8. **NEXT MEETING**

9. **ADJOURNMENT**

CITY OF PROSSER, WASHINGTON
LODGING TAX ADVISORY COMMITTEE
MINUTES
TUESDAY, MAY 19, 2026

CALL TO ORDER

The meeting was called to order at 5:30 p.m. by Chairman Carolina Licano.

ROLL CALL

Chairman Carolina Licano, Committee Members Sue Derryberry and Tom Denlea were present. Also in attendance was Finance Director Yost.

FEBRUARY 25, 2026, MEETING MINUTES

A motion was made by Committee Member Denlea, seconded by Committee Member Derryberry to approve February 25, 2026, minutes. Motion carried.

2026 1st QUARTER PERFORMANCE REVIEW AND PROGRAM REFRESH

Finance Director Yost reviewed with committee members the 1ST quarter financial reports. This was the first attempt at a performance report and as part of this process a few gaps were identified. Those included the need to incorporate online activity and interactions and the need to include actual LTAC revenues for the service period. Finance Director Yost will continue working with the grantees to gather this information and continue to improve the committee's reporting information.

Finance Director Yost also reviewed with the committee the draft grant program outline. In this update reporting metrics were added to align with the quarterly performance reports. The committee discussed the need to include self-sustaining language which would require events to become self-sustaining within a 5 year period, adding that future funding would only be available for expansions of the event or activity. The committee also asked Finance Director Yost to update sections of the program related to grant matching. The committee like the condition as it required the applicant to contribute to the event instead of depending solely on LTAC support, and it would help reduce excessive funding requests. But the committee would like the requirement to be flexible based upon the recommendation of the LTAC and that the match requirement be applied to requests over $10,000. Finance Director Yost will draft those changes and prepare the application for publication.

PROSSER VISION WORKSHOP

Finance Director Yost provided an update on the status of the Prosser Vision Workshop project. Since the group last met, Council approved of the funding recommendation and staff have been working closely with the Vision Planning Committee to develop a list of communities and stakeholders who could contribute this important work. Representatives from Rupert have conducted interviews with a number of identified contributors and they have travelled to a number of communities for inspiration and education. Finally, a group of about 16 community members gathered for the Vision Workshop and over the course of two days worked through a variety of discussions to create the vision for Prosser. Representatives from Rupert are drafting the report which will be made available to the public once it has been accepted by Council.

AMBASSADOR PROGRAM

Finance Director Yost reported that she will be working with Yakima Valley Tourism to schedule a local Tourism Ambassador Workshop. This program was discussed during the 2026 funding review and it was something that LTAC recognized as a valuable program that could benefit our community. Finance Director Yost indicated that she would be working with the Chamber of Commerce, HDP, and Prosser Wine to determine an appropriate time to schedule this training.

ADJOURNMENT

At 6:30 p.m., Committee Chair Licano adjourned the meeting of the Prosser LTAC as there was no further business to discuss.

__________________________________ __________________________________

Council Member Carolina Licano LTAC Committee5 Chair	Finance Director, Toni Yost

LTAC GRANT PROGRAM — ROI & ECONOMIC IMPACT DASHBOARD

City of Prosser | Reporting Period: April - June 2026 (Q2 2026) | This sheet updates automatically

TOTAL APPROVED BUDGET (ANNUAL)	Q2 2026 LTAC REIMBURSED	Q2 2026 ROI MULTIPLE (Revenue/Spend)
$247,736	**$39,267**	**38.11x**
BUDGET UTILIZATION (TO DATE)	TOTAL REIMBURSED (YEAR-TO-DATE)	CUMULATIVE PROGRAM ROI (TO DATE)
32.6%	**$80,728**	**26.99x**
Q2 2026 NET BENEFIT ($)	Q2 2026 EST. REVENUE ($)	Q2 2026 BLENDED ROI (Event+Digital)
$1,457,133	**$1,496,400**	**38.19x**
TOTAL ECONOMIC IMPACT (Q2 2026)	TOTAL TAX REVENUE GENERATED (Q2 2026)	ECON. IMPACT PER $1 SPENT (Q2 2026)
$1,175,438	**$91,088**	**29.93x**
TOTAL DIGITAL IMPRESSIONS (Q2 2026)	TOTAL DIGITAL CLICKS (Q2 2026)	NET BENEFIT TO DATE (YTD)
895,564	**1,039**	**$2,098,472**

LTAC COMPLIANCE STATUS

Status: **All filed expenses comply with LTAC-allowable categories (HM & TPA)**

Methodology: Estimated Revenue = visitor-days x assumed daily spend (Assumptions tab). Cards above are labeled Q2 2026 (this quarter only) or Year-to-Date/To Date (prior quarters + Q2 2026 combined) -- check the label before comparing figures. ROI reflects impacts reported to date; negative or low ROI may reflect early spending, incomplete reporting, or long-tail benefits not yet captured.

RESULTS BY GRANT — Q2 2026 (THIS QUARTER)

Grant / Recipient	Budget ($)	Actual Spend ($)	Est. Revenue ($)	Net Benefit ($)	ROI Multiple	Utilization % (to date)	Econ. Impact ($)	Status
Chamber of Commerce	$173,721	$28,496.00	-	($28,496.00)	-	31.7%	$853,013.14	Active
Balloon Rally	$7,900	-	-	-	-	-	-	No Activity
Wine Network	$56,800	$10,271.00	$829,800.00	$819,529.00	80.79x	30.0%	$307,457.12	Active
Yakima Tourism	$9,315	$500.00	$666,600.00	$666,100.00	1333.20x	93.0%	$14,967.24	Active
TOTAL	**$247,736**	**$39,267.00**	**$1,496,400.00**	**$1,457,133.00**	**38.11x**	**15.9%**	**$1,175,437.50**	

For full detail see: ROI Summary | Economic Impact Summary | Digital Summary | Event Attendance Summary | individual grantee tabs.

SHARED ASSUMPTIONS — used by every grantee tab and rollup sheet

Single source of truth: change a rate here and it recalculates the whole workbook.

ASSUMPTIONS (blue cells = editable inputs)

Avg Visitor-Day Spend ($/day) — used in each grantee's	$300	*Standard WA tourism per-day visitor spend assumption*
Sales Tax Rate	8.7%	*Current City of Prosser sales tax rate*
Lodging Tax Rate	10.7%	*Current City of Prosser lodging tax rate*
Economic Multiplier (indirect / induced)	1.25x	*Standard regional multiplier for indirect/induced spend*
% of Overnight Spend that is Lodging	50.0%	*Share of overnight visitor spend attributable to lodging*
Avg Spend – Day Visitor ($/person) [granular economic-i	$50	*Used in Economic Impact Summary; use $50 if no local data available*
Avg Nights Stayed (default, overnight visitors)	1.5	*Use 1.5 if a grantee doesn't report actual average nights*
Click-to-Visit Conversion Rate (digital)	2.0%	*WA State Tourism avg; adjust as campaign analytics improve (recommended range 1%-3%)*
Avg Day-Visitor Spend per Trip ($, digital-attributed)	$142	*WA Tourism Research Center benchmark ($100-$180 range)*
Avg Overnight-Visitor Spend per Night ($, digital-attributed	$285	*WA Tourism Research Center benchmark ($220-$350 range)*
Overnight Stay Rate (% of digital visitors)	8.0%	*Estimate; refine with hotel booking data or visitor survey (recommended range 5%-15%)*
Avg Spend – Overnight Visitor ($/person/day) [granular e	$250	*Used in Economic Impact Summary; use $250 if no local data available*

LODGING TAX — ACTUAL COLLECTIONS (source: DOR distribution reports / City Finance revenue ledger)

Revenue Component	Prior Year Actual ($)	Current Year YTD ($)	Annual Budget / Projection ($)
Hotel/Motel Tax Collections ($)	$218,852	$73,582	$180,000
Tourism Promotion Area (TPA) Fee Collections ($)	$80,326	$27,353	$70,000
Total LTAC Revenue Collected ($)	**$299,178**	**$100,935**	**$250,000**

ROI SUMMARY — ALL GRANTS

Left block = this quarter only. Right block = Program-to-Date (prior quarters + this quarter). Add a row here whenever a new grantee tab is created.

Grant / Recipient	Budget ($)	Actual Spend ($) — this qtr	Units of Impact — this qtr	Est. Revenue ($) — this qtr	Net Benefit ($) — this qtr	ROI Multiple — this qtr	Utilization % (to date)	Blended ROI — this qtr	Spend to Date ($)	Units to Date	Est. Revenue to Date ($)	ROI Multiple to Date	Status / Notes
Chamber of Commerce	$173,721	$28,496.00	-	-	($28,496.00)	-	31.7%	-	$55,017.23	54	$16,200.00	0.29x	Active — Active
Balloon Rally	$7,900	-	-	-	-	-	-	-	-	-	-	-	Pending — No Activity
Wine Network	$56,800	$10,271.00	2,766	$829,800.00	$819,529.00	80.79x	30.0%	81.10x	$17,048.89	2,766	$829,800.00	48.67x	Active — Active
Yakima Tourism	$9,315	$500.00	2,222	$666,600.00	$666,100.00	1333.20x	93.0%	1333.20x	$8,661.79	4,444	$1,333,200.00	153.92x	Active — Active
TOTAL	**$247,736**	**$39,267.00**	**4,988**	**$1,496,400.00**	**$1,457,133.00**	**38.11x**	**32.6%**	**38.19x**	**$80,727.91**	**7,264**	**$2,179,200.00**	**26.99x**	

Methodology: Estimated Revenue = Units of Impact (Total Event Attendance, from each grantee's Section C) x Avg Visitor-Day Spend (Assumptions!$B$4), unless a grantee reports actual ticket revenue. Units of Impact is a raw attendance headcount, not visitor-days -- overnight-adjusted visitor-days are calculated separately on the Economic Impact Summary tab. "To Date" columns add each grantee's Prior Quarters Activity (their own tab, Section P) to this quarter's totals. ROI reflects reported impacts to date; a negative or low ROI may reflect early spending, incomplete reporting, or long-tail benefits not yet captured.

ECONOMIC IMPACT SUMMARY — ALL GRANTS COMBINED

Visitor and spend counts pull automatically from each grantee's Section C (Events). Rates and per-day spend come from the Assumptions tab.

VISITOR INPUTS (aggregated from all grantee Event sections)

Total Attendees / Visitors (all funded events)	**4,988**
Confirmed Out-of-Area Attendees	**2,726**
Estimated Overnight Visitors (of out-of-area)	**2,474**
Day Visitors (Out-of-Area minus Overnight)	**252**
Organizer / Vendor Local Spend ($)	**-**
Ticket / Entry Revenue ($, actual reported)	**-**

CALCULATED OUTPUTS — ECONOMIC IMPACT

Overnight Visitor-Days (Overnight x Avg Nights)	**3,711**
Direct Visitor Spend ($) (day + overnight)	**$940,350.00**
Total Direct Spend ($) (visitor + organizer/vendor)	**$940,350.00**
Indirect / Induced Impact ($)	**$235,087.50**
TOTAL ECONOMIC IMPACT ($)	**$1,175,437.50**
Lodging Revenue (subset of overnight spend) ($)	**$463,875.00**
Estimated Lodging Tax Revenue ($)	**$49,634.63**
Estimated Sales Tax Revenue ($) (direct spend excl. lodgi	**$41,453.33**
TOTAL ESTIMATED TAX REVENUE ($)	**$91,087.95**

LODGING TAX — ESTIMATED vs. ACTUAL COLLECTIONS

Actual Lodging Tax Collected — Current Year YTD ($)	**$100,934.58**
Estimated Lodging Tax from Funded Events ($)	**$49,634.63**
Events-Driven Share of Actual Lodging Tax (%)	**49.2%**
Total Economic Impact per $1 of Lodging Tax Collected	**11.65x**

EFFICIENCY METRICS

Economic Impact per $1 Reimbursed	**29.93x**
Tax Revenue per $1 Reimbursed	**2.32x**

ECONOMIC IMPACT ALLOCATION BY GRANT (proportional to actual spend)

Grant / Recipient	Actual Spend ($)	Spend Share %	Alloc. Economic Impact ($)	Alloc. Tax Revenue ($)
Chamber of Commerce	$28,496.00	72.6%	$853,013.14	$66,102.38
Balloon Rally	-	-	-	-
Wine Network	$10,271.00	26.2%	$307,457.12	$23,825.71
Yakima Tourism	$500.00	1.3%	$14,967.24	$1,159.85
TOTAL	**$39,267.00**	**100.0%**	**$1,175,437.50**	**$91,087.95**

Methodology: Direct Spend = (day visitors x day-visitor spend) + (overnight visitor-days x overnight spend) + organizer/vendor spend. Indirect/Induced = Direct Spend x (Multiplier - 1). Rates and per-visitor spend assumptions live on the Assumptions tab.

