



To: Cliff Moore, Yakima City Manager
Yakima City Council Members
LTAC Committee Members

From: Greg Stewart, General Manager & President

Date: February 7, 2017

Re: Yakima Valley SunDome 2017 YE Report

We want to thank the City of Yakima for your continued financial assistance. The Yakima Valley SunDome at State Fair Park is an important and substantial economic generator for the City of Yakima and the Yakima Valley.

Here are our main performance benchmarks outlining YE 2017 for the Yakima Valley SunDome:

- Visitors attending events from outside a 50 mile radius were up 22% at 42,755 compared to 35,098 last year;
- Event days held in the SunDome were up 9% compared 2016. We finished at 137 this year compared to 126.
- Lodging room nights due to events scheduled at the SunDome were up 3% compared 2016. We tracked 18,759 this year compared to 18,213;
- Estimated economic impact was up 1% at \$19.6 million compared to \$19.4 million last year.

Other highlights:

- Despite not hosting the WA Music Educators Assn Biennial Conference (which is held in Yakima on even years and generates \$3.5 million in economic impact and 2,500 lodging room nights), we forged ahead in all areas. A large part of this was due to WIAA restructured the 1A/2A Boys and Girls Basketball Championships held in March by adding one more tournament day. This created an additional \$1.2 million in estimated economic impact and 800 additional hotel room nights.
- In 2017, staff attended the PACnet National Conference over February 12-15 in Newport, CA to learn marketing trends and how maximize ticket sales for events at venues; IAVM (Intl Assn of Venue Management) Regional Conference in Bellevue over May 1-3; and IAFE (Intl Assn of Fairs and Expositions) in Bellevue and Las Vegas.
- As of August 1st, Spectra Food Services & Hospitality was contracted to handle all aspects of food and beverage for the Yakima Valley SunDome and State Fair Park. The SunDome concession areas will be remodeled and a new selection of foods will be offered to our visitors. The new catering kitchen is scheduled to break ground 1st quarter of 2018.

In 2018, in addition to continuing education/networking platforms listed above, we also plan to also attend the annual WSAE (WA Society of Assn Executives) Annual Conference in Yakima and the WFEA (WA Festivals and Events Assn) Annual Conference in Gig Harbor.

Attached are our supplemental 2017 YE reports on the following:

- Section I** Overview of Events Held in the Yakima Valley SunDome 2017
- Section II** 2018 Year at Glance Calendar of Confirmed Events to date in the Yakima Valley SunDome
- Section III** TicketsWest reports indicating tickets purchased by phone or internet outside a 50 mile radius for public ticketed leisure events during June - December 2017
- Section IV** Social Media Marketing Overview

Attached are Google Analytics shapshots of New Visitors vs Returning Visitors and Location/Origin of the Visitor to www.statefairpark.com and www.fairfun.com. Tracking the origin and number of visitors to our website is a tangible measurement/indication of potential visitors coming to the Yakima Valley as a result of events taking place at State Fair Park – Home of the Yakima Valley SunDome and Central WA State Fair.

Highlights of Social Media marketing efforts:

- Our website User involvement showed a 14% increase over YE 2016. Reports show 165,213 users this year compared to 145,262.
- We are continuing to list Yakima Valley Tourism's lodging reservation system on our website.

