



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

Item No. 5.B.
For Meeting of: February 18, 2025

ITEM TITLE: Yakima Valley Tourism 2024 Annual Report and 2025 update

SUBMITTED BY: Vicki Baker, City Manager

SUMMARY EXPLANATION:

John Cooper, President & CEO of Yakima Valley Tourism, will present the 2024 annual report and 2025 update.

ITEM BUDGETED: N/A

STRATEGIC PRIORITY 24-25: A Thriving Yakima

RECOMMENDATION:

ATTACHMENTS:

[Yakima Valley Tourism Annual Report and Update 2025.pdf](#)