DIGITAL & ADVERTISING IMPACT SUMMARY — ALL GRANTS

Pulled automatically from each grantee's Sections E (organic) and F (paid). Conversion assumptions live on the Assumptions tab.

Grant / Recipient	Organic Impressions	Organic Reach	Organic Clicks	Paid Impressions	Paid Clicks	Paid Ad Spend ($)	Est. Digital Visitors	Est. Digital Revenue ($)	Digital ROI
Chamber of Commerce	24264	113723	0	0	0	-	-	-	-
Balloon Rally	0	0	0	0	0	-	-	-	-
Wine Network	0	0	0	871300	1039	$3,300.33	21	$3,188.48	0.97x
Yakima Tourism	0	0	0	0	0	-	-	-	-
TOTAL	**24264**	**113723**	**0**	**871300**	**1039**	**$3,300.33**	**20.78**	**$3,188.48**	**0.97x**

Overall Click-Through Rate	**0.1%**
Cost per Estimated Digital \	**$158.82**

Methodology: Est. Digital Visitors = actual Conversions Tracked reported by the grantee (Section F, col G) when available; otherwise Paid Clicks x Conversion Rate (Assumptions!$B$11, default 2%). Report actual platform conversions whenever available -- these are projections only when no actual figure is reported, not confirmed attendance.

EVENT ATTENDANCE SUMMARY — ALL GRANTS

Pulled automatically from each grantee's Section C (Events / Festivals).

Grant / Recipient	Total Attendance	Confirmed Out-of-Area	Overnight Visitors	Avg Nights (Assumption)	Ticket / Entry Revenue ($)	Local Vendor / Organizer Spend ($)	Notes
Chamber of Commerce	0	0	0	1.5	-	-	Structured Estimate
Balloon Rally	0	0	0	1.5	-	-	N/A - no event data available yet
Wine Network	2766	504	252	1.5	-	-	Ticket Information
Yakima Tourism	2222	2222	2222	1.5	-	-	Estimate
TOTAL	**4988**	**2726**	**2474**		**-**	**-**	

QUARTERLY TRENDS — SPENDING vs. TAX REVENUE

Add one row each time you close a quarter. Compares LTAC grant spending against actual tax collections to see whether funded activity tracks with revenue.

Quarter	Total Program Spend ($)	Total Estimated Revenue ($)	Actual Lodging Tax Collected ($)	Actual Sales Tax Collected ($)	Total Actual Tax Revenue ($)	Tax Revenue per $1 Spent	Spend, QoQ Change %	Tax Revenue, QoQ Change %	Notes
Q1 2026	$41,460.91	$682,800.00	$46,458.83	$550,394.35	$596,853.18	14.40x			
Q2 2026	$39,267.00	$1,496,400.00	$54,475.75	$588,322.53	$642,798.28	16.37x	(5.3%)	7.7%	
					-	-	-	-	
					-	-	-	-	
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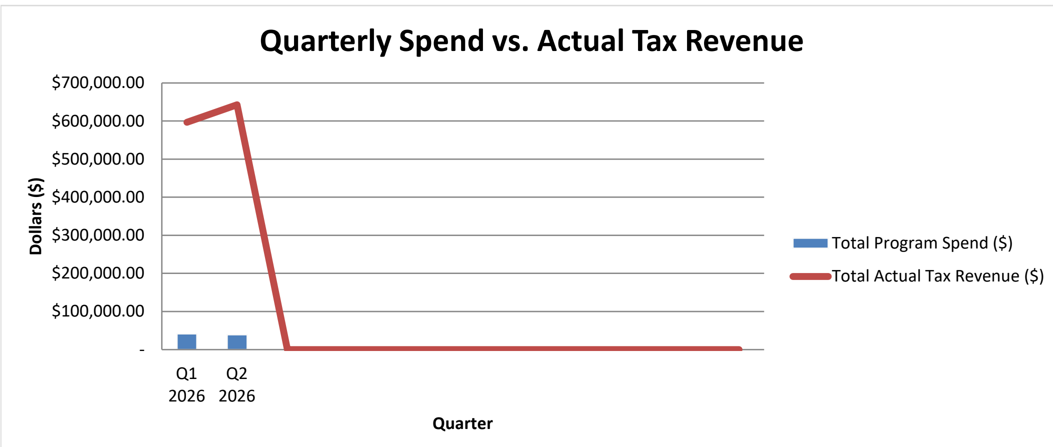
					-	-	-	-	

How to read this: a rising 'Tax Revenue per $1 Spent' suggests funded activity is tracking with revenue growth; a falling ratio may mean spending is outpacing measurable tax impact (or that impact hasn't shown up yet). Actual tax revenue is city-wide -- it reflects all businesses, not just LTAC grantees -- and often lags spending by a quarter or more (spring campaigns often show up in summer collections), so read this as a directional trend, not a precise attribution.



GRANTEE REPORT — Chamber of Commerce

Reporting Period: **April - June 2026 (Q2 2026)**

SECTION A — GRANT & RECIPIENT INFORMATION

Organization Name	**Prosser Chamber of Commerce**
Grant Award Amount / Budget ($)	**$173,721**
Project Status	**Active**
Status / Scope Notes	**Active**

PRIOR QUARTERS ACTIVITY (cumulative total through the end of the last closed quarter)

Cumulative Activity Through	Q1 2026	Q2 2026	Q3 2026	Q4 2026	2026 - TOTAL
Cumulative Actual Spend, Prior Quarters ($)	$26,521.23	$28,496.00			$55,017.23
Cumulative Units of Impact, Prior Quarters	54	151			205
Cumulative Estimated Revenue, Prior Quarters ($)	$16,200.00	$16,200.00			$32,400.00

SECTION B — EXPENSE LOG (transcribe from grantee's submitted report; attach receipts on file)

Date	Expense Category	Funding Type (HM/TPA)	Vendor / Payee	Related Activity / Event	Total Cost ($)	LTAC Amount ($)	Receipt on File?
2026-06-30	Print Media	TPA			$6,877.00	$6,877.00	yes
2026-06-30	Events	HM			$4,666.00	$4,666.00	yes
2026-06-30	Regional Marketing	TPA			$6,589.00	$6,589.00	yes
2026-06-30	Visitor Center	HM			$9,976.00	$9,976.00	yes
2026-06-30	Digital Advertising	TPA			$388.00	$388.00	yes
TOTAL					**$28,496.00**	**$28,496.00**	

SECTION C — EVENTS / FESTIVALS (one row per event; use aggregate row if grantee reports quarterly totals)

Event Name	Event Date	Total Attendance	Confirmed Out-of-Area	Overnight Visitors	Avg Nights Stayed	Ticket / Entry Revenue ($)	Local Vendor / Organizer Spend ($)	Notes
TOTAL		**0**	**0**	**0**		**-**	**-**	

SECTION D — VISITOR CENTER / PHYSICAL PRESENCE (complete if applicable; report by month)

Month / Period	Walk-In Visitors	Phone Inquiries	Email Inquiries	Brochures Distributed	Referrals to Local Biz	Hours Open
April	19	13		200	25	191
May	34	18		200	19	191
June	51	16		250	20	191
TOTAL	**104**	**47**	**0**	**650**	**64**	

SECTION E — ONLINE & SOCIAL MEDIA (organic / unpaid activity)

Platform	Campaign / Content	Impressions	Reach (Unique)	Clicks / Link Clicks	Likes / Reactions	Shares / Reposts
Google	April	4762				
Google	May	5953				
Google	June	13549				
Facebook	April		3000			
Facebook	May		17300			
Facebook	June		77500			
Instagram	April		1400			
Instagram	May		423			
Instagram	June		14100			
TOTAL		**24264**	**113723**	**0**	**0**	**0**

SECTION F — PAID DIGITAL ADVERTISING

Platform / Medium	Campaign Name	Impressions	Reach (Unique)	Clicks	Ad Spend ($)	Conversions Tracked	Notes
TOTAL		**0**	**0**	**0**	**-**	**0**	

Est. Digital Visitors (Clicks x Conversion Rate)	-
Est. Day-Visitor Digital Revenue ($)	-
Est. Overnight-Visitor Digital Revenue ($)	-
Total Est. Digital Revenue ($)	-
Digital ROI Multiple (Revenue / Ad Spend)	-

SECTION G — PRINT & TRADITIONAL MEDIA

Publication / Medium	Ad Type	Run Dates	Circulation / Est. Reach	Ad Cost ($)	Response Count (Coupon/QR/URL)
TOTAL			**0**	**-**	

SECTION H — REVENUE, ECONOMIC IMPACT & ROI SUMMARY — THIS QUARTER (auto-calculated)

Budget ($)	**$173,721**
Actual Spend / LTAC Reimbursed ($) — this quarter	**$28,496.00**
Units of Impact (Total Event Attendance, from Section C) — this quarter	-
Ticket / Entry Revenue ($, if actual reported)	-
Estimated Revenue ($) — this quarter	-
Net Benefit ($) = Revenue - Spend — this quarter	**($28,496.00)**
ROI Multiple (Revenue / Spend) — this quarter	-
Budget Utilization % (Spend / Budget) — cumulative to date	**31.7%**
Blended ROI Multiple (Event + Digital Revenue / Spend) — this quarter	-

PROGRAM-TO-DATE (Prior Quarters + This Quarter, auto-calculated)

Total Actual Spend to Date ($)	**$55,017.23**
Total Units of Impact to Date	**54**
Total Estimated Revenue to Date ($)	**$16,200.00**
Net Benefit to Date ($)	**($38,817.23)**
ROI Multiple to Date (Revenue / Spend)	**0.29x**
Budget Utilization to Date (%)	**31.7%**

SECTION I — IMPACT BASIS & NARRATIVE NOTES

Impact Basis (how units were counted)	**Structured Estimate**
Narrative / Outcomes Notes	

SECTION J — REPORTING COMPLETENESS CHECK (auto-calculated flags for staff review)

Events reported this quarter (Section C)?	No
Overnight / Confirmed Out-of-Area reported (when events occurred)?	N/A - no events
Visitor Center activity reported (Section D)?	Yes
Digital conversions actually reported (Section F, vs. assumption estimate)?	No - using assumption estimate

GRANTEE REPORT — Yakima Tourism

Reporting Period: **April - June 2026 (Q2 2026)**

SECTION A — GRANT & RECIPIENT INFORMATION

Organization Name	**Yakima Valley Tourism**
Grant Award Amount / Budget ($)	**$9,315**
Project Status	**Active**
Status / Scope Notes	**Active**

PRIOR QUARTERS ACTIVITY (cumulative total through the end of the last closed quarter)

Cumulative Activity Through	**Q1 2026**	**Q2 2026**	**Q3 2026**	**Q4 2026**	**2026 - TOTAL**
Cumulative Actual Spend, Prior Quarters ($)	**$8,161.79**	**$500.00**			**$8,661.79**
Cumulative Units of Impact, Prior Quarters	**2,222**	**2,222**			**4444**
Cumulative Estimated Revenue, Prior Quarters ($)	**$666,600.00**	**$666,600.00**			**$1,333,200.00**

SECTION B — EXPENSE LOG (transcribe from grantee's submitted report; attach receipts on file)

Date	Expense Category	Funding Type (HM/TPA)	Vendor / Payee	Related Activity / Event	Total Cost ($)	LTAC Amount ($)	Receipt on File?
6/30/2026	Visitor Center	HM	same		$500.00	$500.00	Y
TOTAL					**$500.00**	**$500.00**	

SECTION C — EVENTS / FESTIVALS (one row per event; use aggregate row if grantee reports quarterly totals)

Event Name	Event Date	Total Attendance	Confirmed Out-of-Area	Overnight Visitors	Avg Nights Stayed	Ticket / Entry Revenue ($)	Local Vendor / Organizer Spend ($)	Notes
2nd Quarter - Average Activity		2222	2222	2222	1			Average Activity
TOTAL		**2222**	**2222**	**2222**		**-**	**-**	

SECTION D — VISITOR CENTER / PHYSICAL PRESENCE (complete if applicable; report by month)

Month / Period	Walk-In Visitors	Phone Inquiries	Email Inquiries	Brochures Distributed	Referrals to Local Biz	Hours Open
4/6/2026	27500					
TOTAL	**27500**	**0**	**0**	**0**	**0**	

SECTION E — ONLINE & SOCIAL MEDIA (organic / unpaid activity)

Platform	Campaign / Content	Impressions	Reach (Unique)	Clicks / Link Clicks	Likes / Reactions	Shares / Reposts
TOTAL		**0**	**0**	**0**	**0**	**0**

SECTION F — PAID DIGITAL ADVERTISING

Platform / Medium	Campaign Name	Impressions	Reach (Unique)	Clicks	Ad Spend ($)	Conversions Tracked	Notes
TOTAL		**0**	**0**	**0**	**-**	**0**	