Section I 2017 Event Tracking Report Yakima Valley SunDome

Name of Event	Dates	# of days	Tickets/ppl outside		Hotel Nights	Total Attendance	Estimated Econ Impact
			50+ miles				
Jan							
*Ag Expo	1/4-7/17	5	75		60	2,245	\$ 25,200
***Mariners Caravan	1/9/2017	1	15		10	340	\$ 2,475
Jan Total		6	90		70	2,585	\$ 27,675
Feb							
**Jim Gaffigan	2/25/2017	1	1,434		478	3,957	\$ 243,780
(*)Central WA Sportsmen Show		4	500		300	7,653	\$ 252,000
(***)Central WA Homebuilders Assn		5	100		33	4,210	\$ 84,000
Feb Total		10	2,034		811	15,820	\$ 579,780
Mar							
*WIAA 1A Basketball	3/1-4/17	4	3,600		2,400	19,958	\$ 2,419,000
*WIAA 2A Basketball	3/1-4/17	4	3,600		2,400	19,958	\$ 2,419,000
**Jeff Dunham	3/12/2017	1	1,403		467	4,210	\$ 235,704
**Journey	3/15/2017	4	1,006		335	3,909	\$ 169,008
*WIAA Dance and Drill	3/24-25/17	3	3,900		1450	8,876	\$ 1,310,400
Mar Total		16	13,509		7,052	56,911	\$ 6,553,112
Apr							
**Banda MS	4/1/2017	1	2,989		996	6,619	\$ 508,130
(*)(**)PBR Professional Bull Riders	4/15/2017	3	500		150	3,776	\$ 170,000
***Jordan Circus	4/10/2017	1	100		33	2,715	\$ 17,000
***Discover the Dinosaurs	4/22-23/17	3	540		180	5,401	\$ 91,800
*Hispanic Congressional	4/28-30/17	3	100		110	5,840	\$ 34,000
April Total		11	4,229		1,469	24,351	\$ 820,930
May							
Yakama Nation Elders Dinner		1	n/a		n/a	981	n/a
***Heritage University Commencement		2	510		170	5,110	\$ 86,700
**MC Magic		1	254		84	2,040	\$ 43,180
May Total		4	764		254	8,131	\$ 129,880

Jun	***A.C. Davis H.S. Graduation		1	633	40	4,873	\$ 107,610
	***Eisenhower H.S. Graduation		1	544	30	4,189	\$ 92,480
	***Selah H.S. Graduation		1	338	20	2,602	\$ 57,460
	***West Valley H.S. Graduation		1	481	35	3,780	\$ 81,770
	***East Valley H.S. Graduation		1	306	20	2,356	\$ 52,020
	***Naches H.S. Graduation		1	205	15	1,578	\$ 34,850
	***Yak Valley CC Commencement		1	692	50	5,326	\$ 117,640
	***Wapato H.S. Graduation		1	325	20	2,585	\$ 55,250
	*Order of Eastern Star	6/25-28/17	4	800	675	800	\$ 544,000
	June Total		12	4324	905	28,089	\$ 1,143,080

July	*Intl Order of Rainbow Girls	7/12-16/17	5	450	795	760	\$ 229,500
	**Valdivia Concert	7/1/2017	1	490	140	1,981	\$ 83,300
	**Valdivia Concert	7/29/2017	1	357	102	1,991	\$ 60,690
	***Tech Rehearsal	7/3-9/17	7	57	133	400	\$ 67,830
	July Total		14	1,354	1,170	5,132	\$ 441,320

Aug	*Vintiques	8/3-6/17	4	1,500	825	6,765	\$ 765,000
	**Los Tigres del Norte	8/27/2017	1	1,088	310	2,412	\$ 184,960
	August Total		5	2,588	1,135	9,177	\$ 949,960

Sept	*HDI Tradeshow and Conference	9/6-10/17	5	250	450	600	\$ 102,000
	*YVSC Volleyball Tournie	9/14-17/17	4	2,200	600	3,775	\$ 748,000
	* (see Anne, also) Central WA State Fair	9/19-10/2/17	14	3,000	2200	326,273	\$ 5,610,000
	September Total		23	5,450	3,250	330,648	\$ 6,460,000

Oct	**Los Inquietos Del Norte	10/14/2017	1	1,519	434	4,076	\$ 258,230
	*Central City Comic Con	10/21-22/17	3	1,700	120	3,043	\$ 578,000
	**WWE Live!	10/15/2017	1	742	60	4,081	\$ 126,140
	October Total		5	3,961	614	11,200	\$ 962,370

