



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

Item No. 7.E.
For Meeting of: November 18, 2025

ITEM TITLE: Resolution authorizing the execution of a tourism promotion services agreement with the Yakima Valley Visitor and Convention Bureau (Lodging Tax Fund 184, No General Fund Impact)

SUBMITTED BY: Craig Warner, Director of Finance and Budget

SUMMARY EXPLANATION:

The City of Yakima levies a lodging tax on hotels, motels, short-term rentals, and other lodging accommodations, with revenues restricted to tourism-related marketing, operations, and capital expenditures per state law RCW 67.28.150 –.160.

Per law, Yakima Valley Tourism submitted an application, which was reviewed by the Lodging Tax Advisory Committee (LTAC). Funding recommendations from LTAC were presented to City Council on August 19 and October 7, 2025. City Council accepted the recommendations and directed staff to develop the necessary agreements to carry out the recommendations. Approving the Tourism Promotion Services Agreements with Yakima Valley Visitor and Convention Bureau (DBA Yakima Valley Tourism) will provide the legal framework to distribute authorized lodging tax funds and ensure compliance with all reporting and performance requirements.

ITEM BUDGETED: Yes

STRATEGIC PRIORITY 24-25: A Resilient Yakima

RECOMMENDATION: Adopt Resolution.

ATTACHMENTS:

[Resolution_Yak Valley Visitors Convention Bureau
YVT agreement.pdf](#)