Est. Digital Visitors (Clicks x Conversion Rate)	**-**
Est. Day-Visitor Digital Revenue ($)	**-**
Est. Overnight-Visitor Digital Revenue ($)	**-**
Total Est. Digital Revenue ($)	**-**
Digital ROI Multiple (Revenue / Ad Spend)	**-**

SECTION G — PRINT & TRADITIONAL MEDIA

Publication / Medium	Ad Type	Run Dates	Circulation / Est. Reach	Ad Cost ($)	Response Count (Coupon/QR/URL)
TOTAL			**0**	**-**	

SECTION H — REVENUE, ECONOMIC IMPACT & ROI SUMMARY — THIS QUARTER (auto-calculated)

Budget ($)	**$9,315**
Actual Spend / LTAC Reimbursed ($) — this quarter	**$500.00**
Units of Impact (Total Event Attendance, from Section C) — this quarter	**2,222**
Ticket / Entry Revenue ($, if actual reported)	**-**
Estimated Revenue ($) — this quarter	**$666,600.00**
Net Benefit ($) = Revenue - Spend — this quarter	**$666,100.00**
ROI Multiple (Revenue / Spend) — this quarter	**1333.20x**
Budget Utilization % (Spend / Budget) — cumulative to date	**93.0%**
Blended ROI Multiple (Event + Digital Revenue / Spend) — this quarter	**1333.20x**

PROGRAM-TO-DATE (Prior Quarters + This Quarter, auto-calculated)

Total Actual Spend to Date ($)	**$8,661.79**
Total Units of Impact to Date	**4,444**
Total Estimated Revenue to Date ($)	**$1,333,200.00**
Net Benefit to Date ($)	**$1,324,538.21**
ROI Multiple to Date (Revenue / Spend)	**153.92x**
Budget Utilization to Date (%)	**93.0%**

SECTION I — IMPACT BASIS & NARRATIVE NOTES

Impact Basis (how units were counted)	**Estimate**
Narrative / Outcomes Notes	

SECTION J — REPORTING COMPLETENESS CHECK (auto-calculated flags for staff review)

Events reported this quarter (Section C)?	Yes
Overnight / Confirmed Out-of-Area reported (when events occurred)?	Yes
Visitor Center activity reported (Section D)?	Yes
Digital conversions actually reported (Section F, vs. assumption estimate)?	No - using assumption estimate

GRANTEE REPORT — Balloon Rally

Reporting Period: **April - June 2026 (Q2 2026)**

SECTION A — GRANT & RECIPIENT INFORMATION

Organization Name	Prosser Balloon Rally
Grant Award Amount / Budget ($)	$7,900
Project Status	Pending
Status / Scope Notes	No Activity

PRIOR QUARTERS ACTIVITY (cumulative total through the end of the last closed quarter)

Cumulative Activity Through	Q1 2026	Q2 2026	Q3 2026	Q4 2026	2026 - TOTAL
Cumulative Actual Spend, Prior Quarters ($)	-	-	-	-	-
Cumulative Units of Impact, Prior Quarters	-	-	-	-	0
Cumulative Estimated Revenue, Prior Quarters ($)	-	-	-	-	-

SECTION B — EXPENSE LOG (transcribe from grantee's submitted report; attach receipts on file)

Date	Expense Category	Funding Type (HM/TPA)	Vendor / Payee	Related Activity / Event	Total Cost ($)	LTAC Amount ($)	Receipt on File?
TOTAL					-	-	

SECTION C — EVENTS / FESTIVALS (one row per event; use aggregate row if grantee reports quarterly totals)

Event Name	Event Date	Total Attendance	Confirmed Out-of-Area	Overnight Visitors	Avg Nights Stayed	Ticket / Entry Revenue ($)	Local Vendor / Organizer Spend ($)	Notes
TOTAL		0	0	0		-	-	

SECTION D — VISITOR CENTER / PHYSICAL PRESENCE (complete if applicable; report by month)

Month / Period	Walk-In Visitors	Phone Inquiries	Email Inquiries	Brochures Distributed	Referrals to Local Biz	Hours Open
TOTAL	0	0	0	0	0	

SECTION E — ONLINE & SOCIAL MEDIA (organic / unpaid activity)

Platform	Campaign / Content	Impressions	Reach (Unique)	Clicks / Link Clicks	Likes / Reactions	Shares / Reposts
TOTAL		0	0	0	0	0

SECTION F — PAID DIGITAL ADVERTISING

Platform / Medium	Campaign Name	Impressions	Reach (Unique)	Clicks	Ad Spend ($)	Conversions Tracked	Notes
TOTAL		0	0	0	-	0	

Est. Digital Visitors (Clicks x Conversion Rate)	-
Est. Day-Visitor Digital Revenue ($)	-
Est. Overnight-Visitor Digital Revenue ($)	-
Total Est. Digital Revenue ($)	-
Digital ROI Multiple (Revenue / Ad Spend)	-

SECTION G — PRINT & TRADITIONAL MEDIA

Publication / Medium	Ad Type	Run Dates	Circulation / Est. Reach	Ad Cost ($)	Response Count (Coupon/QR/URL)
TOTAL			0	-	

SECTION H — REVENUE, ECONOMIC IMPACT & ROI SUMMARY — THIS QUARTER (auto-calculated)

Budget ($)	**$7,900**
Actual Spend / LTAC Reimbursed ($) — this quarter	-
Units of Impact (Total Event Attendance, from Section C) — this quarter	-
Ticket / Entry Revenue ($, if actual reported)	-
Estimated Revenue ($) — this quarter	-
Net Benefit ($) = Revenue - Spend — this quarter	-
ROI Multiple (Revenue / Spend) — this quarter	-
Budget Utilization % (Spend / Budget) — cumulative to date	-
Blended ROI Multiple (Event + Digital Revenue / Spend) — this quarter	-

PROGRAM-TO-DATE (Prior Quarters + This Quarter, auto-calculated)

Total Actual Spend to Date ($)	-
Total Units of Impact to Date	-
Total Estimated Revenue to Date ($)	-
Net Benefit to Date ($)	-
ROI Multiple to Date (Revenue / Spend)	-
Budget Utilization to Date (%)	-

SECTION I — IMPACT BASIS & NARRATIVE NOTES

Impact Basis (how units were counted)	**N/A - no event data available yet**
Narrative / Outcomes Notes	

SECTION J — REPORTING COMPLETENESS CHECK (auto-calculated flags for staff review)

Events reported this quarter (Section C)?	No
Overnight / Confirmed Out-of-Area reported (when events occurred)?	N/A - no events
Visitor Center activity reported (Section D)?	No / Not Applicable
Digital conversions actually reported (Section F, vs. assumption estimate)?	No - using assumption estimate

GRANTEE REPORT — Wine Network

Reporting Period:	**April - June 2026 (Q2 2026)**

SECTION A — GRANT & RECIPIENT INFORMATION

Organization Name	**Prosser Wine Network**
Grant Award Amount / Budget ($)	**$56,800**
Project Status	**Active**
Status / Scope Notes	**Active**

PRIOR QUARTERS ACTIVITY (cumulative total through the end of the last closed quarter)

Cumulative Activity Through	**Q1 2026**	**Q2 2026**	**Q3 2026**	**Q4 2026**		**2026 - TOTAL**
Cumulative Actual Spend, Prior Quarters ($)	**$6,777.89**	**$9,571.00**				**$16,348.89**
Cumulative Units of Impact, Prior Quarters	**-**	**1,383**				**1383**
Cumulative Estimated Revenue, Prior Quarters ($)	**-**	**$414,900.00**				**$414,900.00**

SECTION B — EXPENSE LOG (transcribe from grantee's submitted report; attach receipts on file)

Date	Expense Category	Funding Type (HM/TPA)	Vendor / Payee	Related Activity / Event	Total Cost ($)	LTAC Amount ($)	Receipt on File?
2026-06-30	Digital Advertising	TPA	Cougar Digital		$2,242.00	$2,242.00	Yes
2026-06-30	Events	TPA	various		$4,068.00	$4,068.00	Yes
2026-06-30	Digital Advertising	TPA	various		$3,261.00	$3,261.00	Yes
2026-06-30	Digital Advertising	TPA	Adventures Aloft	PBS Series	$700.00	$700.00	Yes
TOTAL					**$10,271.00**	**$10,271.00**	

SECTION C — EVENTS / FESTIVALS (one row per event; use aggregate row if grantee reports quarterly totals)

Event Name	Event Date	Total Attendance	Confirmed Out-of-Area	Overnight Visitors	Avg Nights Stayed	Ticket / Entry Revenue ($)	Local Vendor / Organizer Spend ($)	Notes
Prosser Wine & Music Festival	06/19/2026-06/21/2026	2766	504	252	1.5	-	-	
TOTAL		**2766**	**504**	**252**		**-**	**-**	

SECTION D — VISITOR CENTER / PHYSICAL PRESENCE (complete if applicable; report by month)

Month / Period	Walk-In Visitors	Phone Inquiries	Email Inquiries	Brochures Distributed	Referrals to Local Biz	Hours Open
TOTAL	**0**	**0**	**0**	**0**	**0**	

SECTION E — ONLINE & SOCIAL MEDIA (organic / unpaid activity)

Platform	Campaign / Content	Impressions	Reach (Unique)	Clicks / Link Clicks	Likes / Reactions	Shares / Reposts
TOTAL		**0**	**0**	**0**	**0**	**0**

SECTION F — PAID DIGITAL ADVERTISING

Platform / Medium	Campaign Name	Impressions	Reach (Unique)	Clicks	Ad Spend ($)	Conversions Tracked	Notes
Meta Ads	Prosser Wine & Music Festival	871300	458800	1039	$3,300.33		
TOTAL		**871300**	**458800**	**1039**	**$3,300.33**	**0**	

Est. Digital Visitors (Clicks x Conversion Rate)	**21**
Est. Day-Visitor Digital Revenue ($)	**$2,714.70**
Est. Overnight-Visitor Digital Revenue ($)	**$473.78**
Total Est. Digital Revenue ($)	**$3,188.48**
Digital ROI Multiple (Revenue / Ad Spend)	**0.97x**

SECTION G — PRINT & TRADITIONAL MEDIA

Publication / Medium	Ad Type	Run Dates	Circulation / Est. Reach	Ad Cost ($)	Response Count (Coupon/QR/URL)
Varietal Sheets	Paid Print	April	Yakima Valley	$2,091.38	
TOTAL			**0**	**$2,091.38**	

SECTION H — REVENUE, ECONOMIC IMPACT & ROI SUMMARY — THIS QUARTER (auto-calculated)

Budget ($)	**$56,800**
Actual Spend / LTAC Reimbursed ($) — this quarter	**$10,271.00**
Units of Impact (Total Event Attendance, from Section C) — this quarter	**2,766**
Ticket / Entry Revenue ($, if actual reported)	**-**
Estimated Revenue ($) — this quarter	**$829,800.00**
Net Benefit ($) = Revenue - Spend — this quarter	**$819,529.00**
ROI Multiple (Revenue / Spend) — this quarter	**80.79x**
Budget Utilization % (Spend / Budget) — cumulative to date	**30.0%**
Blended ROI Multiple (Event + Digital Revenue / Spend) — this quarter	**81.10x**

PROGRAM-TO-DATE (Prior Quarters + This Quarter, auto-calculated)

Total Actual Spend to Date ($)	**$17,048.89**
Total Units of Impact to Date	**2,766**
Total Estimated Revenue to Date ($)	**$829,800.00**
Net Benefit to Date ($)	**$812,751.11**
ROI Multiple to Date (Revenue / Spend)	**48.67x**
Budget Utilization to Date (%)	**30.0%**

SECTION I — IMPACT BASIS & NARRATIVE NOTES

Impact Basis (how units were counted)	**Ticket Information**
Narrative / Outcomes Notes	

SECTION J — REPORTING COMPLETENESS CHECK (auto-calculated flags for staff review)

Events reported this quarter (Section C)?	Yes
Overnight / Confirmed Out-of-Area reported (when events occurred)?	Yes
Visitor Center activity reported (Section D)?	No / Not Applicable
Digital conversions actually reported (Section F, vs. assumption estimate)?	No - using assumption estimate

CITY OF PROSSER
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LTAC Grant Program

Q2 2026 Impact Summary | City of Prosser

Reporting Period
April - June 2026

LTAC uses lodging-tax revenue to support events, marketing, and visitor services intended to bring people to Prosser. This report shows how much has been paid, what visitor activity grantees reported, and what information still needs clarification. Most economic-impact figures are estimates based on the workbook assumptions; actual City revenue is shown separately.

