



Agenda  
Lodging Tax Advisory Committee Meeting  
Thursday, October 27, 2022  
Richland City Hall ~ The Parkway Conference Room  
625 Swift Boulevard

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**Committee Members:** Mayor Pro Tem Christensen and Members Gabbud, Sako, Stephens and Watkins

**Liaison:** Hollie Alexander

**Regular Meeting - 2:00 p.m.**

**Call to Order/Attendance:**

**Public Comments:** Please limit public comments to 2 minutes.

**Approval of Minutes:** (Approved by Motion)

1. Approval of the November 21, 2021 Lodging Tax Advisory Committee Meeting Minutes  
- Hollie Alexander, Communications & Marketing Manager

**Budget Overview:**

2. 2023 Lodging Tax Funding Overview  
- Hollie Alexander, Communications & Marketing Manager
3. 2008 Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria for Reference

**2022 Event and Project Summary to Date:**

4. 2022 Event and Summary Project Summary  
- Hollie Alexander, Communications & Marketing Manager

**Hotel/Motel Grant Applications :**

5. Art in the Park  
- Brandie Saint-Claire
6. BASS Nat'l West Regional Championships  
- Stan Johnson
7. CIP Badger Ice Age Floods Interpretive Trail  
- David Comstock
8. CIP COR Fitness Court  
- Jon Amundson, City Manager
9. CIP COR-BID Improvements  
- Lynne Follett, Economic Development Specialist

10. CIP Red Mountain Event Center
  - Eric VanWinkle
11. CIP Tri-City Kart Track
  - Chris O'Neill
12. 2023 Tri-Cities GeoCoin Challenge
  - Jen Davis
13. Live @ 5
  - Jennifer Little
14. NorthAmericaTalk
  - Jacob Luplow
15. Red Mountain Event Center/Tri-City Raceway
  - Eric VanWinkle
16. Richland Regatta
  - April Morgan
17. See3Slam
  - Terry Marie Fleischman
18. Shakespeare in the Park
  - Emily Richman
19. Special Olympics
  - Donna Lindsay
20. Tumbleweed Festival
  - Katrina Knight
21. Tri-Cities Water Follies, Columbia Cup and Air Show
  - Mark Williams
22. Winter Wonderland Festival of Lights
  - Julie Jackson, Recreation & Facilities Manager
23. Wild West Bass Trail
  - Dominic Falcinelli

**New Business:**

24. Grant Funding Recommendations to Council
  - Hollie Alexander, Communications & Marketing Manager

**Adjournment**

Richland City Hall is ADA accessible. Any individual who has difficulty attending the meeting in-person may request to provide comments remotely. (Ch. 42.30 RCW) Requests for sign interpreters, audio equipment, and/or other special services must be received 48 hours prior to the meeting by calling the City Clerk's Office at 509-942-7389.



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Approval of Minutes

Prepared By: Hollie Alexander, Communications & Marketing Manager

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**Subject:**

Approval of the November 21, 2021 Lodging Tax Advisory Committee Meeting Minutes

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**Department:**

Assistant City Manager

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**Recommended Motion:**

Approve the meeting minutes from the LTAC meeting held November 21, 2021.

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**Summary:**

Draft minutes from the November 21, 2021 Lodging Tax Advisory Committee (LTAC) meeting are presented for the Committee's review and approval.

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**Fiscal Impact:**

None.

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**Attachments:**

1. 2021.11.16 LTAC Meeting Minutes



## MINUTES

Lodging Tax Advisory Committee Meeting

Tuesday, November 16, 2021

Zoom - Public Telephone Access: (206) 337-9723 or (253) 215-8782

Meeting ID No. 810-7082-9505

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### **Lodging Tax Advisory Committee Meeting – 10:00 a.m.**

#### **Call to Order**

Council Liaison Terry Christensen called the regular Lodging Tax Advisory Committee meeting to order at 10:06 a.m.

#### **Attendance:**

Council Member Terry Christensen and Committee members, Douglas (Gus) Sako, Lara Watkins, and Wendy Higgins.

Also, remotely present were Staff Liaison Hollie Logan, Parks and Public Facilities Director Joe Schiessl, Communication and Marketing Specialist Gail Everett, Executive Assistant Hannah Throop, and Finance Director Brandon Allen.

#### **Approval of Minutes:**

1. April 19, 2021 Lodging Tax Advisory Committee Meeting Minutes

Sako moved and Christensen seconded the motion to approve the April 19, 2021 meeting minutes. The motion carried 4-0.

#### **Budget Overview**

2. 2021 Budget

Communications and Marketing Manager Ms. Logan provided an overview of the 2021 funds to date and the amount projected to be received through 2022.

Christensen noted a typo on the name Wild West Bass Trail which was corrected.

#### **2021 Event and Project Summary to Date**

A summary of activities and projects to date for 2021 was shared with the committee. Christensen asked if the Richland Police Department is moving forward with the Range Trailing Facility Upgrade. Schiessl answered that yes, they have secured a contractor.

Christensen asked if the Friends of Badger Mountain Ice Age Interpretive Trail Project extension was approved by City Staff, Schiessl and Logan answered that it was not necessary since the scope nor the amount had changed.

## **New Business**

Deliberation and Allocation for 2022 Funds

Christensen requested that the Lodging Tax Advisory Committee (LTAC) review and discuss each application, and to approve requests by a single motion. The committee concurred.

### **3. Allied Arts Association - Requested \$5,000. Recommended \$5,000.**

Project: Art in the Park – Outside the Region Marketing

No Discussion.

### **4. Arts Foundation of the Mid-Columbia (AFMC). Requested \$2,500. Recommended \$500.**

Project: 2022 Rivers of Ink

Discussion: Christensen was concerned that the projected participation numbers were quite low considering the amount they were requesting. Watkins agreed their numbers were off in regards to lodging and in-person attendees.

Sako proposed we phone the applicant to seek clarification and afterwards, Sako moved to approve the \$500 earmarked for marketing instead of the full \$2,500 and Christensen seconded. The motion carried 4-0.

### **5. City of Richland - Requested \$6,500. Recommended \$6,500.**

Project: 2022 Geocoin Challenge

Discussion: Christensen asked for clarification on the \$1,500 of which the City of Richland was listed as already donating to the event. Schiessl confirmed it comes from Operating Expenses for Events from the Parks and Recreation Budget. Christensen then confirmed to ensure that West Richland was not left out of participation.

### **6. Northwest Power Boat Association – Requested \$17,500. Recommended \$17,500.**

Project: Richland Regatta

No Discussion.

### **7. Rude Mechanicals – Requested \$5,000. Recommended \$5,000.**

Project: Shakespearean Festival

Discussion: Christensen asked if it was a possible hindrance to charge for ticket sales and maybe we should fund more to reduce the cost of tickets. Sako suggested they find corporate sponsors to help with that.

**8. Special Olympics of Washington – Requested \$10,000. Recommended \$10,000**

Project: 2022 Special Olympics Washington Fall Games

No Discussion.

**9. Three Rivers Folklife Society - Requested \$4,000. Recommended \$4,000.**

Project: 2022 Tumbleweed Music Festival

No Discussion.

**10. Tri-Cities Sunrise Rotary Charity Club – Requested \$10,000. Recommended \$10,000.**

Project: See3Slam

No Discussion.

**11. Tri-Cities Water Follies – Requested \$15,000. Recommended \$15,000.**

Project: HAPO Columbia Cup and Air Show

No Discussion.

**12. West Richland Chamber of Commerce – Requested \$18,800. Recommended \$18,800.**

Project: Cool Desert Nights

No Discussion.

**13. Wild West Bass Trail – Requested \$15,000. Recommended \$15,000.**

Project: 2022 Wild West Bass Tournament Columbia River Pro-Am

No Discussion.

After review, a final motion was made by Christensen and seconded by Sako to approve Rivers of Ink for \$500 and the remaining applications at their requested amount. The motion carried 4-0.

**Capital Improvement Projects – Second 2% of Funds**

Logan opened discussion on the use of the second 2% and Schiessl joins to explain the goals and needs of the upcoming sports complex planned for the Horn Rapids area. The Hanford Legacy Park is an 80-acre site that will be developed in two phases to support the increase demand of sports tourism.

Another concern brought up was the possible loss of future hotel motel funding due to several area hotels being converted into apartments.

The decision was made to hold off on accepting capital improvement project applications until more information is available on 2022 hotel room availability and the progression of the Hanford Legacy Park

Christensen adjourned the meeting at 11:16 a.m.

Approved: \_\_\_\_\_  
Council Liaison Christensen

Minutes Prepared By: \_\_\_\_\_  
Hollie Logan, Communications & Marketing Manager

**Date Approved:**



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Budget Overview

Prepared By: Hollie Alexander, Communications & Marketing Manager

Subject:  
2023 Lodging Tax Funding Overview

Department:  
Assistant City Manager

Recommended Motion:

**Summary:**

Each year, Richland receives funds from the room tax imposed upon hotels & motels located within the City. These funds can be retained by the City or can be expended for a narrow range of projects & activities established by State law.

To be considered for funding, proposals must meet criteria as established in RCW 67.28.1815 and prohibits the use of tax receipts for any other purposes. Tourism promotion is defined in RCW 67.28.080 as "activities & expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events & festivals designed to attract tourists."

After review by the LTAC, each applicant will be approved at the full amount or with an adjusted amount or denied. These recommendations will be brought forward to the City Council for final approval.

Fiscal Impact:

**Attachments:**

1. Worksheet 2023 Requested Amounts FINAL

## 2023 HOTEL/MOTEL FUNDING REQUESTS

**First 2% Available Funds as of 9/30/22 = \$494,402**

ORGANIZATION	PROPOSED USE OF MONEY	2022 ALLOCATION	2023 REQUEST
Allied Arts Association	Art in the Park	\$5,000.00	\$8,500.00
COR BASS Nat'l West Regional Championship	Fishing Championship	\$0.00	\$7,500.00
City of Richland - Parks & Recreation	GeoCoin Challenge	\$6,500.00	\$7,500.00
City of Richland - Parks & Recreation	Winter Wonderland	\$0.00	\$3,500.00
North American Talk	Event Messaging along the I-5 Corridor	\$0.00	\$28,000.00
Northwest Powerboat Association	Richland Regatta	\$17,500.00	\$17,500.00
Red Mountain Event	Tri-City Raceway (24 Total Events)	\$0.00	\$100,915.50
Rude Mechanicals	Shakespeare in the Park	\$0.00	\$5,000.00
Special Olympics of Washington	Special Olympics Washington Fall Games	\$10,000.00	\$10,000.00
Stephens Media Group	Live@5	\$0.00	\$10,000.00
Three Rivers Folklife Society	Tumbleweed Music Festival	\$4,000.00	\$5,000.00
Tri-Cities Sunrise Rotary	SEE3SLAM	\$10,000.00	\$10,000.00
Tri-Cities Water Follies Association	Hapo Columbia Cup and Air Show	\$15,000.00	\$15,000.00
Wild West Bass Trail	Wild West Ball Trail Columbia River Pro-Am	\$15,000.00	\$15,000.00
	Total Requested		<b>\$243,415.50</b>
	Balance		<u><b>\$250,986.50</b></u>

**Second 2% Available Funds as of 9/30/22 = \$1,007,281**

ORGANIZATION	PROPOSED USE OF MONEY	2022 ALLOCATION	2023 REQUEST
City of Richland - City Manager's Office	Fitness Court in Howard Amon Park	\$0.00	\$305,000
City of Richland - Economic Development	BID Improvement Districts Lighting & Kiosk Improvement	\$0.00	\$60,000
Friends of Badger Mountain	Little Badger Mt. Ice Age Floods Interpretive Trail	\$0.00	\$238,000
Red Mountain Event Center	Lights, Grandstands, Asphalt/Course	\$0.00	\$284,000
Tri-City Kart Club	Track Improvements - Asphalt, Air/Water/Power Ext	\$0.00	\$204,000
	Total Requested		<b>\$1,091,000</b>
	Balance		<u><b>\$ (83,719)</b></u>



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Budget Overview

Prepared By:

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Subject:

2008 Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria for Reference

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Department:

City Manager

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Recommended Motion:

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Summary:

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Fiscal Impact:

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Attachments:

1. 2008.11.03 Packet\_Evaluation Criteria

Approved for Agenda cy  
 Date 11/30/08

**TO: City Council**

**FROM: Community and Development Services**

**DATE: November 3, 2008**

**SUBJECT: APPROVAL OF REVISED HOTEL/MOTEL LODGING TAX FUND EVALUATION CRITERIA**

**RECOMMENDATION**

The City's Lodging Tax Advisory Committee (LTAC) and staff recommend Council approve the revised Hotel/Motel Lodging Tax Fund Evaluation Criteria for use on the next grant cycle.

**COMMUNITY PRIORITIES**

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Strengthen Economic Development | <input checked="" type="checkbox"/> Improve Our Quality of Life | <input checked="" type="checkbox"/> Be Careful Stewards of Our Public Resources |
|---|---|---|

**FISCAL IMPACT**

There is no fiscal impact.

**BACKGROUND**

In 1999, Council established guidelines and committee emphasis for the use of the Hotel/Motel Lodging Tax Funds concurrent with the formation of the LTAC. The LTAC uses these criteria during deliberations for award allocation. During the LTAC May and June 2008 meetings, the LTAC discussed revising the criteria to maximize the overnight hotel/motel rooms generated through the use of this fund.

**ANALYSIS**

The Committee recommends making the following modifications, new text is underlined and deleted text is ~~strikethrough~~:

**City Council Policy**

1. Events/projects that produce a broad base for hotel/motel occupancy ~~Broad tourism promotion efforts~~ will be given higher priority over the financing of individual festivals, concerts, or shows.
2. The City's hotel/motel tax grant should "leverage" other funds. Unless the requesting agency is sponsoring an event that depends largely on volunteer efforts, hotel/motel marketing grants should consequently not exceed ~~40%~~ 30% of the function's total cash budget.

3. A priority will be placed in off season programs and ~~Hotel/motel grants should be directed~~ to those events which generate maximum economic benefit. Large events requiring overnight hotel stays should therefore be favored over smaller and/or single day events.
4. Given the City Council's desire to establish Richland as a center of athletic and cultural excellence, grants should be focused toward sporting, cultural, and leisure events. Creation and promotion of activities and events directed at young professionals/families that visit the area will strongly be encouraged.

### **LTAC Emphasis**

1. How many room nights will the project generate?
2. How reliable is the information provided?
3. Validation of room nights generated will be required and there may be a placement of \$5/room night generated cap up to a maximum grant amount.
4. Does the project promote Richland and Richland hotels/motels outside of the Bi-County area?
5. The Committee favors providing seed money to new events.
6. The LTAC encourages all events and organizations to work toward total self-sufficiency.

### **CONCLUSION**

Approving the revised funding evaluation criteria will provide the LTAC direction when considering funding requests.

PREPARED BY: Trisha Kirk Herron, Business & Tourism Development Specialist

REVIEWED BY: Bill King, Deputy City Manager  
Ron Musson, Administrative Services Director  
Gary Ballew, Economic Development Manager



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Brandie Saint-Claire

Subject:  
Art in the Park

Department:  
City Manager

Recommended Motion:

**Summary:**

Art in the Park is a fun, free, family event that supports and promotes art within our community. It collaboratively works with local businesses and organizations to encourage visitation to the area. Additionally, we will be running a marketing campaign this year to engage the Yakima, Spokane, and Walla-Walla audiences. Our mission is threefold: 1. to showcase artists and their artwork to the Tri-City community, 2. to showcase artists and artwork of Mid-Columbia Basin artists, and 3. to host a fundraiser to provide over 80% of our operation overhead for the Gallery at the Park. This community event occurs on July 28th and 29th, from 8 am - 6 pm. Live entertainment is made available in the mornings to meet our largest attendance of the day (when it's coolest), starting at 8 am. Concessions are provided by non-profit concessions where they keep 100% of the proceeds. We are humbly asking the City of Richland to help us offset these unforeseen increases by awarding us the hotel/motel grant for 2023 and to please understand that our requested increase from our normal \$5,000, is directly related to inflation. Overall attendance is projected to be 55,000.

Fiscal Impact:

**Attachments:**

1. HM App - Art in the Park



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Allied Arts Association

Contact Name: Brandie Saint-Claire Contact Title: Director of Art in the Park

Contact Phone: 509-943-9815 Contact Email: artinthepark.richland.wa@gmail.com

Street Address: 89 Lee Blvd City: Richland State: WA Zip: 99352

Project or Event to be funded: Art in the Park 2023

Project/Event Start Date: July 28, 2023 Project/Event End Date: July 29, 2023

Amount Requested: \$8,500.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

The City of Richland Hotel/Motel grant has been a vital component in the success of Art in the Park for the past several years. Art in the Park originally started as a sidewalk show, and grew into a full art event in the late 80's. We host over 250 artists through out the United States, sponsor non-profit organizations to host concessions at our event (they keep 100% of all revenue made at their concession), and coordinate live performances with our Mid-Columbia Basin performance partners to showcase their artwork, and their organization. Our mission is three fold: 1. to showcase artists and their artwork to the Tri-City community, 2. to showcase artists and artwork of Mid-Columbia Basin artists, and 3. to host a fundraiser to provide over 80% of our operation overhead for Gallery and the Park.

Unfortunately, the operational overhead for Art in the Park has increased dramatically due to severe economic changes and inflation that negatively affected event services; such as security, port o'lets, printing and marketing costs. In 2023, basic operational costs have increased by over \$12,300 as compared to the 2019 Art in the Park event. (We were unable to host Art in the Park 2020 due to Covid)

We are humbly asking the City of Richland to help us offset these unforeseen increases by awarding us the hotel/motel grant for 2023, and to please understand that our asked increase from our normal \$5,000, is directly related to inflation.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>1</u>	<u>0</u>	<u>30</u>	<u>1948</u>

Please list the names and titles of your board members:

	Name	Title
1	Mary Jecha	President
2	Rose Quirk	Gallery Chair
3	Marlene Kingman	Featured Artist Chair
4	Bob Allen	Publicity
5	Sharon Meader	Past President
6	David Wyatt	Vice President
7	Gail Roadhouse	Children's Workshop
8	Mia Portlock	Adult Workshops
9	Marisa Quirk	Scholarship

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Our mission is three fold: 1. to showcase artists and their artwork to the Tri-City community, 2. to showcase artists and artwork of Mid-Columbia Basin artists, and 3. to host a fundraiser to provide over 80% of our operation overhead for Gallery and the Park. This free, family-friendly, community event occurs on July 28th and 29th, from 8am - 6pm. Live entertainment is made available in the mornings to meet our largest attendance of the day (when it's coolest), starting at 8am. Concessions are provided by non-profit concessions where they keep 100% of the proceeds.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

None at this time.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$8,000.00	5.375%	\$43,000.00

**Revenue Sources:**

Sponsorship at \$10,000	
Sponsorship at \$5,000	
Hotel/Motel Grant (if awarded) \$8,000	

**Revenue Amount:**

\$10,000.00
\$5,000.00
\$5,000.00

**Expenditure Description:**

Security	
Port o'lets	
Marketing/Publicity	
Printing	
Volunteer refreshments (water, and sports drinks for hydration)	
Misc. expenses (like paper, pen, tapes, paint for park mapping)	

**Expenditure Amount:**

\$13,500.00
\$6,500.00
\$12,000.00
\$5,000.00
\$1,200.00
\$6,500.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	55,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	600
c. Expected number of attendees paying for accommodations:	350
d. Expected number of attendees using unpaid accommodations:	350
e. Expected number of lodging nights:	3
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	0
g. How many increased room nights were expected to be generated?	2



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

We will be asking volunteers, artists, and vendors to actively engage the attendee's, and provide tally sheets for them to record information. We have also asked artists and vendors to make notations on their sales slips of any out of town guests. Additionally, we have polls on our social media outlets to gauge our audience and attendee's, and send out survey's via Survey Monkey to capture feed back, and demographic information.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Art in the Park is a fun, free, family event that supports and promotes art within our community. It collaboratively works with local businesses and organizations to encourage visitation to the area. Additionally, we will be running a marketing campaign this year to engage the Yakima, Spokane, and Walla-Walla audience.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

We are having to privately coordinate media with the local broadcasting stations, and the local papers in hopes of cutting costs of our operational overhead. There is a lot of work I personally do on social media to help promote our event. As I am a volunteer, my time is free.

You may attach any additional information about your organization or project you think is relevant to this application.

BS I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Brandie Saint-Claire*  
Key: ad956642cab740bf9b65-rcf37abf2313

\_\_\_\_\_  
Brandie Saint-Claire  
Print Name

\_\_\_\_\_  
Director of Art in the Park  
Title

\_\_\_\_\_  
09-30-2022  
Date

\_\_\_\_\_  
GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Stan Johnson

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Subject:  
BASS Nat'l West Regional Championships

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Department:  
City Manager

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Recommended Motion:

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Summary:

Funding would be applied to a bid fee required to secure the B.A.S.S. National West Regional Bass Tournament. We are sharing the fee (50%) with Visit Tri-Cities. The tournament date has yet to be determined, but it will likely be scheduled for August 2023 at Columbia Point Marina Park and Richland Community Center. The tournament will attract **198 anglers and their families from nine different states throughout the western United States, including Arizona, Utah, Nevada, California, Oregon, Montana, Idaho, Wyoming, and Washington as well as B.A.S.S. staff.** The tournament begins with practice fishing on Monday and Tuesday, with competition days Wednesday through Friday. Tournament participants typically arrive the Saturday prior to the tournament. The grant will fund 50% of the required bid fee. The 2022 tournament was held in Havasu City, Arizona. The date of the tournament will be determined after the bid is awarded. Two anglers from each state advance to The Bassmaster National Championship.

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Fiscal Impact:

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Attachments:

1. HM App - BassNat.WestRegChamp



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: City of Richland Parks and Public Facilities

Contact Name: Stan Johnson Contact Title: Recreation Coordinator

Contact Phone: 509-942-7541 Contact Email: sjohnson@ci.richland.wa.us

Street Address: 500 Amon Park Drive City: Richland State: WA Zip: 99352

Project or Event to be funded: 2023 B.A.S.S Nation West Regional Championship

Project/Event Start Date: April 03, 2023 Project/Event End Date: August 31, 2023

Amount Requested: \$7,500.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

Richland Parks and Public Facilities has funded many projects through Lodging Tax including both for event promotion and capital projects. However, Parks and Public Facilities has not applied to Lodging Tax for this event.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>35</u>	<u>56</u>	<u>0</u>	<u>64</u>

Please list the names and titles of your board members:

	Name	Title
1	James Buelt	Chair
2	Maria Gutierrez	Member
3	Darin Ladd	Member
4	Isaac Arnquist	Member
5	Jana Kay Lunstad	Member
6	Samantha Mason	Member
7	Srithan Thallapally	Youth Member
8	Harriet Dalton	Youth Member
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Funding would be applied to a bid fee required to secure the B.A.S.S. National West Regional Bass Tournament. The tournament date has yet to be determined, but it will likely be scheduled for August 2023 at Columbia Point Marina Park and Richland Community Center. The tournament will attract 198 anglers and their families from nine different states throughout the western United States including Arizona, Utah, Nevada, California, Oregon, Montana, Idaho, Wyoming and Washington as well as B.A.S.S. staff. The tournament begins with practice fishing on Monday and Tuesday, with competition days Wednesday through Friday. Tournament participants typically arrive the Saturday prior to the tournament. The grant will fund 50% of the required bid fee. The 2022 tournament was held in Havasu City, Arizona. The date of the tournament will be determined after the bid is awarded. Two anglers from each state advance to The Bassmaster National Championship.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Richland Parks and Public Facilities will be partnering with Visit Tri-Cities to bring the tournament to Richland. Each organization will be providing 50% of the bid fee.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$7,500.00</u>	<u>50%</u>	<u>\$15,000.00</u>

**Revenue Sources:**

Lodging Tax	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Revenue Amount:**

\$7,500.00	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Expenditure Description:**

Bid Fee	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Expenditure Amount:**

\$7,500.00	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>400 per day</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>375 per day</u>
c. Expected number of attendees paying for accommodations:	<u>375</u>
d. Expected number of attendees using unpaid accommodations:	<u>25</u>
e. Expected number of lodging nights:	<u>300</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
g. How many increased room nights were expected to be generated?	<u>0</u>



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Tournament attendance, room night tracking and tourism impact will be measured by Visit Tri-Cities.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Funds will be used for marketing and operations of a special event designed to attract tourism. In addition to the room nights generated by the tournament, there is nationwide media coverage across the country, giving Richland nationwide exposure to the bass fishing community.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

B.A.S.S. will provide live video streaming and real time leader board of each day's weigh-in on [www.bassmaster.com](http://www.bassmaster.com), post tournament results in BASS publications and on the Bassmaster website, provide local sponsor mention on-site at the weigh-ins each day, provide a representative of the host community to welcome anglers at briefing and registration and provide opportunity to distribute promotional material to anglers regarding Richland, local business and the Tri-Cities. Extensive media coverage on Bassmaster.com will also include stories, photos and videos of the tournament as well as print coverage in B.A.S.S Times Magazine (300,000 readers per month).

You may attach any additional information about your organization or project you think is relevant to this application.

SJ I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Stan Johnson*  
Key: ad956642cab740bf9b65-rcf37abr2313

10-14-2022  
Date

Stan Johnson  
Print Name  
Recreation Coordinator  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: David Comstock

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**Subject:**  
CIP Badger Ice Age Floods Interpretive Trail

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**Department:**  
City Manager

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**Recommended Motion:**

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**Summary:**

The project goal is to open a new public trail to the summit of the Little Badger Mountain by the end of 2023. The Lodging Tax grant application for \$233,800 includes \$200,000 for land acquisition for a tourism-related facility, the City of Richland (COR), Little Badger Mountain Preserve. Friends of Badger Mountain (FOBM) will transfer three parcels totaling about 17 acres to the City of Richland Parks Department. (See COR Master Plan Map).

Tourism marketing will attract more visitors to the City of Richland by expanding the Ice Age Floods Interpretive Trail system. Specifically, FOBM will use the 2023 Hotel/Motel Lodging Tax Grant (\$33,800) to collect field samples and age-date flood deposited erratics within the park parcels to enhance the visitor experience. The results of the age-date study will be presented in new interpretive signs with frames & posts near the trailhead and near the largest erratic on Lake Lewis Islands Ridge Trail System (south slope Little Badger).

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**Fiscal Impact:**

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**Attachments:**

1. HM App CIP - LBMP Ice Age FI Int Trail Binder



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Friends of Badger Mountain

Contact Name: David Comstock Contact Title: FOBM, Project Manager

Contact Phone: 509-521-8226 Contact Email: dccjmb@yahoo.com

Street Address: 1301 Brookwood Ave City: Richland State: WA Zip: 99352

Project or Event to be funded: Little Badger Mountain Preserve & Ice Age Floods Interpretive Trail

Project/Event Start Date: January 09, 2023 Project/Event End Date: December 31, 2023

Amount Requested: \$233,800.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

Project: Little Badger Mountain Preserve & Ice Age Floods Interpretive Trail  
2019 Hotel/Motel Tax Grant for critical ridge top parcels to connect the City of Richland north face land to the summit of Little Badger Mountain.  
2020 Hotel/Motel Tax Grant for 9 acres (Viking Track F- south side of Gage Blvd) in the saddle.  
2021 Hotel/Motel Tax Grant for 6 acres trailhead land for the new City of Richland Little Badger Mountain Preserve.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>0</u>	<u>217</u>	<u>2006</u>

Please list the names and titles of your board members:

	Name	Title
1	BOB BASS	President
2	MARC SPINNER	Vice President
3	DEBBIE BERKOWITZ	Secretary
4	CHRISTI GOMEZ	Treasurer
5	DAVID BEACH	Board Member at large
6	DAVID COMSTOCK	Board Member at large
7	SHARON GRANT	Board Member at large
8	DALE LINDSAY	Board Member at large
9	PETER SMITH	Board Member at large

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

The project goal is to open a new public trail to the summit of the Little Badger Mountain by the end of 2023.

The Lodging Tax grant application for \$233,800 includes \$200,000 for land acquisition for a tourism-related facility, the City of Richland (COR), Little Badger Mountain Preserve. Friends of Badger Mountain (FOBM) will transfer three parcels totaling about 17 acres to the City of Richland Parks Department. (See COR Master Plan Map).

Tourism marketing to attract more visitors to the City of Richland by expanding the Ice Age Floods Interpretive Trail system. Specifically, FOBM will use the 2023 Hotel/Motel Lodging Tax Grant (\$33,800) to collect field samples and age-date flood deposited erratics within the park parcels to enhance the visitor experience. The results of the age-date study will be presented in new interpretive signs with frames & posts near the trailhead and near the largest erratic on Lake Lewis Islands Ridge Trail System (south slope Little Badger).

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Tourism marketing to attract more visitors to the City of Richland by expanding the Ice Age Floods Interpretive Trail system. FOBM already has a partnership agreement with the National Parks Service (NPS) to develop and promote Ice Age Floods features in our area. The National Parks Service launched a new App during the spring of 2021. FOBM in partnership with the NPS has already developed two "Self-Guided Walking Tours", one for Candy Mountain and one for Trailhead Park & Badger Mountain. FOBM's latest video, featuring Trailhead Park is on the NPS, Ice Age Floods home page. Ice Age Floods National Geologic Trail (U.S. National Park Service) ([nps.gov](http://nps.gov))

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$233,800.00	8%	\$3,000,000.00

**Revenue Sources:**

**Revenue Amount:**

WA State, Community Project (Department of Commerce) for land	\$450,000.00
AECOM, Hanford Contractor & Little Badger Project Lead Donor	\$300,000.00
2019 Hotel/Motel Tax grant	\$200,000.00
2020 Hotel/Motel Tax grant	\$150,000.00
2021 Hotel/Motel Tax grant	\$100,000.00
City of Richland, 2019 CIP for land acquisition (Ridge top Parcel)	\$225,000.00
FOBM (Non-Profit Donations for land acquisition, Ridge top Parcels)	\$250,000.00
FOBM (Non-Profit Donations for land acquisition, Saddle Parcels)	\$200,000.00
FOBM (Non-Profit Donations for land acquisition, Final 21.1 Acres)	\$900,000.00

**Expenditure Description:**

**Expenditure Amount:**

Ridge top Parcels - three ridge top view lots	\$675,000.00
Saddle Parcels - Viking Tract A & F	\$360,000.00
Final 21.1 Acres east of Queensgate Drive	\$1,500,000.00
FOBM Estimate to complete Little Badger Public Trail Construction	\$465,000.00
NOTE: This does not include the City of Richland North Face Trail Work	

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	50,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	5,000
c. Expected number of attendees paying for accommodations:	1,000
d. Expected number of attendees using unpaid accommodations:	4,000
e. Expected number of lodging nights:	500
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	500
g. How many increased room nights were expected to be generated?	500



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

March 2022 Badger Mountain Challenge (BMC) Race registration (572 racers finished the 2022 BMC, of which over 330 BMC racers travelled more than 50 miles to participate. Of the 330 BMC out of town racers, 74 racers were from other States (other than WA) including OR, ID, MT, CA, NM, MN, CT, CO, SC, NY, ND, UT & British Columbia & Alberta Canada.

UK England, University of Plymouth, Geography field trip for undergraduate registration/ attendance. May 12-16, 2022 thirty-two (32) students and 5 faculty from the University of Plymouth stayed in the Homewood Suites by Hilton on GW Way in Richland, WA. This year, the University of Plymouth group spent \$12,346 on lodging in Richland WA Hotel. University of Plymouth has been running this trip from England annually or biennially since 2007 and have brought around 440 students and 12 different faculty members to stay in Richland Washington.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Project includes land acquisition for a tourism-related facility (Little Badger Mountain Preserve). This project also includes partnership with Ice Age Floods Institute (IAFI) to age date Ice Age Floods erratics for the purpose of attracting and welcoming more tourists with unique and interesting interpretive information.

The project will help make the City of Richland a regional destination for outdoor recreation. The project will help Little Badger Mountain become a Point of Interest on the NATIONAL Ice Age Flood Geological Trail. Enriching the public experience with interpretive Ice Age Floods Information. The completed project will increase tourism to the City of Richland.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

FOBM will work with the National Park Service (NPS) to become a designate Point of Interest on the Ice Age Floods NATIONAL geological Trail system: FOBM has partnered with the Ice Age Floods Institute, Lake Lewis (IAFI) chapter to develop an interpretive trail system on the Lake Lewis Isles (Little Badger, Badger, Candy). Interpretive signs will enrich the hiker experience and attract visitors from a larger geographic area. Both FOBM and IAFI will market the Lake Lewis Isles, Ice Age Floods Interpretive Trail.

The end goal is the National Park Service website & Published Maps will also include information on the Lake Lewis Isles, Ice Age Floods Interpretive Trail system.

You may attach any additional information about your organization or project you think is relevant to this application.

