



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

Item No. 5.C.  
For Meeting of: March 17, 2026

**ITEM TITLE:** Presentation of the 2025 Yakima Valley Tourism annual report

**SUBMITTED BY:** Vicki Baker, City Manager

**SUMMARY EXPLANATION:**

John Cooper, President/CEO of Yakima Valley Tourism, will present the 2025 Annual Report. A hard copy will be distributed at the meeting.

**ITEM BUDGETED:** N/A

**STRATEGIC PRIORITY 24-25:** A Thriving Yakima

**RECOMMENDATION:**

**ATTACHMENTS:**