AT A GLANCE — THE BIG PICTURE

These figures cover the 2026 grant program through June 30:

$247,736	$80,728	32.6%	27.0x
Approved for 2026	Paid to Grantees Through June	Annual Budget Paid So Far	Est. Visitor Spending per $1 Paid

$2.18M	$1.50M	$100,935
Est. Visitor Spending Through June	Est. Visitor Spending in Q2	Actual Lodging-Related Revenue YTD

THE BOTTOM LINE

Through June, the City paid $80,728 in eligible grant reimbursements—about one-third of the annual budget. Grantees reported 4,988 event attendees in Q2. Using the workbook's standard estimate, this equals $1.50 million in estimated Q2 visitor spending and $2.18 million for the year to date.

Q2 visitor counts included 2,726 reported out-of-area attendees: 2,474 overnight visitors and 252 day visitors.

HOW TO READ THESE FIGURES

Reimbursed — Money the City has actually paid after a grantee submitted eligible expenses.

Estimated visitor spending — If actual ticket or entry revenue is not reported, the workbook multiplies event attendance by $300.

ROI — Estimated visitor spending divided by LTAC reimbursements. A 27.0x ROI means about $27 in estimated visitor spending for each $1 paid. It is not City profit.

Actual lodging-related revenue — The City received $100,935 through June from hotel/motel taxes and Tourism Promotion Area fees. These are actual collections, but the workbook cannot attribute every dollar directly to LTAC-funded activity.

Economic impact — A separate model uses day and overnight visitor counts, nights stayed, local spending, and a 1.25 regional multiplier. For Q2, it estimates $1.18 million in broader economic activity and $91,088 in related tax revenue.

Q2 example: 4,988 attendees × $300 = $1,496,400 in estimated visitor spending; $1,496,400 ÷ $39,267 reimbursed = 38.1x ROI.

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POSITIVE RESULTS SO FAR

Wine Network event reported strong attendance

The Prosser Wine & Music Festival reported 2,766 attendees. Of those, 504 were reported as coming from outside the area and 252 stayed overnight for an average of 1.5 nights.

The City reimbursed $10,271 in Q2. Under the workbook formula, the event produced $829,800 in estimated visitor spending—about $81 for each $1 reimbursed.

Why it matters: The festival supplied attendance and overnight-stay information, allowing the workbook to calculate both simple ROI and the broader economic-impact estimate.

Yakima Tourism reports high visitor activity at a low Q2 reimbursement

Yakima Tourism reported 2,222 as its Q2 event-attendance measure. The City reimbursed $500, producing $666,600 in estimated visitor spending under the standard formula. Through Q2, the calculated return is about $154 for each $1 reimbursed.

The tab also lists 27,500 visitor-center walk-ins. Those walk-ins are tracked separately and are not included in the $666,600 estimate.

Important context: The 2,222 figure is labeled as an estimate or average activity, so the source and counting method should be documented before relying heavily on the very high calculated ROI.

Actual lodging-related revenue increased

The City received $54,476 in lodging-related revenue during Q2—17.3% more than Q1. Total collections through June were $100,935.

All reimbursement requests filed through Q2 were placed in an allowable funding category and supported by receipts.

Important context: The increase is encouraging, but it does not prove that the change was caused only by LTAC-funded activities.

WHERE MORE INFORMATION IS NEEDED

Chamber work is not fully measured by the current formula

The Chamber received $28,496 in Q2 and $55,017 through June. The event-based formula shows $16,200 in cumulative estimated visitor spending.

Other Q2 measures included 104 walk-ins, 47 calls, 650 brochures, 64 business referrals, 24,264 Google impressions, and 113,723 in social-media reach. The workbook does not assign a dollar value to these services.

What this means: A low calculated ROI may reflect an incomplete measurement method—not necessarily low value.

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Visitor totals now balance, but the source of each count should be clearer

The Q2 totals now show 4,988 attendees, 2,726 out-of-area attendees, 2,474 overnight visitors, and 252 day visitors. The totals are mathematically consistent.

Grantees should still explain whether each figure represents unique people, total attendance, repeat visits, or visitor-days. For example, one person attending a three-day event could be one unique visitor but three attendance days.

Why it matters: Using the same definitions and source records will make results easier to compare across grantees and from quarter to quarter.

Balloon Rally reporting is still pending

No Q2 reimbursement, attendance, or visitor-impact activity was reported for the Balloon Rally.

What this may mean: The lack of activity may simply reflects the event schedule.

NEXT STEPS

These steps will make future reports easier to understand and compare:

#	Next Step	Owner
1	Create a short reporting guide that defines attendance, unique visitors, out-of-area visitors, overnight visitors, repeat visits, and visitor-days. Require each grantee to identify the source of its figures, such as ticket sales, registration records, surveys, or estimates.	Finance Director / LTAC Staff
2	Research credible methods for measuring the economic impact of regional marketing and visitor-center services. Use the research to determine whether walk-ins, referrals, brochures, digital reach, or other service measures can be included in future reports.	LTAC Staff / Finance Director

REPORTING NOTE — Dollar amounts are rounded. Estimated visitor spending, ROI, economic impact, and estimated tax revenue are model results based on reported data and workbook assumptions. Actual City collections are shown separately.

ARTICULATING A COMMON VISION

FINDINGS REPORT AND DRAFT NARRATIVE

WHAT ARE WE DOING?

PROJECT BACKGROUND

Prosser, Washington has been a fixture in the Washington wine industry for over a hundred years and is sometimes known as “The Birthplace of Washington Wines”. It hosts over 30 wineries that produce some of Washington’s finest wines.

And yet, the city has little name recognition statewide (and less nationally). Despite its historic buildings and charm, the downtown core has struggled as businesses have closed and not been replaced. And as wine sales decline nationally, Prosser is searching for new income streams.

An obvious solution would be to make Prosser an attractive destination for tourists. But until the city is able to create a more tourist-friendly environment that encourages word-of-mouth and repeat visits, the fear is that any revenue driven from advertising will be short-lived.

SOMETHING TO RALLY AROUND

PROJECT BACKGROUND

Prosser has a lot of pride and does not lack for ideas on how to make Prosser a better place. But in order to make meaningful progress, we believe that it's important that Prosserites share a common strategic vision. Currently there is a lot of activity, but not necessarily in concert. Prosser needs a single vision and message so that all parties can "pull together" toward the common goal.

PROJECT OBJECTIVE

Rupert has been asked to help Prosser define and articulate its strategic vision for the future. What could Prosser become? We want to get the people of Prosser to get excited about a shared vision for what's next.

Our goal is to do more than just paint a picture of what the future of Prosser could look like, but to help create a roadmap for sustained success.

EXECUTIVE SUMMARY

Methodology:

- In preparing this report, we visited Prosser four times over the course of several months and spoke with more than 20 people with experience either in Prosser, Washington wines, or urban development. In addition, Rupert toured 3 similar towns and conducted a two-day workshop with representatives from Historic Downtown Prosser, Port of Benton, Prosser Economic Development Association, Chamber of Commerce, City Council of Prosser, Mayor's Office, Prosser Wine Network, among others.

Challenges:

- Prosser has directed growth away from the downtown core. This has led to a bifurcated tourist experience.
- Loss of tree canopy and outdoor spaces makes downtown unattractive.
- Lingering damage to downtown small businesses incurred during Covid remains to be seen in empty storefronts.
- Wine industry in general is down.

Opportunities:

- Use new creative district designation to drive investment and tourism.
- Implement policies that maintain and beautify downtown, and encourage small creative businesses.
- Create opportunities for agricultural festivals and events to attract visitors from Yakima Valley, PNW and nationally.
- Invest in improvements (trees, sidewalks, bike paths) to make downtown more walkable.
- Connect Vinters Village to Downtown through shaded pedestrian and bike paths.

WHAT WE LEARNED

PERCEPTIONS & INSIGHTS

SITE VISITS: ROAD TRIP OBSERVATIONS

Many of the challenges Prosser is facing are not unique. Empty storefronts were common in the towns we visited, particularly in wine country. But there were lessons for Prosser in each of the towns we visited and some general principles for success, from a tourist's perspective.

WHAT WE LEARNED

PERCEPTIONS & INSIGHTS

TIETON

Overview:

- Population: 1,561
- Former fruit packing town was in dire straits before a coalition of outside artists and entrepreneurs began buying buildings and opening creative businesses.

The Exception:

- Despite the involvement of nearly a dozen artists and entrepreneurs, Tieton is really the product of one man's vision and substantial investment.

Takeaway for Prosser:

- Tieton focused on what they had that other areas lacked—namely cheap land and a ready source of inexpensive labor. And worked hard to make connections with people and businesses outside of Tieton to bring jobs and income into town.
- Tieton also focused on physical beauty — creating public art, gardens and refreshed signage/storefronts, which inspired others to do the same.

WHAT WE LEARNED

PERCEPTIONS & INSIGHTS

WAITSBURG

Overview:

- Population: 1,166
- Waitsburg has benefited from viticulture and its proximity to Walla Walla, with a well-preserved downtown core from the 1800s.

The Exception:

- Waitsburg has a James Beard nominated restaurant (Bar Bacetto) and an easy driving distance from Walla Walla.

Takeaway for Prosser:

- Poster and advertising campaign to support local small businesses and emphasize the importance of maintaining the town's culture.
- Coordination and collaboration among downtown businesses, making sure they are open for each other's events and encouraging pedestrians to "move along" down mainstreet to other businesses.
- Fines for blocked or tinted windows in the downtown core (except for partial blinds to block direct sunlight for diners, cafe-goers, etc. Empty

Takeaway for Prosser continued:

storefronts have signage celebrating the town in general (vs just being left vacant).

WHAT WE LEARNED

PERCEPTIONS & INSIGHTS

WALLA WALLA

Overview:

- Population: 34,060
- With the rise of shopping malls, Walla Walla's downtown was beginning to empty, but saved by the rise of viticulture and the opening of tasting rooms downtown.

The Exception:

- Walla Walla benefits from the presence of two colleges, the Walla Walla AVA, and its relative isolation creating a center of gravity for the surrounding region.

Takeaway for Prosser:

- During Covid, Walla Walla encouraged restaurants to open outdoor seating. Today the sidewalks are still lined with tasting rooms, restaurants and cafes, creating a vibrant social scene.
- Empty lots and storefronts are clean, well-lit and/or otherwise dressed up. The result is that empty storefronts feel occupied to a casual observer.
- A few dedicated people fought to keep downtown viable and formed the Downtown Walla Walla Foundation.

WHAT WE LEARNED

PERCEPTIONS & INSIGHTS

ROAD TRIP CONCLUSION:

The general principles for success.

What makes a historic downtown feel like a destination to out-of-town tourists? A lot of the things that Prosser is looking to establish:

- Attractive, well-maintained storefronts. Welcoming storefronts have clear windows that invite shoppers in to look around or spend time.
- Shade from trees, umbrellas or other plants near places to sit, relax and be social (both restaurants and public benches). When people linger, it creates a sense of gravity in town that encourages others to visit and stay.
- Colorful signage with character gives a sense of a thriving culture and interesting businesses. Even if a building is empty, a colorful sign can make it feel interesting.
- Landmark or historic hotel. A destination hotel within walking distance of restaurants, shops and other attractions makes it easy for tourists to imagine themselves spending the night.
- Complimentary businesses. A theater, renowned restaurant and boutique hotel work together to create a complete experience for out-of-town guests.

INTERVIEWS & WORKSHOPS

INVENTORY OF ASSETS & BARRIERS

Throughout our discovery process we were able to identify six categories of "assets" that Prosser has to offer out-of-town guests, as well as its own citizens. As often as not, these assets also came with barriers that prevent Prosser (or visitors) from fully realizing or appreciating the assets. In our next deliverable we'll share some ideas for overcoming these barriers.

INTERVIEWS & WORKSHOPS

INVENTORY OF ASSETS & BARRIERS

HISTORIC DOWNTOWN

Asset: The downtown of Prosser is really close to being great.

- Big enough to spend time exploring and feel like you still haven't seen everything, but small enough to know your way around and to feel safe.
- Great old buildings with well-preserved facades, cute AirBnB options.
- Well-sited close to the highway, but picturesquely nestled between the river and Horse Heave Hills.
- Feels like an integral part of the town — people really live and work here in Prosser.

Barriers: Not quite a walkable destination town…yet.

- Absentee or uncooperative landlords don't participate in community efforts to beautify downtown.
- Empty storefronts create a feeling of desolation or disrepair.
- Cheap or unattractive signage for some existing businesses that are there work against the curb appeal of downtown.
- The growing number of professional services (vs retail) creates uninteresting store fronts for window shoppers.

Barriers continued:

- Lack of shade and outdoor seating (or sidewalk signage) creates an uninviting atmosphere and contributes to an "empty" feeling, despite the number of businesses actually operating there.
- Lack of coordination between businesses on opening hours contributes to feeling of emptiness.