DCC I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*David C Comstock*  
Key: ad956642cab740bf9b65-rcf37abr2313

10-14-2022  
Date

David C Comstock  
Print Name  
FOBM, Project Manager  
Title

GE  
Administrator Initials

## 2023 Hotel/Motel Lodging Tax Grant Application

**Organization: Friends of Badger Mountain (FOBM)**

**Contact: David Comstock**

**Project: Little Badger Mountain Preserve & Ice Age Floods Interpretive Trail**

### Project Description:

The project goal is to open a new public trail to the summit of the Little Badger Mountain by the end of 2023. The Lodging Tax grant application for \$233,800 includes \$200,000 for land acquisition for a tourism-related facility – the City of Richland (COR), Little Badger Mountain Preserve. Friends of Badger Mountain (FOBM) will transfer three parcels totaling about 17 acres to the City of Richland Parks Department. (See COR Master Plan Map).



Public Trail to Summit of Little Badger Mountain by end of 2023

In addition, FoBM plans to construct a new public gravel trail connecting the existing Badger Mountain trails to the summit of Little Badger Mountain and then down the south slope to Morency Drive. This grant will help OPEN a new tourism-related facility and trail to the public by the end of 2023 for non-motorized public recreation. The completed ridge trail corridor will connect the Badger Mountain Centennial Preserve to the summit of Little Badger Mountain (Lake Lewis Islands Ridge Trail System) and then continue the public trail down the south slope to Morency Drive.

Specifically, the 2023 Hotel/Motel Lodging Tax Grant (\$200,000) will secure the final three parcels to complete the new City of Richland, mountain park. Prior to reimbursement of the 2023 Hotel/Motel Tax Grant, FOBM will transfer these three critical parcels totaling about 17 acres to the City of Richland. This will provide the City of Richland with continuous park property from Queensgate Drive across the saddle, up the ridge and to the summit of Little Badger Mountain and down the south slope of Little Badger to Morency Drive.

Tourism marketing to attract more visitors to the City of Richland by expanding the Ice Age Floods Interpretive Trail system. FOBM already has a partnership agreement with the National Parks Service (NPS) to develop and promote Ice Age Floods features in our area. The National Parks Service launched a new App during the spring of 2021. FOBM in partnership with the NPS has already developed two “Self-Guided Walking Tours”, one for Candy Mountain and one

for Trailhead Park & Badger Mountain. FOBM’s latest video, featuring Trailhead Park is on the NPS, Ice Age Floods home page. [Ice Age Floods National Geologic Trail \(U.S. National Park Service\) \(nps.gov\)](https://www.nps.gov/iceagefloods/)

Specifically, FOBM will use the 2023 Hotel/Motel Lodging Tax Grant (\$33,800) to collect field samples and age-date flood deposited erratics within the park parcels to enhance the visitor experience. The results of the age-date study will be presented in new interpretive signs with frames & posts near the trailhead and near the largest erratic on Lake Lewis Islands Ridge Trail System (south slope Little Badger). The Little Badger interpretive trail will help promote the City of Richland as a tourist destination for outdoor recreation. (Below is a photo of Bruce Bjornstad inspecting one of the Ice Age Floods erratics new the future trailhead of the City of Richland Little Badger park, located east of Queensgate Drive)



**Age dating the erratics in the City of Richland Little Badger Mountain Preserve will provide important insight into the history of the Ice Age Floods.**

**2023 Hotel/Motel Tax Grant Application**

	Cost	Quantity	
Frame & Stand	\$800	2	\$1,600
Print sign - aluminum Composite	\$100	2	\$200
Sign Design - Focal Point	\$1,000	2	\$2,000
			\$3,800
Age Dating Erratics			
Field Sampling & Lab Analysis (Cosmogenic-nuclide-exposure)	\$3,750	8	\$30,000
Land - 3 Parcels over 17 Acres			\$200,000
		<b>Total</b>	<b>\$233,800</b>

Viking Tract A	8.89	
Westcliffe Heights Tract Q	0.81	
South Slope - Double Triangle	7.63	
<b>Total</b>	<b>17.33</b>	Acres

March 2022 – Badger Mountain Challenge (BMC) Breaker Down by Racer’s Home State

2022 BMC	Number of Racers per State					Other States	
	WA	OR	ID	MT	CA	NM, MN, CT, CO, SC, NY, ND, UT	
100 Mile Event	44	8	0	0	3	4	
50 Mile Event	112	9	2	5	3	2	
50 K Event	52	2	3	0	0	1	
15 K Event	284	16	6	6	0	4	
<b>Total</b>	<b>492</b>	<b>35</b>	<b>11</b>	<b>11</b>	<b>6</b>	<b>11</b>	

2022 BMC	Other Countries		Racers
	BC, AB, Chile	Race Total	Out of State
100 Mile Event	2	61	17
50 Mile Event	2	135	23
50 K Event	1	59	7
15 K Event	1	317	33
	<b>Grand Total</b>	<b>572</b>	<b>80</b>

2022 BMC	Number of Racers (Breaker Down of WA State Racers)					
	WA	Richland	Pasco	Kennewick	West Richland	Outside Tri-Cities
100 Mile Event	44	3	3	0	3	35
50 Mile Event	112	7	7	13	6	79
50 K Event	52	2	3	4	1	42
15 K Event	284	81	36	46	25	96
<b>Total</b>	<b>492</b>	<b>93</b>	<b>49</b>	<b>63</b>	<b>35</b>	<b>252</b>



**UNIVERSITY OF  
PLYMOUTH**

School of Geography, Earth  
and Environmental Sciences

30 May 2022

David Comstock  
Friends of Badger Mountain  
PO Box 24  
Richland  
WA, 99352  
USA

Dear David

**Re: Support for FoBM**

I am writing in connection with our annual field class visits to Richland, Washington, during which we work with Friends of Badger Mountain and other key local stakeholders. Our visit to Richland this year, May 12-16, was very successful and I'd like to thank you for your time and efforts once again. It was great to be back after the hiatus imposed by covid restrictions in 2020 and 2021.

As you know, each year we run a geography field class for second year undergraduate students (the equivalent of juniors) from the University of Plymouth, England. The key theme of the trip is environmental change and management, and over the last six trips the programme of activities you have led for us has been a key part of our syllabus. The students also enjoy your guided hike on Badger Mountain (please see attached picture!) and picnic lunch in the Richland Trailhead Park.

Your work on Badger, Little Badger and Candy Mountains is thus an important reason why we come to stay in Richland, and so long as you are willing we intend to continue our annual visits to Richland each May.

We have now been running this trip from Plymouth annually or biennially since 2007, and have brought around 440 students (and 12 different faculty members) to stay in Richland. In my previous letter I noted that trip accounts between 2014 and 2019 show a total expenditure on hotel accommodation in Richland – initially at the Hampton Inn and subsequently at the Homewood Suites – of \$27,727. This year, with our longer stay, we spent a further \$12,346. This takes the total expenditure since 2014 to \$40,053:

2022: \$12,346

2019: \$3,735

2018: \$10,344

School of Geography, Earth and  
Environmental Sciences  
University of Plymouth  
Drake Circus  
Plymouth, PL4 8AA  
United Kingdom

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**E** [gees enquiries@plymouth.ac.uk](mailto:gees enquiries@plymouth.ac.uk)  
**W** [www.plymouth.ac.uk](http://www.plymouth.ac.uk)

Professor Jon Shaw, BSc PGDip PhD FRGS FHEA  
Head of School

2017: \$6,028  
2016: \$4,760  
2014: \$2,860  
Total: \$40,053

In the years before this we stayed at the Hampton Inn, Richland, and the Days Inn, Richland, although university accounts are less accessible from 2007-2013. Still, with an average of 30 students and 4 staff on each trip, my notes show we spent a further \$7000 on hotels, making a total of around \$47,000 in non-adjusted dollars on Richland accommodations alone.

As I also said in my previous letter, a key reason why we come to Richland is to work with you and your colleagues at Friends of Badger Mountain, as this provides us with excellent insights into how community-led, grassroots organisations are capable of working to protect urban and semi-urban landscapes. It is the best example we know of on the route of our trip – hence our intention to continue to visit and to work with your organisation.

I wish you all the very best with your continued efforts to raise funds, and look forward to learning of your progress next year when we return.

With all best wishes,



Professor Jon Shaw  
Head of School  
[jon.shaw@plymouth.ac.uk](mailto:jon.shaw@plymouth.ac.uk)



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Jon Amundson, City Manager

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Subject:  
CIP COR Fitness Court

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Department:  
City Manager

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Recommended Motion:

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Summary:

The City of Richland is looking for ways to create amenities that enhance and improve its residents' and visitors' quality of life. Howard Amon Park is a regional park that attracts visitors year-round. It is a vibrant tourist destination with close proximity to multiple hotels, the riverfront trail system, and riverboat cruises.

We have a unique opportunity to partner with the National Fitness Campaign to create a unique feature to enhance health and tourism alike. Specifically, this project would create a fitness court, a circuit-training system featuring a series of full-body exercises that can be completed in just seven minutes. Designed for all ages and accommodates a variety of skill levels and abilities at each station. Additionally, the backside of the fitness court creates the opportunity to feature a one-of-a-kind work of art mural.

Please see the video - <https://youtu.be/LLwuYif203o>

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Fiscal Impact:

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Attachments:

1. HM App - COR Fitness Court Binder



## City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

### 1. CONTACT INFORMATION:

Organization Name: City of Richland

Contact Name: Jon Amundson Contact Title: City Manager

Contact Phone: 509-942-7380 Contact Email: jamundson@ci.richland.wa.us

Street Address: 625 Swift Blvd. City: Richland State: WA Zip: 99352

Project or Event to be funded: National Fitness Campaign Fitness Court Studio

Project/Event Start Date: January 01, 2023 Project/Event End Date: June 30, 2023

Amount Requested: \$305,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

The City of Richland has received multiple awards, both for marketing and capital improvements.

### 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>≈580</u>	<u>≈150</u>	<u>&gt;200</u>	<u>1958</u>

Please list the names and titles of your board members:

	Name	Title
1	Michael Alvarez	Mayor
2	Terry Christensen	Mayor Pro Tem
3	Jhoanna Jones	Councilmember
4	Sandra Kent	Councilmember
5	Ryan Lukson	Councilmember
6	Theresa Richardson	Councilmember
7	Shayne VanDyke	Councilmember
8		
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

The City of Richland is looking for ways to create amenities that enhance and improve its residents' and visitors' quality of life. Howard Amon Park is a regional park that attracts visitors year-round. It is a vibrant tourist destination with close proximity to multiple hotels, the riverfront trail system, and riverboat cruises. We have a unique opportunity to partner with the National Fitness Campaign to create a unique feature to enhance health and tourism alike. Specifically, this project would create a fitness court, a circuit-training system featuring a series of full-body exercises that can be completed in just seven minutes. Designed for all ages and accommodates a variety of skill levels and abilities at each station. Additionally, the backside of the fitness court creates the opportunity to feature a one-of-a-kind work of art mural.

Please see video - <https://youtu.be/LLwuYif203o>

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Yes. The City of Richland has applied for a grant from the National Fitness Campaign. Established in 1979, its mission is to build a free outdoor fitness court within a 10-minute bike ride of every American. This non-profit group has several thousand courts throughout the United States, with a goal of having 10,000+ fitness courts by 2030.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$305,000.00</u>	<u>91%%%</u>	<u>\$335,000.00</u>

**Revenue Sources:**

<u>National Fitness Campaign</u>	
<u>Proposed Hotel/Motel Fund</u>	

**Revenue Amount:**

	<u>\$30,000.00</u>
	<u>\$305,000.00</u>

**Expenditure Description:**

<u>Construction &amp; Materials Cost</u>	
<u>Cultural Resource Study (Due to Location in Howard Amon Park)</u>	

**Expenditure Amount:**

	<u>\$275,000.00</u>
	<u>\$60,000.00</u>

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>&gt;75K p/yr`</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>&gt;3500 p/yr</u>
c. Expected number of attendees paying for accommodations:	<u>≈875</u>
d. Expected number of attendees using unpaid accommodations:	<u>&gt;75K p/yr</u>
e. Expected number of lodging nights:	<u>&gt;75K p/yr</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>&gt;3500</u>
g. How many increased room nights were expected to be generated?	<u>≈175</u>



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

We will take into consideration the increased usage of Howard Amon Park. Survey Users. Survey hotels in close proximity for feedback on the utilization of new amenities.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

It meets the criteria of RCW 67.28.1815 Revenue—Special fund—Uses for tourism promotion and tourism facility acquisition and operation. Except as provided in RCW 67.28.180, all revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities. Municipalities may, under chapter 39.34 RCW, agree to the utilization of revenue from taxes imposed under this chapter for the purposes of funding a multijurisdictional tourism-related facility.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

This request is not seeking marketing dollars. However, part of the plan will be a coordinated media marketing plan with support from the National Fitness Campaign team.

You may attach any additional information about your organization or project you think is relevant to this application.

JA I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Jon Amundson*  
Key: ad956642cab740bf9b65-rcf37abr2313  
\_\_\_\_\_  
Jon Amundson  
\_\_\_\_\_  
Print Name  
\_\_\_\_\_  
City Manager  
\_\_\_\_\_  
Title

10-21-2022  
\_\_\_\_\_  
Date

GE  
\_\_\_\_\_  
Administrator Initials



# Health Outcomes Assessment

*Executive Summary: UCHealth Fitness Court 2019 Pilot Study*





NATIONAL FITNESS CAMPAIGN

2019



Loveland, Colorado

## ***Executive Summary: 2019 Health Outcomes Assessment Pilot Study***

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# Campaign History

## 1979

The Fitness Court was invented by NFC founder Mitch Menaged in San Francisco, with the simple goal of encouraging healthy lifestyles. With the support of Wells Fargo Bank, the Campaign was launched at Stanford University, and in San Francisco. It then spread throughout California and the western United States.



**The First Fitness Court®**



**San Francisco**



**Stanford University**



**Wells Fargo Bank**

## 1990

Between 1980 and 1990, National Fitness Campaign grew to over 4,000 communities. Partnerships were formed with more than 100 corporate sponsors and the program raised over \$100 million in the US, Canada and Australia. This was the largest ever public-private partnership in support of physical fitness.

## 2012

Alarmed by obesity rates of 40% amongst American adults, NFC Founder Mitch Menaged returned and assembled a world-class team to reinvent NFC for the 21st century, using San Francisco as a laboratory to build the world's best outdoor gym. The Fitness Court® was reborn and integrated with a digital ecosystem to support healthy living. The program was tested for over 5 years on the Marina Green near the Golden Gate Bridge in San Francisco.



**Design Team**



**Innovative Re-design**



**The New Fitness Court®**



**Digital Ecosystem**

## 2018

The Campaign launches in over 100 cities, and once again at Stanford University. NFC begins forming partnerships with sponsors, cities and colleges, building its 21st century network.

## 2021

By 2021, the campaign will be operating in over 1000 cities and colleges.

## 2029

In 2029, NFC will celebrate its 50th anniversary. Fitness Courts® will be accessible everywhere just like tennis courts. NFC looks forward to challenging millions of people around the world to meet on the world's largest free outdoor gym network to celebrate the joys of healthy, happy living.





# Campaign Ecosystem



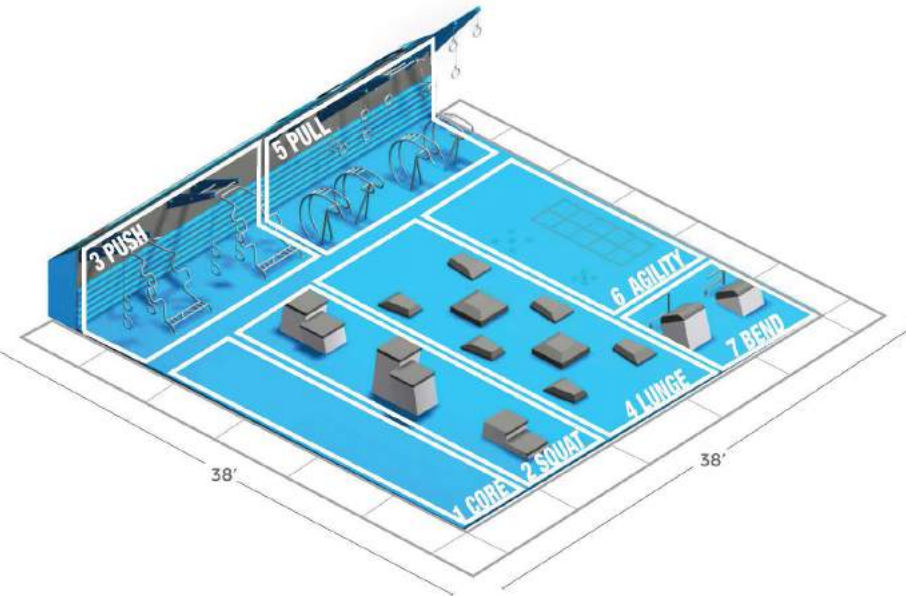
## 21st Century Healthy Infrastructure and Programming Designed for Impact

NFC's 21st century campaign is a holistic health and wellness initiative based around the innovative, redesigned Fitness Court®. Taking outdoor wellness beyond infrastructure, the program provides the integrated Fitness Court Mobile App, a toolkit of promotional resources, a certified ambassador training program, fitness classes, programs, and events. The NFC Campaign Ecosystem is an integral component of every partnership and is designed to build healthy communities with time tested strategies and programs.

Decades of experience combined with five years of program development in San Francisco produced this ecosystem, which centers its focus on creating health impact. The program achieves impact by supporting and maximizing two key categories of activity and use. The first is individual use of the Fitness Court and participation in digitally delivered programming. The second category is group based, and includes fitness classes, clinics and ongoing events. NFC's Nationwide pilot studies explore both of these use cases, documenting health impact and setting the stage for important research and work nationwide.



# Fitness Court®



## The world's best outdoor gym

National Fitness Campaign's Fitness Court® is the centerpiece to its holistic health and wellness initiative. The Fitness Court® is an outdoor bodyweight circuit training center with a functional fitness DNA. The best-in-class system provides a full-body workout to adults of all ability levels. With 7 functional fitness zones, the Fitness Court can be used in thousands of ways.

## 7 movements in 7 minutes: a powerful, functional outdoor circuit training program

The Fitness Court provides adults of all ages and ability levels an intuitive, full body routine that burns calories and supports longevity.



## Fitness Court Design Team

Experts in industrial design, exercise science and community wellness joined forces to create the DNA of the innovative Fitness Court.



### MITCH MENAGED | NFC FOUNDER

As the Founder of National Fitness Campaign, Menaged has dedicated his career to delivering a new kind of healthcare to the United States and others around the globe. He brings decades of unique experience in developing, funding and launching local and national fitness campaigns.



### SAM LUCENTE

Sam Lucente, one of the country's most celebrated industrial designers, led the design of the Fitness Court and digital ecosystem. Lucente crafted the Fitness Court as urban art, and then matched body movement structures with elegant molded shapes to create world class design with "Silicon Valley" style.



### MARK LAUREN

Mark Lauren is a bodyweight fitness expert who trained US Air Force operatives for over a decade and revolutionized the US Air Force's training regimes. He is a Military Physical Training Specialist, Special Operations Combat Controller and triathlete. Lauren created the DNA of the Fitness Court's powerful seven station, high intensity, bodyweight training system.



### GADI AMIT

Gadi Amit is the founder and president of New Deal Design - ranked #1 by Fast Company Magazine as America's Most Innovative Design team. Under Amit's leadership, New Deal Design synthesized form and function, pride and energy, court and concept, producing the world's best outdoor gym: The Fitness Court®.



# Fitness Court® Exercise Science Analysis



## Interval Training

Interval training has been scientifically proven to burn more calories than traditional steady state cardiovascular exercise. Additionally, this form of activity raises basal metabolic rate long after the interval training workout is complete.

## Full Body Circuit Training

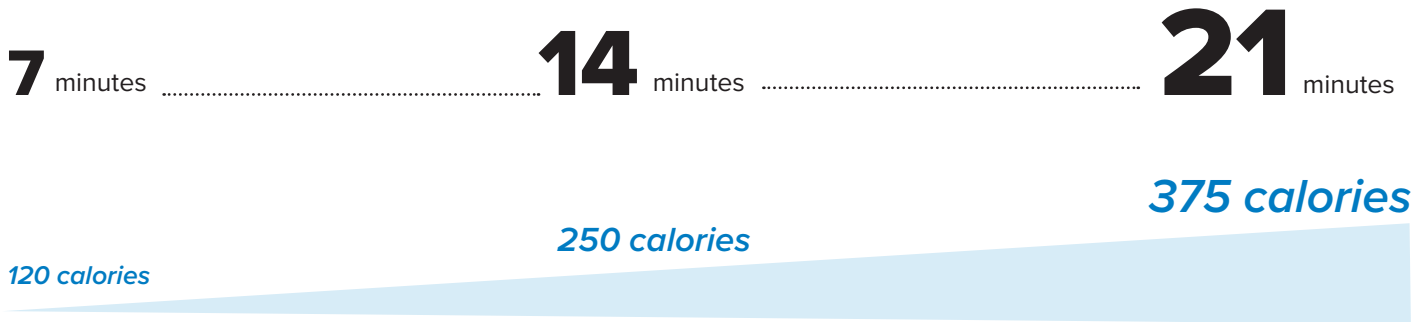
Full body circuit training, when conducted for alternating muscle groups (upper body, lower body, etc.) supports rest and recovery periods for each muscle group, while sustaining heart rate levels to maximize conditioning and caloric expenditure.

## Functional Bodyweight Movements

Functional fitness movements strengthen performance in every day activities and movement patterns, and support longevity in adults.

## Caloric Expenditure Analysis

Caloric expenditure on the Fitness Court is analyzed for the average adult. Program format is NFC's standard 7 movements in 7 minutes routine. This routine is conducted with work periods of 45 seconds at each station, followed by 15 seconds of rest. Below are the average caloric expenditure rates for an average Adult male, weighing 175 lbs, participating in a routine on the Fitness Court at varying lengths of time, in multiples of 7 minutes.



## Fitness Court Usage Impact

Below data is extrapolated based on 3 month consistent participation on the Fitness Court and in full-body circuit training, using the standard 7 minute interval training routine 4 days per every 7 days.

**8%** average reduction in resting heart rate

**12,480** calories burned in 6 months with only 28 minutes on the Fitness Court per week.





# San Francisco Case Study: Individual Use



\*Users to date estimate as of May 1, 2019

## **By the numbers** Yearly impact of consistent, individual daily use classified by program impact category\*

### **Tier 1**

Yearly Impact metrics

# of users : **130,000**

Duration of use (average): 4.5 Minutes

Calories burned (per Fitness Court):

**10,230,220**

### **Tier 2**

Yearly Impact metrics

# of users : **54,750**

Duration of use (average): 4.5 Minutes

Calories burned (per Fitness Court):

**4,215,750**

### **Tier 3**

Yearly Impact metrics

# of users : **27,375**

Duration of use (average): 4.5 Minutes

Calories burned (per Fitness Court):

**2,107,875**

\*Tier 2 and tier 3 site impact estimated based on tier 1 study. Following the program launch in 2018, current analysis is underway with specific tier 2 and tier 3 sites to confirm daily usage frequency and impact.



# Loveland, CO Case Study: Individual Use

## Loveland, Colorado NFC Pilot Program

National Fitness Campaign partnered with the city of Loveland and UHealth to launch the first 21st Century Fitness Court and Campaign program in the state of Colorado. With support from the city of Loveland, UHealth, and NFC staff, this location has been selected as a nationwide pilot and study site.

For the 2019 Pilot Program, there are various data points under consideration. The primary data point used for individual use for 2019 is Fitness Court App Data, showcasing total active users on the platform. It is important to note that this study is speculative in nature, extrapolating nationwide estimates for caloric expenditure as it relates to body composition. Historically, an estimated 5-10% of total Fitness Court users at a given location use the App. Thus, estimates can be created on total users, digital and non-digital. NFC recommends further investment in 2020 in on-site studies to confirm total daily user counts and usage duration.

This location represents, in NFC's calculation, an example of a tier 2 environment for the program. Program impact tiers are listed below. Factors that influence a site's qualification for a given tier include population density, connection to active pedestrian infrastructure, and traffic visibility. These tiers represent various levels of program impact based on random, individual use.

**Tier 1** *Ex. San Francisco CA*

Population density: >10,000 / SQ Mi  
 Pedestrian trail usage: >500 daily users  
 Traffic visibility: >28,000 daily impressions

**Tier 2** *Ex. Mishawaka, IN*

Population density: 2,000 - 10,000 / SQ MI  
 Pedestrian trail usage: >200 daily users  
 Traffic visibility: >5,000 - 28,000 daily impressions.

**Tier 3** *Ex. Waite Park, MN*

Population density: < 2000 / SQ MI  
 Pedestrian trail usage: <100 daily users  
 Traffic visibility: <5,000 daily impressions



City Staff engage with the community



A community class takes place in 2019

## Estimated individual users (Fitness Court App data)

The UHealth Fitness Court opened for public use on June 8th, 2019. At the time of this analysis, It had been open to the public for 145 days.

**November 1, 2019**

	Last 7 Days	Last 30 Days	All Time (Jun 8 - Nov 1)
<b>Total</b>	38	122	841
<b>Per Day Average</b>	5	4	6

## Calculating Estimated Impact - Individual Users

The benefits of the NFC program are far reaching, and include impacts on both physical and mental health. As NFC explores program impact, the immediate research focus has centered around body composition. Thus, caloric expenditure is the most appropriate initial study metric. Individual use impact calculations focus on both Fitness Court usage and duration of program participation. The UHealth Fitness Court in Loveland Colorado was studied to determine average daily users, and average duration spent at the Fitness Court. Key findings are listed below.

Average daily app users: **6**

Estimated average participation duration: **4.5 minutes**

Estimated total daily Fitness Court users: **60**

Estimated total users as of Nov 1, 2019: **8,720**

Caloric expenditure for average adult per 4.5 minutes: **77 calories**

Estimated total caloric expenditure of 145 day pilot: **671,440 calories burned**



# Group Training: Fitness Court Classes



2019: A Fitness Court Class takes place in Loveland



2019: NFC's Director of Training certifies ambassadors

## NFC Certified Ambassador Program

NFC's Ambassador Provides Program provides training and certification for community ambassadors and fitness leaders, alongside continuing education credits through ACE. NFC provides training for up to 15 ambassadors with each Fitness Court launch. The purpose of this program is to educate America around functional training practices and establish a core of leaders to continue to deliver programming in all partner communities.

In Loveland, NFC trained and certified a group of local Ambassadors, primarily made up of city staff. Following the training, these Ambassadors are now approved to teach Fitness Court Classes and Clinics, and support ongoing community programming on the UHealth Fitness Court.



2019: A Loveland Resident on the Fitness Court

## Fitness Court Classes

Dynamic, full body circuit training classes for adults of all ages and ability levels are the hallmark of NFC's programming and activation. With support from NFC, a class schedule has been developed to support ongoing programming and further work to achieve health impact in the community. These classes are provided free to the public. The page that follows outlines the format of the class, and the class' impact on each user.

Pilot programs are now in practice across the country to support local ambassadors in building a robust calendar of classes and clinics to take health impact one step further. The pages that follow analyze the standard NFC Class, and provide further data regarding ongoing participation in programming on the Fitness Court.

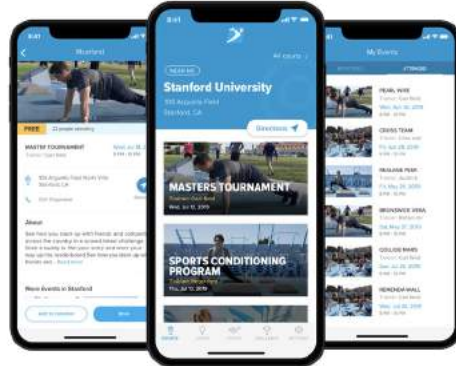


# Group Training: UCHealth Fitness Court Classes

## NFC promotional tools and services



Custom Promotional Materials



Fitness Court App: Class Scheduling Suite

In recognition of the importance of ongoing events, classes and clinics, NFC has developed a suite of tools and support services that assist in promoting events and classes, confirming attendance from participants, and supporting success and measurement of local health impact.

- Promotional materials (digital and print)
- Class Scheduling tool (Fitness Court App)
- Digital sign up system and email attendance confirmation (provided by NFC)

## Fitness Court Classes

As of November 1, 2019, 77 events and classes have been held at the UC Health Fitness Court. Data gathering methods were primarily user capture. 2 primary types of classes and events were held, each with varying programming.

**By the numbers** Results of this program at the time of publishing are listed below.

### Loveland Fitness Court Classes\* (June 8th, 2019 - November 1st, 2019)

The City of Loveland has executed a robust schedule of classes and programs, with a total of 54 Outdoor Classes held from June 8th - November 1st. Results are listed below. \*See data logs for additional details.

Total "Ongoing Classes" **40**  
 Total "Feature Classes": **14**  
 Total Class Participants: **188**  
 Average Class Length: **45 minutes**  
 Est. Caloric Expenditure Avg. : **520 calories**

Average attendance per class: **2.2**  
 Average attendance per class: **7.5**  
 Most popular month: **August**  
*(103 attendees (over 50% of total attendance from 145 day pilot program))*  
 Most popular time: **Evenings**  
*(over 100% increase in average participants)*  
 Top Instructor: **Lisa J.**  
*(14 avg. attendees per class)*

**Total Calories Burned: 97,760**

### UCHealth Fitness Court Events and Classes\* (June 8th, 2019 - November 1st, 2019)

UCHealth, like the city, has executed a varied schedule of Outdoor events and programs based around the Fitness Court. Results are listed below. \*See data logs for additional details.

Total "Events and Classes" **23**  
 Total Participants: **267**  
 Average Class Length: **30 minutes**  
 Est. Caloric Expenditure Avg. : **375 calories**

Average attendance per event: **11.2**  
 Most popular event: **Nutrition & Inflammation, "Walk"**  
*(27 attendees)*  
 Most popular months: **July and August**

**Total Calories Burned: 100,125**

## Combined Pilot Programming Summary: 455 total participants, 197,885 Calories Burned



# Beyond Calories - Community Impact

## ➤ Social Health

The UHealth Fitness Court in Loveland brings people together in the community. Relationships have a big impact on total health. There are far reaching benefits related to building community to be considered with the initiative.

In addition, Group Exercise has been shown to increase motivation, knowledge base and proper exercise execution, as well as accountability.



## ➤ Time in Nature

Spending time in nature has extraordinary benefits, which are delivered to community members every time an individual steps foot on the UHealth Fitness Court.

Among these are : Memory improvement, stress reduction, increased Vitamin D levels, improved sleep, a strengthened immune system, and reduced inflammation.



## ➤ Mental Health

The combination of exercise, time outdoors, and social contact is a powerful formula for not only physical health, but mental health. Those three pillars are all scientifically proven to have a positive impact on an individuals overall mood, sense of belonging and happiness.

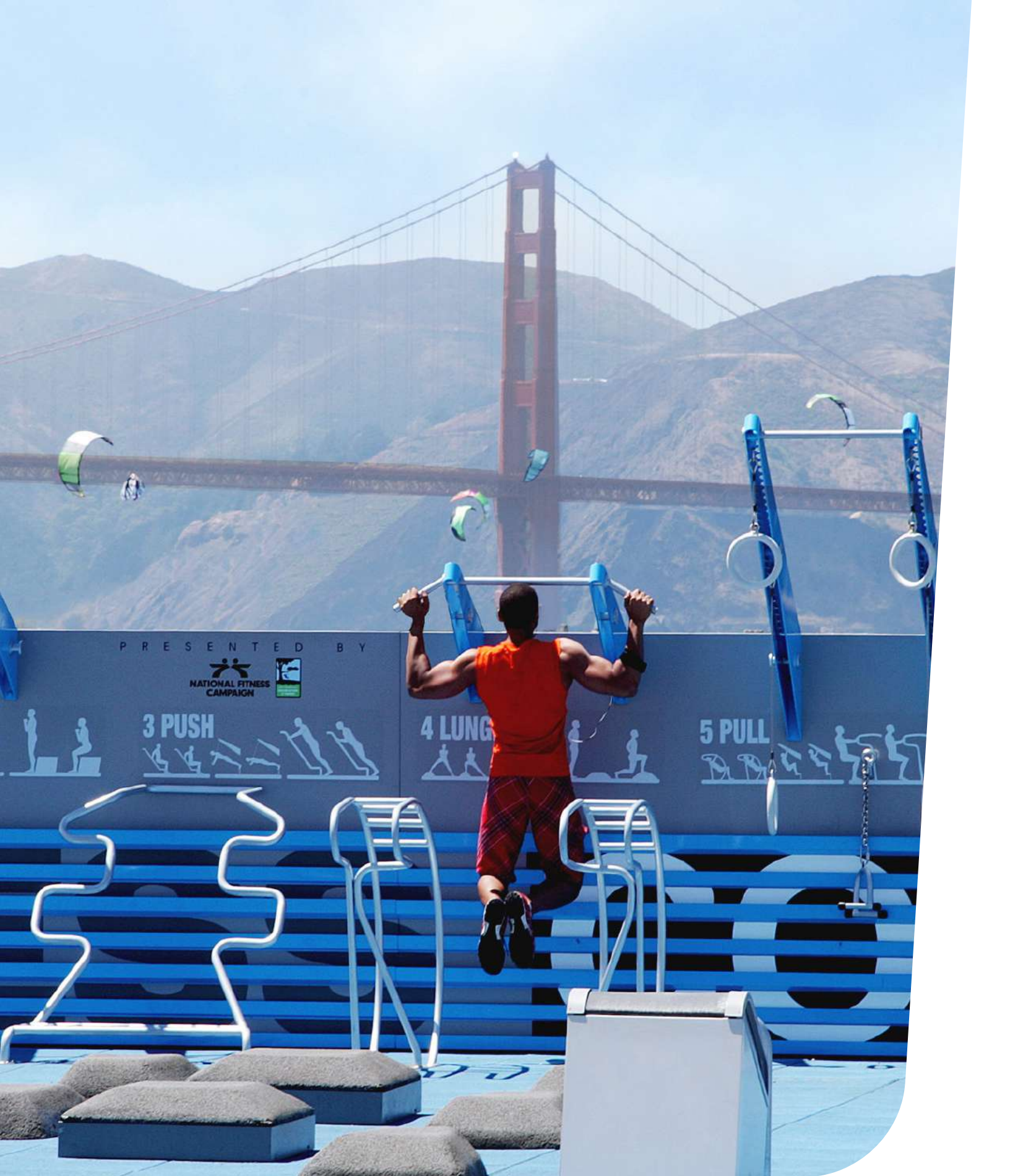
As an example, clinical studies prove each of these activities in isolation can reduce depression in adults. Their combined effect is estimated to have a significant impact on mental health.





