



**BUSINESS OF THE CITY COUNCIL
YAKIMA, WASHINGTON
AGENDA STATEMENT**

Item No. 7.G.
For Meeting of: April 1, 2025

ITEM TITLE: Resolution ratifying and confirming the City Manager's execution of an agreement with Yakima Valley Visitors & Convention Bureau DBA: Yakima Valley Tourism for Tourism Promotion Services

SUBMITTED BY: Mike Bailey, Interim Director of Finance and Budget

SUMMARY EXPLANATION:

The City of Yakima is ratifying and confirming the City Manager's execution of a Tourism Promotion Services Agreement with the Yakima Valley Visitors & Convention Bureau, doing business as Yakima Valley Tourism. This agreement utilizes lodging taxes collected from various accommodations to support tourism marketing and related capital projects.

On September 17, 2024, the Lodging Tax Advisory Committee reviewed applications and provided recommendations to the Council. The Council approved the tourism promotion grants, and the funding was adopted in the budget on December 17, 2024. This agreement will fulfill the city's needs as outlined in the Scope of Services and Budget included in the contract.

ITEM BUDGETED: Yes

STRATEGIC PRIORITY 24-25: A Resilient Yakima

RECOMMENDATION: Adopt Resolution.

ATTACHMENTS:

[Resolution_YVVCB_LTAC](#)

[SIGNED YVVCB 2025 LTAC Contract.pdf](#)