
Minutes of Lodging Tax Advisory Committee (LTAC) Board Meeting

Dated September 11, 2019

- Members Present : Council Chair Terry Ryan – LTAC Member, Chair
Shawn Walker – LTAC Member, Lodging
Tina Beckstrom – LTAC Member, Lodging
Debbie Copple – LTAC Member, Tourism
Adrienne Hall – LTAC Member, Tourism
- Staff : Tom Teigen – Department Director Parks, Rec & Tourism
Bridgid Smith – Administration Manager Parks, Rec & Tourism
Rich Huebner – Tourism Promotion Coordinator Parks, Rec & Tourism
Anniqne Bennett – Tourism Development Specialist Parks, Rec & Tourism
Jim Martin – Legislative Analyst, Council
- Other : Corey Margolis – General Manager, Everett Public Facilities District

Documents:

- Meeting agenda
- Minutes from 10/30/2018 Meeting
- 2020 Local Hotel/Motel Small Fund Grant Applications
- Boeing Future of Flight PFD Grant Application
- Edmonds PFD Grant Application
- Everett PFD Grant Application
- Lynnwood PFD Grant Application

Opening:

Meeting called to order at 1:30 p.m.

Approval of Meeting Minutes: Shawn Walker made motion, Adrienne Hall seconded, to approve minutes of the October 30, 2018 meeting. Approved unanimously.

Introductions: Committee members and staff introduced themselves. Chair Ryan welcomed new Committee member Tina Beckstrom.

Small Fund Grant Application Review: Grant application requests total \$763,665, while the total amount available for disbursement is \$488,902.

See the attached 2020 Local Hotel/Motel Small Fund Allocations Sheet for list of projects and funding allocated.

Small Fund Grant Application Discussion: Request by committee that applications be grouped in 2020 by Visitor Region, for ease of cross comparison of allocation to each region. Shawn Walker provided additional criteria recommendations for consideration as to the prioritization of applications; staff is also preparing recommendations for new marketing criteria beginning in 2021. A meeting in first quarter 2020 will be scheduled to review the application process.

Snohomish County Hotel / Motel Fund Lodging Tax Advisory Committee
Snohomish County Economic Development, 6705 Puget Park Drive, M/S 303, Snohomish, WA 98296

Tourism Promotion Area (TPA) update: Rich Huebner and Tom Teigen briefed the committee on the efforts to increase the TPA assessment to \$2.00 per night. Tom and Rich have met with the administration of all nine TPA-collecting cities. To date, Arlington, Marysville, Mountlake Terrace and Mukilteo have approved the updated Interlocal Agreement (ILA). Tom and Rich briefed the Everett City Council on the proposal at its September 4 meeting, and action is scheduled for September 18; Lynnwood City Council is scheduled to review the proposal in a work session on September 30, and Tom and Rich will attend. Bothell, Edmonds and Monroe are in the process of scheduling the updated ILA for vote of their councils. Assuming successful completion of the ILA approval process and implementation of the collection increase in the first quarter of 2020, funding of the Destination Management programs will shift to the TPA beginning in 2021.

Large Fund Grant Application Review: Four applications were submitted for the Large Fund PFD Grant Application process for 2020:

1. Edmonds PFD – asking for financial assistance of \$125,000 for the acquisition and installation of new audiovisual equipment for the Theatre, Lobby and Center and South Meeting Rooms.
2. Everett PFD – asking for financial assistance of \$250,000 for Phase III of the retractable seating project, to replace seats on north end of the facility, sections 116-120.
3. Lynnwood PFD – asking for financial assistance of \$250,000 for upgrades to the Lynnwood Convention Center’s audiovisual components.
4. Boeing Future of Flight PFD – asking for financial assistance of \$250,000 for the implementation of a Paine Field Aviation District Shuttle.

Boeing Future of Flight PFD’s application was ineligible as the proposed project was not a capital improvement project. Committee members expressed interest in potentially awarding funding from the Small Fund. Chair Ryan requested Rich Huebner contact the Snohomish County Prosecuting Attorney’s Office to determine if the committee possesses the discretion to recommend a grant from the Small Fund in response to an application submitted to the Large Fund; Rich will report back.

Discussion was held regarding possibly awarding increased funds to the Everett PFD to complete the replacement of all chairs in 2020. In response to question from a committee member, Corey Margolis confirmed that the PFD retains sufficient funds to complete the full project in 2020 and be reimbursed upon completion.

Suggestion was made to award \$550,000 to Everett PFD, with the additional stipulation that Everett PFD would be ineligible to apply for 2021 funds; \$125,000 to Edmonds PFD; and \$0 to Lynnwood PFD.

5 Year Plan Update: Bridgid Smith provided handouts of the updated 5 year plan for both Countywide and Local Hotel/Motel Fund 116 projections. Included in the plan is a 2020 budget of \$1,401,572 for Destination Management programs. Bridgid will prepare and updated 5 year plan to incorporate the suggested allocation to the Everett PFD, if approved.