# Health Outcomes Assessment

*Executive Summary: UHealth Fitness Court 2019 Pilot Study*



PRESENTED BY



3 PUSH

4 LUNG

5 PULL

# Quality Of Life Initiative

National Fitness Campaign Partnership



# CITIES CAN CHANGE HEALTH OUTCOMES. HERE'S HOW.

## Building A Roadmap To Healthy Living

### THE PROBLEM

#### NATIONWIDE OBESITY

Growing rates of obesity and related diseases are killing millions every year. According to the World Health Organization, obesity has nearly tripled worldwide since 1975. Nowhere is worse than the United States, where a staggering 39.6% of adults and 18.5% of children are afflicted, according to the CDC. Comparing this to countries with developed, people-centric healthy infrastructure supporting human-powered mobility is eye-opening: obesity rates drop to about half those in the US, reaching only 23.1% in Norway, 20.6% in Sweden, 19.9% in the Netherlands, and just 19.7% in Denmark.

Obesity increases mortality rates by increasing risks of cancer, coronary artery disease, type 2 diabetes, stroke, etc., and costs \$147 billion in added medical expenses per year in the United States -- an amount that's expected to climb \$1.24 billion per year through 2030. If a fraction of those projected costs were instead used to build Healthy Infrastructure, obesity rates would drop dramatically.



### THE SOLUTION

#### DESIGN FOR HEALTHY INFRASTRUCTURE & CAMPAIGN SERVICES

The momentum is growing to use the built environment to chip away at the current health crisis by expanding the number of parks and miles of trails to draw more people out of their cars, outdoors and into a healthier way of life. Adopting a healthy lifestyle is contagious; being around fit, happy people, while walking and biking on trails or working out on The Fitness Court®, inspires, motivates, and improves health and well being while promoting positive social interactions and relationships. NFC has declared 2020 the start of the Decade of Healthy Infrastructure and remains committed to building healthy communities by making free outdoor fitness an essential part of peoples' lives so that each new day is better than the last.



Healthy Infrastructure is the parks, Fitness Courts®, and trails that form a human-powered network traveled on foot or bike, that motivate everyone to get outdoors and into a healthier, active lifestyle. NFC's Campaign Services, including the Fitness Court app, world-class training video, and the Fitness Season teach people how to stay active year long regardless of age, ability or fitness experience. The National Fitness Campaign is about improving the quality of life by developing and activating the built environment in ways that encourage people to leave their cars behind and connect in a more involved way with their family, friends, neighbors, and community.

### OUR MISSION

DESIGN HEALTHY INFRASTRUCTURE FOR CITIES TO IMPROVE THE QUALITY OF LIFE FOR PEOPLE

NFC is on a mission to build Healthy Infrastructure across America, to fight obesity and improve the quality of life for everyone. We research and analyze current human movement patterns, study socioeconomic and demographic data and use sophisticated mapping tools to better advise our partners on optimal locations for Fitness Courts® and expansion of greenways and pedestrian infrastructure. The team works hard to make it easier for local leaders to bring Fitness Courts® and Healthy Infrastructure to their communities by providing grants to cities and schools, an extensive network of national and local sponsors, and in-kind consulting services. Hundreds of cities and schools have joined the campaign, which is now funded to reach 1,000 cities and schools by 2022.

JOIN THE CAMPAIGN • JOIN THE MOVEMENT





The First Fitness Court

## 1979 THE BEGINNING

The Fitness Court® was invented by NFC founder Mitch Menaged in San Francisco, with the simple goal of bringing people outdoors to stay fit! With the support of Wells Fargo Bank, the Campaign was launched at Stanford University, and in San Francisco. It then grew across California and the western United States.



San Francisco



Stanford University

## 2012

### A NEW CAMPAIGN & WORLD CLASS TEAM

Alarmed by obesity rates of 40% among American adults, NFC Founder Mitch Menaged returned and assembled a world-class team to reinvent NFC for the 21st century, using San Francisco as a laboratory to build the world's best outdoor gym. The Fitness Court® was reborn and integrated with a digital ecosystem to support healthy living.



MITCH MENAGED  
NFC FOUNDER



GADI AMIT  
NEW DEAL DESIGN



SAM LUCENTE  
HEWLETT PACKARD



MARK LAUREN  
SPECIAL FORCES

FITNESS COURT® DESIGN TEAM

## 2022

### SCALING ACROSS AMERICA

By 2022, the campaign will be improving the quality of life in over 1,000 cities and schools across the country.



NFC : PAST, PRESENT, FUTURE

# CAMPAIGN STORY

## > 1979

## > 2012

## > 2022

## > 1980

## > 2018

### 1980-2000 THE CAMPAIGN EMERGES

Between 1980 and 1990, National Fitness Campaign grew to over 4,000 communities. Partnerships were formed with more than 100 corporate sponsors and the program raised over \$100 million dollars in the US, Canada and Australia. This was the largest ever public-private partnership in support of physical fitness.

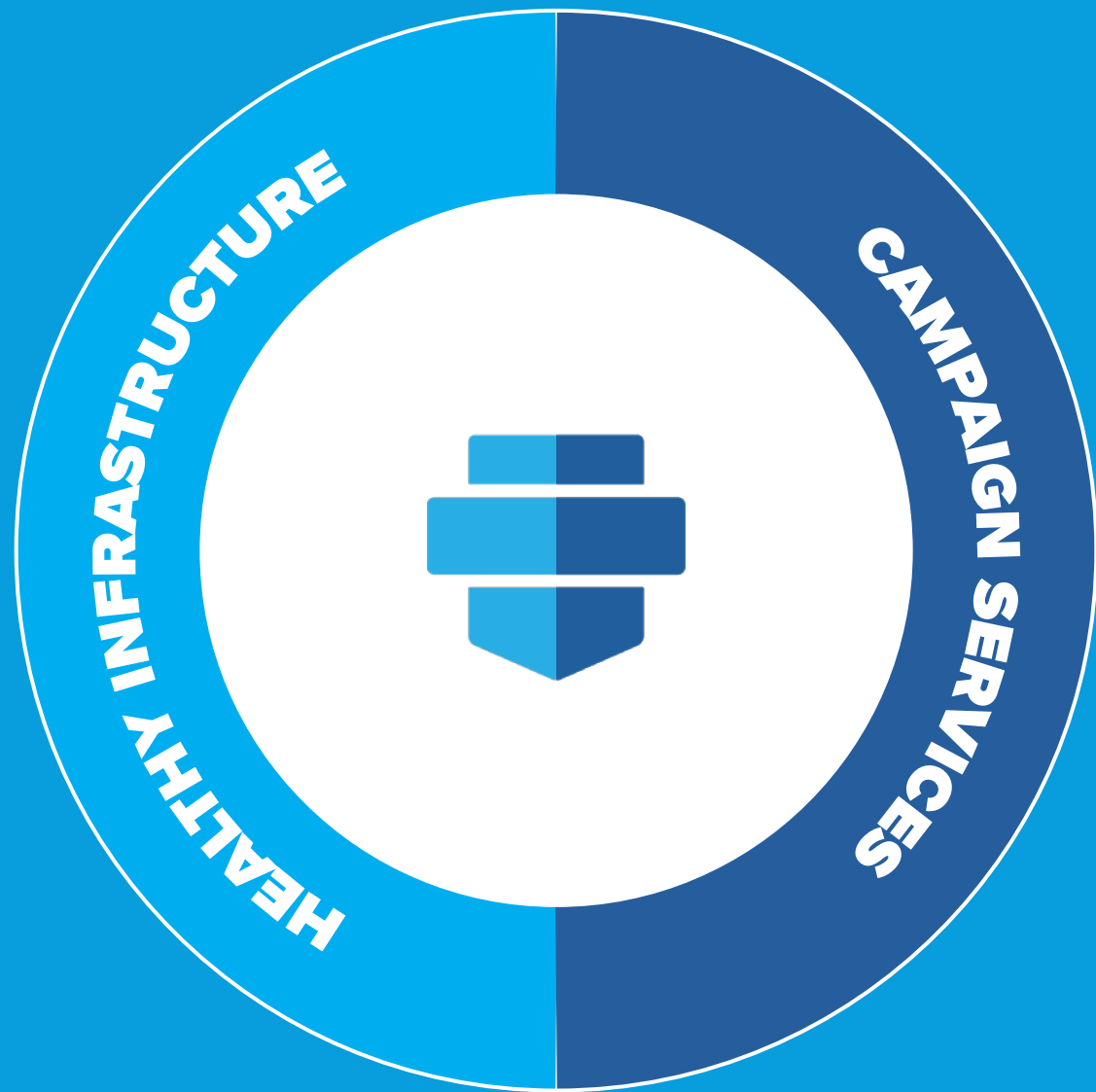


10,000 FITNESS COURTS IN 3 COUNTRIES

### 2018 & PRESENT NEW CAMPAIGN

The Campaign launches in over 100 cities, and once again at Stanford University. NFC begins forming partnerships with sponsors, cities and colleges, building its 21st century network.





## WHO WE ARE

### A Consulting Firm that Improves Quality of Life in Cities

National Fitness Campaign is a social enterprise whose mission is to design healthy infrastructure for cities to improve the quality of life for people. NFC builds partnerships with cities, schools and organizations nationwide that align with the Campaign's mission. NFC's San Francisco-based team functions as a consulting agency and focuses on achieving impact by supporting and maximizing two key categories: Healthy Infrastructure in the built environment & Campaign Services that optimize activity and use. NFC builds and supports partnerships by developing strategic regional master plans with cities for Healthy Infrastructure, creating unique and powerful funding models to bring the initiative to life with leading organizations, and delivering exciting programs and events to support a wellness practice and culture that will sustain for decades! Our goal is to neutralize back-end health care by investing in front-end wellness.



## What We Do

Work with Partners to Deliver a Holistic Wellness Initiative

### Healthy Infrastructure

NFC's Partnership Development experts assist qualified cities and schools in the adoption of and launch of Healthy Infrastructure. Healthy Infrastructure is defined as elements in the built environment that support healthy behavior and human powered movement. Fitness Courts in parks and along trails are the heart of Healthy Infrastructure. NFC's team assists in every aspect of planning, funding, and implementing Healthy Infrastructure in the built environment.



**FITNESS COURT**



**H.I. DESIGN SERVICES**



**GRANT FUNDING**



**CONSENSUS BUILDING**



**SPONSOR SUPPORT**



**CUSTOM DESIGN SERVICES**



**INSTALLATION GUIDANCE**

### Campaign Services

NFC's Partnership Activation experts deliver support for city-wide launch and media amplification as well as programs to activate the Fitness Courts® with a digital delivery system of classes, challenges and community promotions. Sustained activation with an annual Fitness Season results in connected communities who rely on fitness as part of an activity based health plan.



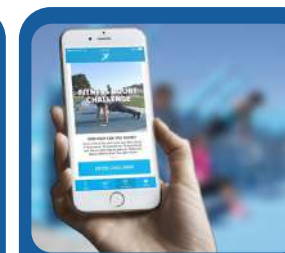
**LAUNCH SUPPORT**



**OFFICIAL NFC GEAR**



**MEDIA & PRESS**



**MOBILE APP**



**CLASSES & CHALLENGE SERIES**



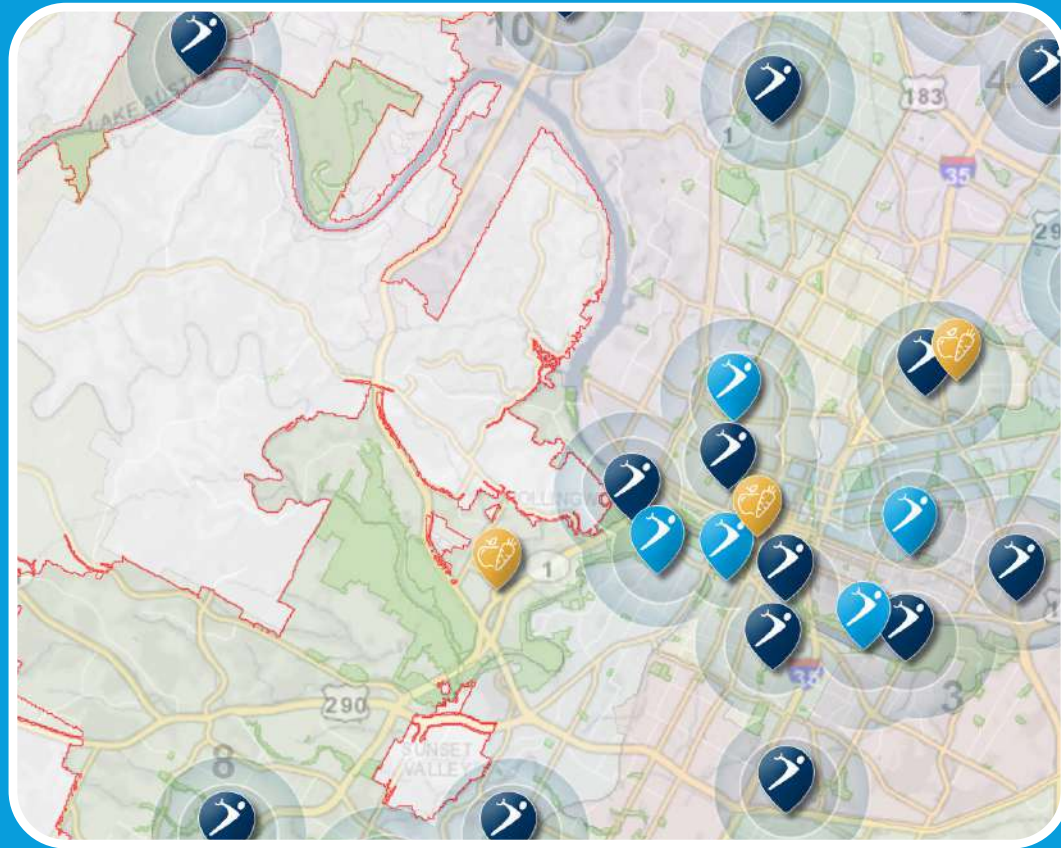
**AMBASSADOR TRAINING**



**FITNESS SEASON**



**IMPACT STUDY**

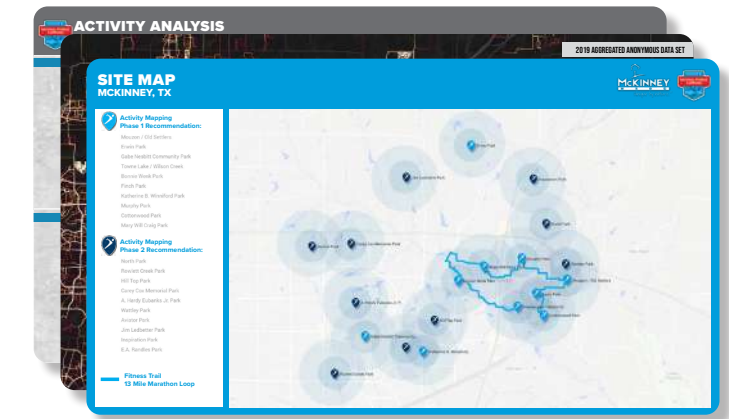
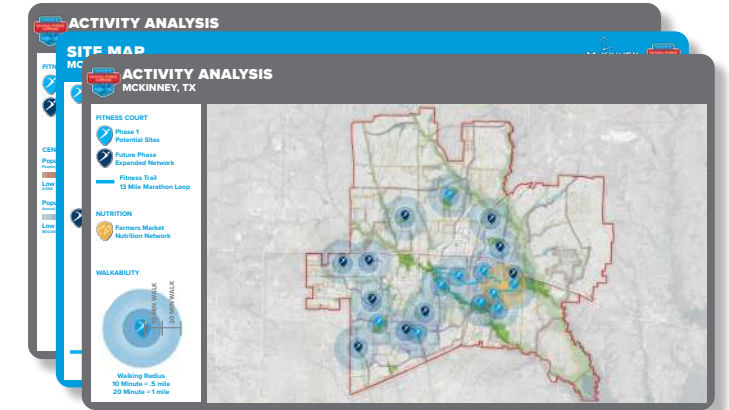


## Strategic Planning & Feasibility Study

Site selection is very important to support the success of the program and qualification for funding. Using tools like activity mapping and pedestrian infrastructure analysis, NFC helps take an in-depth look at optimal, accessible and connected locations.

NFC's design team takes an overall inventory of region's existing infrastructure and current master plans and with the partners help and input, work as a consultant to ensure the best site locations are selected to create the most impact and success for the local campaign.

These feasibility and analysis studies will highlight key biometrics like pedestrian movement activity, population density, equity distribution, parks and trails system maps as well as political boundaries to help support a network of Healthy Infrastructure built for impact.



## HEALTHY INFRASTRUCTURE DESIGN SERVICES

### Encourage Human Powered Movement

National Fitness Campaign's network of cities, schools and partner organizations is expanding to improve the quality of life for people around the country. NFC's expert urban design and planning team focuses on the development of Fitness Courts® as Healthy Infrastructure, and utilizes specialized analysis tools that track pedestrian movement and existing infrastructure to establish a wellness-oriented design plan and application for partners. Studies of the built environment, active community site mapping, and feasibility analysis set the stage for a unique and powerful local campaign that unifies the region, and can optimize the implementation of an impactful wellness initiative for all residents.

## Site Design Consulting

NFC's design team can also consult at a site level to ensure safe and appropriate insertion into existing circulation patterns, orientation optimization, and will make sure design integration is considered on all levels and fits perfectly into the current or proposed site. Our team will support your needs from site planning and design to installation and construction.



Circulation Planning



View-Shed Study



Site Plan Integration



## PARTNER SUPPORT Grant, Sponsor & Installation Consulting

National Fitness Campaign provides a unique and powerful platform and process for developing funding, building sponsorships and supporting installation to help get Fitness Courts® in the ground. Through NFC's national partnerships and sponsors, cities, schools, and public entities can apply and qualify for grant funding to help support the build-out of a Healthy Infrastructure network of Fitness Courts®. NFC supports funding development where appropriate to assist partner communities to confirm sponsorships to join the campaign. Each year hundreds of cities, municipalities, park districts, and schools apply for partnership and funding in NFC's program.



# Partner Support

## Grant, Sponsor & Installation Consulting



### NFC Grant Funding

This year NFC's national sponsors and partners are providing grants to qualified municipalities, agencies and schools nationwide who submit an application for funding and receive approval. NFC's Grant Committee reviews and approves partners that align with the Campaign's four grant program requirements. Selected candidates receive full support in adopting, funding, and launching their Fitness Court and local Campaign.



### Sponsor Strategy & Best Practices

National Fitness Campaign brings together partners in the public and private sector to create nationwide impact. NFC's consulting team provides expertise in the proper design, strategy, and activation of Healthy Infrastructure, fitness programming, and policy adoption supporting wellness and improving quality of life. With hundreds of successful sponsorships nationwide, NFC can provide best practices, customized messaging, and presentation toolkits to assist in sponsor outreach and development. Over 350 sponsors have joined the new Campaign since it launched in 2018 bringing world-class fitness outdoors!



### National Installation Team & Support

National Fitness Campaign is here to support and consult throughout the whole process, even construction. Our team has a series of certified drawings, installation documentation and consulting support to make sure installation runs smoothly. Whether done 'in-house' or bid out, the NFC team is here to help. NFC has also certified a National Fitness Campaign Installer contracted through Engineered Installation Solutions (EIS). Once the concrete slab is poured, EIS is your all-in-one support team for the installation of the sports floor, Fitness Court® body-weight training wall, and equipment elements. With various installations all over the country, EIS is NFC's #1 recommended installer\*.

\*EIS Contracted Separately





## FITNESS COURT® 21st Century Healthy Infrastructure

The Fitness Court® is a functional fitness circuit-training system featuring a series of full-body exercises that can be completed in just seven minutes. 7 Movements in 7 Minutes is a simple yet powerful workout, created for a range of athletic abilities, and is optimally performed on the Fitness Court®. Developed by experts in the field, each exercise takes 45 seconds, with a 15-second interlude between sets, and is shown to burn more calories per minute than most other forms of exercise.

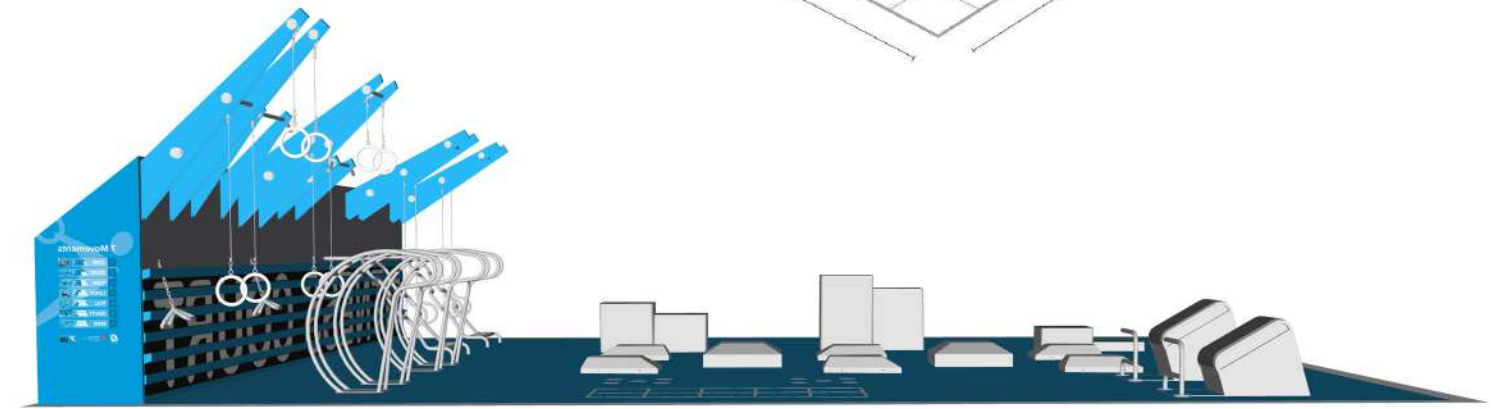
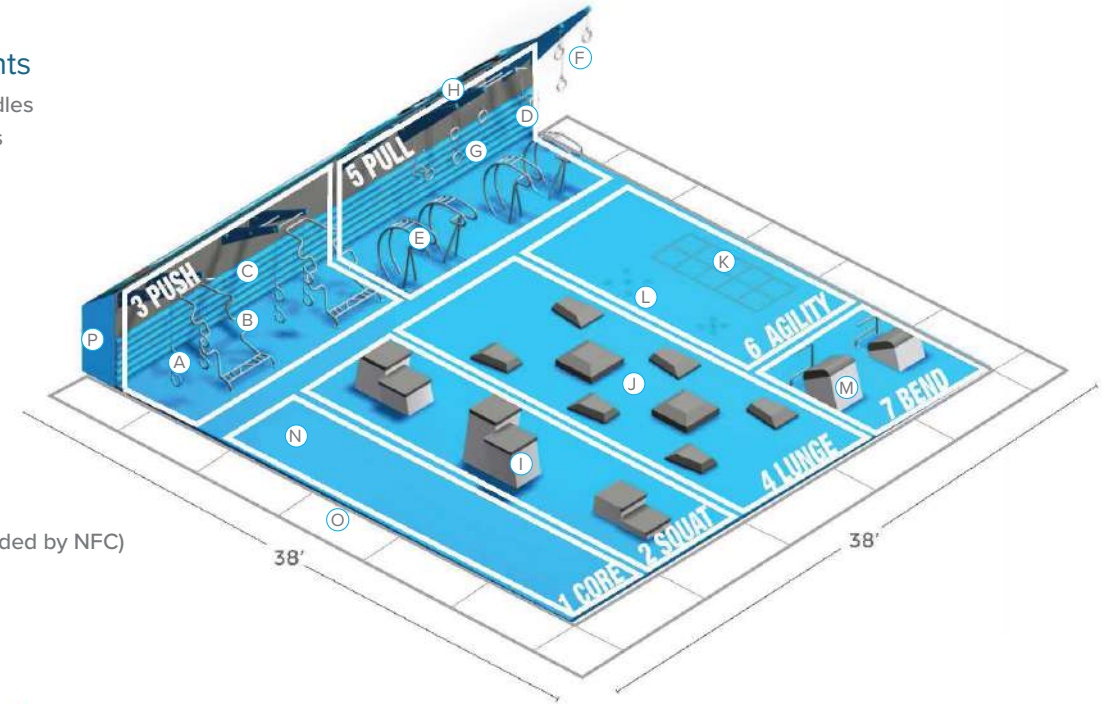
The Fitness Court® is designed for adults of all ages and accommodates a variety of skill levels and abilities at each station, from beginner to expert. Each station allows users to leverage their bodyweight at different angles and levels of resistance as a tool to improve over time. The Fitness Court® is a powerful way to encourage physical activity and promote community wellness. Each Fitness Court® is integrated with shock-resistant sports flooring and allows users at varying fitness levels to utilize the Court at the same time.



### Fitness Court® Elements

#### 118 Different Components

- Ⓐ 2 Sets destabilized push handles
- Ⓑ 2 Sets stabilized push ladders
- Ⓒ 7 Progressive foothold strips
- Ⓓ 2 Sets rowing handles
- Ⓔ 4 Full body rowing stations
- Ⓕ 2 Sets muscle-up rings
- Ⓖ 2 Sets bicep curl rings
- Ⓗ 2 Stabilized pull-up bars
- Ⓘ Plyometric / Squat boxes
- Ⓙ Lunge step course
- Ⓚ Agility ladders
- Ⓛ Agility dots
- Ⓜ 2 Bending stations
- Ⓝ Rubberized tile surface (provided by NFC)
- Ⓞ Concrete border (by others)
- Ⓟ Progressive training wall



Fitness Court® side profile

### Design DNA | 7 Minutes 7 Movements

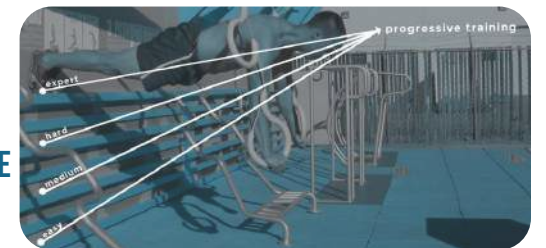


The Fitness Court® is a comprehensive functional fitness circuit training facility. It includes an endless variety of training methods for adults of all ages and skill levels. The 7 Minute 7 Movement circuit training is designed specifically for the Fitness Court to provide a full body workout. The Fitness Court® is 38'x38' in size and is roughly half the size of a standard tennis court.



**VARIABLE**  
100S OF EXERCISES

**PROGRESSIVE**  
IMPROVE OVER TIME



7 Minutes 7 Movements

**World Class Materials**

Designed to last for decades in every environment, the Fitness Court® is made from best-in-class materials. With an extended warranty and a support team you can trust, we stand behind our design for the long haul.



**Made & Manufactured in the USA**

Designed by NFC in California.



Dual-layer powder-coated carbon steel

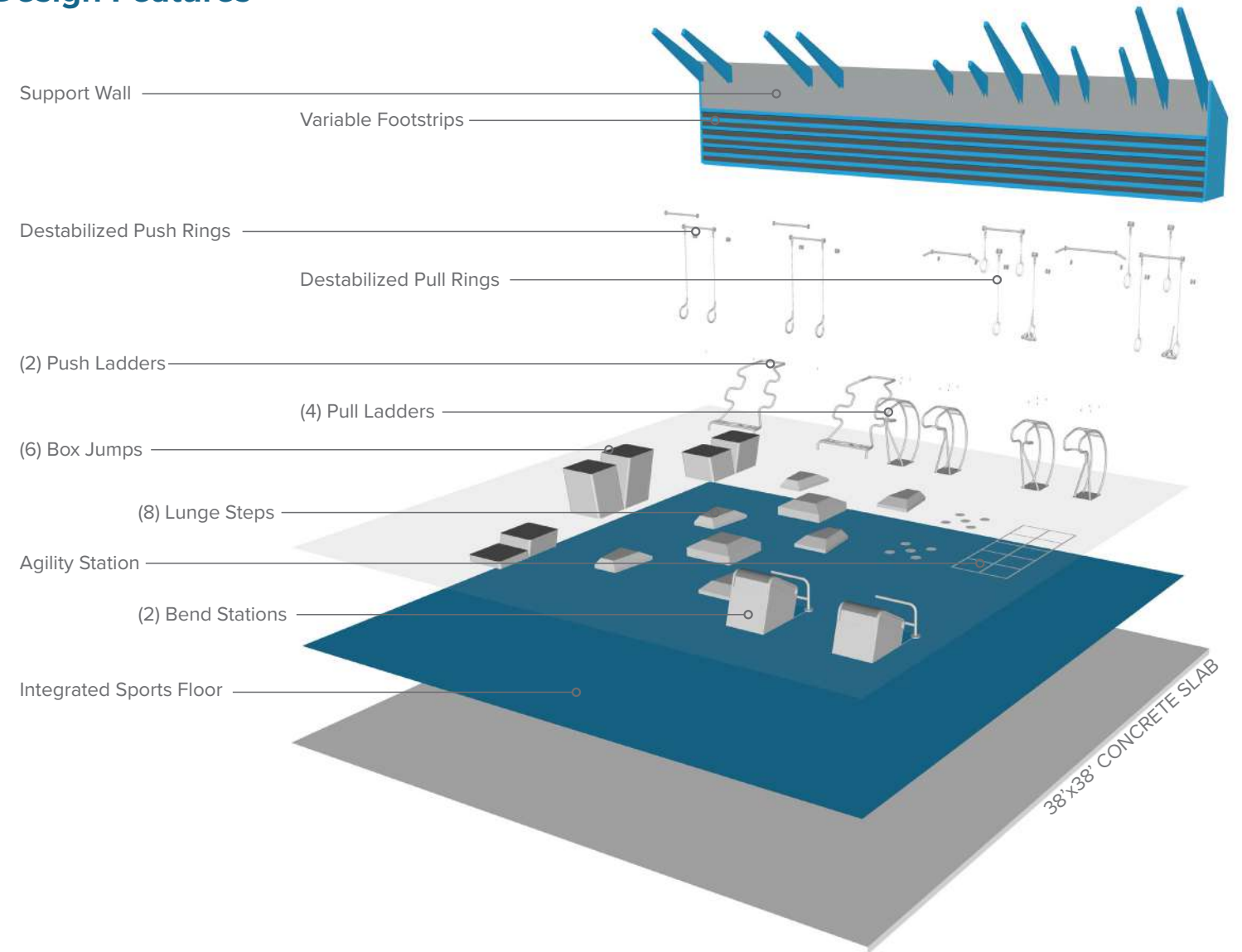


Tamper-resistant, galvanized & stainless steel bolts and fittings



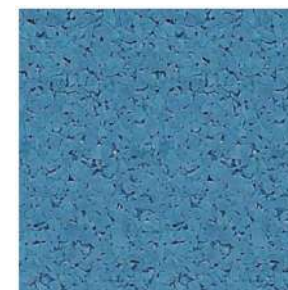
Anti-graffiti laminate vinyl decals

**Design Features**

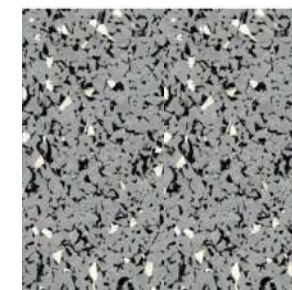


**Integrated Sports Floor**

Each Fitness Court® includes an integrated sports floor made from durable 2'x2' modular interlocked tiles which adhere directly to the concrete slab. Available in our standard NFC Blue or Gray to match any custom design.