Nov

*WIAA State Volleyball	11/9-11/17	3	2,900	1300	8,879	\$	974,400
***Gee Auto Sale	11/13-30/17	18	6	36	1,250	\$	18,360
**Harlem Globetrotters	11/8/2017	1	46	13	2,240	\$	7,820
(*)(**)CRC Rodeo	11/1-6/17	6	500	300	4,960	\$	168,000
November Total		28	3,452	1,649	17,329	\$	1,168,580

Dec

*Shoot Out Basketball Tournie		3	1,000	380	5,170	\$	340,000
December Total		3	1,000	380	5,170	\$	340,000
Totals		137	42,755	18,759	514,543	\$	19,576,687

Notes:

* The room nights and economic impact for these events have been tracked and reported by Yakima Valley Tourism/Yakima Valley Sports Commission.

**We have provided reports through TicketsWest indicating how many tickets were purchased outside a 50 mile radius; divided by up to 3.5 to estimate room night usage; and used the current economic impact multiplier determined by YVT/Yakima Valley Sports Commission. The TW figures represent phone and internet purchases, only. (Refer to Section III)

***While these events are not ticketed events, attendance is still tracked by the event planner and/or our staff. We have estimated that approximately 10%-15% of the total attendance come from outside a 50 mile radius. (For some events, we have used an even lower % estimate of out-of-town visitors to be more conservative.) The current economic impact multiplier to determine the estimated economic impact was determined by Yakima Valley Tourism/Yakima Valley Sports Commission.

Section II Yakima Valley SunDome 2018 Events Confirmed as of January 15, 2018

Events	Dates	# of Event Days
Seattle Mariners Caravan	January 8	1
Yakima SunKings games x 16	Various	16
WA Music Educators Biennial Conference	Feb 14-18	4
Central WA Sportsmans Show	February 15-19	4
WIAA 1A/2A High School Basketball Tournament	March 1-4	6
First WA Robotics Annual Competition	March 15-17	3
Central WA Home Show	March 7-11	6
WIAA High School Dance & Drill Competition	March 24-26	2
Banda MS Concert	April 6	1
Jordan World Circus	March 26	1
T Rex Show	March 29-April 2	5
Hispanic Congressional	April 27-29	3
Heritage University Graduation	May 5	2
Yakama Nation Elders Dinner	May 24	2
MC Magic Live Concert	May 19	1
Selah High School Graduation	June 2	1
A.C. Davis High School Graduation	June 13	1
Eisenhower High School Graduation	June 14	1
West Valley High School Graduation	June 8	1
East Valley High School Graduation	June 2	1
Naches Valley High School Graduation	June 7	1
Yakima Valley Community College Commencement	June 15	1
Wapato High School Graduation	June 12	1
Order of Eastern Star	June 25-28	4
Rainbow Girls	July 12-16	5
NW Nationals – Vintiques	Aug 3-6	4
Horizon Distribution Conference & Trade Show	September 6-10	5
Yakima Sport Commission Volleyball Tournament	September 14-17	3
Central Washington State Fair	Sept. 22-Oct. 1	15
Los Inquietos Del Norte	Oct 13	1
Pepe Aguilar Concert	Oct 26	1
WA Beef 50 th Anniversary	Oct 27	1
CRC Rodeo	Nov 1-4	6
WIAA High School Volleyball Tournament	Nov 8-10	3
NW Horticultural Expo	Dec 2-5	4

Total Event Days - 117

Total Events – 50 events



Season:	EYAK17	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK0701			
Event Name:	Dos Mundos Una Historia Tour 5	1,740	Within 50 Miles	Beyond 50 Miles
Event Date:	Saturday, July 01, 2017		774	490

Cities within 50 Miles

Mail City	Mail State	Tickets
Ellensburg	WA	2
Grandview	WA	124
Granger	WA	2
Mabton	WA	4
Mattawa	WA	62
Moxee	WA	4
Royal City	WA	2
Selah	WA	4
Sunnyside	WA	93
Tieton	WA	4
Toppenish	WA	16
Wapato	WA	2
White Swan	WA	2
Yakima	WA	450
Zillah	WA	3
Grand Total		774