INTERVIEWS & WORKSHOPS

INVENTORY OF ASSETS & BARRIERS

WINERIES/VINTERS' VILLAGE

Asset: World-class wines on par with anything from the PNW.

- Birthplace of Washington wines and supply grapes to wineries around the state.
- Highly regarded and rated wineries.
- Vinters' Village puts several wineries within walking distance of one another.
- Horse Heaven Hills AVA and Yakima Valley AVAs are unique and respected.
- Special events and weekends with participation across multiple wineries.

Barriers: A tale of two Prossers.

- The physical distance between village and downtown is not far, but feels far (too hot, too dusty, no sidewalks, not much to look at on the way).
- Very little agricultural presence at the Village. Could be anywhere instead of in the heart of Washington wine country.
- Wine sales are down globally, reducing impact as a tourism and economic driver for the region.
- Lack of consistent coordination and cross-promotion with other organizations or events in town.

Barriers continued:

- Empty "Phase 2" lots subtract from the feeling of activity and growth.
- Limited dining options.

INTERVIEWS & WORKSHOPS

INVENTORY OF ASSETS & BARRIERS

NATURAL BEAUTY

Asset: The Yakima River and Horse Heaven Hill provide a beautiful backdrop.

- River is substantially cleaner than in the past.
- Dam creates flat water perfect for boating or swimming.
- Yakama Indian Nation Prosser Hatchery plays an important and significant role in salmon population in the Yakima and Columbia rivers.
- Horse Heaven Hill borders and embraces the town, creating a natural and identifiable landmark.
- Wild horses are rumored to still live in the hills (The town was originally founded as a site for capturing and training wild horses).

Barriers: Hiding in plain sight.

- Prosserites seem to overlook the hill and river as attractions because of past issues or simply familiarity.
- Local reputation is that the river is polluted.
  - But there is an issue with star weed, which is safe but unpleasant to look at or swim in.
- River is not visible from many locations.

Barriers continued:

- Lack of recreational activities on or near the river.
  - E.g. bike lanes, pedestrian paths, boat rentals, etc.
- Horse Heaven Hill is very steep. There are not many viable ways up or down without a car.
  - Existing trail is too steep and infrequently used.

INTERVIEWS & WORKSHOPS

INVENTORY OF ASSETS & BARRIERS

AGRICULTURAL ROOTS

Asset: Authentic agricultural center with produce enjoyed globally.

- Renown producer of grapes (wine and juice), apples, cherries, hops, asparagus, soft wheat, etc.
    - Exported globally as well as nationally.
- Hundred year history, innovator in irrigation techniques that made farming the Yakima Valley viable.
- The global agritourism market was valued at USD 9.01 billion in 2025 and is expected to exhibit a CAGR of 12.3% from 2026 to 2033. (Grand View Research, Inc., 2025).
- Year-round farmers' market on Saturdays (bi weekly in winter) with local produce, honey, jams and flowers.

Barrier: What's on the farm stays on the farm.

- Other than a large cold storage facility as you head into town (which has little signage or explanation) there is little agricultural presence in town.
- Few agriculture-related activities to do in and around town.
- Working farms have little appetite to pivot core business toward tourism.

Barriers continued:

- Good farmers don't necessarily make good hospitality business owners.

INTERVIEWS & WORKSHOPS

INVENTORY OF ASSETS & BARRIERS

COMMUNITY SPIRIT

Asset: Active and engaged volunteer community.

- Strong leadership and participation from local organizations and volunteers.
- Motivated and engaged city leadership (Mayor and Council).
- Wide variety of organizations with vested interest in improving the city and surrounding areas.
- Passionate populace that supports annual events and local businesses.
    - Traditional events and parades that draw large participation from Prosser and surrounding areas.
- Strong "alumni" culture. Folks return to Prosser from all over. Families have been here for generations.

Barriers: Pulling in different directions.

- Inconsistent coordination and communication between organizations.
- Well-intentioned initiatives are sometimes at odds with one another.
- Close-knit community can be difficult for new arrivals to assimilate into.

INTERVIEWS & WORKSHOPS

INVENTORY OF ASSETS & BARRIERS

CREATIVE DISTRICT DESIGNATION

Asset: A golden opportunity.

- Awarded a much-covetted "Creative District" designation from the state (Qualifies Prosser for grants and other funding).
- Historic Princess Theater has been renovated and has a thriving theater program for adults and kids.
    - 120 events a year, including live music and theater productions.
    - Theater program only one of its size and kind in south Yakima Valley.
- Dance class, pottery, live music and other arts are already thriving downtown.
- Wineries, breweries and distillers also qualify as creative industries.
- Annual Street Painting Festival where local artists create chalk drawings on downtown streets.

Barriers: Still work to be done.

- Federal funding for creative district programs has been canceled.
- Lack of definition and identity around Creative District designation — what does it mean for Prosser? For visitors?

Barriers continued:

- Lack of gallery or museum spaces dedicated to displaying art.
- Lack of public art/sculpture (Parade of Ponies walk lacks signage and cohesive route).
- Downtown businesses are not predominately "creative" - e.g. financial planning, dermatology, insurance, etc.Federal funding for creative district programs has been canceled.
- Lack of definition and identity around Creative District designation — what does it mean for Prosser? For visitors?
- Lack of gallery or museum spaces dedicated to displaying art.
- Lack of public art/sculpture (Parade of Ponies walk lacks signage and cohesive route).
- Downtown businesses are not predominately "creative" - e.g. financial planning, dermatology, insurance, etc.

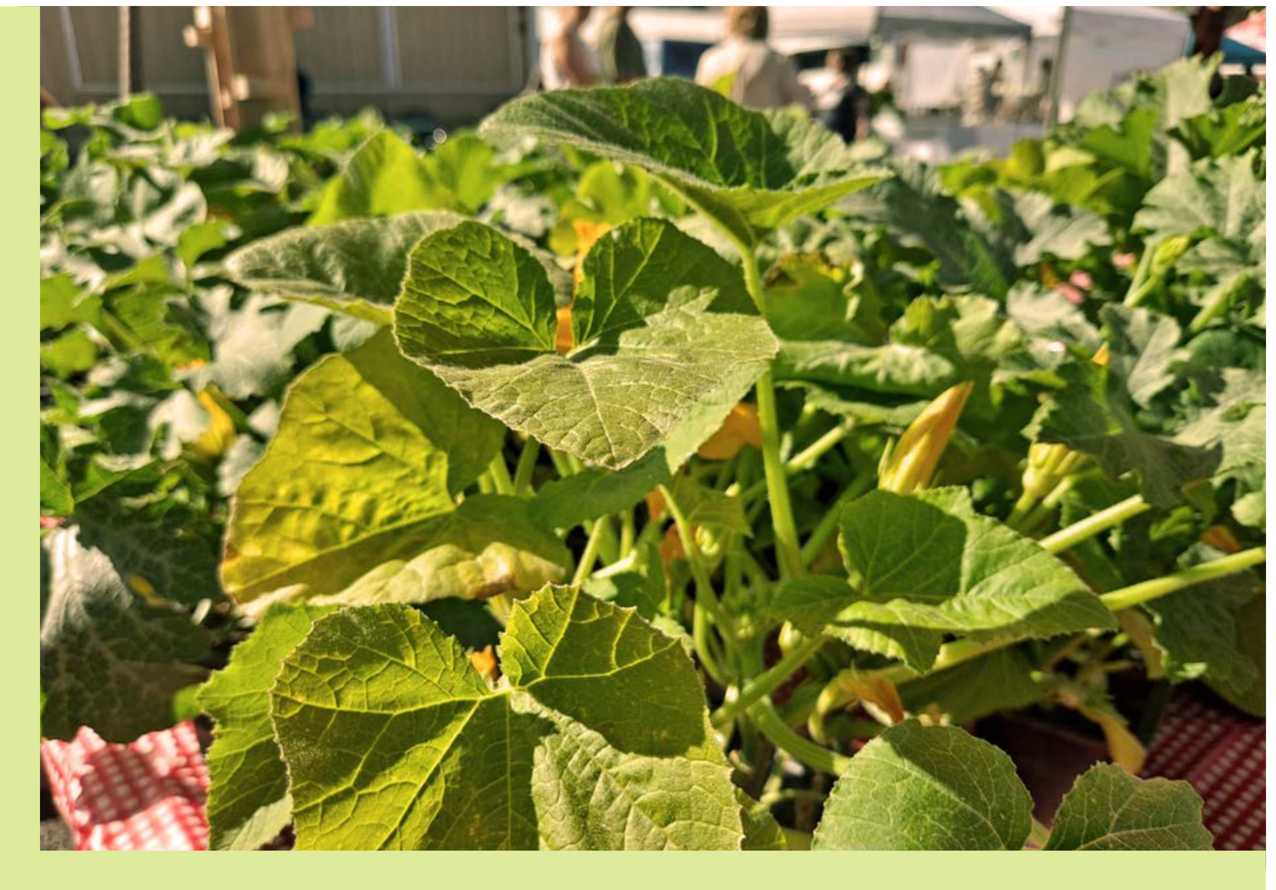
WORKSHOP CONCLUSIONS

THREE THEMES, ONE VISION

Throughout our discussions at the Workshops, three themes continued to emerge. These themes naturally incorporated many of the assets we inventoried as well as the principles for success we found on our roadtrip.

Welcoming and Walkable

- From the start, we heard over and over from the community that the future vision of Prosser must include a walkable, welcoming downtown, full of vibrant small business and creativity.



Agriculture and Viticulture

- Obviously, wine and agriculture are a major part of Prosser's identity, history and economy. Any discussion about a future vision for Prosser is going to have to include agriculture.

Traditions and Family

- We also heard that the traditions here are powerful connectors between generations, new arrivals and longtime residents. The future of Prosser must be rooted in its past.
- Our vision narrative then must account for all three of these themes.

VISION NARRATIVE

HOME TOWN CHARM.
WINE COUNTRY WELCOME.

Prosser is timeless. It's a place where families gather to buy fresh produce from local farms, while the children play nearby. A place of open doors and open arms. Where school kids make their way from rehearsal or sports practice, stopping for ice cream downtown before pedalling home along shady streets.

Visitors are charmed by Prosser's historic downtown creative district, where winemakers, craftsmen and artists share the tree-lined sidewalks with open air cafes. The easy camaraderie between shop keepers reveals a community that cares deeply about supporting local businesses. Hand-lettered signs direct foot traffic into artfully restored storefronts that offer curated goods, local crafts and fine wines.

Drawn by the creative culture and spirit of collaboration in Prosser, restaurateurs and hoteliers have opened their own additions to the historic downtown, attracting visitors from nearby cities and from across the Pacific Northwest with award-winning restaurants and accommodations.

Prosser is happy to be small. It takes pride in offering both locals and tourists a welcome break from highways, big box stores and chain restaurants. A modern take on small town America, where family farms and unique local businesses thrive among artists and artisans. Where hometown charm meets wine country welcome at the intersection of 6th and Meade.

NEXT STEPS
FEEDBACK

The narrative: What feels right? What feels wrong?

- Is it believable? Desirable? Achievable?
- Small notes are ok too. Words you don't like, etc.

Insights: Do you have what you need? Anything missing or inaccurate?

Next Round

- Revised narrative.
- Conceptual imagery based on the narrative that help bring it to life.
- Anchor ideas - thought starters and solutions to some of the barriers.


THANK YOU
RUPERT

CITY OF PROSSER
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2027 – LODGING TAX GRANT APPLICATION

Purpose: This application helps LTAC and City Council understand what you plan to do, how it supports Prosser tourism, how funds will be used, and how results will be measured. Strong applications are clear, specific, realistic, and easy to verify.

Before You Begin

LTAC funding supports activities that increase visitor activity, encourage overnight stays in Prosser lodging establishments, and strengthen Prosser as a visitor destination. The City uses this application to evaluate eligibility, tourism impact, budget reasonableness, strategic alignment, and reporting readiness.

What to know	Why it matters
Funding is reimbursement-based.	Do not incur costs until the City agreement is fully executed unless the City expressly authorizes otherwise in writing.
A complete budget and measurement plan are required.	Applicants must show how money will be spent and how results will be tracked.
Estimates are allowed, but must be labeled.	Confirmed counts are strongest. If you estimate visitors, room nights, or spending, explain your method.
Partnerships can strengthen an application.	General support letters are helpful, but active partner contributions are stronger.
Applications and reports may be public records.	Keep copies of the application, invoices, proof of payment, reports, and communications.