Top (Blue Option)



Top (Grey Option)



Bottom



Reducer with Tile



Reducer



**“WE ARE SO EXCITED TO PARTNER WITH THE CITY OF SACRAMENTO ON A NEW FITNESS COURT THAT ADULTS OF ALL AGES AND FITNESS LEVELS CAN ENJOY.”**

*- SANDY SHARON, SVP AND AREA MANAGER, KAISER PERMANENTE*





## CAMPAIGN SERVICES Building Impact Across America

NFC's 21st century campaign is a holistic health and wellness initiative developed and built around the innovative, outdoor Fitness Court®. Taking outdoor wellness beyond exercise equipment, the program provides the integrated Fitness Court Mobile App, a toolkit of promotional resources, a certified ambassador training program, fitness classes, programs, and events. The NFC Campaign Ecosystem is an integral activation component and is designed to build a healthy culture with time-tested strategies and programs.

Decades of experience combined with five years of program development in San Francisco produced this ecosystem, which centers its focus on creating a positive health impact. The program achieves impact by supporting and maximizing two key categories of activity and use. The first is individual use of the Fitness Court and participation in digitally delivered programming. The second category is group based, and includes fitness classes and clinics.



# NFC Campaign Services

Building Impact Across America



**ACE** → NFC Official Fitness Court Ambassador Training  
**APPROVED** American Council on Exercise Approval

This year, NFC will train over 2,000 Fitness Court Ambassadors nationwide to bring programming, training, and healthy habits to communities everywhere. This program is ACE certified and provides continuing education credits to participants. Both remote digital training sessions and hands-on training opportunities are available for participants to equip ambassadors with NFC's tools, teach them how to run classes, and build a fit community. NFC is pleased to invite recreation staff, community fitness leaders, and public safety officers to join us in building the largest fitness ambassador network in the country.



### WORLD-CLASS TRAINING

Each season a series of world-class training videos will become available on the Fitness Court App. World-Class Trainers like Mark Lauren will walk through routines for beginner, intermediate, and advanced levels to support adults of all ages and abilities.

## SPRING



### GROUP CLASSES

Bring group training outdoors with community fitness classes. Ambassadors and class participants are united by NFC's digital ecosystem, provided to all partners.

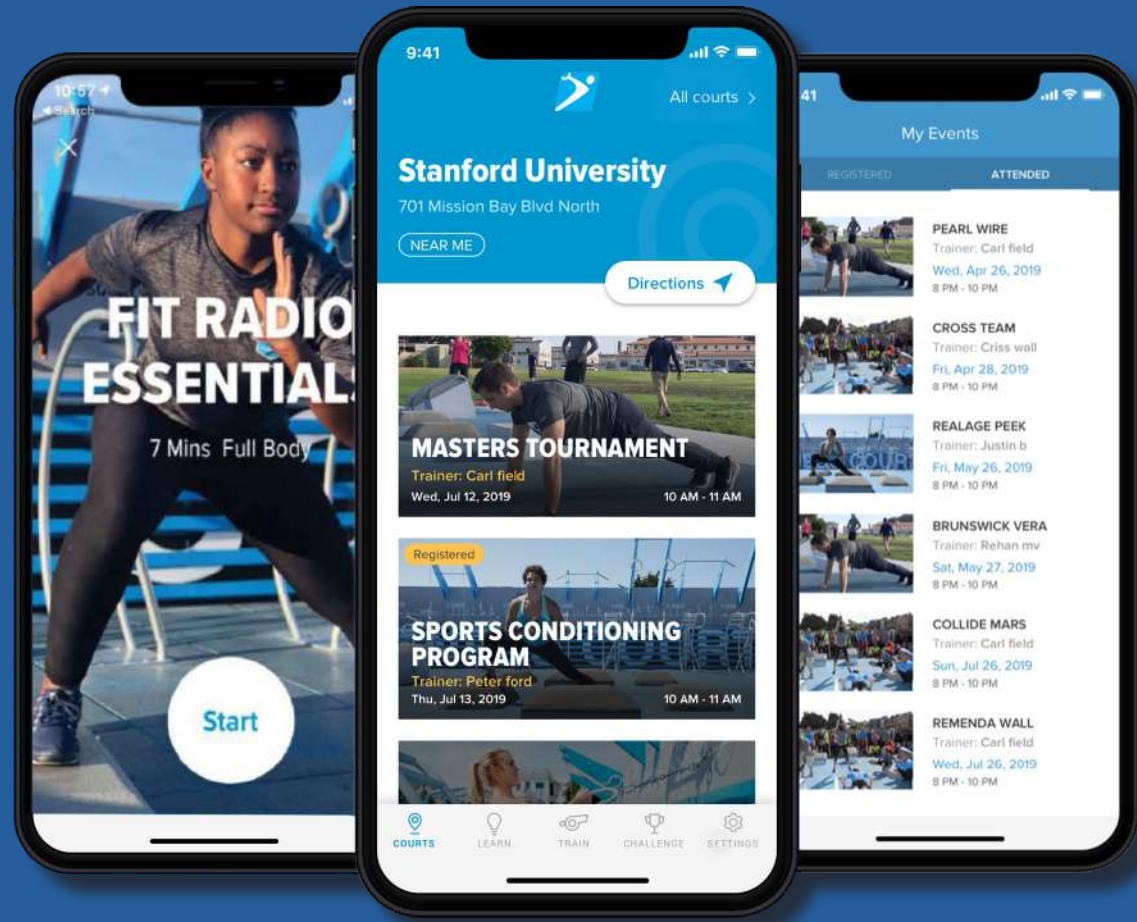
## SUMMER



### CHALLENGE SERIES

The Fitness Season culminates with local, regional and national challenges engaging residents and celebrating healthy lifestyles built over the year. Challenges of all types are available to encourage competition against personal records and local residents and friends.

## FALL



## FITNESS COURT® APP World Class Training Free for America

Taking outdoor wellness activity to the next level, the Fitness Court® is supported by our own integrated Fitness Court® Mobile App, with new workouts and challenges delivered on a regular basis.

The Fitness Court App for iOS and Android is a complete digital training system designed to keep people excited about staying fit outdoors. Soon thousands of Fitness Courts and millions of users will be connected to the world's largest outdoor Fitness Court network.



**FITNESS COURT**



# Fitness Court® App

World Class Coach in your Pocket



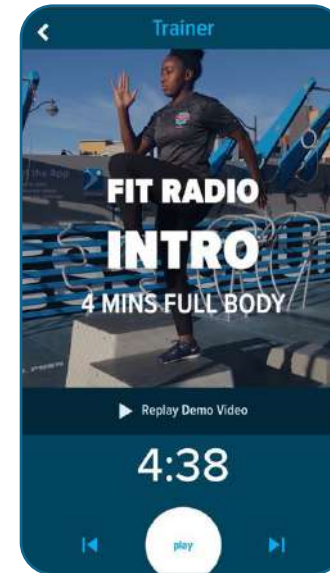
## Platform Features

Have fun and get the most out of your Fitness Court workout with the official app of National Fitness Campaign on hundreds of Fitness Courts® nationwide!



### Learn the Moves

Discover the Fitness Court's 7 Movements - core, squat, push, lunge, pull, agility, bend - to challenge and strengthen your body. Beginner, intermediate and advanced training videos demonstrate how adults of any age or ability can use this free, simple functional circuit training system.



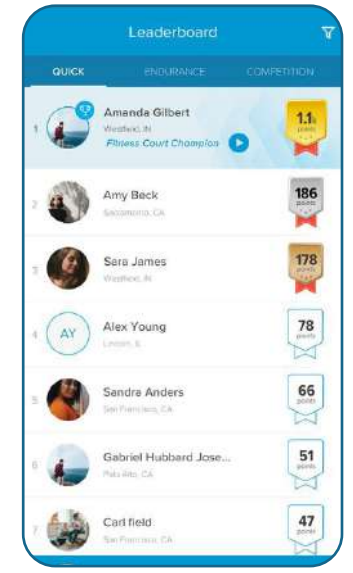
### Get Training

Take your workouts to the next level with guided step-by-step coaching from expert trainers. Celebrity trainers like fitness icon Mark Lauren will show you how to get the most out of the Fitness Court®. You won't believe what you're capable of.



### Take the Challenge

Grab a friend, complete a circuit and see how you score in a timed Fitness Court® challenge. Get ready to sweat, and do as many reps as you can in three, five, or seven minutes.



### Work to the Top

Share your challenge and see how you rank on local and national leaderboards. Look out for chances to win swag and cash prizes as you improve your scores.

## Content Delivery

Create your own custom routines and classes or enjoy fresh workouts on Fitness Courts® everywhere.



**WORKOUT  
VIDEOS**  
*FEATURING*  
**WORLD-CLASS  
FITNESS  
ICONS**



**FITNESS COURT**

Download on the  
App Store

GET IT ON  
Google Play



**Mark Lauren**

U.S. Special Operations Trainer and Best-Selling Author

# Press & Promotions

Showcasing Success in Wellness

## #FITNESSCOURT



## CITIES PROUDLY SHARE NEW FITNESS COURTS!

PHOTOS & VIDEOS

We want to see your beautiful new Fitness Court®! From construction through launch day and beyond, NFC will share photos and videos of your unique site to shine a spotlight on your community to our partners and fans across the country. Welcome to NFC!

Share drone footage, still images and jaw-droppingly beautiful new spaces — we love to see it all!

## PROGRAMMING

CLASSES & EVENTS

Classes, challenges and individual training on the Fitness Court® are all great ways to build community and bring more people to your new outdoor space and into your local campaign.

Our network of Ambassadors includes fitness trainers and wellness enthusiasts that host camps, unique workouts, and plenty of special events year round to help build your program.

Every month, we reward the best of the best with free gear and giveaways, awards and more!



## LAUNCH & MEDIA

FEATURED STORIES, MEDIA & PRESS

Partnership in the Campaign includes full support in planning, marketing, promoting and activating your Fitness Court®. Press releases, custom storytelling, social media support and opening day kits, including NFC gear and swag -- all included!

Unique community building launch events rally the community around healthy living.



**“OUR MISSION IS TO IMPROVE THE HEALTH AND WELLNESS OF THE COMMUNITY; WE ARE THRILLED TO INCORPORATE OUR MISSION IN SUCH AN ACTIVE VISIBLE WAY.”**  
 - CINDY PERRIN, PRESIDENT,  
 TEXAS HEALTH PRESBYTERIAN HOSPITAL ROCKWALL, FATE TEXAS





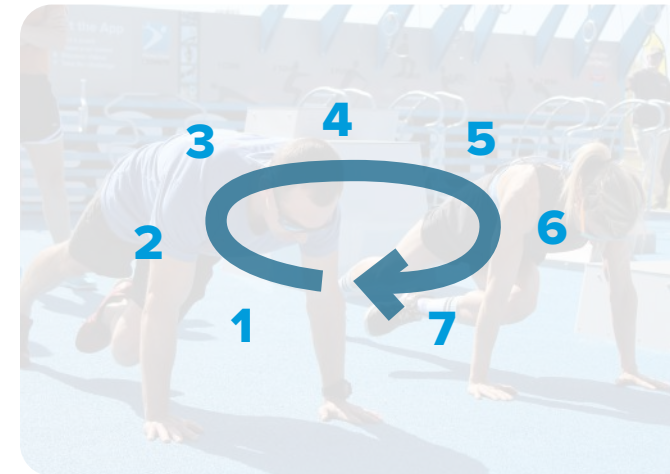
## EXERCISE SCIENCE ANALYSIS Programming Designed for Impact

Full body circuit training is a powerful method of staying fit and healthy. The Fitness Court's seven minute circuit training based workout system supports training for adults of all ages and every fitness level. Rotating through the system's seven bodyweight stations with work and rest periods aligns with high intensity interval training, which has tremendous benefits for cardiovascular health and burning calories. Based around functional fitness, the movement patterns engrained into the seven stations build proper movement patterns and improve every day life all across America.



# Annual Impact Metrics

## Fitness Court Caloric Expenditure and Usage Impact



### Interval Training

Interval training has been scientifically proven to burn more calories than traditional steady state cardiovascular exercise. Additionally, this form of activity raises basal metabolic rate long after the interval training workout is complete.

### Full Body Circuit Training

Full body circuit training, when conducted for alternating muscle groups (upper body, lower body, etc.) supports rest and recovery periods for each muscle group, while sustaining heart rate levels to maximize conditioning and caloric expenditure.

### Functional Bodyweight Movements

Functional fitness movements strengthen performance in every day activities and movement patterns, and support longevity and happiness in adults of all ages.

## CALORIC EXPENDITURE ANALYSIS

Caloric expenditure on the Fitness Court® is analyzed for the average adult. Program format is NFC's proprietary 7 Movements 7 Minutes routine. This routine is conducted with work periods of 45 seconds at each station, followed by 15 seconds of rest. Below are the average caloric expenditure rates for an average adult male, weighing 175 lbs, participating in a routine on the Fitness Court® at varying lengths of time, in multiples of 7 minutes.



## USAGE IMPACT

Below data is extrapolated based on six month participation on the Fitness Court®, using the standard 7 minute interval training routine four days per every seven days.

**10%** average reduction in resting heart rate

**12,480** calories burned in six months with only 28 minutes on the Fitness Court per week.



INSTALLATION: MARCH 2014

DAILY AVG. USERS: 364

USERS TO DATE: OVER 910,000\*

AVERAGE TIME SPENT AT THE FITNESS COURT: 4.5 MINUTES

CALORIC EXPENDITURE FOR AVERAGE ADULT PER 4.5 MINUTES: 77 CALORIES

PILOT PROGRAM ESTIMATED CALORIC EXPENDITURES 2012 - 2019: 68,530,000 CALORIES BURNED



## MARINA GREEN, SAN FRANCISCO CALIFORNIA

THE FIRST FITNESS COURT | 2012

\*Users to date estimate as of May 1, 2019

# Case Study: Marina Green

Case Study Analysis : Marina Green San Francisco, CA



## NFC Pilot Program

### San Francisco, California

National Fitness Campaign partnered with the City of San Francisco and SF Rec and Park to install the first 21st century Fitness Court on the Marina Green near the Golden Gate Bridge.

The site was chosen as a model location for America because of its iconic views and connection with active infrastructure. By pairing the Fitness Court with the Bay Trail, the city has been able to activate a free-to-the public resource and engage hundreds of thousands of residents and visitors. The community has embraced the Fitness Court, which has become a centerpiece platform encouraging healthy lifestyles across the city.

In a five year period beginning in March 2014, when the Fitness Court was installed, NFC has been studying usage patterns, types and impact in the community, In addition, this five year period served as an incubator for NFC's 21st century campaign ecosystems. Thousands of hours of program development, live testing, clinics, classes, small group and large group training programs have been conducted and tested at the Marina Green in San Francisco.

NFC has used this location to study and quantify the total impact of the program and usage numbers, extrapolating daily studies and data points to provide robust estimates on the impact of this single Fitness Court.

This location represents, in NFC's calculation, an example of a tier 1 urban environment for the program. Program impact tiers are listed below. Factors that influence a sites qualification for a given tier include population density, connection to active pedestrian infrastructure, and traffic visibility. These tiers represent various levels of program impact based on random, individual use.

### NFC Program Impact Categories:

#### Tier 1 Ex. San Francisco CA

Population density: >10,000 / SQ Mi  
Pedestrian trail usage: >500 daily users  
Traffic visibility: >28,000 daily impressions

#### Tier 2 Ex. Mishawaka, IN

Population density: 2,000 - 10,000 / SQ MI  
Pedestrian trail usage: >200 daily users  
Traffic visibility: >5,000 - 28,000 daily impressions

#### Tier 3 Ex. Waite Park, MN

Population density: < 2000 / SQ MI  
Pedestrian trail usage: <100 daily users  
Traffic visibility: <5,000 daily impressions



## Calculating Impact

The benefits of the NFC program are far-reaching, and include impacts on both physical and mental health. As NFC explores program impact, the immediate research focus has centered around body composition. Thus, caloric expenditure is the most appropriate initial study metric.

Individual use impact calculations focus on both Fitness Court usage and duration of program participation. The Marina Green Fitness Court was studied to determine average daily users, and average duration spent at the Fitness Court. Key findings are listed below, and documented on the following page:

Tier 1 site daily average users: **364**

Average participation: **4.5 minutes**

# PROGRAM SUMMARY

NFC Campaign Specifications

## QUALITY OF LIFE INITIATIVE

The NFC Quality of Life Initiative is a wellness initiative for cities and schools which includes Healthy Infrastructure and Campaign Services designed to activate, encourage and support participation in outdoor fitness activities.

**All items and services below are delivered to approved partners as part of the Campaign:**



### FITNESS COURT®

#### Fitness Court® Description:

32'x35' outdoor bodyweight circuit training system with the following components:

- Seven station circuit training system providing full-body workout modules
- Fitness Court body-weight training wall - 32'W x 2'D x 6' H with custom graphics
- Thirty pieces of body-weight fitness elements for simultaneous use by 28 users at one time. Fitness Elements anchored and grouped within seven stations.
- Bolts, attachments and anchors required for installation

#### Fitness Court® Surface - Tile Surface Specifications

- Outdoor Sports Floor Size: 1,024 SF (32'x32')
- Color: NFC Blue
- Thickness: 1" Tiles
- ADA Border Included

#### Fitness Court Specifications:

- All structural components are made from high-grade carbon steel
- Structural components receive high-grade dual layer powder coating
- All cladding (skins) made from high-grade aluminum and powder coated
- Graphics and signage printed with anti-graffiti over-lamination material
- Manufactured in the United States
- Resilient to heavy, repeated daily use
- Over 30 individual pieces of equipment
- Powder-Coated Structural Components
- Galvanized fittings and bolts - *included*
- Stainless steel cables
- Full installation guide provided
- Warranty through NFC

#### Warranty + Maintenance

- Made for all climates
- Almost no moving parts (only cables)
- Equipment is anchor bolted into concrete
- Replacement parts available through NFC
- No requirement for disassembly in winter
- Maintenance guide, including touch-up paint & necessary tooling included

See Official Warranty for Full Coverage Detail



## HEALTHY INFRASTRUCTURE DESIGN SERVICES

#### Strategic Planning & Feasibility Study

- City-wide impact analysis and master plan integration plan
- Site Design and Visibility Analysis

#### Custom Fitness Court® Design Services & Construction & Installation Support

- Customized Fitness Court powder-coating and decal design - no two Fitness Courts® are the same!
- stamped and certified design plans, concrete slab drawings, and contractor management are provided by the NFC Activation Team. With all ready-to-build plans included, most installations require less than 90 days to complete from ground-breaking to launch.
- NFC National Installation Partner Access - EIS (contracted separately)

## GRANT FUNDING, CONSENSUS BUILDING, SPONSOR SUPPORT

#### NFC Grant Funding Qualification

- Access to qualify for NFC's Grant Funding through NFC's national partners to support seeding the program.

#### Consensus Building Consulting

- NFC has industry experts in project management, and from conception through execution, they will collaborate on an average of 2 intensive monthly planning calls to drive success.

#### Sponsor Strategy Consulting Support

- Up to 10 custom renderings provided by NFC Design Team to support outreach to local sponsors and partners. Up to 5 custom slide presentations provided for in-person meetings and internal stakeholder consensus-building.

# PROGRAM SUMMARY

NFC Campaign Specifications



**All items and services below are delivered to approved partners as part of the Campaign:**



### FITNESS COURT® APP

The Fitness Court <https://drive.google.com/drive/folders/1Wkgsx73L3dmU8tb14hr12tESEA3LwbSv> App

Free mobile app for iOS / Android teaches proper use, routines and challenges to all users

- **Classes:** schedule, run and track attendance using the Fitness Court® App back-end scheduling tool, providing live class management through the OnSched platform. Training and basic setup provided by NFC within 30 days of launch event.
- **Learn:** video guides deliver workouts, and teach the basics for beginners on the Fitness Court®. New content released quarterly, and updated by NFC National Training Team.
- **Train:** individual audio guides. New content released quarterly, updated by NFC National Training Team.
- **Challenge:** competitive tracking allows users to participate in timed, scored challenges, with an option to submit their scores to a national Leaderboard. Acts as a regional and national event qualification tool.

## CERTIFIED AMBASSADOR TRAINING

#### Programming and Training Tools

Fitness Court Ambassadors build and sustain a healthy culture around the Fitness Court ecosystem

- **Learn:** education modules provided by the NFC Training Team are eligible for a range of industry certifications, are offered both in-person and remote, and provide a range of class templates, coaching tips and more to qualified Ambassadors. Partnership includes program vouchers for up to 12 individual Ambassadors per Fitness Court, individually eligible for up to 3 continuing education credits (CECs), approved through the American Council on Exercise (ACE).
- **Train:** classes, clinics and challenges become the building blocks of a Fitness Season, led by Ambassadors, that engage all ages and fitness levels. These guided workout options expand the user community and increase long-term usage and adoption.
- **Share:** continuous online and print storytelling, engagement and social connection further build out a healthy culture on each Fitness Court®.

## MEDIA, PRESS, & PROMOTIONS

#### Promotions and Marketing Package

Media support and community engagement materials excite users and strengthen program adoption

- **Custom Grant Announcement Kit:** promote the development of the program in your community with NFC support through traditional and social media channels - including a custom Press Release, site rendering, and outreach planning tools.
- **Launch Event Promotions Toolkit:** announce the launch of the Fitness Court on traditional media channels with a separate customized press release, outreach support and uniquely branded assets for social media.
- **NFC Website Feature Story:** NFC-hosted custom storytelling showcases the partnership and program development in your community.
- **Fitness Court Gear:** Official NFC gear store - gear and giveaways nurture Ambassador relationships, honor stakeholders and excite event attendees, to amplify launch activities.
- **Opening Day Launch Support:** NFC provides event management templates, guidance for launch event planning, and custom promotional materials (flyers, media assets).

## FITNESS SEASON

#### Annual Activation Series: Fitness Season

Bring the Latest Events & Programs to Your Fitness Court® this Year!

- **Spring :** New workout routines & video tutorials on the Fitness Court App, featuring professional nationwide trainers.
- **Summer:** Classes and Clinics supporting ongoing programming for group exercise and app-based classes.
- **Fall:** Challenge series builds competition & strengthens community. Marks the success of year's activation program for all users.
- **Healthy Infrastructure Awards:** annual recognition program highlighting exceptional partners and leaders nationwide, winners receive custom awards, decals and press support to announce



**“WE SEE THIS AS AN OPPORTUNITY TO COLLABORATE ON INNOVATIVE INITIATIVES THAT ARE NOT ONLY AT THE *FOREFRONT OF HEALTHY CHOICES*, BUT WILL MAKE A MEANINGFUL IMPACT IN THE COMMUNITY. THIS IS ANOTHER WAY FOR US TO HELP PEOPLE *IMPROVE THEIR QUALITY OF LIFE*.”**

- DIANE WOLFENDEN, VP, PRIORITY HEALTH EAST REGION, MICHIGAN



**NATIONAL FITNESS CAMPAIGN**

SAN FRANCISCO, USA  
NATIONALFITNESSCAMPAIGN.COM  
INFO@NFCHQ.COM  
(415) 702-4919



# NATIONAL FITNESS CAMPAIGN

2023 HEALTHY CITY CAMPAIGN BRIEFING

NATIONAL FITNESS CAMPAIGN  
**BROUGHT TO YOU BY**



## WHO WE ARE

National Fitness Campaign is a San Francisco based wellness consulting firm.



## WHAT WE DO

NFC develops partnerships with cities, schools and sponsors to build healthy communities.



40+ YEARS IN THE MAKING  
**CAMPAIGN HISTORY**



**FITNESS COURT INVENTED**  
SAN FRANCISCO • STANFORD



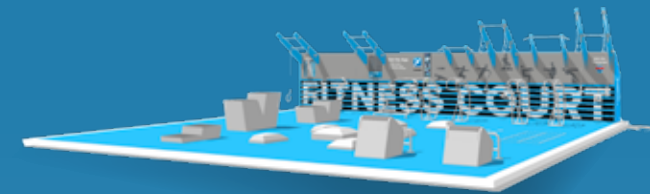
**1979**



**FIRST NATIONAL SPONSOR**  
3 COUNTRIES • 10,000 FITNESS COURTS



**1980's**



**REDESIGNED**  
FOR IMPACT IN 21ST CENTURY



**2012**



**WELCOMING 500<sup>TH</sup>**  
HEALTHY COMMUNITY ACROSS AMERICA



**2023**



**NFC EXPANDS TO 10,000**  
COMMUNITIES WITH PARTNERS



**2030's**

# CAMPAIGN IMPACT

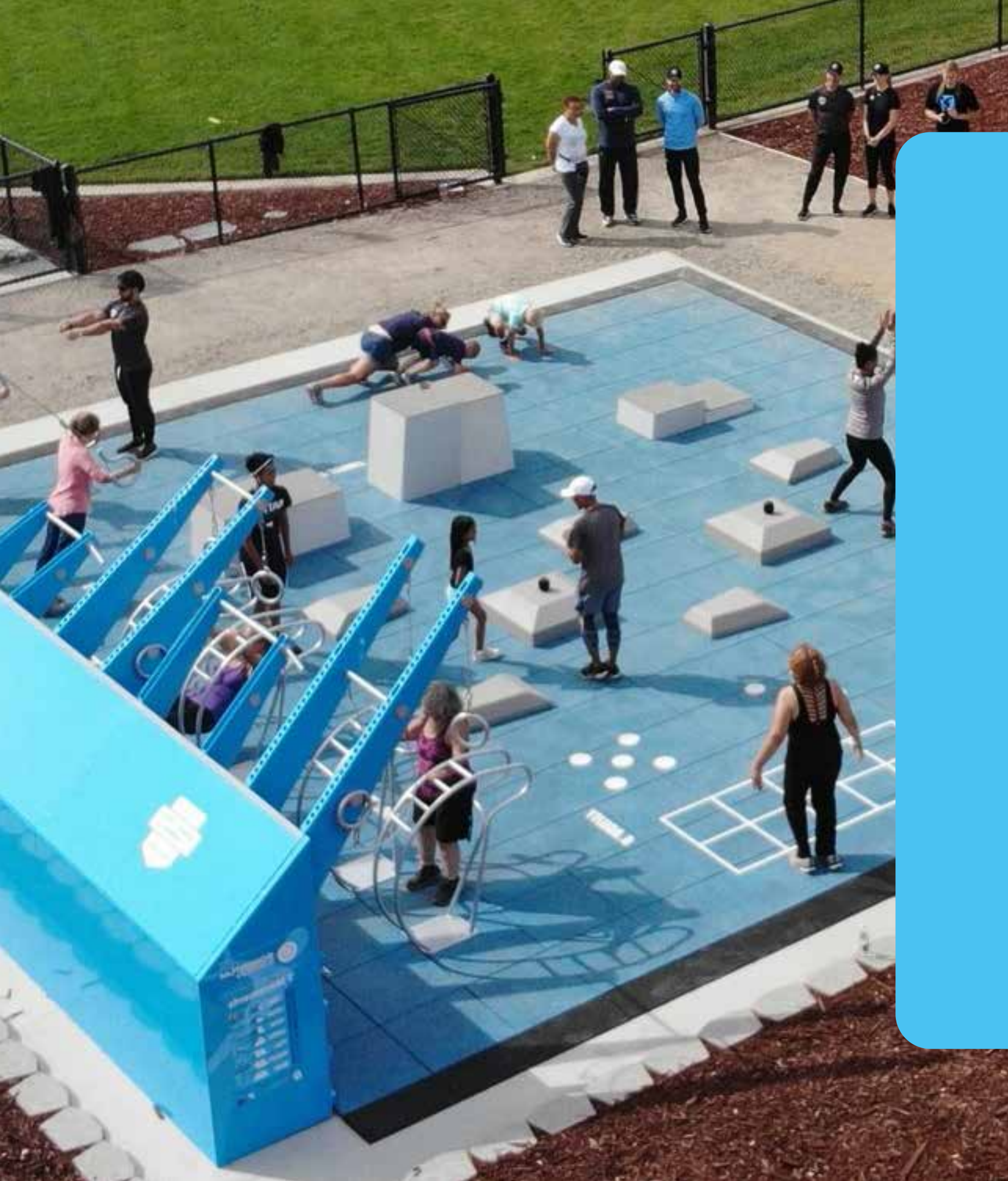
Cities designed for people have a tremendous impact on the health and happiness of their residents.



This is our work at the campaign, to improve the quality of life for people in every community.

*LET'S BRING PEOPLE OUTDOORS AND BUILD A WELLNESS CULTURE TOGETHER!*





OUR MISSION

# BUILD HEALTHY COMMUNITIES



*WE MAKE WORLD CLASS  
FITNESS FREE!*

# CAMPAIGN OVERVIEW

**A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM**



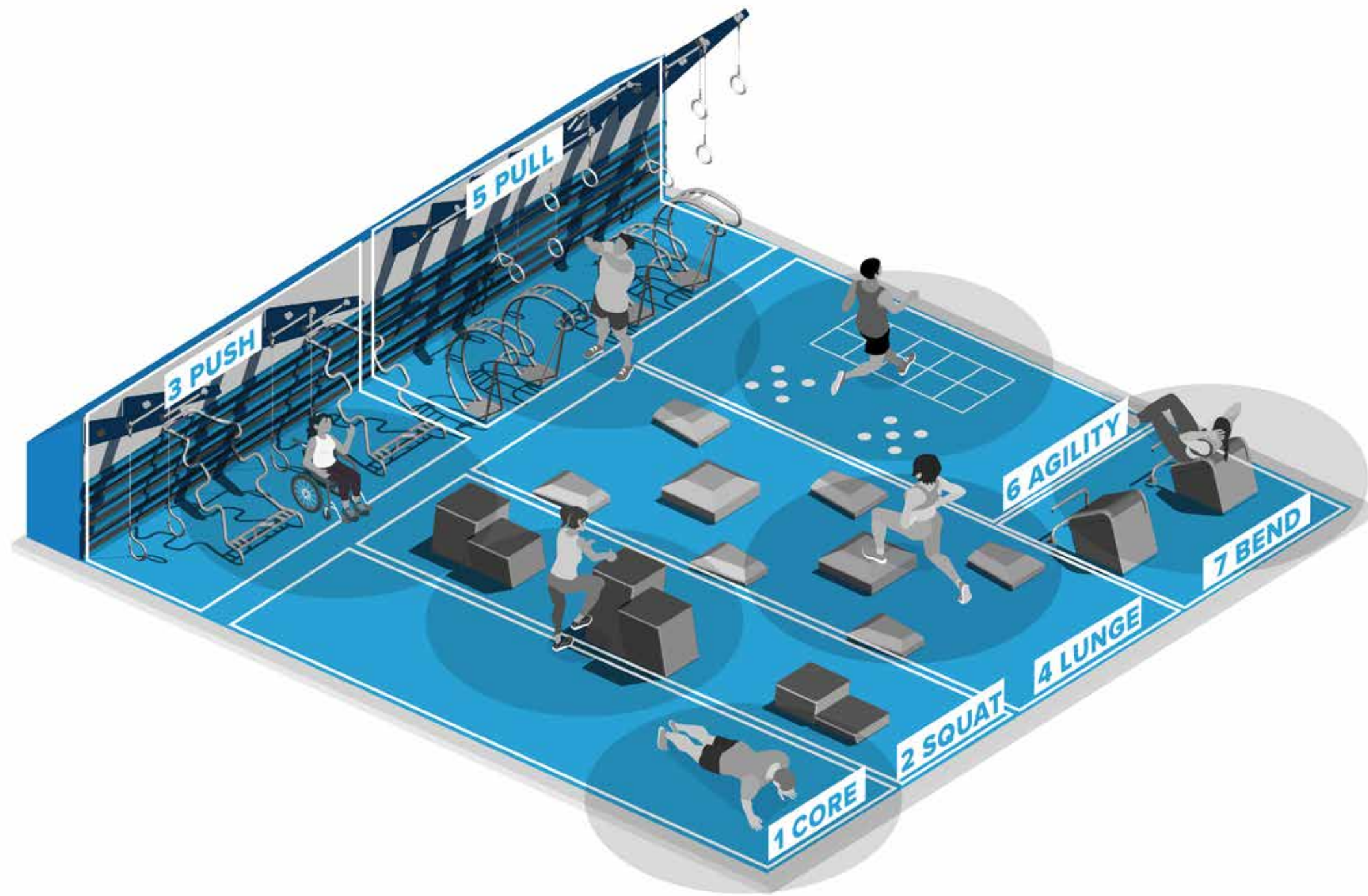


FITNESS COURT®



FITNESS COURT®  
WORLDS BEST OUTDOOR GYM





**FITNESS COURT®**

FUNCTIONAL TRAINING SYSTEM  
THOUSANDS OF EXERCISES

*SCIENTIFICALLY DESIGNED*

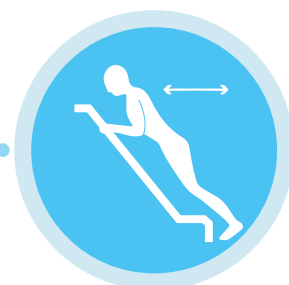
## 7 MOVEMENT FULL BODY WORKOUTS



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND



 **FITNESS COURT®**

**ADULTS OF ALL AGES AND ABILITIES**



**I am glad to see movements to improve balance.**

*- Carol Claybaker, Senior Resident of Janesville, WI*



Madison Heights, MI  
Take the Challenge



#FitnessCourt

PriorityHealth

HOW IT WORKS

1 CORE

FITNESS COURT® APP  
CAMPAIGN SERVICES

# CAMPAIGN SERVICES



**PRE LAUNCH  
SUPPORT**

**AMBASSADOR  
TRAINING**

**MEDIA & PRESS**

**LAUNCH!**

**FREE WORKOUTS  
& GROUP CLASSES**

**IMPACT**

**Build a wellness culture to engage people in healthy communities!**

# FITNESS COURT PUBLIC ART



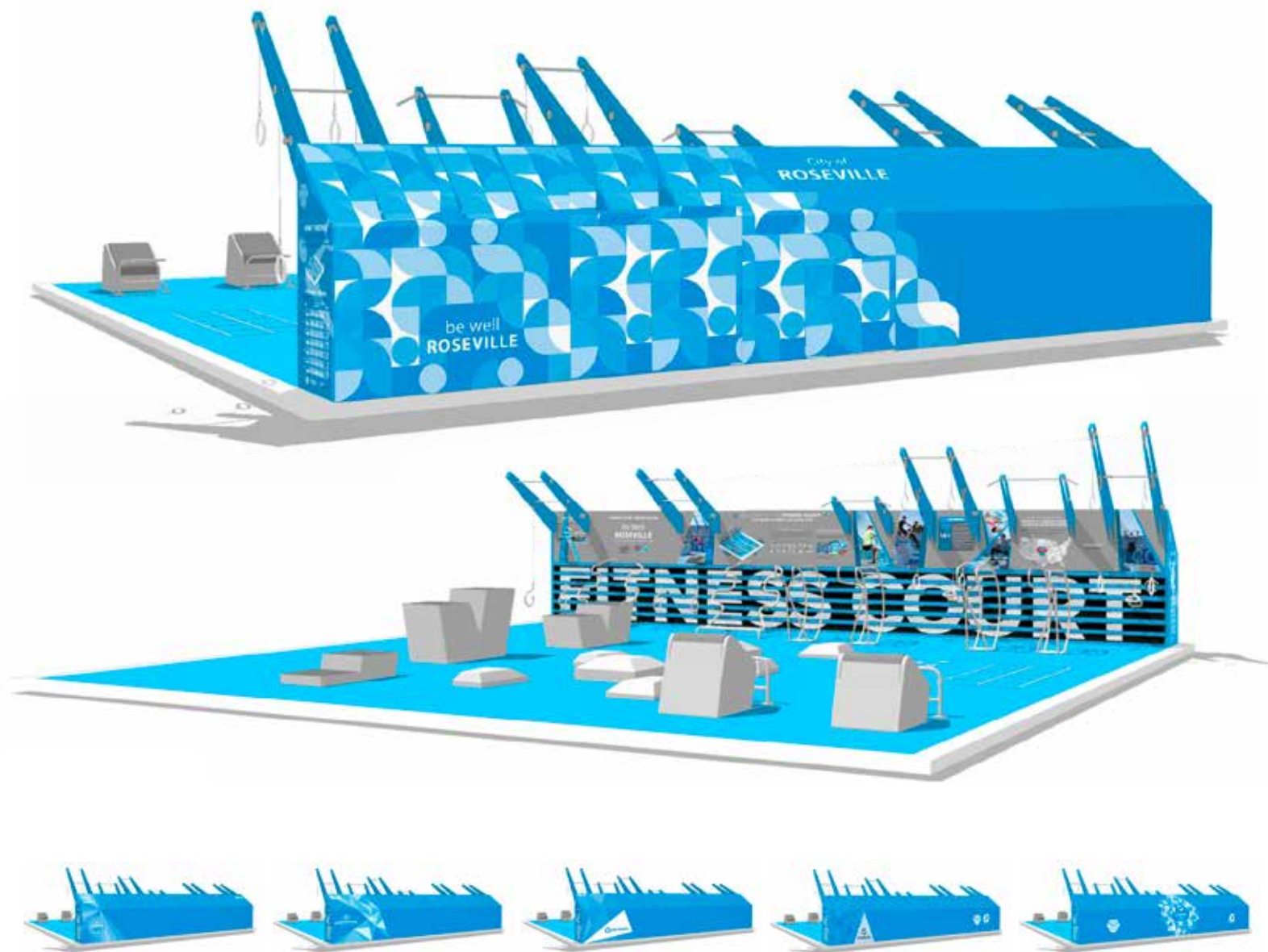
# NATIONWIDE GALLERY



NATIONAL FITNESS CAMPAIGN

# FITNESS COURT® PUBLIC ART

*New for 2023: Nationwide Public Art Collection*



## 2023 NFC Public Art Collection

*No Additional Funding Required*

Each Fitness Court® is a one-of-a-kind work of art.