Cities Beyond 50 Miles

Mail City	Mail State	Tickets
Boardman	OR	3
Chelan	WA	3
Chelan Falls	WA	1
Cheney	WA	1
College Place	WA	3
East Wenatchee	WA	7
Hermiston	OR	186
Kennewick	WA	6
Othello	WA	31
Pasco	WA	140
Prescott	AZ	4
Quincy	WA	31
Roseburg	OR	2
Seattle	WA	1
Walla Walla	WA	3
Warden	WA	4
Wenatchee	WA	62
Woodburn	OR	2
Grand Total		490



Season:	EYAK17	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK0729			
Event Name:	La Arrolladora	1,730	Within 50 Miles	Beyond 50 Miles
Event Date:	Saturday, July 29, 2017		842	357

Cities within 50 Miles

Mail City	Mail State	Tickets
Beverly	WA	2
Selah	WA	4
Sunnyside	WA	40
Tieton	WA	4
Union Gap	WA	2
Wapato	WA	1
Yakima	WA	789
Grand Total		842

Cities Beyond 50 Miles

Mail City	Mail State	Tickets
Auburn	WA	4
Brewster	WA	4
Chehalis	WA	2
Chelan	WA	3
Chelan Falls	WA	2
East Wenatchee	WA	3
Emmett	ID	2
Entiat	WA	2
Hood River	OR	2
Kennewick	WA	5
Malaga	WA	2
Moses Lake	WA	2
Othello	WA	40
Pasco	WA	40
Puyallup	WA	2
Quincy	WA	40
Richland	WA	1
Roosevelt	WA	2
Royal City	WA	81
Seattle	WA	2
Spokane	WA	4
Umatilla	OR	5
Warden	WA	6
Wenatchee	WA	101
Grand Total		357



Season:	EYAK17	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK0827			
Event Name:	Los Tigres del Norte	2,412	Within 50 Miles	Beyond 50 Miles
Event Date:	Sunday, August 27, 2017		697	1,088

Cities within 50 Miles

Mail City	Mail State	Tickets
George	WA	5
Grandview	WA	117
Mattawa	WA	120
Moxee	WA	5
Prosser	WA	3
Selah	WA	4
Sunnyside	WA	114
Tieton	WA	2
Toppenish	WA	112
Union Gap	WA	1
Wapato	WA	5
Yakima	WA	91
Zillah	WA	118
Grand Total		697

Cities Beyond 50 Miles

Mail City	Mail State	Tickets
Basin City	WA	112
Beaverton	OR	2
Cashmere	WA	2
Cle Elum	WA	2
Coquitlam	BC	2
East Wenatchee	WA	5
Eltopia	WA	2
Hermiston	OR	116
Kennewick	WA	4
Milton-Freewater	OR	112
Moses Lake	WA	126
Othello	WA	124
Pasco	WA	122
Quincy	WA	115
Royal City	WA	113
Santa Ana	CA	2
Spokane	WA	3
Spokane Valley	WA	4
Wenatchee	WA	120
Grand Total		1,088



Season:	EYAK17	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK1014		3,319	Within 50 Miles
Event Name:	Los Inquietos Del Norte	850		1,519
Event Date:	Saturday, October 14, 2017			

Cities within 50 Miles

Mail City	Mail State	Tickets
Ellensburg	WA	1
Grandview	WA	145
Granger	WA	2
Mattawa	WA	171
Moxee	WA	2
Naches	WA	2
Selah	WA	4
Sunnyside	WA	162
Tieton	WA	2
Toppenish	WA	156
Yakima	WA	203
Grand Total		850