Complete Application Checklist

□ Applicant information is complete	□ Project dates, location, audience, and purpose are clear
□ Funding use category or categories are selected	□ Marketing and outreach plan is included
□ Line-item budget is complete and grouped by category when needed	□ Match sources and partner contributions are documented or explained
□ Measurement plan identifies metrics, data sources, and responsible staff	□ Strategic alignment and community benefit are explained
□ Prior performance section is completed or marked N/A	□ Certification is signed by an authorized representative

Where to submit: City of Prosser Finance Department, 620 Market Street, 1st Floor, Prosser, WA 99350. Questions: (509) 786-2332. **Applications Due:**

What LTAC Can Fund

Funding use	Examples	Common ways to measure results
Special Events and Festivals	Regional event promotion, event web pages, content creation, ticketing or attendance tracking tools.	Attendance, out-of-area visitors, hotel nights, visitor spend, event revenue, economic impact.
Regional Marketing and Destination Promotion	Digital campaigns, social media, email marketing, landing pages, influencer partnerships, regional media, brand campaigns.	Target market, impressions, reach, clicks, engagement, conversions, audience geography, lodging or repeat-visit influence.
Digital Paid Advertising	Search, display, social media, video, streaming, sponsored content, or other paid digital placements.	Campaign spend, impressions, reach, clicks, click-through rate, cost per click, conversions, estimated visitors, estimated revenue.
Visitor Center and Visitor Services	In-person assistance, phone inquiries, trip planning, lodging referrals, brochure distribution, visitor data collection.	Walk-ins, phone inquiries, referrals, brochures distributed, hours open, staff or volunteer hours, estimated visitor spend.
Print and Traditional Media	Magazine, newspaper, radio, outdoor advertising, brochures, rack cards, visitor guides, posters, mailers.	Circulation or reach, distribution quantity, ad cost, response tracking, target market, proof of placement or distribution.
Tourism Infrastructure and Destination Development	Wayfinding, visitor amenities, shade, seating, walkability, Creative District activation, destination assets, connections among downtown, Vintners Village, agriculture, wine, and the river/hills.	Visitor use, lodging influence, destination readiness, visitor satisfaction, before/after documentation, repeat visitation, or another LTAC-approved method.

Applicant tip: Pick the category or categories that best match the work you are asking LTAC to fund. If you choose more than one category, organize your budget and measurement plan by category so reviewers can follow the request.

Eligible and Ineligible Uses - Quick Reference

Likely eligible when tied to tourism impact	Generally ineligible or restricted
• Tourism promotion, visitor services, or destination marketing • Event promotion open to the general public with regional or out-of-area audience • Digital or print advertising targeting visitors or regional audiences • Visitor center operations, trip-planning support, or lodging referral services • Tourism infrastructure or destination development that directly benefits the visitor experience	• General operating expenses not tied to the approved tourism scope • Salaries or wages not directly tied to the funded work • Alcohol purchases • Political advocacy, lobbying, or campaign activity • Debt repayment • Costs incurred before contract execution unless expressly authorized • Marketing primarily targeting local residents • Entertainment, talent, food, or beverage costs unless expressly approved and tied to the funded tourism purpose

When in doubt, ask before you spend. The City may deny reimbursement for costs outside the approved scope, costs that are not documented, or costs that are otherwise ineligible.

2027 LTAC GRANT APPLICATION

SECTION 1 - APPLICANT INFORMATION

Organization Name		**Doing Business As, if different**	
Mailing Address		**City, State, ZIP**	
Primary Contact Name		**Title / Role**	
Phone		**Email**	
Website		**Organization Type**	
Federal Tax ID / UBI, if applicable		**Fiscal Sponsor, if applicable**	
Prior LTAC Funding	◻ No ◻ Yes	If yes, identify the most recent award year: __________	

Briefly describe your organization and its capacity to complete the project. (Required)

Tip: Include relevant experience, staffing or volunteer support, fiscal sponsorship, and similar project experience.

SECTION 2 - PROJECT SNAPSHOT			
Project / Activity Title		**Requested LTAC Amount**	
Project Start Date		**Project End Date**	
Event Date(s), if applicable		**Project Location(s)**	
Primary Audience / Target Market		**Estimated Total Project Cost**	
Project Lead		**Project Lead Email / Phone**	

SECTION 3 - PROJECT AND TOURISM IMPACT

Use this section to explain the project once, clearly and completely. You do not need to repeat the same information in later sections.

Project Description (Required)

Tip: Describe what will be done, where and when it will occur, the intended audience, and why it is important to Prosser tourism.

How will this project attract visitors from outside Prosser or encourage overnight stays? (Required)

Tip: Be specific. Mention target markets, lodging partners, event timing, regional advertising, packages, itineraries, or reasons visitors would stay longer.

SECTION 4 - MARKETING AND OUTREACH PLAN

Why this is included: LTAC reviewers need to understand how people will learn about the project and how the applicant will reach visitors, not just local residents. List each major audience or marketing approach. Applicants may add rows or attach a supplemental page when needed.

Target audience and geographic market	Marketing channel or activity	Call to action	Marketing Period	How results will be tracked
Example: Weekend travelers in Yakima and Tri-Cities	*Paid social and lodging partner email*	*Book a room and view itinerary*	*180-90 days prior to event*	*Tracking link, website analytics, and lodging code*

What would success look like? (Required)

Tip: Write 3 to 5 realistic outcomes you hope to report after the project. Example: 1,500 attendees; 35% from outside Prosser; 60 hotel nights; 5 partner businesses; 10,000 regional ad impressions.

SECTION 4 - FUNDING USE, PROJECT BUDGET, MATCH & PARTNERS

Instruction: Use this section to identify the funding categories that apply, show how LTAC and matching funds will be used, and document partner roles and contributions. Assign each budget line to one funding category. If an expense could fit more than one category, choose the strongest fit.

A. Funding Use Categories

□ Special Events and Festivals	□ Regional Marketing and Destination Promotion
□ Digital Paid Advertising	□ Visitor Center and Visitor Services
□ Print and Traditional Media	□ Tourism Infrastructure and Destination Development

B. LTAC Request and Match Requirement

LTAC request amount	Standard match requirement
$0 to $10,000	No match required
$10,001 to $25,000	10% match
$25,001 or more	25% match

Partnership reduction: A 50% reduction in the required match may be considered when at least two community partners have meaningful roles or contributions.

Volunteer time: General volunteer labor may be valued at $25 per hour. Higher professional values require documentation of hours, service type, and reasonable market value.

C. Line-Item Budget

Funding category	Budget line item / vendor or purpose	LTAC request ($)	Cash match ($)	In-kind match ($)	Other funding ($)	Total ($)
Digital Paid Advertising	*Regional paid social campaign targeting Yakima/Tri-Cities visitors*	*2,500*	*500*	*0*	*0*	*3,000*
TOTAL						

D. Partner and Match Contributions

Combine partner roles and match sources in this table. Describe the specific contribution, value, and documentation that will be available.				
Partner or contributor	**Role or contribution**	**Cash or in-kind**	**Estimated value ($)**	**Documentation**
Local lodging property	*Lodging promotion and sponsorship*	*Cash*	*500*	*Sponsorship letter*
Community volunteers	*Event setup and visitor greeting*	*In-kind*	*500*	*Volunteer log*
TOTAL MATCH				

. Match Exception or Partnership Match Reduction

□ No, we are not requesting a match exception or reduction
□ Yes, we are requesting a match exception
□ Yes, we are requesting the community partnership match reduction

If yes, explain the request. (Optional)

Tip: Examples may include a new event or pilot, off-season tourism, citywide destination marketing, a time-sensitive opportunity, or strong projected overnight stays.

SECTION 5 - MEASUREMENT AND REPORTING PLAN

Tell us what you will count, how you will count it, where the data will come from, and who will be responsible. Confirmed counts are best. Estimates are acceptable when clearly labeled and explained.

Metric / data point	Target or expected result	Collection method and data source	Responsible person	Reporting timing
Out-of-area visitors	*500*	*Registration ZIP codes and visitor survey*	*Event coordinator*	*Final report*
Ad clicks	*1,200*	*Campaign export from Meta/Google*	*Marketing lead*	*Quarterly/final*

Method and Assumptions for Estimated Results

Tip: For any estimated out-of-area visitors, overnight stays, visitor spending, conversions, or other impact values, explain the assumptions or calculation method. Write N/A if all results will be directly counted or verified.

Metric Menu: Pick What Fits Your Project

Activity type	Helpful metrics	Evidence/source documentation
Events/festivals	Attendance, out-of-area attendees, hotel nights, average nights, ticket revenue, visitor spend, local vendor/organizer spend.	Ticketing data, gate counts, registration reports, visitor surveys, lodging partner data, vendor reports, event financial records.
Online/social media	Platform, impressions, reach, clicks, likes, shares, comments, saves, estimated digital visitors, estimated visitor revenue.	Platform analytics, website analytics, screenshots, tracking links, campaign exports, email analytics.
Paid advertising	Campaign spend, impressions, clicks, CTR, CPC, conversions, estimated visitors, estimated revenue.	Ad manager reports, invoices, tracking links, landing page analytics, conversion reports, promo-code data.
Visitor services	Walk-ins, calls, referrals, brochures, hours open, staff/volunteer hours, estimated visitor spend.	Sign-in counts, call logs, referral logs, brochure distribution records, staffing records, visitor survey data.
Print/traditional media	Publication dates, circulation/reach, ad cost, cost per 1,000 readers, response tracking, target market.	Invoice, media kit, circulation statement, tear sheet, screenshot, coupon/promo-code report, unique URL report.
Infrastructure/destination development	Visitor use, lodging influence, referrals, asset availability, visitor satisfaction, pre/post visitation, destination-readiness impact.	Project records, usage counts, surveys, partner documentation, before/after photos, approved methodology.

Awareness vs. conversion: Impressions and reach show exposure. Clicks, registrations, confirmed visitors, tracked conversions, and hotel nights are stronger indicators of visitor action.

SECTION 6 - STRATEGIC ALIGNMENT AND ACCESSIBILITY

Instruction: You do not need to check every box. Check the areas your project truly supports and explain how. Strong applications connect the dots for reviewers..

□ Makes Prosser more walkable, welcoming, shaded, and visitor-ready	□ Strengthens the Creative District as a recognizable visitor experience
□ Connects downtown, Vintners Village, agriculture, wine, and the river/hills	□ Encourages overnight stays, longer visits, and repeat visits
□ Requires meaningful collaboration with two or more community partners	□ Builds a consistent and recognizable Prosser visitor identity over time

Explain how your project advances the focus areas checked above. (Required)

Tip: Avoid one-word answers. Use specific examples of what the project will do and why it matters for visitors.

Describe the community benefit. (Required)

Tip: How will the project strengthen Prosser's visitor economy, downtown, lodging, restaurants, wineries, retail, agriculture, arts/culture, public spaces, or other visitor assets?

Describe accessibility and welcoming practices. (Required)

Tip: Consider ADA access, language access where appropriate, inclusive marketing, shade/comfort, clear wayfinding, public access, affordability, and visitor readiness.

Example strategic alignment statement: This project supports longer visits by packaging a Saturday evening event with Sunday morning activities and lodging partner promotion. It also connects downtown, wineries, and Creative District experiences through a shared map and coordinated marketing.

SECTION 7 - PRIOR PERFORMANCE | RETURNING APPLICANTS ONLY

First-time applicants: Write N/A in this section. Returning applicants should summarize prior results and explain any reporting gaps or lessons learned.

Prior award year	Project title	Award amount ($)	Amount reimbursed ($)	Final report submitted?

Summarize prior-year results and lessons learned. (Optional)

Tip: Include attendance, out-of-area visitors, hotel nights, visitor spend, ROI, marketing results, what worked, what changed, and how the new request improves on prior performance.

SECTION 8 - CERTIFICATION AND ACKNOWLEDGMENT

Authorized signature required: The person signing should have authority to submit the application and commit the organization to the requirements below.

□ All information in this application is true, accurate, and complete to the best of my knowledge.

□ I understand that LTAC funding is reimbursement-based unless another payment method is approved in writing.

□ I understand that no costs incurred before contract execution are reimbursable unless expressly authorized in writing by the City.

□ I understand that funding is subject to City Council approval and a signed funding agreement before reimbursable work may begin.

□ I agree to track and report required metrics using the City's ROI and Community Impact reporting framework.

□ I agree to retain invoices, receipts, proof of payment, match documentation, impact records, and related correspondence in accordance with City requirements.

□ I understand that applications, agreements, reports, correspondence, worksheets, and related materials may be public records.

□ I have disclosed any potential conflicts of interest.

□ My organization is in good standing with the City of Prosser and has no outstanding compliance, reporting, reimbursement, or financial obligations related to prior City or LTAC funding.