### NFC DESIGN STUDIO

Additional Funding Required:  
**\$10,000**



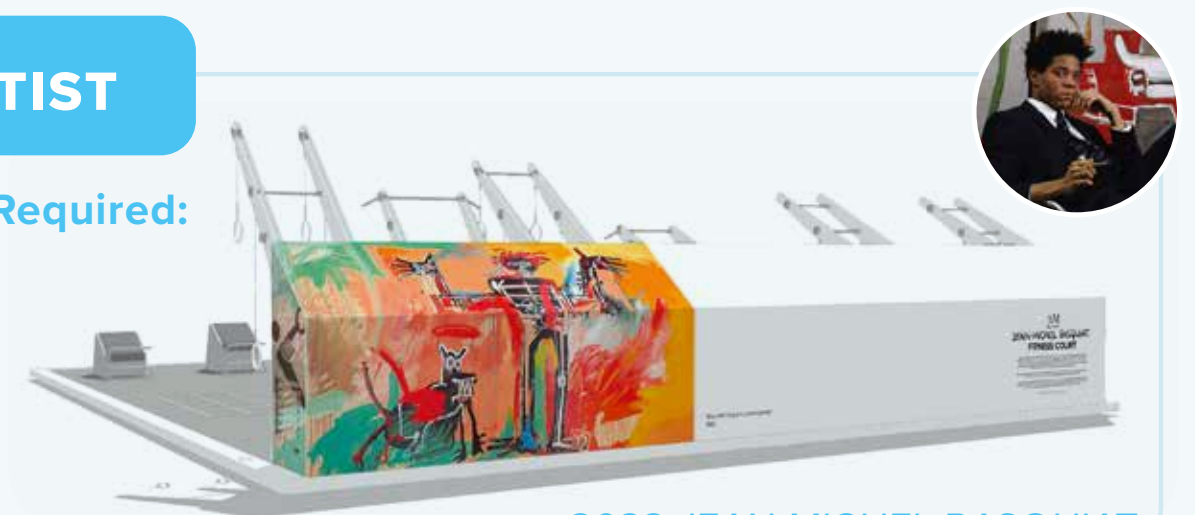
### LOCAL ARTIST

Additional Funding Required:  
**\$25,000**



### FEATURED ARTIST

Additional Funding Required:  
**\$100,000**



2023 JEAN-MICHEL BASQUIAT

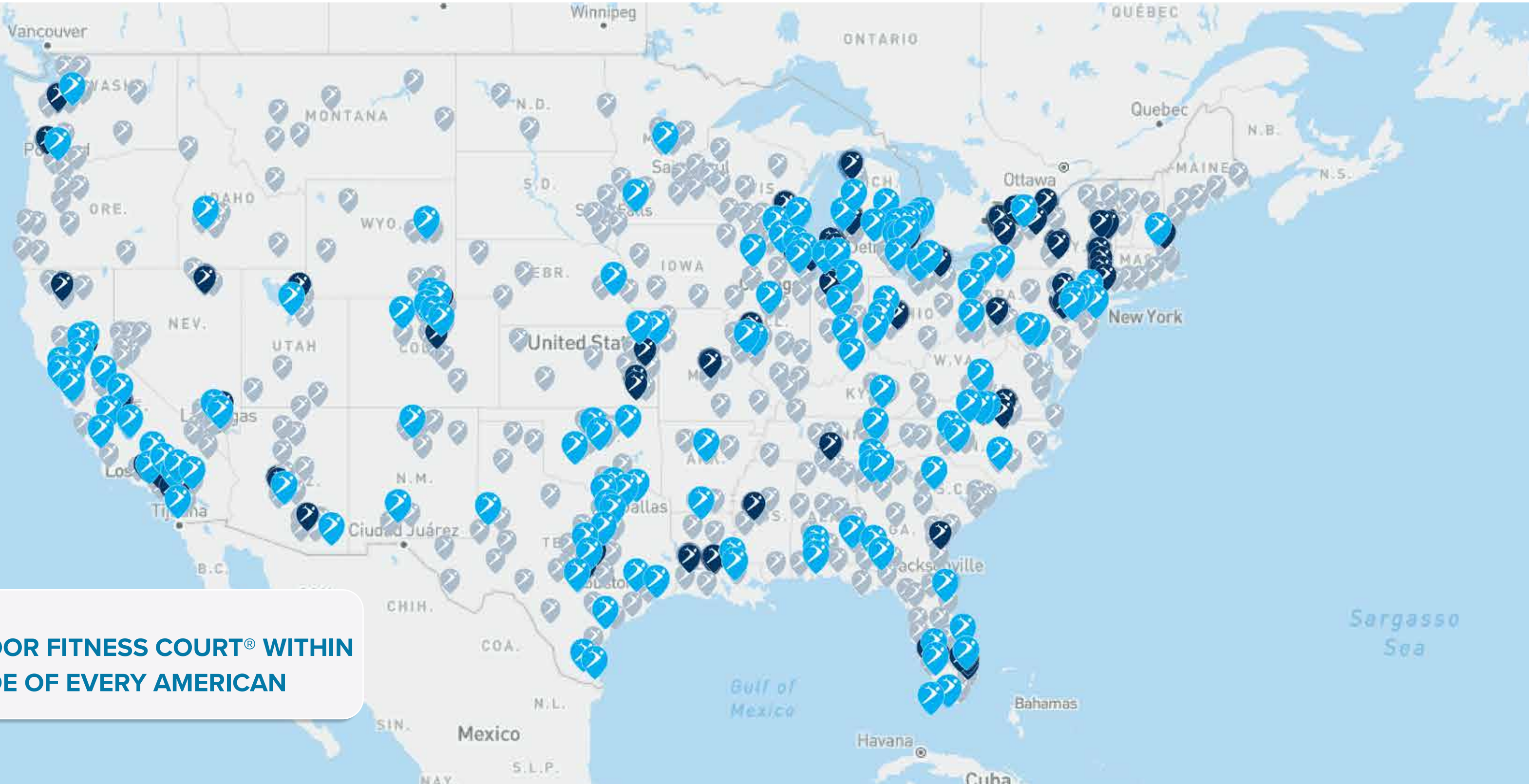
# CAMPAIGN OVERVIEW

**A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM**



## **10,000+ Fitness Courts® coming to America by 2030**

We are building the largest public private partnership in support of community wellness in America!



**OUR GOAL**  
**BUILD A FREE OUTDOOR FITNESS COURT® WITHIN**  
**A 10 MINUTE BIKE RIDE OF EVERY AMERICAN**



NATIONAL FITNESS CAMPAIGN

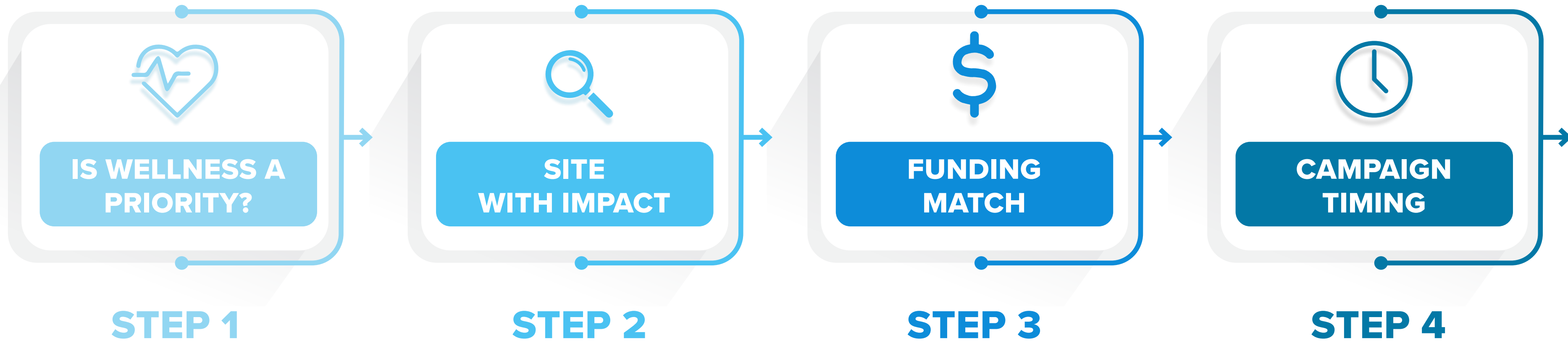
# 2023

**225 NEW PARTNERS**

WE'RE PLEASED TO ANNOUNCE THE 2023 CAMPAIGN



## NFC GRANT PROGRAM



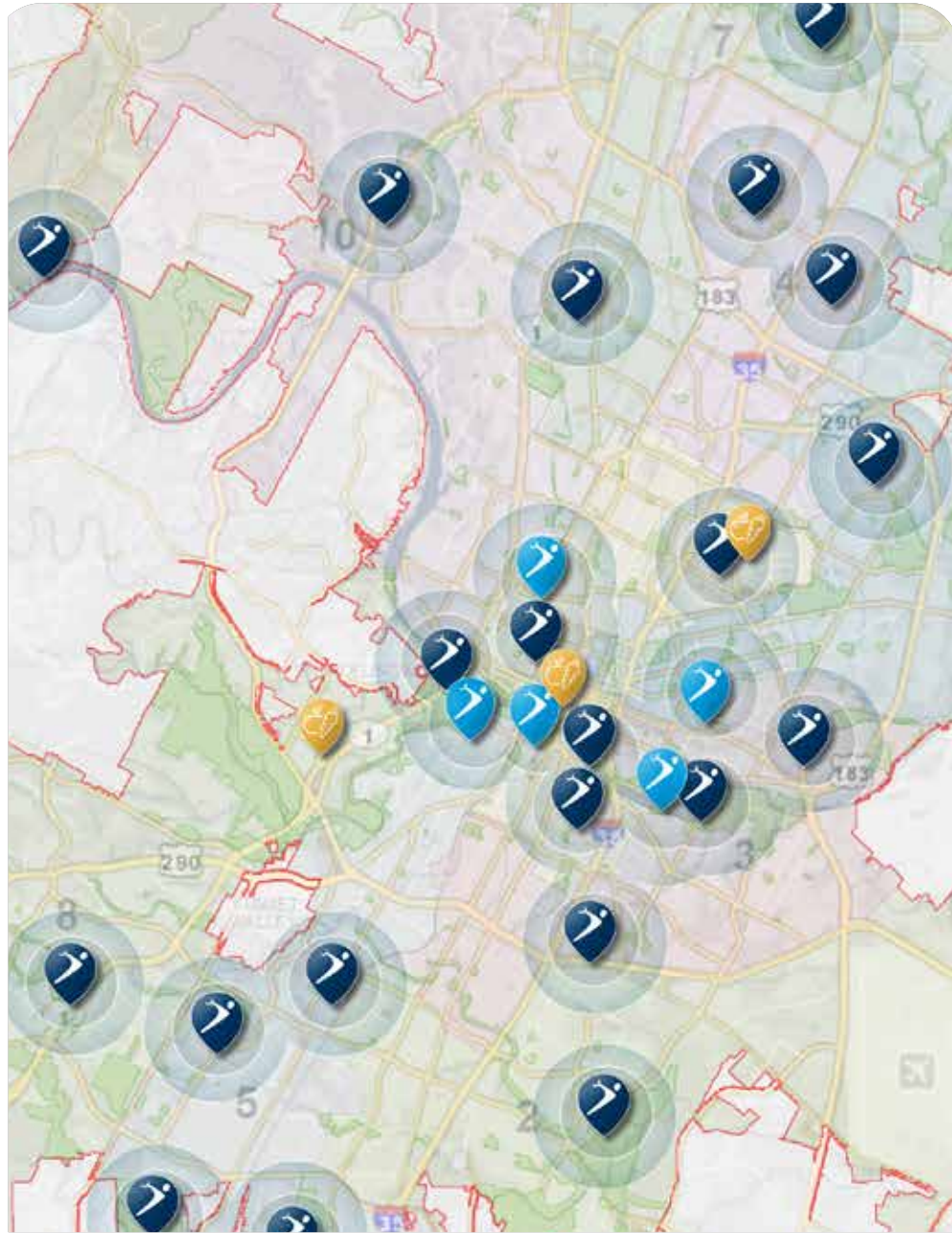
# WELLNESS AS A PRIORITY

## STEP 1



## Feasibility Study for Fitness Court® Locations

Design & Planning Consulting



Funding support for a network of Fitness Courts to encourage pedestrian movement across the community



Walk, Bike, Run, Jog



Site Plan Integration



Pedestrian Movement Analysis

## STEP 2

# 1

### VISIBLE

Site locations must be recognizable with high visibility.



# 2

### ACTIVE

Site locations must be heavily trafficked and centrally located.



# 3

### CONNECTED

Site locations must be integrated with pedestrian infrastructure.



# 2023 CAMPAIGN FUNDING REQUIREMENT

## NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services

\$ 155,000

### Public Art Options



NFC Standard  
Included



NFC Design Studio  
\$10,000



Local Artist  
\$25,000

OPTIONAL

## NFC NATIONAL GRANT FUNDING AWARD

\$30,000

## NFC PROGRAM TOTAL WITH \$30,000 GRANT AWARD

\$ 125,000

## CONCRETE SLAB

Can be performed in-house or in-kind

est. \$ 0-20,000

## EIS INSTALLATION



Turn Key Fitness Court Assembly

Art & Graphic Installation

Installation Partner (separate contract)

\$ 25,000

With Prevailing Wage Rates: \$27,000

## TOTAL FUNDING REQUIREMENT



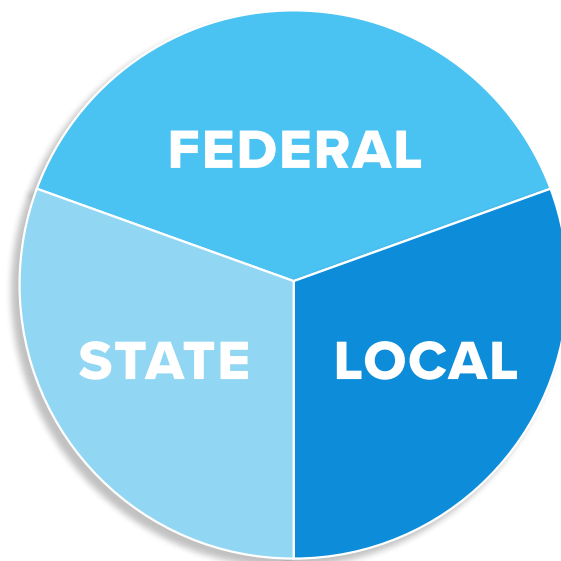
**\$150,000**

**-\$170,000**

*Includes standard art collection*

# ALTERNATE FUNDING PATHWAYS

## FEDERAL AND STATE FUNDING



Expert funding consulting  
for eligible partners

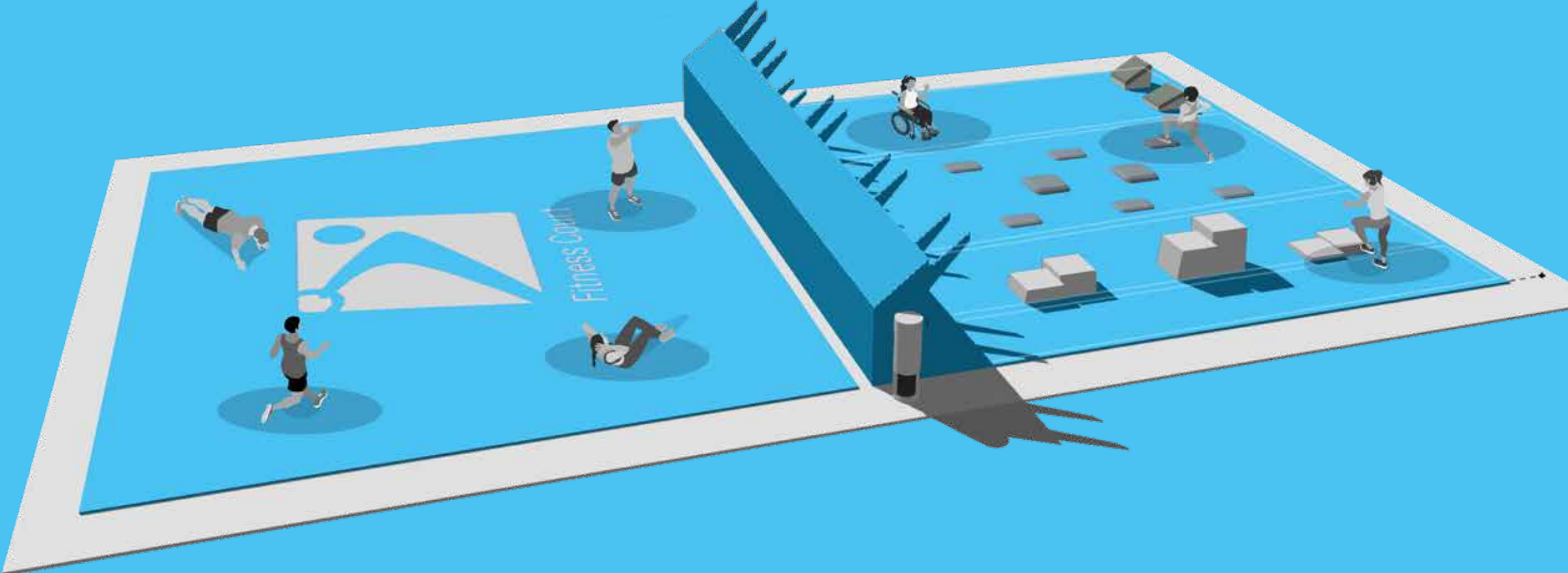
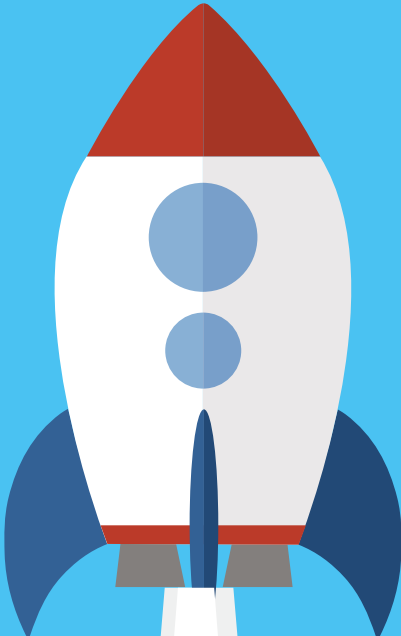


## LOCAL AND REGIONAL SPONSORS



# FITNESS COURT STUDIO<sup>®</sup>

LAUNCHING NATIONWIDE IN 2023



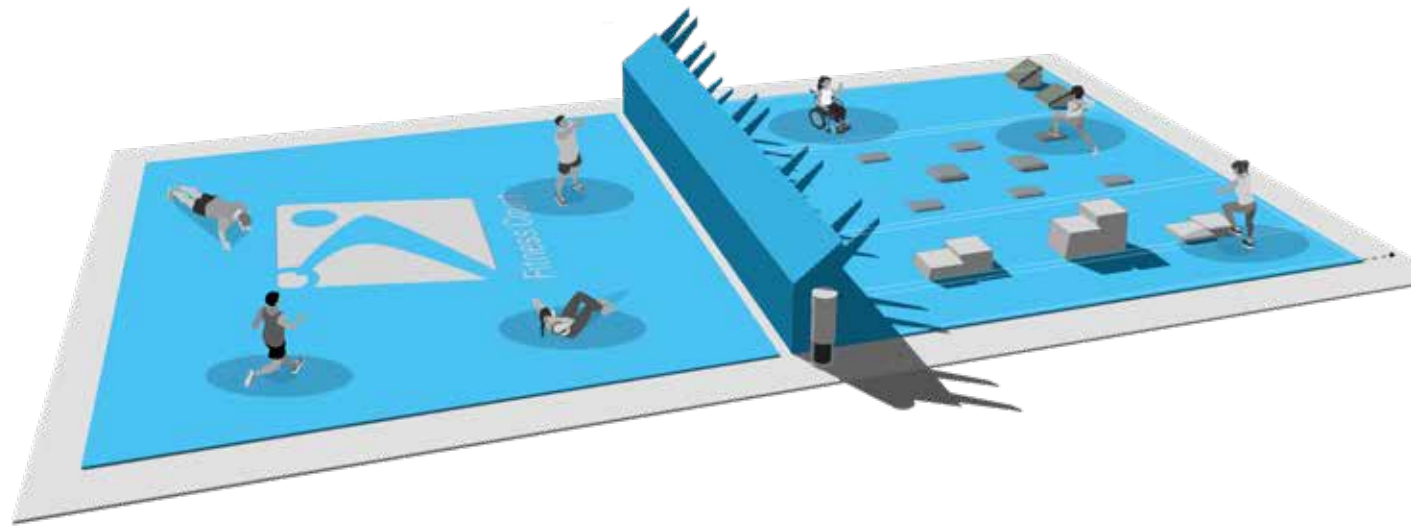
NATIONAL FITNESS CAMPAIGN  
**FITNESS COURT STUDIO®**



**FITNESS  
ART  
DANCE  
YOGA  
ZUMBA  
PILATES  
STRETCH**



# FITNESS COURT STUDIO®



- World's first integrated outdoor gym experience with two programmable class rooms
- Over 2,000 square feet of wellness infrastructure
- Includes edge to edge art mural as studio classroom backdrop
- Compatible with existing Fitness Courts® and your Fitness Court® network

**ADDITIONAL  
FUNDING REQUIRED**

**\$35,000**

*\*\*Limited Fitness Court Studio® programs available in each state in 2023*

**CONCRETE SLAB ADDITION**

Can be performed in-house or in-kind

est. \$0-15,000



## **2023 GRANT APPLICATION PERIOD NOW OPEN**



**Campaign seeking qualified applicants  
able to meet the 2023 time frame for  
adoption and local funding match.**

# PARTNERSHIP QUALIFICATION PROCESS

## PRE APPLICATION PHASE

- 1 Feasibility Review
- 2 Evaluation Call
- 3 Non-Binding Grant Application

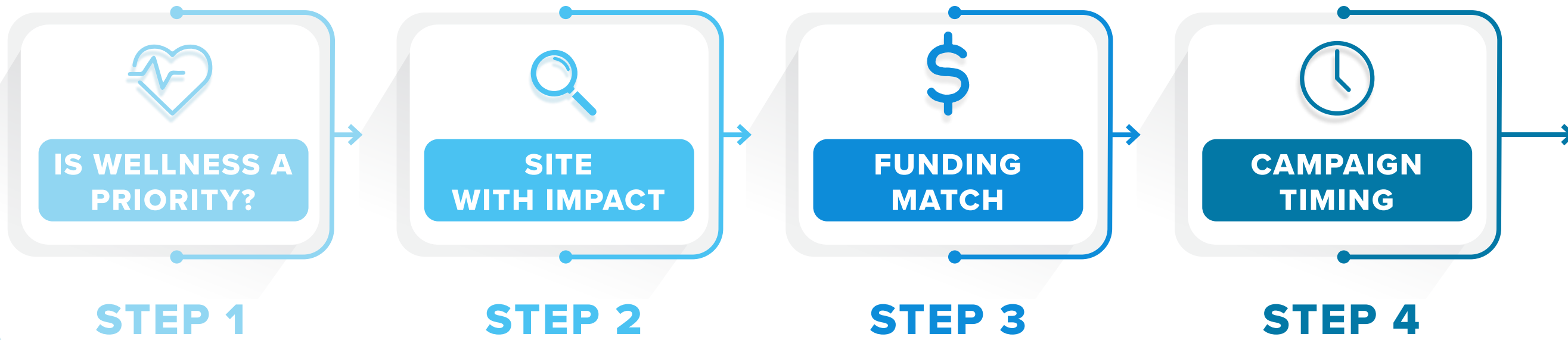
## AWARD PHASE

- 4 Award of Grant Eligibility *(First Come, First Served for Qualified Applicants)*
- 5 Local Adoption by Governing Body
- 6 Develop and Confirm Funding Match

## LAUNCH PHASE

- 7 Shipment for Storage
- 8 Install Concrete Slab and Art Approval
- 9 Fitness Court Assembly
- 10 Press Launch Ceremony





**SCHEDULE EVALUATION CALL IF APPROPRIATE**

**NEXT STEP**



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Lynne Follett, Economic Development Specialist

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Subject:  
CIP COR-BID Improvements

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Department:  
City Manager

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Recommended Motion:

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**Summary:**

The objective of this project is to renew and replace public amenities in each business district to support the growth of tourism in Richland's downtown by creating destinations that are safe, inclusive, and assessable. This project is a partnership between the business districts and the City. Neither district has the capacity to fund identified needs without the financial support of the City and grants. Many of the common area amenities are of an age that does not reflect today's inclusivity standards for users of all abilities and needs. Informational kiosks in both districts need to be replaced. Installing new kiosks supports tourism by providing information about the area, events, and merchants available to visitors. Additionally, the replacement of decorative lights (along the sidewalk) in the Uptown is needed.

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Fiscal Impact:

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**Attachments:**

1. HM App CIP - COR - BID Improvements



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: City of Richland - Uptown and Downtown Business Improvement Districts

Contact Name: Lynne Follett Contact Title: Economic Development Specialist

Contact Phone: 509-942-7725 Contact Email: lfollett@ci.richland.wa.us

Street Address: 625 Swift Blvd City: Richland State: WA Zip: 99352

Project or Event to be funded: Business District Improvements

Project/Event Start Date: January 01, 2023 Project/Event End Date: December 31, 2023

Amount Requested: \$60,000.00

Yes  No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

The city's economic development department has not applied for or received funds previously.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>3</u>	<u>0</u>	<u>20</u>	<u>1958</u>

Please list the names and titles of your board members:

	Name	Title
1	Gus Sako	UBID President
2	Brent Johnson	UBID Vice-President
3	Vikki Butler	UBID Treasurer
4	Paul Zimer	UBiD Secretary
5	Darin Warnik	DBID President
6	Amanda Kuhn	DBID Vice-President
7	DawnAnn Johnson	DBID Secretary
8	Larry Rindlisbacher	DBID Treasurer
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Downtown Richland is anchored by two Business Improvement Districts, the Uptown Business Improvement District and the Downtown (Parkway) Business Improvement District. The objective of this project is to renew and replace public amenities in each business district to support the growth of tourism in Richland’s downtown by creating destinations that are safe, inclusive, and assessable. This project is a partnership between the business districts and the City. Neither district has the capacity to fund identified needs without the financial support of the City and grants. Many of the common area amenities are of an age that does not reflect today’s inclusivity standards for users of all abilities and needs. Informational kiosks in both districts need to be replaced. Installing new kiosks supports tourism by providing information about the area, events, and merchants available to visitors. Additionally, replacement of decorative lights (along the sidewalk) in the Uptown is needed.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

This project is a collaboration between the City's Economic Development and Parks & Public Facilities departments, and both business improvement districts. the city is responsible for most of the common areas in both districts. Since the parking and common areas in both districts were acquired by the city in the early 1990s, the city's goal has been to support economic growth, including tourism in both business districts.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$30,000.00	7.5%%	\$220,000.00

**Revenue Sources:**

General Fund
Business License Reserve
Hotel Motel Grant
Other Grants

**Revenue Amount:**

\$110,000.00
\$50,000.00
\$30,000.00
\$30,000.00

**Expenditure Description:**

Light replacement
Kiosks, signage, marketing
Landscape, fountain renewal, other amenities

**Expenditure Amount:**

\$120,000.00
\$60,000.00
\$30,000.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	30,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	15,000
c. Expected number of attendees paying for accommodations:	100
d. Expected number of attendees using unpaid accommodations:	100
e. Expected number of lodging nights:	200
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	100
g. How many increased room nights were expected to be generated?	100



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Event participation for Chalk Art and Mushroom Festival can be tracked through registrations and online RSVPs for the event. Event organizers use Facebook to advertise and track interest. Attendees may fill out cards for prize entry which can also track where visitors are coming from.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

RCW 67.28 allows for the use of lodging tax to pay all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities. As the city owns these facilities, this project falls under the operation of a tourism-related facility. The proposed renewal projects in both facilities will enhance their ability to attract tourists to local businesses and increase the sales tax in Richland. Further, the Uptown district continues its work to be a destination for photographers and artists. Their new alley mural program is creating a new space to attract visitors to the downtown and their other events throughout the year drive tourism and hotel stays. The Parkway district is within a block of events in Howard Amon Park and John Dam Plaza and their efforts to create a shopping and restaurant district that keeps visitors local support other efforts that encourage them to stay in local hotels. Vibrant shopping districts attract visitors.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

This is not a specific event but the renewal of these areas will support the growth of current events hosted by both business districts. Marketing of specific events is handled by each event coordinator and includes advertising on social media platforms, posters, fliers, and direct mail.