Cities Beyond 50 Miles

Mail City	Mail State	Tickets
Algona	WA	1
Basin City	WA	164
Boardman	OR	5
Brewster	WA	3
Caldwell	ID	6
Cashmere	WA	2
College Place	WA	2
Des Moines	WA	2
Ephrata	WA	3
Everett	WA	2
Hermiston	OR	156
Irrigon	OR	2
Kenmore	WA	2
Kennewick	WA	5
Kent	WA	4
Lynnwood	WA	2
Madras	OR	2
Milton-Freewater	OR	151
Moses Lake	WA	177
Othello	WA	158
Parma	ID	2
Pasco	WA	181
Puyallup	WA	3
Quincy	WA	164
Renton	WA	2
Ridgefield	WA	2
Royal City	WA	142
The Dalles	OR	2
Walla Walla	WA	2
Warden	WA	2
Wenatchee	WA	168
Grand Total		1,519



Season:	EYAK17	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK1015			
Event Name:	WWE Live!	3,731	Within 50 Miles	Beyond 50 Miles
Event Date:	Sunday, October 15, 2017		911	742

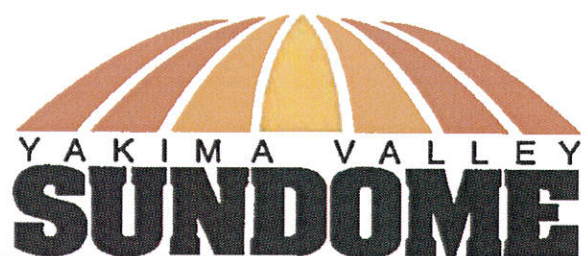
Cities within 50 Miles

Mail City	Mail State	Tickets
Cowiche	WA	3
Desert Aire	WA	14
Ellensburg	WA	29
Grandview	WA	75
Granger	WA	7
Harrah	WA	3
Mabton	WA	22
Mattawa	WA	3
Moxee	WA	31
Naches	WA	20
Outlook	WA	4
Parker	WA	4
Prosser	WA	18
Royal City	WA	11
Selah	WA	59
Sunnyside	WA	111
Tieton	WA	13
Toppenish	WA	25
Union Gap	WA	5
Wapato	WA	29
White Swan	WA	4
Yakima	WA	404
Zillah	WA	17
Grand Total		911

Cities Beyond 50 Miles

Mail City	Mail State	Tickets
Anaheim	CA	2
Auburn	WA	2
Benton City	WA	12
Boardman	OR	6
Brooklyn	CT	4
Burbank	WA	7
Chelan	WA	2
Chicago	IL	40
Clarkston	WA	2
Cle Elum	WA	5
College Place	WA	13
Columbia	MO	4
Connell	WA	1
Coos Bay	OR	3
Duncan	BC	1
East Wenatchee	WA	7
Ephrata	WA	4
Fall City	WA	2
Fort Lewis	WA	1
Glendale	AZ	40
Goldendale	WA	4
Heliex	OR	3
Hermiston	OR	8
Hialeah	FL	2
Hillsboro	OR	3
Kennewick	WA	169
Lapwai	ID	4
Mesa	WA	4
Miami	FL	3
Milton-Freewater	OR	3
Morton	WA	3
Moses Lake	WA	19
Okanogan	WA	2
Omaha	NE	7
Othello	WA	13
Pablo	MT	2
Pasco	WA	139
Pendleton	OR	4
Peoria	AZ	8
Prescott	WA	9
Pullman	WA	7
Putnam	CT	4
Quincy	WA	9
Redmond	WA	3

Richland	WA	68
San Francisco	CA	2
Seatac	WA	2
Seattle	WA	5
Sherman Oaks	CA	6
Soap Lake	WA	7
Sparks	NV	2
Spokane	WA	3
Spokane Valley	WA	2
Stanfield	OR	2
The Dalles	OR	6
Waitsburg	WA	2
Walla Walla	WA	22
Warden	WA	9
Waterville	WA	2
West Richland	WA	12
Grand Total		742