Authorized Signature		**Date**	
Printed Name		**Title**	
Organization		**Email / Phone**	

Submission

Submit completed applications to: City of Prosser Finance Department | 620 Market Street, 1st Floor | Prosser, WA 99350 | or by email to tyost@ci.prosser.wa.us

Submissions Due:

620 Market Street, 1st Floor
Prosser, WA 99350
(509)786-2332
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LTAC Tourism Promotion Grant Program

Program Purpose

The Lodging Tax Advisory Committee (LTAC) Tourism Promotion Grant Program supports activities that increase visitor activity, encourage overnight stays in Prosser lodging establishments, and strengthen Prosser as a visitor destination.

LTAC funding is intended to produce measurable public benefit. Funded projects should be able to show how City lodging-tax or tourism-promotion funds helped generate visitor activity, community impact, economic impact, and return on investment.

- **Primary goal:** increase overnight visitation and lodging-related economic activity.
- **Secondary goals:** increase visitor spending, improve destination awareness, support tourism partnerships, and strengthen Prosser's visitor economy.
- **Accountability goal:** use consistent metrics so LTAC, City Council, applicants, and the public can understand what was funded and what impact was produced.
- **Strategic alignment goal:** prioritize projects that make Prosser more walkable, welcoming, shaded, and visitor-ready; strengthen the Creative District as a visitor experience; connect downtown, Vintners Village, agriculture, wine, and the river/hills; encourage overnight stays and repeat visits; require meaningful collaboration; and build a consistent Prosser identity over time.

Program at a Glance

Step	What Happens	Primary Output
1. Apply	Applicant submits a complete request, budget, match information, promotion plan, and measurement plan.	Application package
2. Staff review	City staff reviews eligibility, completeness, prior compliance, and alignment with LTAC requirements.	Eligibility review
3. LTAC evaluation	LTAC scores eligible requests using the program criteria and available funding.	Funding recommendation
4. Council approval and contract	Approved applicants enter into a City agreement before incurring reimbursable costs.	Executed agreement

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Step	What Happens	Primary Output
5. Implement	Recipient completes the approved project and tracks expenses, activity, and impact data.	Project records and source documentation
6. Report and reimburse	Recipient submits expenses, proof of payment, and required ROI/community impact data.	Reimbursement request and performance report
7. Summarize results	City staff compiles dashboard, grant summary, and annual program results.	Public-facing LTAC impact summary

Eligible Applicants

LTAC funding is available to organizations with the demonstrated capacity to deliver tourism-related activities that attract visitors to Prosser and support overnight visitation.

Eligible applicants may include:

- Nonprofit organizations
- Public agencies or departments
- Tourism-related organizations or associations
- Event producers or organizers with demonstrated capacity
- Organizations acting as fiscal sponsors for eligible tourism projects
- Applicants must be in good standing with the City and must have no outstanding compliance, reporting, reimbursement, or financial obligations related to prior City or LTAC funding.

Ineligible applicants generally include:

- Individuals applying in a personal capacity
- For-profit businesses applying solely to promote their own business, product, or service
- Political organizations or political activities
- Religious organizations when the funded activity is primarily religious in nature
- For-profit entities may participate as vendors, contractors, sponsors, or partners, but may not serve as the primary grant recipient unless LTAC expressly approves the arrangement and the public tourism benefit is clearly documented.

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Eligible Funding Uses

Eligible uses must directly support tourism promotion, visitor services, special events, destination development, tourism-related facilities, or other activities that can reasonably increase visitor activity and lodging-related economic impact. Projects should also support the strategic funding focus by improving destination readiness, strengthening visitor experiences, connecting key visitor assets, encouraging overnight and repeat visitation, and reinforcing a consistent Prosser identity.

Funding Use	Examples	Required Measurement Connection
Special events and festivals	Promotion of events open to the general public; regional event advertising; event web pages; content creation; ticketing or attendance tracking tools.	Attendance, out-of-area visitors, hotel nights, visitor spend, event revenue, and event economic impact.
Regional marketing and destination promotion	Digital advertising, social media campaigns, email marketing, landing pages, influencer partnerships, regional media, brand campaigns, and campaigns that reinforce a consistent Prosser destination identity.	Target market, impressions, reach, clicks, engagement, conversions, estimated digital visitors, estimated visitor revenue, audience geography, and lodging or repeat-visit influence where available.
Digital Paid advertising	Search, display, social media, video, streaming, sponsored content, and other paid digital placements.	Reporting should include campaign spend, impressions, reach, clicks, click-through rate, cost per click, tracked conversions, estimated visitors, and estimated revenue.
Visitor Center and visitor services	In-person assistance, phone inquiries, digital visitor assistance, trip planning, lodging referrals, brochure distribution, mailings, and visitor data collection.	Walk-ins, phone inquiries, referrals, brochures, hours open, staff or volunteer hours, and estimated visitor spend.
Print and traditional media	Magazine, newspaper, radio, outdoor advertising, brochures, rack cards, visitor guides, posters, mailers, and other physical or traditional media.	Reporting should include circulation or reach, distribution quantity, ad cost, cost per 1,000 readers or impressions where available, response tracking, target market, and documentation of placement or distribution
Tourism infrastructure and destination development	Tourism-related facilities, wayfinding, visitor amenities, destination assets, shade, seating, walkability improvements, Creative District activation, and connections among downtown, Vintners Village, agriculture, wine, and the river/hills that support the visitor experience.	A measurement plan tied to visitation, lodging influence, visitor use, destination readiness, visitor satisfaction, repeat visitation, or another LTAC-approved impact measure.

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Ineligible or Restricted Uses

LTAC funds may not be used for costs that lack a clear tourism-promotion or visitor-impact purpose. The City may deny reimbursement for costs outside the approved scope or not adequately documented.

- General operating expenses unrelated to the approved tourism promotion or visitor service scope
- Salaries or wages not directly tied to the approved funded work
- Capital purchases unrelated to tourism impact or visitor experience
- Alcohol purchases
- Political advocacy, lobbying, or campaign activity
- Debt repayment
- Activities completed before funding approval or before contract execution, unless expressly authorized in writing
- Marketing primarily targeting local residents rather than visitors or regional audiences
- Entertainment, talent, food, or beverage costs unless expressly approved and directly tied to the funded tourism purpose

Funding Priorities and Strategic Alignment

LTAC may adjust annual funding priorities based on available lodging tax revenue, City Council priorities, tourism conditions, community needs, and the quality of applications received. Funding recommendations should support the purpose of the LTAC Tourism Promotion Grant Program while also advancing Prosser's long-term vision as a welcoming, walkable, visitor-ready destination.

LTAC funding should prioritize projects that can demonstrate a clear connection to tourism promotion, visitor activity, overnight stays, visitor spending, destination development, or lodging-related economic impact.

Core Funding Priority Factors

When reviewing eligible applications, LTAC should consider the following core funding priority factors:

- Demonstrated ability to increase overnight stays or lodging-related activity;
- Attraction of regional, out-of-area, or overnight visitors;
- Clear benefit to Prosser's visitor economy, including lodging, restaurants, retail, wineries, attractions, events, and other tourism-related businesses;
- Strong return on investment and credible measurement methods;
- Readiness to track and report required metrics through the City's ROI and Community Impact reporting process;
- Sustainability beyond the initial funding request;
- Clear marketing, outreach, or visitor-engagement strategy;

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- Collaboration with lodging, tourism, downtown, business, arts, cultural, agricultural, nonprofit, regional, or community partners.

Strategic Funding Focus
In addition to the core funding priority factors above, LTAC should give added consideration to projects that advance Prosser's current strategic tourism vision. Strong applications should help accomplish one or more of the following:
- Make Prosser more walkable, welcoming, shaded, and visitor-ready;
- Strengthen the Creative District as a real and recognizable visitor experience;
- Connect downtown, Vintners Village, agriculture, wine, and the river/hills as part of a broader Prosser visitor experience;
- Encourage overnight stays, longer visits, and repeat visits;
- Require meaningful collaboration instead of isolated or one-time efforts;
- Build a consistent Prosser identity over time.

Projects do not need to address every strategic focus area. However, stronger applications should clearly explain which focus area or areas the project supports and how the project will help Prosser become a stronger visitor destination.

Funding Approach
LTAC should prioritize projects that are both measurable and strategic. A project should not be recommended for funding solely because it is popular, traditional, or beneficial to local residents. The strongest projects will show how the requested funding will attract visitors, support overnight stays, improve the visitor experience, strengthen local partnerships, and contribute to a consistent long-term identity for Prosser.

Whenever possible, LTAC should favor coordinated efforts that connect multiple visitor assets, such as downtown businesses, lodging partners, wineries, the Creative District, agricultural experiences, events, restaurants, trails, public spaces, and regional marketing opportunities.

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Funding Allocation

Unless changed during the annual budget process, the following planning targets may be used:

Planning Category	Target Share	How It Should Be Reported
Event Marketing Grants	30%	Report through event/festival, paid advertising, online/social, print/traditional, or other applicable activity tracks. Reports should include attendance, out-of-area visitors, hotel nights where available, marketing reach, visitor spend, and economic impact.
Tourism Infrastructure and Visitor-Readiness	25%	Submit a project-specific measurement plan. Report visitor use, lodging influence, destination-readiness impact, accessibility benefit, before/after documentation, and eligible expenses.
Destination Development and Strategic Tourism Initiatives	40%	Report the activity types funded, target audiences, partner involvement, performance data, community/economic impact, and how the project advanced Prosser's strategic tourism focus areas.
Contingency / Emerging Opportunities	5%	Use the same reporting framework as the most applicable activity type. Priority should be given to time-sensitive opportunities that clearly support tourism, overnight stays, visitor readiness, or strategic destination development.

Application Alignment Requirement

Applicants should identify which core funding priority factors and strategic focus areas their project supports. The application should explain how the project will produce measurable tourism benefit and how it contributes to Prosser's broader visitor identity, including the goal of making Prosser a more walkable, welcoming, shaded, connected, collaborative, and visitor-ready destination.

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Match Framework

Matching funds help ensure that LTAC awards are used as partnerships, not as the only source of project funding. When applicants contribute their own cash, sponsorships, grants, donations, or documented in-kind support, it shows commitment to the project and helps stretch limited lodging tax dollars.

The purpose of the match requirement is to encourage shared investment, support long-term project sustainability, and preserve LTAC funds for projects that generate tourism, overnight stays, visitor spending, and economic benefit for Prosser.

Standard Match Requirements

The following match levels may be used as a general guideline:

LTAC Award Amount	Required Match
$0–$10,000	No match required
$10,001–$25,000	10% match
$25,001 or more	25% match

The required match may include cash contributions, sponsorships, grants, donations, or documented in-kind support that is directly related to the approved project.

Exceptions to Match Requirements

The City may waive, reduce, or modify the match requirement when an exception supports the purpose of the LTAC program and advances tourism-related goals. Exceptions may be considered on a case-by-case basis for the following types of projects:

- **New Events or Pilot Programs**
  Projects in their first year may qualify for a reduced match or match waiver. This allows new tourism opportunities time to develop sponsorships, partnerships, revenue sources, and a track record of success.
- **Off-Season or Shoulder-Season Tourism**
  Projects that attract visitors during slower tourism periods may qualify for a reduced match if they help extend the tourism season and support local lodging, restaurants, businesses, and attractions.
- **Citywide Destination Marketing**
  Broad tourism promotion, visitor services, or destination marketing efforts that benefit the community as a whole may be exempt from standard match requirements. These projects should include clear deliverables, measurable outcomes, and performance reporting.
- **Emergency or Time-Sensitive Opportunities**
  The City may consider a match exception for unexpected or time-sensitive opportunities

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that provide a clear tourism benefit and require quick action.

- **Projects with Strong Projected Overnight Stays**
  Projects that show a strong likelihood of generating overnight stays, visitor spending, or measurable tourism impact may be considered for a reduced match when the projected benefit to the community justifies the exception.

All exceptions should be documented in the LTAC award recommendation or funding agreement. Even when an exception is granted, applicants may still be required to provide supporting documentation, performance measures, and final reporting.

Community Partnership Match Reduction
Applicants may qualify for a fifty percent (50%) reduction in the required match if the project includes meaningful coordination and involvement from at least two other community groups, organizations, businesses, or public agencies.

This reduction applies to the required match amount. For example, if an applicant would normally be required to provide a $5,000 match, an approved community partnership reduction would reduce the required match to $2,500.

To qualify, the applicant must show that the partner groups are actively contributing to the project. General letters of support are not enough unless they describe a specific role or contribution.

Qualifying partner involvement may include:
- Co-sponsorship or shared financial support;
- Joint marketing or promotional efforts;
- Volunteer coordination or staffing support;
- Shared use of facilities, equipment, or services;
- Collaborative programming or event planning;
- Participation by lodging, tourism, downtown, business, arts, cultural, agricultural, or nonprofit partners.

The applicant must provide documentation of partner involvement with the LTAC application or before the funding agreement is signed. Documentation may include letters of commitment, partnership agreements, sponsorship confirmations, meeting records, promotional materials, or other records acceptable to the City.