You may attach any additional information about your organization or project you think is relevant to this application.

LF I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Lynne Follett*  
Key: ad956642cab740bf9b65-rcf37abr2313

10-13-2022  
Date

Lynne Follett  
Print Name  
Economic Development  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Eric VanWinkle

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**Subject:**

CIP Red Mountain Event Center

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

Red Mountain Event Center has taken a venue from ruins to a multiuse facility in under 24 months. Capital improvements equate to over 1.2 million dollars. Proposed Updates that will bring more tourists to our facility:

- #1 - RMEC is looking to obtain 2 new grandstand sections for the facility. Currently, we have added one section from 2021/2022 profits and donations. This request is very important to continue growth at our facility. We are currently renting the remaining seating which is out of date and costs thousands of dollars to meet the safety criteria for use. This will also include an ADA section and will have railing/ proper ramps.
- #2- LED Lighting, We will need to invest in proper stadium lighting that does not produce light pollution. This will give RMEC more avenues for night venues such as concerts, stock car races, festivals, and more.
- #3 - Asphalt / Road Course: RMECs plan is to pave the dirt-filled areas of the track which will bring a road course- National Racing Venue.

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**Fiscal Impact:**

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**Attachments:**

1. HM App CIP - Red Mountain Event Center Binder



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Red Mountain Event Center

Contact Name: Eric VanWinkle Contact Title: Project Manager

Contact Phone: 5097273337 Contact Email: rmecevents@gmail.com

Street Address: 8280 W Van Giesen St City: West Richland State: WA Zip: 99353

Project or Event to be funded: Red Mountain Event Center - Capital Improvements

Project/Event Start Date: February 01, 2023 Project/Event End Date: December 09, 2023

Amount Requested: \$284,000.00

Yes  No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>3</u>	<u>100</u>	<u>2020</u>

Please list the names and titles of your board members:

	Name	Title
1	Eric Vanwinkle	Project Manager
2	Laci Walden	Project Manager
3	Jesse Brown	Project Manager
4	Wayne Walden	Project Manager
5		
6		
7		
8		
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Red Mountain Event Center has taken a venue from ruins to a multiuse facility in under 24 months. Capital improvements put in equivalent to over 1.2 million dollars.  
 Proposed Updates that will bring more tourists to our facility-  
 #1 - RMEC is looking to obtain 2 new grandstand sections to the facility. Currently we have added one section from 2021/2022 profits and donations. This is very important for us to continue growth at our facility. We are currently renting the remaining seating which is out of date and took thousands of dollars to fit the safety criteria's for use. This will also include an ADA section with railing/ proper ramps  
 #2- LED Lighting, We will need to invest in proper stadium lighting that does not produce light pollution. This will give RMEC more avenues for night venues such as concerts, stock car races, festivals and more.  
 #3 - Asphalt / Road Course:  
 RMECs plan is to pave the dirt filled areas of the track and bring a road course- National Racing Venue

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

n/a

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$284,000.00	20%%	\$1,420,000.00

**Revenue Sources:**

**Revenue Amount:**

Red Mountain Event Center EOY profits- 3 years	\$350,000.00
In Kind Donations	\$200,000.00
Sponsors	\$150,000.00
Proposed 3 Year Plan	

**Expenditure Description:**

**Expenditure Amount:**

Grandstands (all new sections)	\$400,000.00
LED Lighting	\$500,000.00
Asphalt - Updates to Competitor area, New Track Course, track entry	\$395,000.00
Landscape (Trees)	\$25,000.00
Fencing (safety fencing)	\$100,000.00
Proposed 5 year - Priority Projects	

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	70000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	5000
c. Expected number of attendees paying for accommodations:	2500
d. Expected number of attendees using unpaid accommodations:	2500
e. Expected number of lodging nights:	20
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	5000
g. How many increased room nights were expected to be generated?	1000

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

We will continue to work with Visit Tricities and worked exclusively with Richland hotels, as well as our online platforms that generate attendees zip codes from out of area.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Proposed Updates that will bring more tourists to our facility-  
#1 - RMEC is looking to obtain 2 new grandstand sections to the facility. Currently we have added one section from 2021/2022 profits and donations. This is very important for us to continue growth at our facility. We are currently renting the remaining seating which is out of date and took thousands of dollars to fit the safety criteria's for use. This will also include an ADA section with railing/ proper ramps  
#2- LED Lighting, We will need to invest in proper stadium lighting that does not produce light pollution This will give RMEC more avenues for night venues such as concerts, stock car races, festivals and more.  
#3 - Asphalt / Road Course: RMECs plan is to pave the dirt filled areas of the track and bring a road course- National Racing Venue

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Visit Tri-Cities, Social Media Platforms, Google Ads, Radio Ads, Television Commercials as well as Youtube, Regional/ National publications/ Venues ( Please see Application 1 )

You may attach any additional information about your organization or project you think is relevant to this application.

EV I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
  
Key: ad956642cab740bf9b65-rcf37abr2313

10-13-2022  
Date

Eric VanWinkle  
Print Name  
Project Manager  
Title

GE  
Administrator Initials

**CAPITAL IMPROVEMENTS**

RMEC

**EXPENSES**

<b>TOTAL EXPENSES</b>	<b>PROPOSED 5 YEAR PLAN</b>	<b>Actual</b>
		\$1,420,000.00

Site	Estimated	Actual
New Grandstands/ ADA Section/ VIP		\$400,000.00
LED Lighting		\$500,000.00
Asphalt - Updates to Competitor area, New Track Course, track entr		\$395,000.00
Landscape (Trees)		\$25,000.00
Fencing (safety fencing)		100,000.00
<b>Total</b>	<b>\$0.00</b>	<b>\$1,420,000.00</b>



RED MOUNTAIN EVENT CENTER  
BRINGING THE COMMUNITY TOGETHER.





# Introduction

- RED MOUNTAIN EVENT CENTER - is a nonprofit corporation, our goal is to provide economic growth and unity to the community. Friends of Red Mountain's board is made up of Tri-City visionaries that have a common interest in building our community! RMEC began restoration of the facility in April of 2021 thanks to several in kind donors and hundreds of volunteers putting in thousands of hours. The 5-year plan is to put in enough capital improvements to have a regional epicenter for events , generating economic development + growth in the community!

# CAPITAL IMPROVEMENTS - PROPOSED

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RMEC is looking to obtain 2 new grandstand sections to the facility. Currently we have added one section from 2021/2022 profits and donations. This is very important for us to continue growth at our facility. We are currently renting the remaining seating which is out of date and took thousands of dollars to fit the safety criteria for use. This will also include an ADA section with railing/ proper ramps

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LED Lighting, We will need to invest in proper stadium lighting that does not produce light pollution- This will give RMEC more avenues for night venues such as concerts, stock car races, festivals and more.

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Asphalt / Road Course: RMEC's plan is to pave the dirt filled areas of the track and bring a road course- National Racing Venue which will impact the economy and increase in out-of-town competitors & attendees by 20%

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Landscape- Trees are on our minds! We are looking to shade attendees and create more of a desirable facility for festivals, concerts, car/bike shows.

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Safety Fencing- gives us an opportunity to expand the facility as well as bring in new events.

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# CAPITAL IMPROVEMENTS

Since contract signing in June 2021, Friends of Red Mountain went to work on the facility seen in the photo to the left.

Friends of Red Mountain received several in-kind donations from facility founders and generous volunteers of the community. Within 90 days the facility was transformed into a functional, ready to use event venue! (photo on the right)

Money generated from events/ donations goes right back into our facility. The next major construction is the grandstand seating which has the projected start date of June 2022 with completion by Oct 2022.

Total Capital Current Capital Improvements:  
\$ 1,098,000.00



- LAND EXCAVATION ( PREP, RENOVATION, GRADING + REMOVAL) \$450,000.00
- LANDSCAPING: SOD / ASPHALT/ GRAVEL/ DIRT \$ 58,000.00
- FENCING \$100,000.00
- GRANDSTANDS \$100,000.00
- BARRIERS/ ECO BLOCKS \$340,000.00
- ELECTRICAL \$15,000.00
- PLUMBING/ BATHROOM INTERIORS \$ 30,000.00
- CONCESSION STANDS \$5,000

# Economic Growth Overview

## October 2022

- **Fall Classic- Official**  
Opening of the venue to the public at 4,000 attendees per day.
- Out of town attendees + teams - 2,500
- Generating \$300,000 economic dollars to our area
- Worldwide coverage produced by Racing America generating viewers in: United States, Canada, India, UK, Mexico, Germany
- **DTP Car Show** – 2,000 attendees
- Out of Town attendees 600
- **Sand & Sage Sports Car Club**-200 competitors/ attendees

## Spring 2022

- **Apple Cup** – attendance 5,000 per day.
- Out of town attendees + teams - 2,500
- Generating \$300,000 economic dollars to our area.
- Sold Out Hotels in Richland.
- Worldwide coverage – Racing America viewers in United States, Canada, India, UK, Mexico, Germany, Australia + Austria
- **DTP Truck Wars**- 1000 attendees
- 300 Out of Town Competitors
- **Sand & Sage Sports Car Club**-200 competitors/ attendees & Growing.

## Growth Impact Events 2023

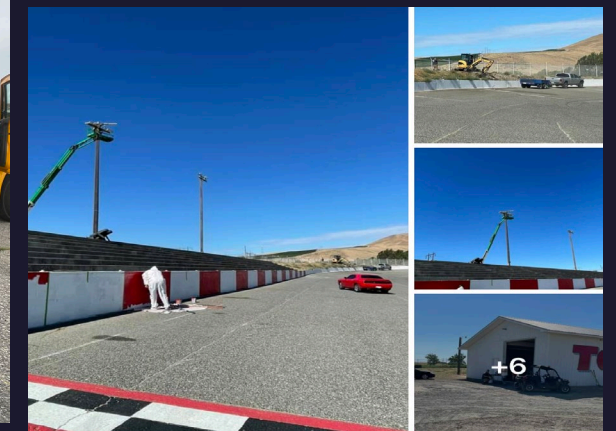
- WINE FESTIVAL
- CAR SHOW
- SWAP MEET
- PRIVATE CORPORATE RENTALS
- CONCERT

# COMMUNITY INVOLVEMENT

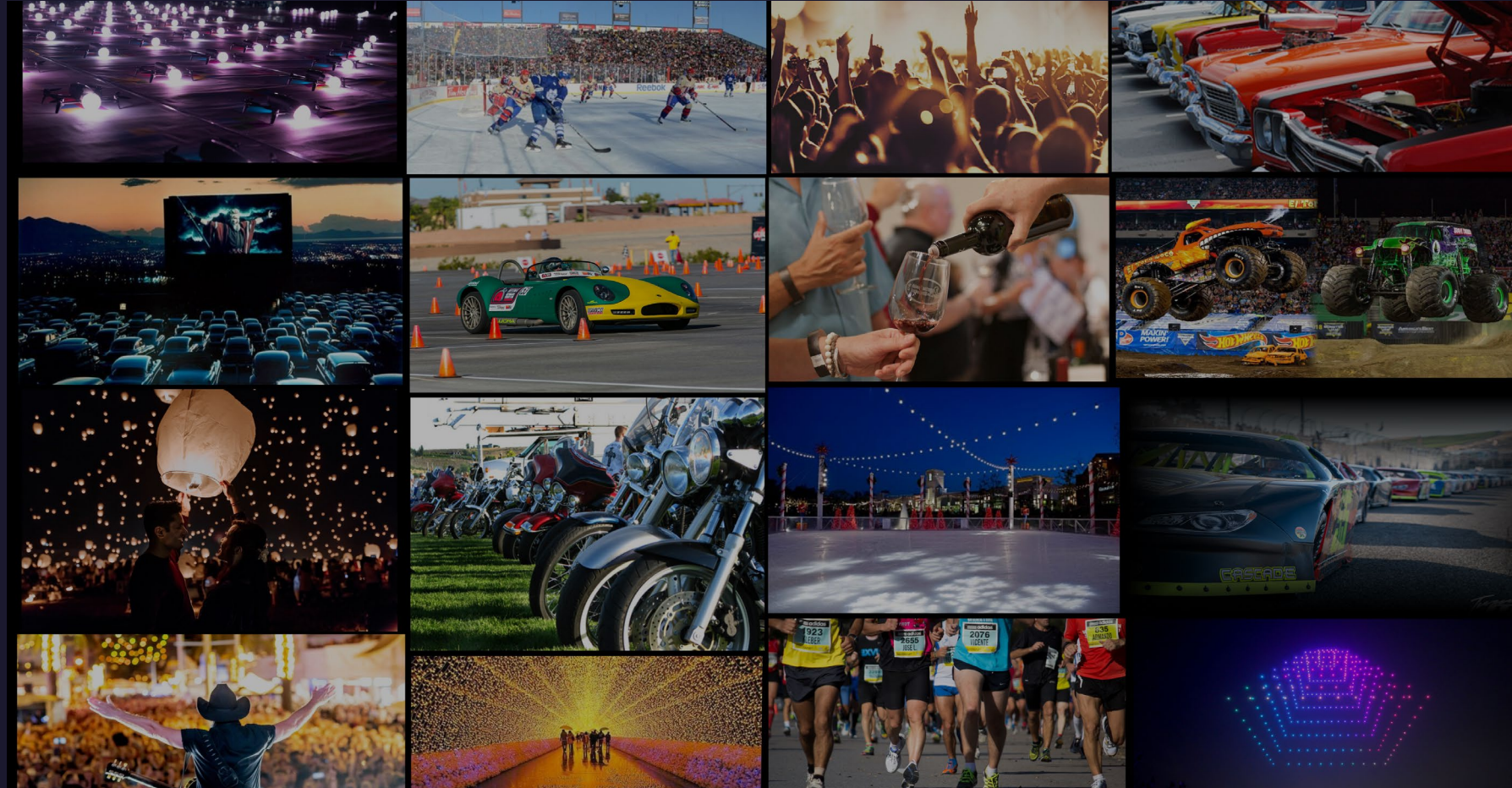
Volunteers are what put us on the map! The community rallied together & joined us on this amazing journey. Hundreds have donated their time and helped the RMEC become a functional event venue.

We pride ourselves on utilizing local businesses for our needs- whether its plumbing, security, or vendors for our large events. Keeping the money in our economy is the name of the game!

We work with other nonprofits such as Clean Sweep, West Richland Chamber of Commerce + are looking to expand in 2023.



# 2023 Schedule Future Events



## THE FUTURE IS BRIGHT- 5-10 YEAR EVENT PLANS:

DRONE AIR SHOW  
CONCERTS  
LATTERN LIGHT FESTIVAL  
WINE + BBQ FEST  
CAR + BIKE SHOWS  
MONSTER TRUCKS + MOTORSPORTS  
DRIVE – IN MOVIES

5K RUN  
AUTO CROSS  
WINTER WONDERLAND:  
OUTDOOR ICE HOCKEY RINK  
PUBLIC SKATE  
WHL OUTDOOR HOCKEY GAME  
+ PUBLIC/ PRIVATE EVENT RENTALS



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Chris O'Neill

---

**Subject:**

CIP Tri-City Kart Track

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

Our Project Proposal this year not only enhances the racing surface for our racers but also puts more amenities into the pit area to make things easier for the racer and teams tuning their karts for racing. We have had some issues with our racing surface this year. We have had asphalt cracks come apart in certain spots and is getting very bumpy. This left us this year with spots where several racers complained of sore ribs from the bumps and getting thrown around. We take this very seriously as we have tremendous pride in our facility and surface. We are proposing cutting out sections of the bad parts of the track, regrading and compacting, and repaving the troubled areas. Another aspect of the project will be to more than double our air, water, and power to more pit spots. This will give more amenities to everyone in the pits to enjoy their race day.

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**Fiscal Impact:**

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**Attachments:**

1. HM App CIP - TCKC



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Tri City Kart Club (TCKC)

Contact Name: Chris O'Neill Contact Title: Board of Directors

Contact Phone: 509-302-7839 Contact Email: christopher.michael.oneill@gmail.com

Street Address: 3234 Twin Bridges RD City: Richland State: WA Zip: 99354

Project or Event to be funded: Continued Race Track/Facility Improvements

Project/Event Start Date: February 01, 2023 Project/Event End Date: August 04, 2023

Amount Requested: \$204,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

In 2021 TCKC was awarded the hotel/motel tax fund to help expand the track and make it possible to compete in different configurations. It increased attendance at all our 8 Club races, weekend practices, Regional Series race as well as our Saturday night Shootout.

In 2020 TCKC was awarded the hotel/motel tax fund to update the utilities and fencing around the facility. The utilities included electrical, water, and compressed air to pit areas to make it more convenient for out of town racers to come in.

In 2014 TCKC was awarded the hotel/motel tax fund to install permanent lighting at the facility. This made the race track illuminated at night, which allows the facility to hold night races in the hot summer months and attract more entries.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>0</u>	<u>20+</u>	<u>1959</u>

Please list the names and titles of your board members:

	Name	Title
1	Mike Mckinney	President
2	John McNeil	Vice President
3	Dustin Chiesa	Member
4	Craig Chiesa	Member
5	Chris O'Neill	Member
6	Keith Land	Member
7	Rob Dutton	Member
8	Kely Daughtery	Member
9	William Keck	Member

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

TCKC is always looking to improve our overall facilities to attract more racers and provide a better experience for visitors. Our Project Proposal this year not only enhances the racing surface for our racers, but also puts more amenities into the pit area to make things easier on the racer and teams tuning their karts for racing. We have had some issues with our racing surface this year. We have had asphalt crack, come apart in certain spots and get very bumpy. This left us this year with a spots where several racers complained of soar ribs from the bumps and getting thrown around. We take this very seriously as we have tremendous pride in our facility and surface. We have are proposing to cut out sections of the bad parts of the track, regrade and compact, and repave the troubled areas. Another aspect of the project will be to more than double our air, water and power to more pit spots. This will give more amenities to everyone in the pits to enjoy their race day.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

There are no other agencies involved in Tri City Kart Clubs 2023 planned project.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$212,500.00</u>	<u>100%</u>	<u>\$204,000.00</u>

**Revenue Sources:**

Practice Revenue	<hr/>
Race Revenue	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>

**Revenue Amount:**

\$5,000.00	<hr/>
\$55,000.00	<hr/>
	<hr/>
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**Expenditure Description:**

Air, Power, Water Spots in the pits (1600' of Conduit, Wire, PVC Pipe)	<hr/>
Repair Asphalt Racing Surface	<hr/>
Asphalt patching for utility trenches	<hr/>
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**Expenditure Amount:**

\$112,000.00	<hr/>
\$92,000.00	<hr/>
\$8,500.00	<hr/>
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**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>4375</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>2500</u>
c. Expected number of attendees paying for accommodations:	<u>3540</u>
d. Expected number of attendees using unpaid accommodations:	<u>800</u>
e. Expected number of lodging nights:	<u>5000</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>1500</u>
g. How many increased room nights were expected to be generated?	<u>3000</u>

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Hotels in the City of Richland will see an increased number occupants from the months of March-October spread out through 12-15 Events.

TCKC works with several local City of Richland hotels to set up special room rates for people are are visiting from out of town. TCKC also puts up race officials up in the city. We work with these hotels to track how many rooms have been booked and for how many nights..

TCKC tracks out of town entries from the time they enter. We gather their information and know where all of our racers are coming in from. We can cross check this from past years to see growth in out of town interest.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

The project meets all of the guidelines for the Hotel/Motel Tax funding. It makes huge improvements to a very popular race track that attracts many out of town guests 12-15 times a year from March through October. These people spend money on hotels, food, gas etc. TCKC appreciates the partnership with the City of Richland we will continue to support local Hotels through our events. This project will attract more people to those hotels. Itemized receipts and invoices will be provided to the city for all expenditures of the project.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

TCKC markets our events in the following way:

Major Sponsorships - ie Les Schwab, Toyota, McCurley etc  
Local Sponsorship- 10 Businesses who will sponsor the individual race classes  
Facebook and Instagram- Reaches over 12,000 people per post

You may attach any additional information about your organization or project you think is relevant to this application.

CO I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

  
eSigned via SeamlessDocs.com  
Key: ad956642cab740bf9b65-rcf37abf2313

10-13-2022  
Date

CHRISTOPHER ONEILL  
Print Name

Board of Directors  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Jen Davis

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**Subject:**

2023 Tri-Cities GeoCoin Challenge

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

The 2023 Tri-Cities Geocoin Challenge will be held at Columbia Point Marina Park in Richland. 30-40 new geocaches are placed throughout Tri-Cities. Event participants ("geocachers") are required to find all of the geocaches to earn the geocoin. Our theme for 2023 has not yet been determined. The geocache locations and the coin will focus on the event theme. Our event is unique and valued by geocachers from all around the world.

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**Fiscal Impact:**

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**Attachments:**

1. HM App - GeoCoin Challenge



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: City of Richland - Parks & Public Facilities

Contact Name: Jen Davis Contact Title: Recreation Coordinator

Contact Phone: 509-942-7702 Contact Email: jdavis@ci.richland.wa.us

Street Address: 500 Amon Park Drive City: Richland State: WA Zip: 99352

Project or Event to be funded: 2023 Tri-Cities Geocoin Challenge

Project/Event Start Date: June 23, 2023 Project/Event End Date: June 25, 2023

Amount Requested: \$7,500.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

The City of Richland has received many internal lodging tax grants over several years. The following list is specific to the Geocoin Challenge event.

Geocoin Challenge (2010)	\$2,000
Geocoin Challenge (2011)	\$2,500
Geocoin Challenge (2012)	\$2,500
Geocoin Challenge (2013)	\$3,000
Geocoin Challenge (2014)	\$2,800
Geocoin Challenge (2015)	\$3,000
Geocoin Challenge (2016)	\$3,000
Geocoin Challenge (2017)	\$3,500
Geocoin Challenge (2018)	\$4,000
Geocoin Challenge (2019)	\$6,000
Geocoin Challenge (2020)	\$7,500 (Approved to receive; \$0 actual received)
Geocoin Challenge (2021)	\$6,500
Geocoin Challenge (2022)	\$6,500

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>3</u>	<u>3</u>	<u>30</u>	<u>1958</u>

Please list the names and titles of your board members:

	Name	Title
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

The 2023 Tri-Cities Geocoin Challenge will be held at Columbia Point Marina Park in Richland. 30-40 new geocaches are placed throughout Tri-Cities. Event participants ("geocachers") are required to find all of the geocaches to earn the geocoin. Our theme for 2023 has not yet be determined. The geocache locations and the coin will focus on the event theme. Our event is unique and valued by geocachers from all around the world.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

The Geocoin planning committee has a representative from Visit Tri-Cities, City of Richland, Pasco, Kennewick, West Richland, as well as other community members from across the Tri-Cities.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$7,500.00	47%%	\$16,100.00

**Revenue Sources:**

**Revenue Amount:**

Lodging Tax	\$7,500.00
City of Richland	\$1,412.00
City of Pasco	\$1,900.00
City of Richland	\$1,412.00
City of West Richland	\$1,412.00
Revenue from Commemorative Coins	\$3,000.00

**Expenditure Description:**

**Expenditure Amount:**

Geocoins - participants (quantity 500 - \$18/coin)	\$12,000.00
Kid Coins	\$500.00
Marketing (Staff/Volunteer Shirts)	\$300.00
Geocaching/Event supplies	\$400.00
Limited Edition coins to be sold (quantity 125 - \$20/coin)	\$2,500.00
Marketing (Advertising)	\$200.00
Mailing (postage & supplies (Limited Edition)	\$200.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	750
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	500
c. Expected number of attendees paying for accommodations:	300
d. Expected number of attendees using unpaid accommodations:	450
e. Expected number of lodging nights:	350
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	N/A
g. How many increased room nights were expected to be generated?	50

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

The Tri-Cities Geocoin Challenge collects data from pre-registration form as well as from the passport that geocachers submit after completing the challenge. We also compare data from the event page on [www.geocaching.com](http://www.geocaching.com).

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

The Tri-Cities Geocoin Challenge brings a large and unique sector of travelers to Richland. The geocoin souvenir earned by participants will promote Richland through the information provided on the geocoin. Our event is popular amongst the geocaching community. This event has a world-wide following, thus giving Richland international exposure.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

- Geocache event page
- Website - All four cities as well as Visit Tri-Cities
- Geocaching Website and weekly international emails
- Facebook - analytics
- Emails to previous year's participants
- Posters/postcards/geocache business cards/magnets/travel bugs
- Caching in the Northwest Podcast
- Classes and local geocache events
- City of Richland logo along with the other planning partners logos are printed on each souvenir geocoin as well as on volunteer shirts and event shirts for purchase (approximately 300 sold annually).

You may attach any additional information about your organization or project you think is relevant to this application.

JD I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
  
Key: ad956642-cab7-40bf9b65-rcf37abf2313

10-14-2022  
Date

Jen Davis  
Print Name  
Recreation Coordinator  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Jennifer Little

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Subject:  
Live @ 5

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Department:  
City Manager

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Recommended Motion:

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Summary:

Live@5 is a free family-friendly community concert series, every Thursday night from 5-9 pm. We have previously ran this event for 9 weeks during the summer. We added a fall series last year (2022) and will be extending the summer series to 11 weeks and adding back in the fall series again in 2023. This will be a total of 15 weeks of concerts. We hold this series at John Dam Plaza in Richland.

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Fiscal Impact:

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Attachments:

1. HM App - Live@5



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Stephens Media Group

Contact Name: Jennifer Little Contact Title: Events & Promotions Manager

Contact Phone: 2536703522 Contact Email: jennifer.little@smgnational.com

Street Address: 4304 W 24th Ave Suite City: Kennewick State: WA Zip: 99338

Project or Event to be funded: Live@5

Project/Event Start Date: May 25, 2023 Project/Event End Date: August 03, 2023

Amount Requested: \$10,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

Yes, we were granted funds in 2020 that we were unable to use, due to COVID. We were granted funds again in 2021 for Live@5

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>9</u>	<u>3</u>	<u>0</u>	<u>19</u>

Please list the names and titles of your board members:

	Name	Title
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Live@5 is a free family friendly community concert series. Every Thursday night from 5-9pm. We have previously run this event for 9 weeks during the summer. We added a fall series this last year (2022) and will be extending the Summer series to 11 weeks and adding back in the fall series again in 2023. This will be a total of 15 weeks of concerts. We hold this series at John Dam Plaza in Richland.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Yes, we collaborate with Tri City Chamber of Commerce, The City of Richland, and HAPO Community Credit Union.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$10,000.00</u>	<u>3.5%</u>	<u>\$0.00</u>

**Revenue Sources:**

TBD- Vendors first right of refusal happens in April

**Revenue Amount:**


**Expenditure Description:**

Park/Stage Rental
Audio
Bands
Security
Supplies/Lights/Tents/Ice/ice Truck
Advertising
Total:

**Expenditure Amount:**

\$14,700.00
\$15,000.00
\$13,000.00
\$10,200.00
\$5,000.00
\$220,000.00
\$277,900.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>2500</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>100</u>
c. Expected number of attendees paying for accommodations:	<u>50</u>
d. Expected number of attendees using unpaid accommodations:	<u>0</u>
e. Expected number of lodging nights:	<u>12</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
g. How many increased room nights were expected to be generated?	<u>10</u>



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

We put some bands up at hotels and then we have asked them to give us a room count for others traveling with them.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Each year we are bringing in more bands from out of town which has increased the "following" from out of town. We know that a lot of these people along with the bands have been staying in local hotels when the band is playing. Often they stay another night to check out the town.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

This event is given approximately 300 mentions a day over all 6 of our radio stations. We start several weeks before the event posting on all platforms of social media and is covered on other travel/event/tourist sites. We also always have news coverage from local TV and print.

You may attach any additional information about your organization or project you think is relevant to this application.

JAL I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Jennifer A Little*  
Key: ad956642-cab7-40bf9b65-rcf37abf2313

10-14-2022  
Date

Jennifer A Little  
Print Name  
Events & Promotions Manager  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Jacob Luplow

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**Subject:**

NorthAmericaTalk

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

NorthAmericaTalk is applying to propose a new, innovative project to encourage tourism in the City of Richland via digital destination and tourism marketing focused on mobile users in Western WA. Through our Western WA media companies spanning the I5 corridor (Vancouver, WA to Bellingham, WA), as outlined in our 'Scope of Work', we plan to promote the City as a tourist destination to increase economic activity in the City of Richland for the year of 2023.

Our project is in collaboration with one of our partners, the nonprofit TREAD, and all tourism-related content our team creates will also be digitally integrated into the TREAD app (as seen on slide 7 of the attached media kit) -- in addition to the publication of that content on our online Community Social Networks along the I5 corridor.

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**Fiscal Impact:**

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**Attachments:**

1. HM App - NorthAmericaTalk Binder



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: NorthAmericaTalk

Contact Name: Jacob Luplow Contact Title: VP Sales

Contact Phone: 2068221458 Contact Email: jake@northamericatalk.com

Street Address: 2962 Limited Lane NW City: Olympia State: WA Zip: 98502

Project or Event to be funded: Digital destination and tourism marketing focused on mobile users in Western

Project/Event Start Date: January 01, 2023 Project/Event End Date: December 31, 2023

Amount Requested: \$28,000.00

Yes  No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>7</u>	<u>60</u>	<u>0</u>	<u>2014</u>

Please list the names and titles of your board members:

	Name	Title
1	Dan Jones	Chair
2	Amy Rowley	Secretary
3	Stephen Backholm	Treasurer
4		
5		
6		
7		
8		
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

NorthAmericaTalk is applying to propose a new, innovative project to encourage tourism in the City of Richland via digital destination and tourism marketing focused on mobile users in Western WA.

Through our Western WA media companies spanning the I5 corridor (Vancouver, WA to Bellingham, WA), as outlined in our 'Scope of Work', we plan to promote the City as a tourist destination to increase economic activity in the City of Richland for the year of 2023.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Our project is in collaboration with one of our partners, the nonprofit TREAD, and all tourism related content our team creates will also be digitally integrated into the TREAD app (as seen on slide 7 of attached media kit) -- in addition to the publication of that content on our online Community Social Networks along the I5 corridor.



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

We will use Google and social analytics to present a structured tourism/economic impact and provide all reports to the City of Richland. (Please see our attached Scope of Work for further details.)

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Our Community Social Networks on which we will publish all content are outside of 50 miles, focused on the I5 corridor. (Please see our attached Scope of Work for further details.)

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

(Please see our attached Scope of Work for further details.)

You may attach any additional information about your organization or project you think is relevant to this application.

JRL I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Jacob Robert Luplow*  
Key: ad956642cab740bf9b65-rcf37abr2313

10-14-2022  
Date

Jacob Robert Luplow  
Print Name  
VP Sales  
Title

GE  
Administrator Initials



2962 Limited Lane NW

Olympia, WA 98502

Dan Jones, CEO/Founder – Jacob Luplow, VP Sales

[Dan@NorthAmericaTalk.com](mailto:Dan@NorthAmericaTalk.com) - [Jake@NorthAmericaTalk.com](mailto:Jake@NorthAmericaTalk.com)

206-822-1458

Dear City of Richland Lodging Tax Advisory Committee:

NorthAmericaTalk is applying to propose a new, innovative project to encourage tourism in the City of Richland via digital destination and tourism marketing focused on mobile users in Western WA.

Through our Western WA media companies spanning the I5 corridor (Vancouver, WA to Bellingham, WA), as outlined in our 'Scope of Work', we plan to promote the City as a tourist destination to increase economic activity in the City of Richland for the year of 2023.

An example of content we see valuable that would be created by our team to share and amplify with our Western WA audience includes:

- Outdoor recreation
- Things to do
- Events and festivals

NorthAmericaTalk has six years of extensive, well-documented work promoting tourism for *Grays Harbor Tourism*, *Bellingham Whatcom County Tourism*, *Thurston County*, and the *City of Camas* through social media, SEO, and content marketing, and we now have an additional content distribution channel through our partnership with the nonprofit TREAD.

Additionally, we reach a great demographic of 70% female readers, an average age of 34, and a 72% mobile user base.

Our Community Social Networks™ are 'Open to All' and promote equitable access to the communities we serve throughout the Pacific Northwest.

We ask that you consider all documents with thoughtfulness, leaning on us for questions and feedback, and we look forward to assisting you in your destination marketing goals as we bring to life the City of Richland for our Western WA audience.



## Scope of Work: 2023 Digital Place and Destination Branding

Leveraging Content Marketing, Search Engine Optimization, and Social Networks

NorthAmericaTalk is excited and enthusiastic about working with the City of Richland to support your 2023 destination and tourism marketing goals through social media, SEO, and content marketing.

Below, you will find a 'Scope of Work' that focuses on amplifying Richland as a tourist destination and capturing eyeballs on mobile devices along the I-5 corridor to drive tourism.

### Western Washington I5 Corridor @Talk Readership/Users

- Reach over 200,000 users/people per week along the I5 Corridor
- 158,494 social followers along the I5 Corridor
- @Talk platforms along I5 see consistent search traffic for "Tri Cities" and Eastern WA tourism related interests



Our proposal is designed to maximize search engine results, hit a target demographic, and drive tourism.