Destination Development: Bridgid Smith and Annique Bennett briefed the committee on the restructuring of the County’s tourism promotion efforts and the shift from a Destination

Snohomish County Hotel / Motel Fund Lodging Tax Advisory Committee
Snohomish County Economic Development, 6705 Puget Park Drive, M/S 303, Snohomish, WA 98296

Marketing Organization structure to a Destination Management focus. This summer the County launched a Request for Proposal (RFP) to solicit for Destination Management services. The Snohomish County Tourism Bureau (SCTB) did not submit a response to the RFP. Evaluations are currently underway, and staff will update the committee on the selection process at the next meeting.

Request was made to the committee to approve the \$1,401,572 currently budgeted in the 5 Year Plan, plus any fund balance from DMO programs in 2019, as the budget for Destination Management work in 2020.

Annique Bennett briefed the committee on the cancellation of the Commercial Air Service Value Chain Strategy project, which had been approved for a 2019 Small Fund grant. Annique requested the committee approve reallocating those funds to be used for a discovery process/transition phase to be conducted in fourth quarter 2019 with the selected Destination Management Services vendor.

Motion #1: Chair Ryan made motion, Adrienne Hall seconded, for a recommendation to the County Council to approve the 2020 Small Fund grant allocations as assigned by the Committee. Passed unanimously.

Motion #2: Chair Ryan made motion, Tina Beckstrom seconded, for a recommendation to the County Council to approve the 2020 Large Fund grant allocations as suggested, and to reduce the amount available for Large Fund grant funding in 2021 to \$125,000. Passed unanimously.

Motion #3: Tina Beckstrom made motion, Debbie Cople seconded, to approve the requested reallocation of a 2019 Small Fund grant to the Snohomish County Department of Parks, Recreation and Tourism, in the amount of \$20,000. Passed unanimously.

Motion #4: Chair Ryan made motion, Shawn Walker seconded, for a recommendation to the County Council to build into the County budget a Destination Management budget of \$1,401,572, plus any defined 2019 DMO fund balance, allowing the department to define in-house vs. vendor roles, and that positions be approved with regular status. Passed unanimously.

Meeting adjourned at 5:00 p.m.