Approval of a community partnership match reduction is discretionary. The City should consider whether the partnership strengthens the project, increases tourism impact, expands community benefit, supports the goals of the LTAC program, and advances the strategic focus by connecting partners and visitor assets instead of funding isolated efforts.

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Documentation of Matching Funds
Applicants awarded LTAC funding must provide documentation showing that the required match has been secured and used for the approved project. Documentation must be submitted before final reimbursement unless otherwise approved by the City.

Acceptable documentation may include:

- Paid invoices and receipts;
- Proof of payment, such as cancelled checks, bank records, or credit card statements;
- Sponsorship agreements or award letters;
- Grant award notices or funding commitment letters;
- Donation records or contribution confirmations;
- Volunteer logs showing dates, hours worked, services provided, and the estimated value of volunteer time;
- In-kind contribution forms for donated goods, services, facilities, equipment, advertising, or professional services;
- Partnership letters that describe specific financial, promotional, staffing, or operational contributions;
- Marketing materials, contracts, or other records showing eligible project expenses.

General letters of support, verbal commitments, and undocumented estimates will not be accepted as match documentation unless they are supported by specific evidence of the contribution provided.

Volunteer time may be counted as an in-kind match at a standard rate of **$25 per hour** for general volunteer labor. The City may approve a higher value for specialized or professional services when the applicant provides documentation showing the type of service provided, hours worked, and the reasonable fair market value of the service. Volunteer hours must be documented with logs showing the volunteer name, date, hours worked, and duties performed. General estimates or undocumented volunteer time will not be accepted.

The City may request additional information to verify the source, value, eligibility, and use of matching funds. Matching contributions must be directly related to the approved LTAC-funded project and may not be counted toward more than one City-funded project unless approved by the City.

Failure to provide adequate match documentation may result in reduced reimbursement, withholding of payment, or other remedies described in the funding agreement.

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Application Requirements

A complete application must give LTAC enough information to evaluate eligibility, tourism impact, budget reasonableness, and reporting readiness.

Required Item	What to Provide
Project summary	Describe the activity, target audience, location, dates, and visitor-facing purpose.
Funding category and activity track	Identify the funding use and the worksheet activity track that best matches the project: visitor center, online/social, paid advertising, events/festivals, print/traditional, expenses, or an approved project-specific method.
Tourism and overnight visitation strategy	Explain how the project will attract visitors from outside Prosser and how it may influence lodging stays.
Marketing and outreach plan	Describe markets, channels, timing, call-to-action, landing pages, tracking links, promo codes, or other measurement tools.
Budget and match	Provide the LTAC request, total project budget, cash match, in-kind match, other funding, and line-item costs.
Measurement plan	Identify expected metrics, data sources, assumptions, surveys, registration tools, lodging partner data, analytics, and staff responsible for reporting.
Community benefit and accessibility	Describe public access, ADA or accessibility considerations, inclusive marketing, and community impact.
Prior performance	For returning projects, provide prior-year attendance, visitor origin, hotel nights, spend, ROI, and lessons learned where available.
Compliance acknowledgment	Confirm that the applicant can meet contract, reimbursement, reporting, audit, public records, and retention requirements.
Strategic focus alignment	Explain how the project advances one or more strategic focus areas: a walkable, welcoming, shaded, visitor-ready Prosser; the Creative District as a visitor experience; connections among downtown, Vintners Village, agriculture, wine, and the river/hills; overnight stays and repeat visits; meaningful collaboration; or a consistent Prosser identity over time.

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Contracting, Reimbursement, and Payment Terms

LTAC funding is reimbursement-based unless another payment method is approved in writing.

No applicant should assume costs are reimbursable until the City agreement is fully executed and the expense is within the approved scope.

Reimbursement requires:

- Invoice or reimbursement request in the format required by the City
- Proof of payment, receipts, invoices, or other source documentation
- Expense log entries showing date, vendor or grant, category, description, expense type, amount, receipt status, invoice/reference number, and notes
- Performance metrics for the applicable reporting period
- Status notes explaining any delayed activity, zero-data result, low ROI result, or project changes

Final payment may be withheld, reduced, or delayed until required reporting is submitted and accepted. Repeated failure to submit complete reports may affect future funding eligibility.

ROI and Community Impact Reporting Framework

The City's Community Impact and ROI workbook is the standard reporting tool for LTAC-funded projects. Every funded project should report expenses and activity data on the forms provided by the city.

Core reporting principles

Use confirmed counts where available. Examples include ticket counts, registration data, visitor center walk-ins, phone logs, booking reports, and lodging partner confirmations.
Label estimates clearly. Digital visitors, visitor spending, and some economic impact values rely on assumptions unless supported by direct source data.
Document the method. Each grant must identify the source or methodology used to count impact units, such as surveys, analytics, registration records, promo codes, tracking links, or lodging data.
Update assumptions when better local data is available. The worksheet includes default assumptions for click-to-visit conversion, day-visitor spend, overnight visitor spend, overnight-stay rate for online visitors, and visitor-center walk-in spend.
Separate awareness from conversion. Impressions and reach show exposure; clicks, tracked conversions, hotel nights, and confirmed visitors are stronger impact indicators.

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Activity reporting matrix

Activity Type	Minimum Metrics	Evidence / Source Documentation
Visitor Center and physical presence	Walk-in visitors; phone inquiries; mailings sent; brochures distributed; referrals to local businesses; hours open; volunteer/staff hours; estimated visitor spend.	Sign-in counts, call logs, referral logs, mailing counts, brochure distribution records, staffing records, visitor survey data, or other supporting logs.
Online and social media	Platform; impressions; reach; clicks/link clicks; likes; shares/reposts; comments; saves/bookmarks; conversion-rate override if used; estimated digital visitors; estimated visitor revenue.	Platform analytics, website analytics, tracking links, screenshots, campaign exports, or email analytics.
Paid advertising	Platform/medium; campaign name; impressions; clicks; ad spend; conversions tracked; conversion-rate override if used; CTR; cost per click; estimated visitors; estimated revenue.	Ad manager reports, invoices, tracking links, landing page analytics, conversion reports, or promo-code data.
Events and festivals	Event dates; total attendance; estimated percent out-of-area; confirmed out-of-area attendees; hotel nights generated; average nights; ticket/entry revenue; local vendor/organizer spend; estimated visitor spend; total event economic impact.	Ticketing data, gate counts, registration reports, intercept surveys, lodging block reports, hotel partner data, vendor reports, weather/context notes, or organizer financial records.
Print and traditional media	Publication/medium; ad type; publication dates; circulation/reach; ad cost; cost per 1,000 readers; coupon or response tracking; target market notes.	Invoice, media kit, circulation statement, tear sheet, publication screenshot, coupon/promo-code report, or unique URL report.
Tourism infrastructure or destination development	Project-specific measures approved by LTAC, such as visitor use, lodging influence, referrals, asset availability, visitor satisfaction, pre/post visitation, or economic impact.	Construction or project records, usage counts, visitor surveys, partner documentation, before/after measures, photos, and any approved methodology.

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ROI measures

Measure	Formula / Meaning	Use
Grant ROI multiple	Estimated revenue divided by actual reimbursed spend.	Shows estimated revenue generated for each dollar reimbursed to a specific grant.
Blended ROI multiple	Estimated event/physical revenue plus estimated digital revenue, divided by actual reimbursed spend.	Combines confirmed event/physical activity with estimated digital impact.
Net benefit	Estimated revenue minus actual reimbursed spend.	Shows whether reported revenue exceeds LTAC reimbursement to date. Negative values must be explained; they may reflect partial-year data or delayed impact.
Budget utilization	Actual reimbursed spend divided by approved budget.	Shows how much of the approved award has been reimbursed.
Cost per visitor or cost per digital visitor	Relevant spend divided by confirmed or estimated visitors.	Compares efficiency across similar projects or campaigns.
Economic impact per $1 reimbursed	Total economic impact divided by actual reimbursed LTAC spend.	Shows broader economic impact generated per LTAC dollar reimbursed.
Tax revenue per $1 reimbursed	Estimated sales and lodging tax revenue divided by actual reimbursed LTAC spend.	Shows public revenue return on LTAC investment.
Lodging tax impact	Estimated lodging tax generated by funded activity, compared with actual lodging tax collections when available.	Connects funded tourism activity back to the lodging-tax purpose of the program.

Modeling disclosure

Estimated visitor revenue, digital visitors, and economic impact are model outputs. Actual lodging tax and TPA collections must come from City Finance, Department of Revenue distribution records, or another official finance source. Model outputs should not replace official revenue records.

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Reporting Deadlines

Project Type	Reporting Deadline	Required Report Content
Special events and festivals	Due within 30 days after the event concludes.	Expenses, attendance, out-of-area estimate or confirmed count, hotel nights, visitor spend, event revenue, vendor/organizer local spend, marketing metrics, and methodology.
Regional marketing, online/social, paid advertising, and print/traditional media	Due quarterly unless the City agreement requires a different schedule.	Campaign activity, impressions, reach, clicks, engagements, ad spend, conversions, tracking links, estimated digital visitors, estimated revenue, invoices, and source documentation.
Visitor Center services	Due quarterly unless the City agreement requires a different schedule.	Walk-ins, phone inquiries, mailings, brochures, referrals, hours open, volunteer/staff hours, estimated visitor spend, and source logs.
Tourism infrastructure and destination development	Due at project milestones and at final completion, as specified in the agreement.	Approved project-specific measures, expenses, photos or documentation, visitor-use or destination-impact data, and final outcome narrative.
Annual summary	Due on the schedule established by City staff for the end-of-year LTAC summary.	Final expenses, final activity metrics, ROI notes, status explanations, and any corrections to previously submitted data.

Amendments and Scope Changes

Changes to the approved scope, budget, schedule, marketing plan, or performance measures must be submitted in writing and approved before the change is implemented. Unapproved changes may result in reduced reimbursement, repayment, or loss of funding eligibility.

Minor administrative corrections may be approved by City staff if they do not change the purpose, budget, or measurable outcomes of the project.

Material changes should be reviewed by LTAC or City Council if required by City policy or the funding agreement.

If an event is postponed, cancelled, or significantly reduced, the recipient must notify the City and update the reporting plan.

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Compliance, Audit, and Records

All funded projects require a signed agreement before reimbursable spending occurs. Recipients must comply with City policies, the approved scope of work, public accountability requirements, and audit provisions.

Recipients must maintain invoices, receipts, proof of payment, campaign reports, analytics, attendance records, survey results, and other records used to support reimbursement or impact reporting.

Applications, agreements, reimbursement requests, reports, correspondence, worksheets, and LTAC meeting materials may be public records and should be managed accordingly.

The City may request supporting documentation before reimbursement, during annual reporting, or as part of an audit or public records request.

Noncompliance may result in reduced reimbursement, repayment of funds, disqualification from future funding, or other remedies available under the funding agreement or applicable law.

Conflict of Interest and Ethics

Applicants must disclose any potential conflict of interest, including financial, organizational, or personal interests that may affect the funding request. LTAC members must disclose conflicts and recuse themselves when appropriate. Funding decisions should be based on documented criteria, eligible public purposes, and public accountability standards.

Equity and Accessibility

LTAC encourages projects that are welcoming, inclusive, accessible, and visitor-ready for visitors and residents. Applicants should consider ADA accessibility, inclusive marketing, language access where appropriate, shade, comfort, walkability, broad community benefit, and the ability of diverse visitors to participate in or benefit from funded activities.

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Definitions

Term	Definition
Actual spend / reimbursed spend	LTAC funds actually paid or reimbursed to the recipient, supported by eligible expenses and proof of payment.
Confirmed visitor	A visitor count supported by direct records such as ticketing data, registrations, sign-in logs, call logs, lodging reports, or surveys.
Estimated digital visitor	A modeled visitor estimate based on clicks or similar actions multiplied by a conversion assumption unless actual conversion data is available.
Out-of-area visitor	A visitor from outside the local area, measured by survey, registration, ticketing, lodging data, analytics, or another reasonable method.
Overnight visitor	A visitor who stays at least one night in paid lodging within the city or lodging market being measured.
Room night / hotel night	One lodging room occupied for one night.
Visitors spend	Estimated or confirmed spending by visitors, such as lodging, meals, retail, transportation, attractions, admissions, or other local purchases.
ROI	Return on investment. LTAC reports ROI in multiple ways, including grant ROI, blended ROI, economic impact per dollar reimbursed, tax revenue per dollar reimbursed, and lodging tax impact.
Match	Cash or in-kind contributions that support the approved project and are documented by the applicant.
Impact basis	The source, method, or assumption used to calculate impact units, such as registration data, surveys, analytics, lodging reports, or estimates.