## **Project Outcome/Impact on Tourism**

- **Increase economic activity in the City of Richland for the year of 2023**
- Quality content that can be reused “Evergreen”
- Content that is social media friendly (highly shareable)
- Content that is search engine friendly (SEO)
- Content that can be shared multiple times and reused (year to year)
- Distribution to 100,000s of readers along I5
  - Our media properties have over 158,494 social subscribers with whom to share content and thousands of daily readers
- High quality articles that are read by a broad audience
- Positive community branding
- High quality content representing a geographic area
- Leverage past data collection to create more informed content decisions through search engine analysis of @Talk data
- Increased tourism related online content to assist in driving tourism
- We can provide stats:
  - For content: impressions, reach, and social media interactions
  - For visual ads: impressions and CTR
- We can also provide ‘tourism impact’ for our clients across Western WA, as an example, if references are requested.

\*Please note: the last several slides in the media kit show example work from other tourism clients in WA.



## Packages

### A. Focus on content marketing along the I5 corridor – 12 month project

- 12 Articles selected by the City of Richland and created by our team
- All content published on:
  - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- All content shared on social media

Investment:

- ~~Retail: \$27,000~~
- Special pricing: \$18,000 \*

### B. Extended reach with geo-targeted banner ads along the I5 corridor – 12 month project

- **Includes everything in package A**
- Custom banner ad (runs 12 months) on:
  - WhatcomTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, and ClarkCountyTalk.com

Investment:

- ~~Retail: \$57,000~~
- Special pricing: \$28,000 \*

### C. Extended focus on content marketing + geo-targeted banner ads along the I5 corridor – 12 month project

- 24 Articles selected by the City of Richland and created by our team
- All content published on:
  - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- Custom banner ad (runs 12 months) on:
  - WhatcomTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, and ClarkCountyTalk.com

Investment:

- ~~Retail: \$84,000~~



- Special pricing: \$40,000 \*

\*Special pricing:

- Our sister companies are offering reduced “package” discounts in pricing to create a package deal that is a win for all stakeholders, which is reflected in the “price match” in the application.
- Sister companies:
  - WhatcomTalk
  - SkagitTalk
  - SnohomishTalk
  - SouthSoundTalk
  - ThurstonTalk
  - LewisTalk
  - GraysHarborTalk
  - ClarkCountyTalk



## Community Social Network™



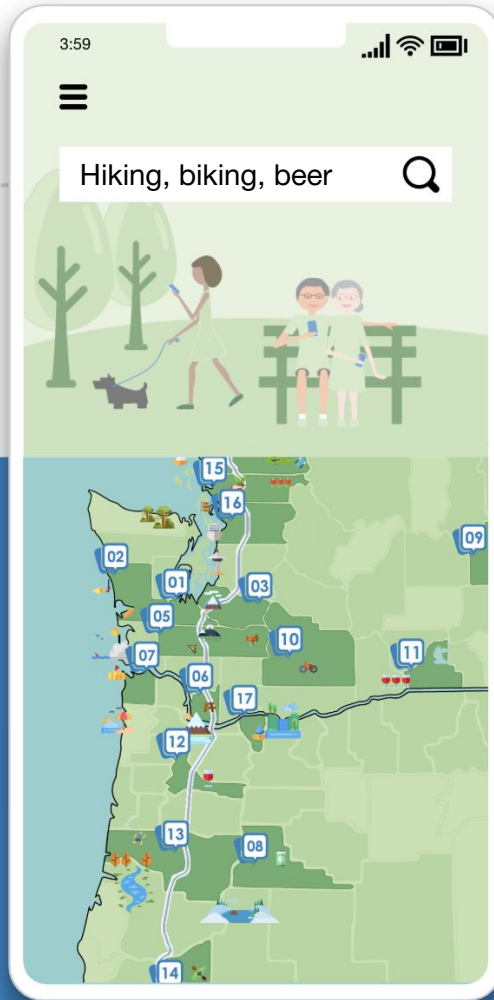
Reach our audience



Grow your brand



Measure the results



## Community Mobile Branding

“Partnering to Connect Local Users”

## Pacific Northwest Media Properties

**5.1 Million**

Media Coverage Area



**5,528,761**

Search Requests

**345,044**

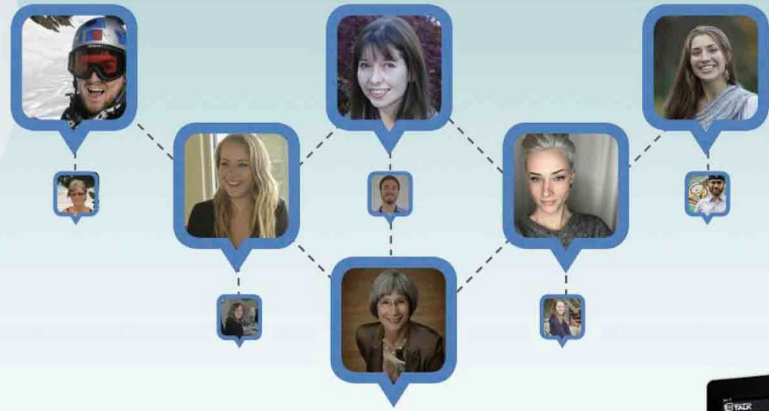
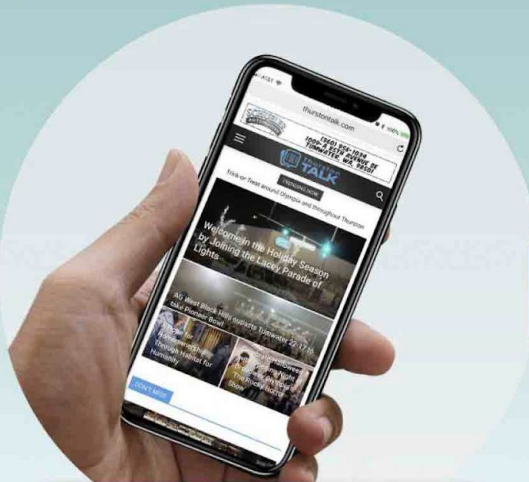


Most Active Consumers  
Age 25-44



- 1 ThurstonTalk
- 2 GraysHarborTalk
- 3 SouthSoundTalk
- 4 WhatcomTalk
- 5 LewisTalk
- 6 ClarkCountyTalk
- 7 ClatsopNews
- 8 DeschutesTalk
- 9 SpokaneTalk
- 10 YakimaTalk
- 11 ColumbiaBasinTalk
- 12 Marion Talk
- 13 Willamette Talk
- 14 RogueValleyTalk
- 15 Skagit Talk
- 16 Snohomish Talk
- 17 GorgeTalk

MESSAGES  
Community Content Creators



MESSAGES  
**Marketer**  
“I can connect dollars spent to real results – a powerful tool when making marketing budget decisions.”

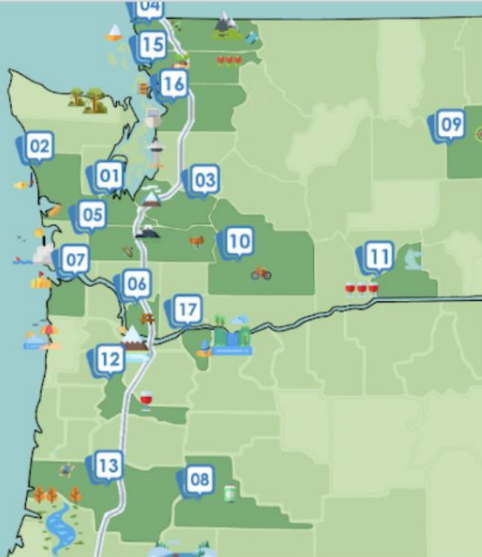
- Jacque S., Healthcare

MESSAGES  
**User**  
“It knits the fabric of my community tighter around me.”

- Kelli S., Subscriber



Community Social Network™ : Community Chatter™



SOCIAL SUBSCRIBERS

161,092



SEARCH REQUESTS

5,528,761



USER REACH

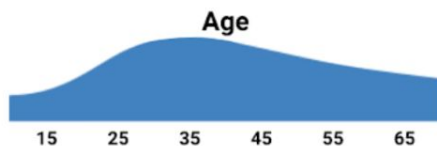
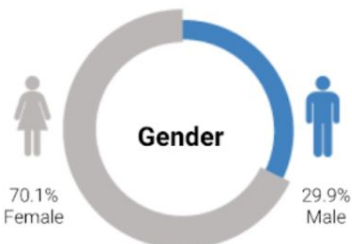
823,549

**72%** Mobile Users

Web Traffic



Audience Demographic



Average Age **34**



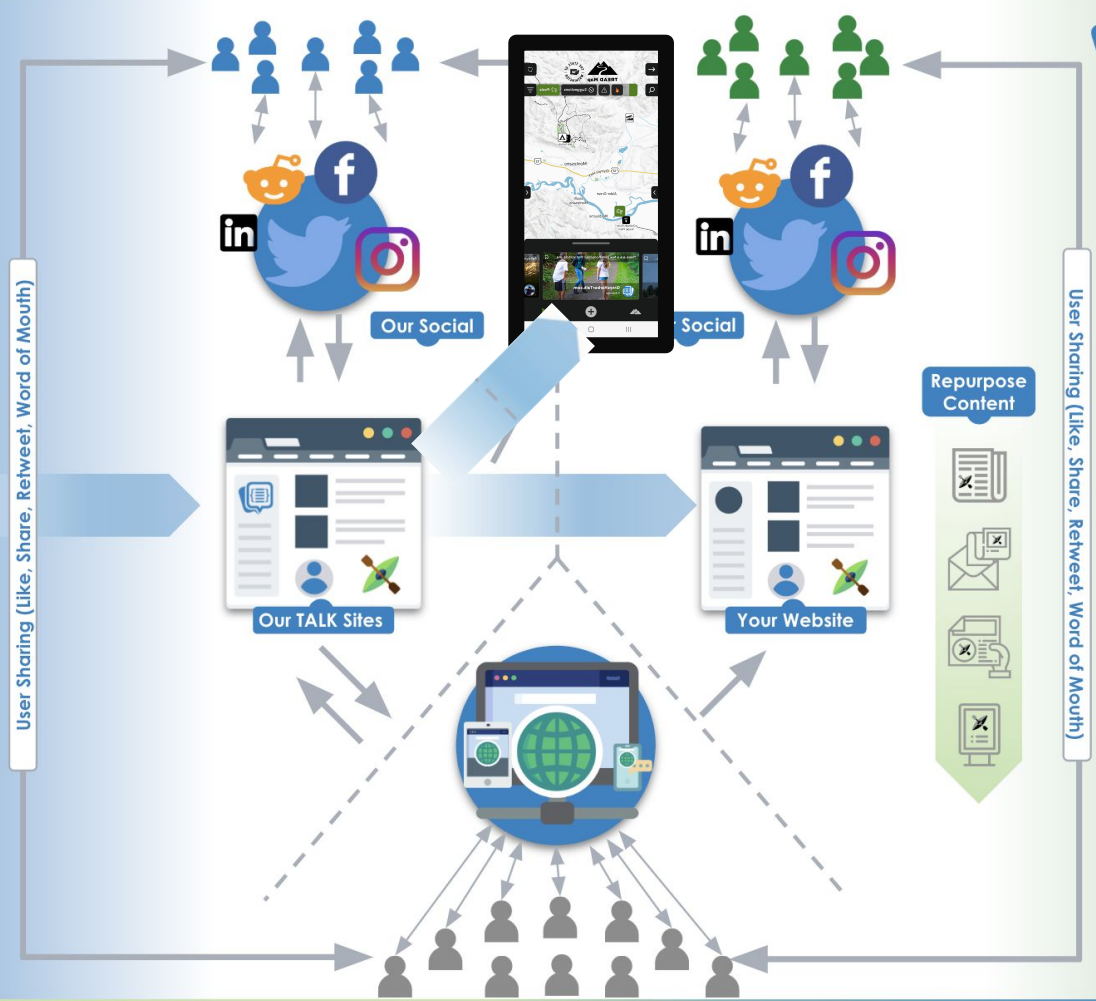
# Example Clients

NORTH AMERICA  
**TALK** 





- Logo Placement
- Featured Articles
- Events Calendar
- Local Talk Articles
- Blogs
- Photo Essays

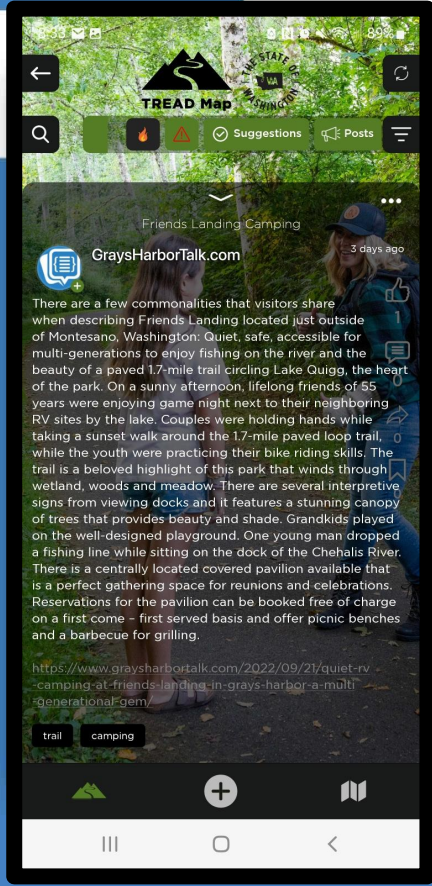
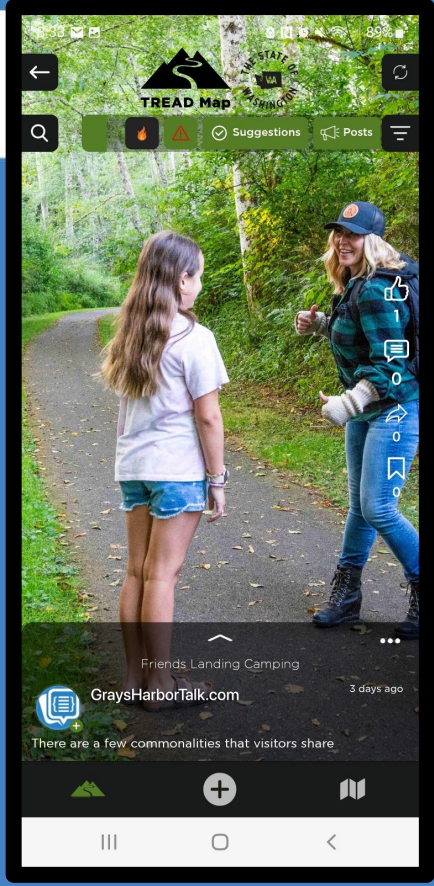
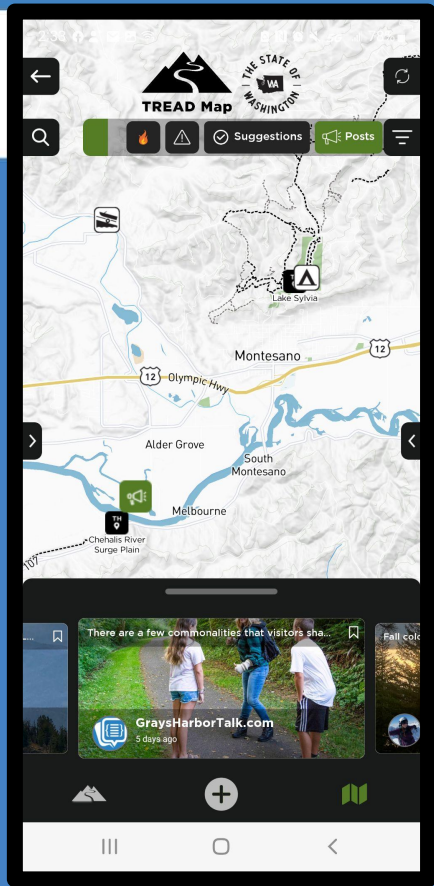
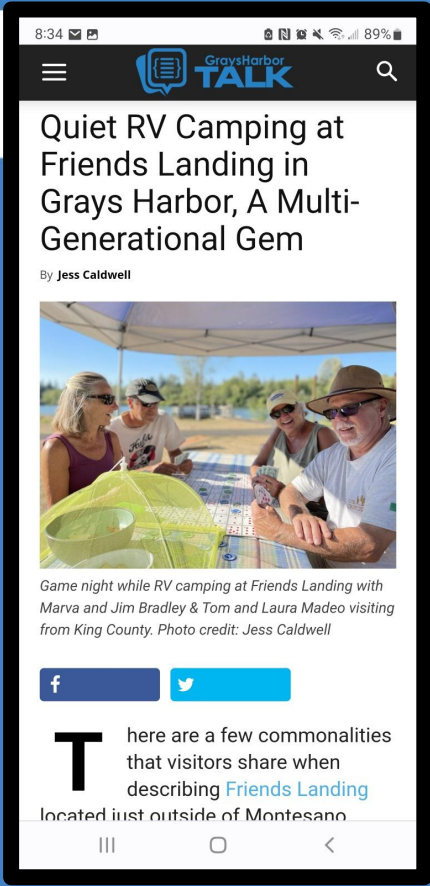


Phase 1 : Strategy

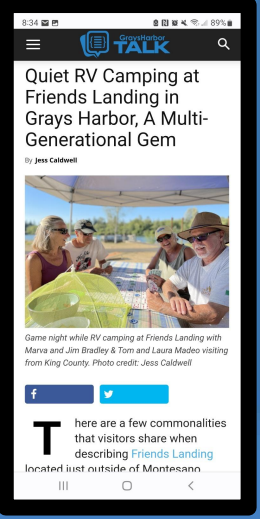
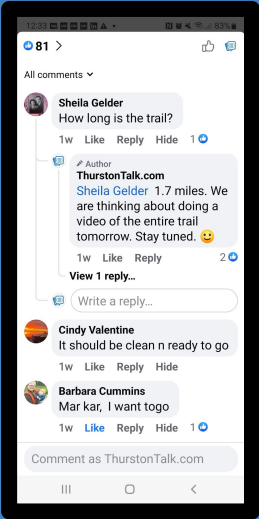
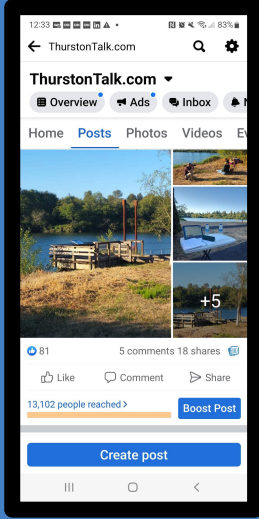
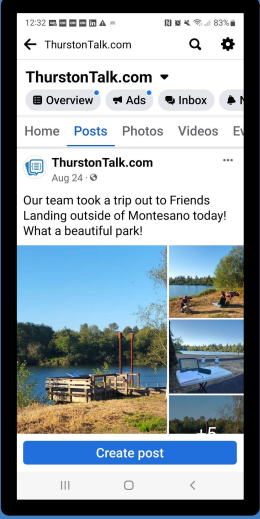
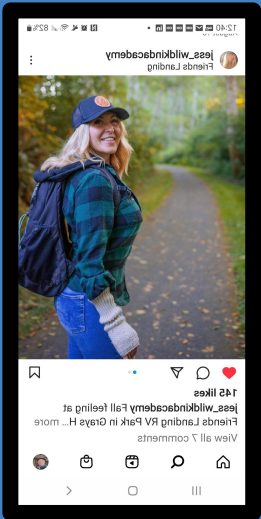
Phase 2 : Distribution

Integrated Branding Platform™

# “Place” and “Experience” Branding + Multi State Distribution



# Friends Landing (Experience Branding)



TRENDING NOW Surf Fishing the Coast of Grays Harbor County, a Beginners Approach October 21, 2023



Celebrate St. Patrick's Day in Olympia and Throughout Thurston County

Black History Month  
Nikki Giovanni to  
Community College



Celebrate Inclusivity  
Celebration

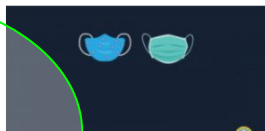
Share the Love for  
Night at Capital M

DON'T MISS



The Ocean Shores Razor Clam & Seafood Festival Returns for More...

Ever wanted to eat your fill of chowder or crab? The Ocean Shores Razor Clam & Seafood Festival is back and bigger than ever.



Governor Newsom, Brown and Inslee Announce Updated Health Guidance

Submitted by Washington State Governor's Office  
With declining case rates and hospitalizations across the west, California, Oregon and Washington are moving together to update their...

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ThurstonTalk

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Enter your email

Local Community Sp

Local Community



# Surf Fishing the Coast of Grays Harbor County, a Beginners Approach

By Jess Caldwell



5:12 AT&T

5:12 AT&T 63%

View 2 replies...

**Sue Baron**  
Jessica is there places to camp with an RV there? Shawn and I were going to head out next somewhere next weekend. 🥰

1h Love Reply 1

**Jessica Caldwell**  
[Sue Baron](#) yes totally! It's really a beautiful place. Let me know if you go!!!

Just now Like Reply

ThurstonTalk.com  
Published by Dan Jones Yesterday at 8:07 AM

We were out fishing at Lake Sylvia, in Montsano Washington...

SouthSoundTalk.com  
May 13 at 1:45 PM

Fishing Lake Sylvia, Montsano Washington, and I just watched my friend pull up a giant steelhead!  
This is a great time of year to book a camp site, Biking, hiking and FISH ON!

# NORTH AMERICA TALK



# Community Marketing



Content Marketing

Display Ads

Audience Targeting

Mobile Reach



## Reach

## Grow

## Measure

# NORTH AMERICA TALK



### Content Marketing

- Tell your story
- Influence a target market



### Display Ads

- Select various sizes
- Place in strategic locations



### Mobile Reach & Audience Targeting

- Diversify your advertising
- Link to the community
- Talk to a specific demographic



## Package A

### Focus on content marketing along the I5 corridor – 12 month project

- 12 Articles selected by the City of Richland and created by our team
- All content published on:
  - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- All content shared on social media

### Investment:

- Retail: \$27,000
- Special pricing: \$18,000 \*





## Package B

Extended reach with geo-targeted banner ads along the I5 corridor – 12 month project

- **Includes everything in package A**
- Custom banner ad (runs 12 months) on:
  - WhatcomTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, and ClarkCountyTalk.com

Investment:

- Retail: \$57,000
- Special pricing: \$28,000 \*





## Package C

**Extended focus on content marketing + geo-targeted banner ads along the I5 corridor – 12 month project**

- 24 Articles selected by the City of Richland and created by our team
- All content published on:
  - WhatcomTalk.com, SkagitTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, GraysHarborTalk.com, LewisTalk.com, and ClarkCountyTalk.com
- Custom banner ad (runs 12 months) on:
  - WhatcomTalk.com, SnohomishTalk.com, SouthSoundTalk.com, ThurstonTalk.com, and ClarkCountyTalk.com

### Investment:

- Retail: \$84,000
- Special pricing: \$40,000 \*





## TREAD History

TREAD stands for: Trails, Recreation, Education, Advocacy, and Development. Currently, we work with 50 partners to enhance, improve, and protect our outdoor recreation assets (motorized, non-motorized, users on land, water, and snow trails). TREAD brings these various stakeholders together so we can thoughtfully and sustainably provide outdoor recreation for all.

TREAD is a non-profit organization advocating for outdoor recreation in the Wenatchee Valley and throughout Central Washington through education, communication, and collective impact work.

With a focus on inclusiveness in outdoor recreation, Wenatchee Valley TREAD's mission is to:

- Advocate for outdoor recreation in the Wenatchee Valley through education, communication, facilitation, collaboration, planning, and execution.
- To leverage recreation to improve quality of life and health in the region.
- To develop recreation-based economies as part of a strong and diverse economic mix that supports this region.

## NorthAmericaTalk History

NorthAmericaTalk is a digital media company building and operating Community Social Networks™. Through our proprietary technology and sales tools, we are disrupting the media landscape, while building a trusted, valuable, local media brand. Today, our media organizations cover an audience of 5,100,000 neighbors in Washington and Oregon State. Our fast-growing, community focused media companies span the Pacific Northwest. We count hundreds of marketers as long-term customers that use our platforms to reach their target market, grow their brand, and measure results.

Our Community Social Networks™ are online publications that serve as a way of connecting community members with the places they live, play, and stay, and as a way of connecting them with the local businesses and organizations that form the economic, cultural, and social fabric of their communities.

\*For more information about our Community Social Networks™, please refer to the attached media kit.



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Eric VanWinkle

---

**Subject:**

Red Mountain Event Center/Tri-City Raceway

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**Department:**

City Manager

---

**Recommended Motion:**

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**Summary:**

Red Mountain Event Center is a multi-use outdoor venue that is home to Tri-City Raceway (the only 1/2 Mile Paved Trioval Racetrack in the WORLD). Opening the facility in Sept 2021, we have held some of the largest stock car events in the United States as well as other specialty events which we look to expand by 75 % in 2023.

Motorsports Events include:

- Malicious Monster Truck Tour 2-day Event (JULY)
- SSSCC 16 event days
- DTP Wars 4 Events
- Stock Car Racing Events:
  - 54th Running Apple Cup (4 day Event) March 30 - April 2nd
  - Desert Star (New) June or July - 2 day event
  - 36th Running Fall Classic Sept 28th- Oct 2nd

---

**Fiscal Impact:**

---

**Attachments:**

1. HM App - RMEC BINDER



## City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

### 1. CONTACT INFORMATION:

Organization Name: Red Mountain Event Center/ Tricity Raceway (Speedway Promotions LLC)

Contact Name: Eric VanWinkle Contact Title: Project Manager

Contact Phone: 509.727.3337 Contact Email: rmecevents@gmail.com

Street Address: 8280 W Van Giesen St City: West Richland State: WA Zip: 99353

Project or Event to be funded: Apple Cup, Fall Classic, Desert Star, Automotive Specialty Events, Other

Project/Event Start Date: January 02, 2023 Project/Event End Date: November 30, 2023

Amount Requested: \$100,915.50

Yes  No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

2022 is our first actual year of full operations.

### 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>3</u>	<u>100</u>	<u>2020</u>

Please list the names and titles of your board members:

	Name	Title
1	Eric Vanwinkle	Project Manager
2	Laci Walden	Project Manager
3	Jesse Brown	Project Manager
4	Wayne Walden	Project Manager
5		
6		
7		
8		
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Red Mountain Event Center is a multi-use outdoor venue which is home to Tri-City Raceway ( the only 1/2 Mile Paved Trioval Racetrack in the WORLD). Opening the facility in Sept 2021 we have held some of the largest stock car events in the united states as well as other specialty events which we look to expand 75 % in 2023.

Motorsports Events include:  
 Malicious Monster Truck Tour 2-day Event (JULY)  
 SSSCC 16 event days  
 DTP Wars 4 Events

Stock Car Racing Events:  
 54th Running Apple Cup (4 day Event) March 30 - April 2nd  
 Desert Star (New) June or July - 2 day event  
 36th Running Fall Classic Sept 28th- Oct 2nd

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Red Mountain Event Center is partnered with Speedway Promotions LLC to put on motorsports events.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$100,915.50</u>	<u>15.3741%</u>	<u>656,400.00</u>

**Revenue Sources:**

**Revenue Amount:**

Sponsors Annually	\$60,000.00
Registrations Competitors / RV Dry Camp/ Practice Days	\$190,000.00
Ticket Revenue ( Stock Car Racing Events/ Monster Trucks 2023)	\$475,000.00
Lease/ Private Rentals	\$60,000.00
Beer Sales	\$40,000.00

**Expenditure Description:**

**Expenditure Amount:**

Advertising (banners, graphic design, website,media, radio,	\$71,500.00
Adwards	\$15,000.00
Competitor Payouts/ entertainment fees	\$350,000.00
Sanitation, Parking, Traffic Control, Shuttle + Security	\$50,000.00
Insurance Competitors/ Fans (7 months)	\$20,412.00
Safety Crew/ AMR ambulance (4 Events)	\$20,800.00
Scaffold, Tents, Fencing	\$51,560.00
Grandstand Rental and New Bleacher lease	\$53,000.00
Event Management	\$24,812.50

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	50000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	5000
c. Expected number of attendees paying for accommodations:	2500
d. Expected number of attendees using unpaid accommodations:	2500
e. Expected number of lodging nights:	10
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	3500
g. How many increased room nights were expected to be generated?	400

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

We will be working with Visit Tricities as well as our online ticket platform which accumulates all attendees/competitors addresses.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Red Mountain Event Center has already brought a large increase of out of town attendees directly to the City Of Richland. The facility will increase tourism to the City of Richland which will increase the economy surrounding a 15-20 mile radius from our location in West Richland. With the newer improvements and a targeted advertisement plan we plan to increase this number substantially in 2023.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Red Mountain Event Center and Tri-City Raceway have 2 social media platforms- Right now we have hit over 11,000 follows combined. Red Mountain Event Center has reached 1.3 million impressions on facebook and has a reach organically of 385.1k. We would like to expand that reach to the estimated audience size of 255 million. From Feb 2022 until Oct 2022 our website has had 157,307 page views and 54,241 unique visits. We would like to double those numbers & improve users experience on the website.  
Advertisements on social media we would like to expand to TikTōk ads and hire a videographer to create a commercial we could utilize on more platforms such as google ads, YOUTUBE ads, paid televised ads, facebook + instagram ads, etc. Radio Advertisements we've had over 500k impressions and would like to expand it all as well.  
Billboards and signage at local/ regional venues is also another route we would like to explore in the

You may attach any additional information about your organization or project you think is relevant to this application.