Local Hotel/Motel Small Fund Allocations for 2020

Local Hotel/Motel Small Fund Allocations for 2020

Run date: 11/21/2019 16:52

Run time: 11/21/2019 16:52

Project Number	Project Sponsor	Project Title	Total Project	Sponsor Match	Sponsor Request	District	"25%" Match	City LTAC Contacted	New Applicant?	Amount Recommended
P-20-01	Stillaguamish Valley Genealogical Society	Northwest Genealogical Conference 2020	136,400.00	58,600.00	22,900	1	0.43	Yes	No	\$9,000.00
P-20-02	Snohomish Motorcycle Club	Parks & Ride Motorcycle Raffle Run - 2nd Annual	17,000.00	4,250.00	12,750	1,2,3,4,5	0.25	Yes	No	\$6,000.00
P-20-03	Mountlake Terrace Friends of the Arts	Arts of the Terrace Juried Art Show 2020	14,600.00	7,200.00	7,400	4	0.49	Yes	No	\$5,000.00
P-20-04	KSER Foundation	KSER Public Radio Tourism Promotions	57,350.00	32,350.00	25,000	1,2,3,4,5	0.56	No	No	\$12,500.00
P-20-05	CHEESEBURGERBABIESfoundation	Mountlake Terrace 3rd of July Family Fun Fireworks	20,000.00	15,000.00	5,000	4	0.75	Yes	Yes	\$0.00
P-20-06	Pacific Northwest Aerospace Alliance	PNAA Annual Conference	66,800.00	29,500.00	37,300	3	0.56	No	No	\$30,000.00
P-20-07	Stanwood Chamber of Commerce	Stanwood Winter Festivals	42,100.00	31,175.00	10,925	1	0.74	N/A	No	\$10,925.00
P-20-08	Camano Arts Association	2020 Art Studio Tour	44,695.00	37,195.00	7,500	1	0.83	N/A	No	\$5,000.00
P-20-09	Cascade Loop Association	Strategic Tourism Marketing Initiative	105,022.00	61,667.00	43,655	2,5	0.59	N/A	No	\$20,000.00
P-20-10	Mukilteo Chamber of Commerce	Mukilteo Tourism Promotion	16,600.00	6,600.00	10,000	2	0.40	No	Yes	\$3,000.00
P-20-11	Historic Flight Foundation	Vintage Aircraft Fly-Days	60,338.00	14,805.00	37,533	2,3	0.25	Yes	No	\$20,000.00
P-20-12	Village Theatre	Promoting Five Shows	1,671,705.00	1,631,705.00	40,000	2	0.98	Yes	No	\$10,000.00
P-20-13	Mill Creek Chamber of Commerce	Mill Creek Festival	94,500.00	75,000.00	10,000	4	0.79	N/A	No	\$10,000.00
P-20-14	Edmonds Daybreakers Rotary Club	Jazz Connection	52,844.00	35,844.00	4,500	3	0.68	Yes	Yes	\$0.00
P-20-15	Imagine Children's Museum	2020 Imagine Awareness Campaign	35,695.00	9,604.00	26,091	2	0.27	Yes	No	\$5,000.00
P-20-16	Sky Valley Chamber of Commerce	Sky Valley Event Guide Magazine (Priority 1)	17,050.00	6,050.00	11,000	5	0.35	N/A	No	\$11,000.00
P-20-17	Sky Valley Chamber of Commerce	Sky Valley Venue Marketing Plan (Priority 2)	14,000.00	4,000.00	10,000	5	0.29	N/A	No	\$10,000.00
P-20-18	Edmonds Center for the Arts	ECA 2020 Season Promotion	100,500.00	80,500.00	20,000	3	0.80	Yes	No	\$15,000.00
P-20-19	InSpark Coworking	Adventure of Business Conference	14,500.00	6,000.00	9,500	3	0.41	N/A	No	\$0.00
P-20-20	City of Stanwood	Discover Stanwood Camano Visitor Guide & Website (Priority 1)	59,428.00	29,428.00	30,000	1	0.50	N/A	No	\$8,000.00
P-20-21	City of Stanwood	Summer Arts Jam Festival (Priority 2)	81,000.00	61,000.00	20,000	1	0.75	N/A	No	\$10,000.00
P-20-22	Historic Downtown Snohomish Association	2020 "Snoho-" Campaign	141,000.00	114,000.00	27,000	5	0.81	Yes	No	\$5,000.00
P-20-23	Tour de Terrace	Tour de Terrace	20,000.00	10,000.00	10,000	4	0.50	Yes	Yes	\$6,500.00
P-20-24	Town of Darrington	Social Media and Tear Map	12,500.00	3,125.00	9,375	1	0.25	N/A	No	\$9,375.00
P-20-25	Bluegrass and Country Music Makers Association	Darrington Music Park Stage	57,546.00	14,387.00	43,159	1	0.25	N/A	No	\$40,000.00
P-20-26	Flying Heritage and Combat Armor Museum	2020 Museum Tourism Outreach Campaign	68,631.00	23,904.00	44,727	2	0.35	N/A	No	\$44,727.00
P-20-27	Cascadia Art Museum	Salish Sea Road Trip	13,647.79	3,447.79	10,200	2	0.25	Yes	Y/N	\$5,000.00
P-20-28	Arts Council of Snohomish County	2020 Promotion of Schack Art Center	225,000.00	176,200.00	48,800	2	0.78	Yes	No	\$20,000.00
P-20-29	Darrington Horse Owners Association	Darrington Timberbowl Rodeo	37,150.00	28,600.00	8,550	1	0.77	N/A	No	\$3,000.00
P-20-30	Granite Falls Historical Society	Stillaguamish Sauk River Valleys Tour	3,350.00	1,100.00	2,250	1	0.33	N/A	Yes	\$2,250.00
P-20-31	City of Mill Creek	Memorial/Veterans Day Event Advertising Projects	25,000.00	6,250.00	18,750	4	0.25	N/A	No	\$0.00
P-20-32	Olympic Ballet Theatre	Advertising for 2020 Productions	287,710.00	249,710.00	10,000	2,3	0.87	Yes	No	\$10,000.00
P-20-33	Snohomish Festival of Pumpkins Marketing Association	2020 Snohomish Festival of Pumpkins	22,000.00	12,000.00	10,000	4	0.55	Yes	No	\$7,000.00
P-20-34	Everett Museum of History	Community Perspectives Outreach Exhibit	193,622.00	82,122.00	50,000	2	0.42	Yes	Yes	\$10,000.00
P-20-35	Snohomish Youth Soccer Club	202 Sports & Entertainment Marketing Plan	26,700.00	11,700.00	15,000	4	0.44	Yes	Yes	\$10,000.00
P-20-36	Snohomish Wedding Guild	My Snohomish Wedding Engagement Guide	17,410.00	4,410.00	13,000	1,2,3,4,5	0.25	Yes	Yes	\$5,000.00
P-20-37	City of Monroe	Choose Monroe	56,000.00	41,000.00	15,000	5	0.73	Yes	No	\$5,000.00
P-20-38	City of Snohomish	Walla Walla Wines in Snohomish Valley	34,600.00	17,800.00	16,800	5	0.51	Yes	No	\$15,000.00
P-20-39	Economic Alliance Snohomish County	WeChat Marketing Platform	50,000.00	40,000.00	10,000	1,2,3,4,5	0.80	No	No	\$10,000.00
2020 request totals			4,013,993.79	3,077,228.79	720,615				Available:	\$ 488,902
									Recommended:	\$ 408,277