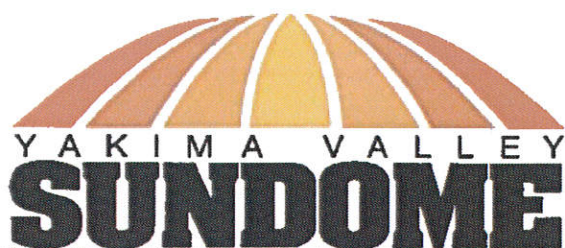
Season:	EYAK16	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK1104			
Event Name:	Columbia River Circuit Finals Rodeo - 1104 7pm	676	Within 50 Miles	Beyond 50 Miles
Event Date:	Friday, November 04, 2016		190	98

Cities within 50 Miles

City	State	Tickets
Buena	WA	2
Ellensburg	WA	15
Naches	WA	6
Prosser	WA	2
Royal City	WA	3
Selah	WA	18
Sunnyside	WA	9
Toppenish	WA	8
White Swan	WA	2
Yakima	WA	120
Zillah	WA	5
Grand Total		190

Cities Beyond 50 Miles

City	State	Tickets
Bellevue	WA	4
Benton City	WA	2
Bothell	WA	3
Brownsville	OR	2
Buckley	WA	2
Caldwell	ID	2
Condon	OR	5
Coulee City	WA	8
Glenwood	WA	1
Granite Falls	WA	2
Grass Valley	OR	2
Hermiston	OR	2
Kennewick	WA	3
Lake Stevens	WA	2
Lewiston	ID	2
Longview	WA	1
Lynden	WA	2
Mesa	WA	3
Mt Vernon	OR	2
Omak	WA	2
Orofino	ID	2
Otis Orchards	WA	3
Pasco	WA	6
Pendleton	OR	8
Port Orchard	WA	2
Prineville	OR	1
Puyallup	WA	1
Richland	WA	2
Sandpoint	ID	6
Snohomish	WA	2
Spokane	WA	2
Touchet	WA	2
Walla Walla	WA	2
Walla Walla	OR	2
Warm Springs	OR	3
Woodburn	OR	2
Grand Total		98



Season:	EYAK16	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK1105A		368	Within 50 Miles
Event Name:	Columbia River Circuit Finals Rodeo - 1105 1pm	124		137
Event Date:	Saturday, November 05, 2016			

Cities within 50 Miles

City	State	Tickets
Bickleton	WA	2
Brownstown	WA	2
Ellensburg	WA	15
Toppenish	WA	6
Wapato	WA	5
Yakima	WA	90
Zillah	WA	4
Grand Total		124

Cities Beyond 50 Miles

City	State	Tickets
Bellevue	WA	4
Benton City	WA	7
Bothell	WA	3
Brownsville	OR	2
Caldwell	ID	7
Camas	WA	2
Centerville	WA	2
Central Point	OR	2
Cheney	WA	1
Condon	OR	5
Coulee City	WA	16
Ephrata	WA	3
Everett	WA	2
Everson	WA	2
Glenwood	WA	1
Grass Valley	OR	2
Hermiston	OR	2
Kenmore	WA	3
Kennewick	WA	10
Lake Stevens	WA	2
Longview	WA	1
Lynden	WA	2
Mt Vernon	OR	2
Orofino	ID	2
Othello	WA	2
Otis Orchards	WA	3
Pasco	WA	8
Pendleton	OR	8
Ponderay	ID	2
Prineville	OR	1
Puyallup	WA	2
Snohomish	WA	2
Spokane	WA	4
Stanfield	OR	1
Touchet	WA	6
Walla Walla	WA	4
Walla Walla	OR	2
Warm Springs	OR	1
Wilsonville	OR	1
Woodburn	OR	2



Season:	EYAK17	All Sales	Tickets Sold by Zip Code over Internet/Phone	
Event Code:	EYAK1108			
Event Name:	The Harlem Globetrotters	959	Within 50 Miles	Beyond 50 Miles
Event Date:	Wednesday, November 08, 2017		156	46

Cities Within 50 Miles

City	State	Tickets
Ellensburg	WA	7
Grandview	WA	4
Moxee	WA	5
Naches	WA	5
Prosser	WA	4
Selah	WA	10
Sunnyside	WA	5
Tieton	WA	4
Wapato	WA	2
Yakima	WA	107
Zillah	WA	3
Grand Total		156

Cities Beyond 50 Miles

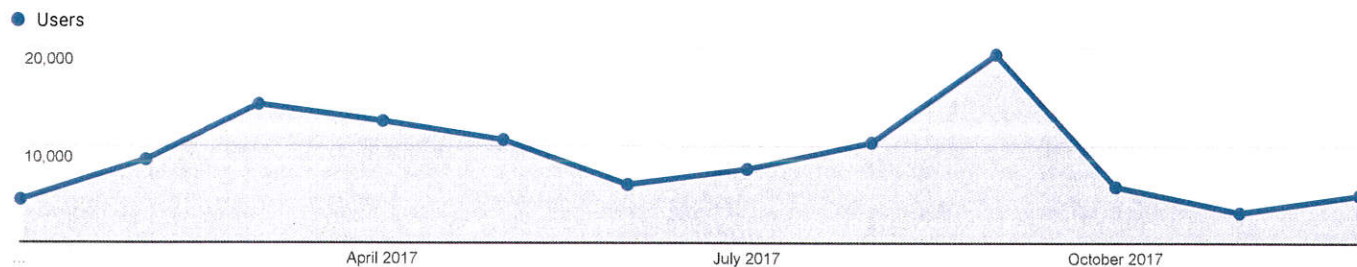
City	State	Tickets
Cle Elum	WA	5
Dallas	TX	4
Hillsboro	OR	4
Kennewick	WA	5
San Francisco	CA	6
Tonasket	WA	22
Grand Total		46

Audience Overview

All Users
100.00% Users

Jan 1, 2017 - Dec 31, 2017

Overview



Users

96,340

New Users

94,897

Sessions

137,263

Number of Sessions per User

1.42

Pageviews

362,773

Pages / Session

2.64

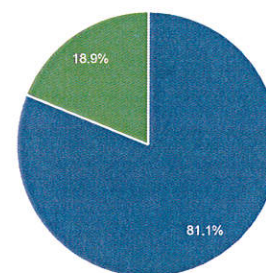
Avg. Session Duration

00:02:00

Bounce Rate

47.10%

■ New Visitor ■ Returning Visitor



City	Users	% Users
1. Yakima	22,749	21.29%
2. Seattle	21,981	20.57%
3. Greenville	4,089	3.83%
4. Spokane	3,693	3.46%
5. Sunnyside	2,266	2.12%
6. Ellensburg	2,240	2.10%
7. Toppenish	2,142	2.00%
8. Kennewick	2,101	1.97%
9. (not set)	1,978	1.85%
10. Portland	1,727	1.62%

Audience Overview

All Users
100.00% Sessions

Jan 1, 2017 - Dec 31, 2017

Overview

Sessions

10,000

5,000

April 2017

July 2017

October 2017

Sessions

116,881

Users

68,873

Pageviews

466,635

Pages / Session

3.99

Avg. Session Duration

00:04:16

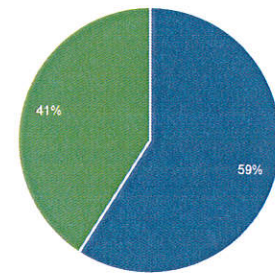
Bounce Rate

33.38%

% New Sessions

58.92%

New Visitor Returning Visitor



City	Sessions	% Sessions
1. Yakima	29,847	25.54%
2. Seattle	25,171	21.54%
3. Greenville	6,115	5.23%
4. Spokane	4,007	3.43%
5. Sunnyside	3,213	2.75%
6. Toppenish	2,781	2.38%
7. Ellensburg	2,605	2.23%
8. Kennewick	2,409	2.06%
9. (not set)	2,077	1.78%
10. Portland	1,784	1.53%