EV I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
  
Key: ad956642cab740bf9b65-rcf37abr2313  
Eric VanWinkle  
Print Name  
Project Manager  
Title

10-13-2022  
Date

\_\_\_\_\_  
Administrator Initials

Order #	Date	Shipping Fi	Shipping Li	Shipping Ei	Shipping A	Shipping Postal Code	Shipping R	Shipping C	Shipping Pi	Billing Nam	Billing Add	Billing Add	Billing Post	Billing City	Billing Region	Product SKU	Product Oj	Product Quantity	
2.09E+09	2/2/2022	Ralph Nielsen			juzcheckini@gmail.com				509 396 01							99336	TCRSEASON22	NAME OF :	2
1.23E+09	2/2/2022	Dennis Ryder			denryder@charter.net				5.1E+09							99352	TCRSEASON22	NAME OF :	2
1.89E+08	2/5/2022	Scott Hayes			hayes0310@hotmail.com				5.1E+09							99353	TCRSEASON22	NAME OF :	1
1.89E+08	2/5/2022	Paul Lodi			pauleboy@msn.com	99301	WA	US	5.1E+09							99301	TCRSEASON22	NAME OF :	1
1.97E+09	2/7/2022	Walter Tamosaitis			walttamo@gmail.com				5.1E+09							99353	TCRSEASON22	NAME OF :	1
1.82E+09	#####	Scott Walker			scottwalk345@gmail.com				5.1E+09							99350	TCRSEASON22	NAME OF :	1
1.82E+09	#####	Chad Holaday			cbholaday@nwi.net				509-679-31							98801	fridaypractice SUPERDriver.APP	Type : Car DIVISIONS	1 1
1.86E+09	#####	Jake boohar			properties 6080 industrial rd	59808	MT	US	4.07E+09	jake boohar 6080 industrial rd			59808	missoula MT	fridaypractice MODDriver.APP	Type : Car DIVISIONS	1 1		
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1.86E+09	#####	Serena Tidrick			serenatidrick@hotmail.com				509-480-11							99336	RVROWapple		1
1.01E+09	#####	Karen Rumsey			rumseykaren@gmail.com				509-786-91							98953	RVROWapple		1
1.01E+09	#####	Jake boohar			properties 6080 industrial rd	59808	MT	US	4.07E+09	jake boohar 6080 industrial rd			59808	missoula MT	fridaypractice fridaypits	Type : Car Type : Crex	1 4		
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1.01E+09	#####	Justin Rody			jrody03@g 6 Duke Drive	59901	MT	US	4.06E+09	Justin Rody 6 Duke Drive			59901	Kalspell MT	AppPitsSaturday RVROWapple	Day : Day :	4 1		
1.66E+09	#####	Jeffrey Liebert			bemirepair@icloud.com				5.1E+09							98908	RVROWapple		2
1.64E+09	#####	Jake boohar			propertiesmissoula@gmail.com				4.07E+09							59808	fridaypractice	Type : Car Type : Car	1 1
7.99E+08	#####	Tiffany Constance			tiffanyconstance21@hotmail.com				2.06E+09							98230	PRODriver.APP fridaypractice PROPI3DAY	DIVISIONS Type : Car Pit	1 1 1
4.84E+08	#####	Jeff Wagner			jwbjgman357@hotmail.com				5.1E+09							98801	fridaypractice	Type : Car Type : Crex	1 1
1.29E+09	#####	Jeff Wagner			jwbjgman357@hotmail.com				5.1E+09							98801	fridaypractice	Type : Car Type : Crex	1 1
1.87E+09	#####	Jeffrey Wagner			jwbjgman357@hotmail.com				5.1E+09							98801	PRODriver.APP AppPitsSaturday AppPitsSaturday AppPitsSaturday	DIVISIONS Day : Satur Day : Satur Day : Satur	1 1 1 1
1.21E+09	#####	Patrick Di Bari			ultimateautocarellc@gmail.com				7.02E+09							99212	MINIDriver.APP RVROWapple	DIVISIONS	1 1
6.2290329	#####	Kyle Latham			kylelatham@rocketmail.com				2.09E+09							83651	MODPI3DAY MODDriver.APP fridaypractice	Pit DIVISIONS Type : Car	9 1 1
6.2290329	#####	Shelby Hitchcock			hitchcock.shelby@yahoo.com				5.1E+09							98902	fridaypractice	Type : Car Type : Car Type : Crex	1 1 1
1.24E+09	#####	Mike Longton			mikelongtonmotorsports@yahoo.com				5.1E+09							98909	fridaypractice SUPERDriver.APP RVROWapple	Type : Car Type : Car DIVISIONS	1 1 6
1.9E+09	#####	dylan caldwell			dc40racing@gmail.com				2.08E+09							83687	SUPERDriver.APP	DIVISIONS	1
8.64E+08	#####	Randy Marshall Jr			randymarshalljr@yahoo.com				509-949-91							98936	fridaypractice PRODriver.APP SUPERDriver.APP	Type : Car Type : Car DIVISIONS	1 1 1
6.31E+08	#####	Brad Rhoads			race00car2@aol.com				5.1E+09							99301	MINIDriver.APP	DIVISIONS	1
1.63E+09	#####	Linda Cubberley			lmcintosh1971@hotmail.com				509-580-01							99301	RVROWapple		2
2.11E+09	#####	Garrett Evans			glenndok5 2410 Herndon Place	98802	WA	US	5.09E+09	Garrett Ev; 16126 Road 10.7 Nortl			98848	Quincy WA	RVROWapple		1		
2.11E+09	#####	Robert Wright			rwright647@gmail.com				5.1E+09							99354	fridaypractice PRODriver.APP SUPERDriver.APP SUPERPI3DAY	Type : Car Type : Crex DIVISIONS DIVISIONS Pit	1 3 1 1 3
1.28E+09	#####	Amanda Sharpe			amandabrant95@gmail.com				4.06E+09							59925	RVROWapple		1
1.26E+09	#####	Chad Holaday			cbholaday@nwi.net				5.1E+09							98801	PRODriver.APP	DIVISIONS	1
1.47E+09	#####	Brian Andruss			gofasttl@gmail.com				5.1E+09							98815	RVROWapple		1
1.69E+09	#####	Brian Flora			arolfbrian@gmail.com				509-260-11							98503	RVROWapple HobbyDriver.APP	Pit Division Type : Crex	1 1
1.28E+09	#####	Garrett Williams			williamsgarrett2014@gmail.com				5.1E+09							98901	HobbyDriver.APP	DIVISIONS	1
2.06E+09	#####	Casey Cavender			strokeace03@gmail.com				(208) 255-11							83847	fridaypractice HobbyDriver.APP HobbyPI3DAY	Type : Car DIVISIONS Pit Division	1 1 1
8.89E+08	#####	Kyle Latham			kylelatham@rocketmail.com				2.09E+09							83651	SUPERPI3DAY	Pit	2
1.59E+09	#####	Charles Flora			eastsidcont@yahoo.com				509 674 87							98922	RVROWapple		1
1.63E+09	#####	Rick Bretches			rickbretches@gmail.com				5.09E+09							98823	RVROWapple		1
2.08E+09	#####	Randy Pugh			rpugh@nctv.com				5.1E+09							98837	RVROWapple		1
1.04E+09	#####	Rosalee Weller			racergurl_56@hotmail.com				(208) 809-11							83605	RVROWapple		2
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2.14E+09	3/2/2022	Talia	Denton	dentontalia@yahoo.com	509-314-1E	98908		
2.14E+09	3/2/2022					HobbyDriver.APP	DIVISIONS	1
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1.64E+09	3/3/2022					HobbyPi3DAY	Type : Crex	3
7.58E+08	3/4/2022	Rich	Cobb	richc@basintire.net	5.42E+09	97603		
7.58E+08	3/4/2022					fridaypractice	Type : Car	1
7.58E+08	3/4/2022					fridaypits	Type : Crex	1
7.58E+08	3/4/2022					MODDriver.APP	DIVISIONS	1
7.58E+08	3/4/2022					AppPitsSaturday	Day : Satur	1
1.74E+09	3/4/2022	DAN	NELSON	MANAGER@RICHLANDTIREFACTORY.COM	5.09E+09	99336		
1.74E+09	3/4/2022					PRODriver.APP	DIVISIONS	1
1.74E+09	3/4/2022					SUPERDriver.APP	DIVISIONS	1
1.74E+09	3/4/2022					PROPI3DAY	Pit Division	3
1.51E+09	3/5/2022	James	Franklin	jimfranklin03@hotmail.com	509 438-91	99337		
1.51E+09	3/5/2022					PRODriver.APP	DIVISIONS	1
3.01E+08	3/6/2022	steve	thompson	steve17michelle@frontier.com	5.1E+09	99353		
3.01E+08	3/6/2022						Type : Car	1
3.01E+08	3/6/2022					fridaypractice	Type : Car	1
3.01E+08	3/6/2022					PRODriver.APP	DIVISIONS	1
1.86E+09	3/7/2022	Ken	Bonney	kennethf@live.com	5.42E+09	97838		
1.86E+09	3/7/2022						Type : Car	1
1.86E+09	3/7/2022					fridaypractice	Type : Car	1
1.86E+09	3/7/2022					PRODriver.APP	DIVISIONS	1
1.86E+09	3/7/2022					SUPERDriver.APP	DIVISIONS	1
1.86E+09	3/7/2022					PROPI3DAY	Pit Division	7
1.86E+09	3/7/2022						Type : Crex	8
1.86E+09	3/7/2022					SUPERPi3DAY	Pit Division	1
1.02E+09	3/7/2022	Dave	Smick	pasco4dave@outlook.com	509-316-6E	93301		
1.02E+09	3/7/2022					PROPI3DAY	Pit Division	1
1.52E+09	3/8/2022	Andrew	Richardson	andrew.richardson@flosports.tv	7.07E+09	83642		
1.52E+09	3/8/2022					MODDriver.APP	DIVISIONS	1
2.11E+09	3/8/2022	Richard	Norton	4x4toy22@gmail.com	5.1E+09	98908		
2.11E+09	3/8/2022					MINIDriver.APP	DIVISIONS	1
2.14E+09	3/9/2022	Haeden	Plybon	plybonracing@yahoo.com	5.1E+09	99207		
2.14E+09	3/9/2022					SUPERDriver.APP	DIVISIONS	1
1.89E+09	3/9/2022	Haeden	Plybon	plybonracing@yahoo.com	5.1E+09	99207		
1.89E+09	3/9/2022					fridaypractice	Type : Car	1
7.76E+08	3/9/2022	Amy	Keown	sakeown1@gmail.com	707-621-0E	95482		
7.76E+08	3/9/2022						Type : Car	1
7.76E+08	3/9/2022					MODDriver.APP	DIVISIONS	1
7.76E+08	3/9/2022					fridaypractice	Type : Car	1
9.28E+08	3/9/2022	Kaiden	Anderson	anderson37k@gmail.com	509.424.0E	98901		
9.28E+08	3/9/2022					SUPERDriver.APP	DIVISIONS	1
9.28E+08	3/9/2022						Type : Car	1
9.28E+08	3/9/2022					fridaypractice	Type : Car	1
9.28E+08	3/9/2022					SUPERPi3DAY	Pit Division	1
9.28E+08	3/9/2022						Type : Crex	1
9.28E+08	3/9/2022					fridaypits	Type : Crex	1
9.28E+08	3/9/2022					AppPitsSunday	Day : Sund	1
9.28E+08	3/9/2022					AppPitsSunday	Day : Sund	1
9.28E+08	3/9/2022					AppPitsSunday	Day : Sund	1
5.97E+08	3/9/2022	meredith	thompson	meredith.thompson17@yahoo.com	5.1E+09	99353		
5.97E+08	3/9/2022					PROPI3DAY	Pit	2
5.97E+08	3/9/2022						Type : Crex	3
9.17E+08	3/9/2022	Ray	Clever	rayclever87@outlook.com	(208) 995-4	83709		
9.17E+08	3/9/2022					fridaypractice	Type : Car	1
5.55E+08	3/9/2022	Ray	Clever	rayclever87@outlook.com	(208) 995-4	83709		
5.55E+08	3/9/2022					PRODriver.APP	DIVISIONS	1
4.96E+08	3/9/2022	Todd	Havens	b40dash@gmail.com	(509) 993-4	99001		
4.96E+08	3/9/2022					SUPERDriver.APP	DIVISIONS	1
4.96E+08	3/9/2022					HobbyDriver.APP	DIVISIONS	1
1.43E+09	3/9/2022	Bryant	Rouff	bdframing@comcast.net	5.1E+09	99205		
1.43E+09	3/9/2022					MINIDriver.APP	DIVISIONS	1
1.43E+09	3/9/2022					fridaypractice	Type : Car	1
1.03E+09	3/9/2022	meredith	thompson	meredith.thompson17@yahoo.com	5.1E+09	99353		
1.03E+09	3/9/2022						Type : Crex	1
1.03E+09	3/9/2022					PROPI3DAY	Pit Division	1
1.62E+09	3/9/2022	Rus	Ward	rusward@boisespringworks.com	1.21E+10	83713		
1.62E+09	3/9/2022					MODDriver.APP	DIVISIONS	1
1.62E+09	3/9/2022					fridaypractice	Type : Car	1
1.62E+09	3/9/2022					AppPitsSaturday	Day : Satur	1
1.62E+09	3/9/2022					fridaypits	Type : Crex	1
9786374	3/9/2022	Al	Vogel	racerboy5k@yahoo.com	7.07E+09	95482		
9786374	3/9/2022					MODDriver.APP	DIVISIONS	1
1.43E+09	3/9/2022	Edward	Vecchiarelli	eav1956@gmail.com	3.04E+09	80603		
1.43E+09	3/9/2022					SUPERDriver.APP	DIVISIONS	1
1.43E+09	3/9/2022					PRODriver.APP	DIVISIONS	1
1.42E+09	3/9/2022	Amanda	Sharpe	amandabrandt95@gmail.com	4.06E+09	59925		
1.42E+09	3/9/2022						Type : Crex	5
1.42E+09	3/9/2022					PROPI3DAY	Pit Division	1
1.42E+09	3/9/2022					PROPI3DAY	Pit Division	1
1.42E+09	3/9/2022					PROPI3DAY	Pit Division	1
1.42E+09	3/9/2022					PROPI3DAY	Pit Division	1
1.42E+09	3/9/2022					fridaypractice	Type : Car	1
1.67E+09	3/9/2022	Randy	Brandt	amandabrandt95@gmail.com	4.06E+09	59925		
1.67E+09	3/9/2022					fridaypractice	Type : Car	1
1.67E+09	3/9/2022					MODDriver.APP	DIVISIONS	1
7.42E+08	3/9/2022	meredith	thompson	meredith.thompson17@yahoo.com	5.1E+09	99353		
7.42E+08	3/9/2022					PROPI3DAY	Pit Division	1
9.32E+08	3/9/2022	Michael	savage	Savagemichael85@gmail.com	5.1E+09	99336		
9.32E+08	3/9/2022					MINIDriver.APP	DIVISIONS	1
9.32E+08	3/9/2022					fridaypractice	Type : Car	1
5.5E+08	3/9/2022	Edward	Vecchiarelli	eav1956@gmail.com	3.04E+09	80603		
5.5E+08	3/9/2022						Type : Car	1
5.5E+08	3/9/2022						Type : Car	1
5.5E+08	3/9/2022					fridaypractice	Type : Car	1
5.5E+08	3/9/2022					fridaypractice	Type : Car	1
5680435	3/9/2022	Ken	Mills	papa9kam@gmail.com	530 921 21	83709		
5680435	3/9/2022					MODPi3DAY	Pit Division	1
1.14E+09	3/9/2022	Gary	Luck	garyluck@gmail.com	2.09E+09	83706		
1.14E+09	3/9/2022					fridaypractice	Type : Car	1
1.14E+09	3/9/2022					MINIDriver.APP	DIVISIONS	1
2.14E+09	3/9/2022	Cameron	Jeske	cjeske72@yahoo.com	5.09E+09	99217		
2.14E+09	3/9/2022					MINIDriver.APP	DIVISIONS	1
4.52E+08	3/9/2022	Mark	Bienert	mbienert@gmail.com	3.61E+09	99336		
4.52E+08	3/9/2022					SUPERDriver.APP	DIVISIONS	1
4.52E+08	3/9/2022					SUPERPi3DAY	Pit	7



1.46E+08	#####	Mike	Riggs	mike@rigg	15908 E. 6th Ln.	99037	WA	US	5.1E+09	99037			
1.46E+08	#####												
1.63E+09	#####	Mike	Ostler	mojoostler	191 Page Rd	99301	WA	US	509 948-9E	99301	custom.mod51-70	Vehicle	1
1.63E+09	#####												
3.87E+08	#####	James	Redding	limbobmar	25903 Country Meado	99338	WA	US	5.09E+09	99338	Camp624	Full Address:	1
3.87E+08	#####												
1.15E+09	#####	Alan	Brown	alanr.brow	206 N. Palouse St.	99336	WA	US	5.1E+09	99336	rest.stock71.00	Vehicle Tyj	1
1.15E+09	#####												
1.46E+09	#####	Alan	Brown	alanr.brow	206 N. Palouse St.	99336	WA	US	5.1E+09	99336	rest.stock71.00	Vehicle Tyj	1
1.46E+09	#####												
1.16E+09	#####	Jim	Hicks	jimhicks07	6821 W. 35th Ave	99338	WA	US	9.25E+09	99338	Cruise623	Full Address:	1
1.16E+09	#####												
1.01E+09	#####	Patrick	Mendenha	pmendenh	5204 Holly Way	99353	WA	US	5.1E+09	99353	custom.mod51-70	Vehicle Tyj	1
1.01E+09	#####												
9.91E+08	6/1/2022	Tomas	King	tomaswkin	200 Road 34	99301	WA	US	4.81E+09	99301	rest.stock51.70	Vehicle Tyj	1
9.91E+08	6/1/2022												
1.27E+09	6/2/2022	Melissa	Morasch	melissamo	3302 Mt Daniel rd	99353	WA	US	509-578-4	99353	Cruise623	Full Address:	1
1.27E+09	6/2/2022												
1.27E+09	6/2/2022												
6.72E+08	6/3/2022	AJ	Hill	ajhill2010	5575 Collins Road	99353	WA	US	(509) 521-4	99353	rest.stock51.70	Vehicle	1
6.72E+08	6/3/2022												
1.91E+09	6/5/2022	Richard	Latorre	rclatorre1	393 Columbia Point Dr	99352	WA	US	5.1E+09	99352	Cruise623	Full	1
1.91E+09	6/5/2022												
2.69E+08	6/6/2022	Norman	Dahl	nrdahl@gr	4333 MAPLE LN	99353	WA	US	5.09E+09	99353	Camp624	Full	1
2.69E+08	6/6/2022												
2.69E+08	6/6/2022												
1.19E+09	6/8/2022	Gordon	Dye	fxrg903@y	6111 Exeter Ln	99301	WA	US	9.71E+09	99301	custom.mod71-00	Vehicle	1
1.19E+09	6/8/2022												
8.39E+08	6/8/2022	Karlee	Ruzicka	karleeruzic	606 Catskill St	99354	WA	US	2.07E+09	99354	rest.stock71.00	Vehicle	1
8.39E+08	6/8/2022												
5.97E+08	6/8/2022	Donald	Allen	edward24	1001 E. 7th Street	99320	WA	US	509-588-8	99320	rest.stock51.70	Vehicle Tyj	1
5.97E+08	6/8/2022												
6.31E+08	6/9/2022	Mary	Murray	memurray	1511 59th Ct	99301	WA	US	5.1E+09	99302	custom.mod10-30	Vehicle Tyj	1
6.31E+08	6/9/2022												
3.35E+08	6/9/2022	Mary	Murray	memurray	1511 59th Ct	99301	WA	US	5.1E+09	99302	rest.stock51.70	Vehicle Tyj	1
3.35E+08	6/9/2022												
1.25E+09	6/9/2022	William	O'Neil	hollysend	141 Holly Dr.	99330	WA	US	509 531 75	99330	custom.mod51-70	Vehicle	1
1.25E+09	6/9/2022												
1.94E+09	6/9/2022	Terry &	Shawn Wo	twood65	144 S.58th Ave	99353	WA	US	509-366-8	99353	Cruise623	Full	1
1.94E+09	6/9/2022												
2.02E+09	6/9/2022	Terry &	Shawn Wo	twood65	144 S.58th Ave	99353	WA	US	509-366-8	99353	rest.stock51.70	Vehicle	1
2.02E+09	6/9/2022												
2.02E+09	6/9/2022												
6.49E+08	6/9/2022	Walter	Tamosaltis	walttamo	5902 GLENBROOK LOK	99353	WA	US	5.1E+09	99353	Cruise623	Full	1
6.49E+08	6/9/2022												
1.48E+09	#####	Bruce A	Hines	rodlink@cl	488 N 59th Ave	99353	WA	US	5.1E+09	99353	rest.stock51.70	Vehicle	1
1.48E+09	#####												
4171157	#####	Mike	Riggs	mike@rigg	15908 E. 6th Ln.	99037	WA	US	1-509-939-	99037	custom.mod31-50	Vehicle	1
4171157	#####												
1.43E+09	#####	Warren	Tice	dtdebra55	3220 Road 101	99301	WA	US	509-380-5	99301	rest.stock51.70	Vehicle	1
1.43E+09	#####												
1.43E+09	#####												
1.35E+09	#####	Mike	Guinn	69Camaro	2416 Swift blvd	99352	WA	US	1.51E+10	99352	Cruise623	Full	1
1.35E+09	#####												
2.07E+09	#####	Randy	Dobson	randydob2	60305 n 423 pr ne	99320	WA	US	206-370-9E	99320	rest.stock31-50	Vehicle	1
2.07E+09	#####												
17148946	#####	MICHAEL	BUTTERW	mbutter10	97004 E CLOVER RD	99338	WA	US	5.1E+09	99338	custom.mod51-70	Vehicle	1
17148946	#####												
3.85E+08	#####	Frank	Salaman	fsalaman	3704 South Highlands	99353	WA	US	1.51E+10	99353	RATROSDCN22	Full Address:	1
3.85E+08	#####												
3.85E+08	#####												
8.01E+08	#####	Kurt	Gustafson	kurt.c.gust	2340 Mark Ave	99352	WA	US	5.09E+09	99352	ImportsCDN22	Full Address:	1
8.01E+08	#####												
1.52E+09	#####	Mark	Whitten	whitmsrn	1801 S Highlands blvd	99353	WA	US	509 528 57	99353	rest.stock71.00	Vehicle Tyj	1
1.52E+09	#####												
1.52E+09	#####												
3613948	#####	Jaclyn	Fitzgerald	jfnitzgeral	1303 coulee vista dr	99338	WA	US	925-783-7	99338	ImportsCDN22	Full Address:	1
3613948	#####												
1.5E+09	#####	Dave	Lawniczak	dawalnicza	1970 S 38th Ave	99353	WA	US	253 951-1E	99353	rest.stock71.00	Vehicle Tyj	1
1.5E+09	#####												
1.94E+09	#####	Timothy	Hines	tim@adr	19107 US-550, Unit 10	81403	CO	US	9.7E+09	81403	custom.mod71-00	Vehicle	1
1.94E+09	#####												
1.38E+09	#####	Jack	Matheson	jakarules	3722 S Green St	99337	WA	US	425-229-3	99337	ImportsCDN22	Full Address:	1
1.38E+09	#####												
1.94E+08	#####	Donald	Allen	edward24	1001 East 7th St.	99320	WA	US	509 588- 8	99320	custom.mod31-50	Vehicle Tyj	1
1.94E+08	#####												
3.52E+08	#####	Kazuhiro	Sonoda	SONODAKI	3444 Eastlake drive	99353	WA	US	5.1E+09	99353	Cruise623	Full	1
3.52E+08	#####												
1.84E+09	#####	Kazuhiro	Sonoda	SONODAKI	3444 Eastlake drive	99353	WA	US	5.1E+09	99353	ImportsCDN22	Full Address:	1
1.84E+09	#####												
1.49E+09	#####	Gus	Tiwana	gustyy77	2601 Ferndale Place N	98056	WA	US	5.1E+09	98075	Cruise623	Full Address:	1
1.49E+09	#####												
9.33E+08	#####	william	wilson	sbwilson04	30704 South 875 Pr Sc	99338	WA	US	5.09E+09	99338	rest.stock31-50	Vehicle	1
9.33E+08	#####												
9.33E+08	#####												
8.96E+08	#####	Karl	Weitz	theponder	7332 Iris Lane	99301	WA	US	5.1E+09	99301	Cruise623	Full Address:	1
8.96E+08	#####												
8.96E+08	#####												
9.38E+08	#####	Phillip	Isaacs	brian.isaac	1435 Badger Mountai	99352	WA	US	5.09E+09	99352	rest.stock51.70	Vehicle	1
9.38E+08	#####												
1.76E+09	#####	TIM	CIRI	tim@maac	6014 NE 82nd Avenue	98662	WA	US	3.61E+09	98662	ImportsCDN22	Full	1
1.76E+09	#####												
2E+09	#####	Claudia	Carson	jjcarson88	4668 Cowlitz Blvd	99352	WA	US	5.09E+09	99352	Cruise623	Full	1
2E+09	#####												
1.19E+09	#####	Jack	Geiger	jackgeiger	( 2714 SE Tucci Place	98367	WA	US	3.6E+09	98367	ImportsCDN22	Full Address:	1
1.19E+09	#####												
2.79E+08	#####	Jay	Gibson	plummopa	6503 W. Victoria Ave.	99336	WA	US	5.42E+09	99336	rest.stock51.70	Vehicle	1
2.79E+08	#####												
4.76E+08	#####	Javier	Lobos	lobosjavier	4503 Artesia Dr	99301	WA	US	5.1E+09	99301	rest.stock51.70	Vehicle Tyj	1
4.76E+08	#####												
2.01E+09	#####	Anthony	Salazar	dangerfeet	12651 yakima valley hi	98953	WA	US	5.1E+09	98930	rest.stock51.70	Vehicle Tyj	1
2.01E+09	#####												
5.29E+08	#####	Carlos	Alvarez	northwesti	829 s myrtle ave pasc	99301	WA	US	5.1E+09	99301	custom.mod51-70	Vehicle Tyj	1
5.29E+08	#####												
1.85E+09	#####	Manuel	Avila	ma42091	171 Richview Drive	99301	WA	US	5.42E+09	99301	rest.stock31-50	Vehicle Tyj	2
1.85E+09	#####												
1.24E+09	#####	Pete	Day	peteday66	1002 E 7th 1002 E 7th								





1.81E+09	8/5/2022	Alex Scott	adscott202 2777 North Wenas Ro	98942	WA	US	5.1E+09	Alex Scott 2777 North Wenas Ro	98942	Selah	WA								
1.81E+09	8/5/2022																		
3.53E+08	8/5/2022	Benjamin Bahadar	wildishben@gmail.com				1.36E+10		99143				Hornetdriver86	DIVISIONS					1
3.53E+08	8/5/2022																		
1.44E+09	8/5/2022	Dave Scott	scott.d@charter.net				509 969 47		98942				Hornetdriver86	DIVISIONS					1
1.44E+09	8/5/2022																		
1.05E+09	8/5/2022	Dave Andersen	dave@andersenelectric.com				1.5E+10		97089				Hornetdriver86	DIVISIONS					1
1.05E+09	8/5/2022																		
1.05E+09	8/5/2022												NW F8 super stock pit	Day : NW F					1
1.05E+09	8/5/2022												fridaypractice	Type : Car					1
1.85E+09	8/5/2022	Blake Gettmann	blake.gettmann13@gmail.com				5.42E+09		97838				NWF8superdriver86	DIVISIONS					1
1.85E+09	8/5/2022																		
1.31E+09	8/5/2022	Jeff Talbert	jefft@pilchuckheating.com				4.26E+09		98290				legend pit pass 86	Day : Lege					1
1.31E+09	8/5/2022																		
1.31E+09	8/5/2022												fridaypractice	Type : Car					1
1.31E+09	8/5/2022												fridaypits	Type : Cre					1
1.31E+09	8/5/2022												NWF8Superdriver86	DIVISIONS					1
1.31E+09	8/5/2022												NW F8 super stock pit	Day : NW F					1
1.03E+09	8/5/2022	Robert Zoric	Robertzoric82@gmail.com				(509) 619-!		99338										
1.03E+09	8/5/2022																		
8.76E+08	8/5/2022	Robert Zoric	robertzoric82@gmail.com				(509) 619-!		99338				Hornetdriver86	DIVISIONS					1
8.76E+08	8/5/2022																		
1.79E+09	8/5/2022	Damon Claibourn	dclaibourn43@hotmail.com				4.25E+09		98291				NWF8Stingdriver86	DIVISIONS					1
1.79E+09	8/5/2022																		
5.95E+08	8/5/2022	Gillian Lockman-L	Gillianlockmann@gmail.com				9.28E+09		98816				NW F8 stinger pit pass	Day : NW F					1
5.95E+08	8/5/2022																		
9.4E+08	8/6/2022	Kamery Welton	kamerywelton15@gmail.com				5.09E+09		98936				NWF8Outlawdriver86	DIVISIONS					1
9.4E+08	8/6/2022																		
1.37E+08	8/6/2022	Kyle Franklin	raceingteam@hotmail.com				5.09E+09		99336				Hornetdriver86	DIVISIONS					1
1.37E+08	8/6/2022																		
1.37E+08	8/6/2022																		
1.16E+08	8/6/2022	Robert Zoric	robertzoric82@gmail.com				(509) 619-!		99338				hornet pit pass 86	Day : Horn					2
1.16E+08	8/6/2022																		
2.13E+09	#####	Christian Moran	cutiepecoi 88003 E Sagebrush Rd	99338	WA	US	5.1E+09	Christian N 88003 E Sagebrush Rd	99338	Kennewick	WA		hornet pit pass 86	Day : Horn					1
2.13E+09	#####																		
2.13E+09	#####												ProDriver.Fall	DIVISIONS					1
2.13E+09	#####												RVROWFALL						1
2.13E+09	#####												FallPitsSaturday	Day :					3
4.49E+08	#####	Meagan Hunsaker	meagan.cooksace@gmail.com				5.1E+09		99350										
4.49E+08	#####																		
1.13E+09	#####	Tricia Poole	tricia.robert@hotmail.com				208-890-0!		99301				RVROWFALL						2
1.13E+09	#####																		
60789894	#####	Rick Bretches	rickbretches@gmail.com				5.09E+09		98823				RVROWFALL						1
60789894	#####																		
1.72E+09	#####	Patrick Sensney	Patricks@gslong.com				5.1E+09		98942				RVROWFALL						1
1.72E+09	#####																		
1.72E+09	#####																		
1.72E+09	#####																		
1.08E+09	#####	Chad Hoalday	cbhoalday@nwi.net				509-679-3!		98801										
1.08E+09	#####																		
1.24E+08	#####	Chance Overholt	chance_overholt@yahoo.com				509-388-5!		99353				RVROWFALL						4
1.24E+08	#####																		
2.06E+09	#####	robert olson	rjo195674@gmail.com				(509) 520-!		99362				ProDriver.Fall	DIVISIONS					1
2.06E+09	#####																		
1.99E+09	#####	Dylan Caldwell	dc40racing@gmail.com				2.08E+09		83687				RVROWFALL						3
1.99E+09	#####																		
2.06E+09	#####	Michael Blakley	td.taboodesigns@gmail.com				5.1E+09		98936				SUPERDriver.fall	DIVISIONS					1
2.06E+09	#####																		
2.97E+08	#####	Jennifer Pugh	rpugh@nctv.com				5.1E+09		98837				HobbyDriver.fall	DIVISIONS					1
2.97E+08	#####																		
3.42E+08	#####	dylan caldwell	dc40racing@gmail.com				2.08E+09		83687				RVROWFALL						2
3.42E+08	#####																		
2E+09	#####	Kenneth Mullins	yakimaract 1201 w cherry ave	98942	WA	US	509-969-4!		98942				RVROWFALL						1
2E+09	#####																		
2E+09	#####																		
2E+09	#####																		
2E+09	#####																		
1.3E+09	#####	Todd Connell	tzsales02: 12160 mieras rd	98901	WA	US	(509) 307-!		98901										
1.3E+09	#####																		
1.3E+09	#####																		
1.3E+09	#####																		
1.3E+09	#####																		
5.65E+08	#####	Karen Rumsey	rumseykar 100 Oak Barrel Oak Ln	98953	WA	US	5.1E+09		98953										
5.65E+08	#####																		
5.65E+08	#####																		
5.65E+08	#####																		
5.65E+08	#####																		
5.65E+08	#####																		
5.65E+08	#####																		
8.32E+08	#####	Brad Rhoads	race00car2@aol.com				5.1E+09		99301										
8.32E+08	#####																		
4.78E+08	#####	Tiffany Constance	Tiffanyconstance21@hotmail.com				2.06E+09		98203										
4.78E+08	#####																		
4.78E+08	#####																		
1.39E+09	#####	Austin Weber	Weberaustin96@gmail.com				5.1E+09		98837										
1.39E+09	#####																		
1.39E+09	#####																		
1.39E+09	#####																		
2.03E+09	#####	Shelby Hitchcock	hitchcock.shelby@yahoo.com				5.1E+09		98902										
2.03E+09	#####																		
2.03E+09	#####																		
2E+09	#####	Micheal Zamora	mjz5257@gmail.com				(509) 948-!												



1.64E+09	#####									FallPitsSunday	Day :	2
1.64E+09	#####									fridaypractice	Type : Car	1
1.64E+09	#####									fridaypits	Type : Crev	1
1.64E+09	#####									Hobby970s	Tire Type :	4
8.7E+08	#####	Cris	Stewart	crisdstew@hotmail.com			2.07E+09		99320			
8.7E+08	#####									FallPitsSaturday	Day :	2
8.7E+08	#####									FallPitsSunday	Day :	2
1.4E+09	#####	James	Franklin	jimfranklin 215724 E. Game Farm	99336	WA	US	509 438-91	99337			
1.4E+09	#####									ProDriver.Fall	DIVISIONS	1
1.4E+09	#####									Prolate970s	Tire Type :	8
3.44E+08	#####	Wyatt	Gardner	wjgardner@coastal.edu				4.25E+09	98258			
3.44E+08	#####									fridaypractice	Type : Car	1
1.08E+09	#####	Jim	Franklin	jim@streetrodzunlimited.com				1.51E+10	99337			
1.08E+09	#####									fridaypits	Type : Crev	5
1.67E+09	#####	Jim	Franklin	Jimfranklin03@hotmail.com				1.51E+10	99337			
1.67E+09	#####									FallPitsSaturday	Day : Satur	6
2.65E+08	#####	Kallie	Blakely	kallieraelynn@icloud.com				5.1E+09	98908			
2.65E+08	#####									RVROWFALL		1
85806387	#####	Todd	Havens	b40dash8@westernrailinc.com				5.1E+09	99001			
85806387	#####									ProDriver.Fall	DIVISIONS	1
6.36E+08	#####	Trace	Thompson	54trace54@gmail.com				(509) 521-1	99353			
6.36E+08	#####									MINIDriver.fall	DIVISIONS	1
6.36E+08	#####									fridaypractice	Type : Car	1
6.36E+08	#####									fridaypractice	Type : Car	1
7.48E+08	#####	Matt	Bruggman	mattbruggman@gmail.com				5.09E+09	98801			
7.48E+08	#####									RVROWFALL		2
1.83E+09	#####	William	Noel	buckj95@ 2654 N. Wenas Rd	98942	WA	US	5.1E+09	98942			
1.83E+09	#####									HobbyDriver.fall	DIVISIONS	1
1.83E+09	#####									Hobby970s	Tire Type :	4
1.83E+09	#####									fridaypractice	Type : Car	1
1.83E+09	#####									RVROWFALL		1
1.83E+09	#####									HobbyPit3DAY	Pit Division	1
1.11E+09	#####	Rick	Arnold	Rick.Arnold@dandmchem.net				5.09E+09	98937			
1.11E+09	#####									RVROWFALL		1
1.37E+08	#####	Jeffrey	Wagner	jwbigman3 29 N Chelan Ave	98801	WA	US	5.1E+09	98801			
1.37E+08	#####									ProDriver.Fall	DIVISIONS	1
1.37E+08	#####									Type : Car		1
1.37E+08	#####									Type : Crev		1
1.37E+08	#####									fridaypractice	Type : Car	1
1.37E+08	#####									PROPit3DAY	Pit Division	1
1.37E+08	#####									Prolate970s	Tire Type :	8
1.37E+08	#####									FallPitsSaturday	Day : Satur	1
1.37E+08	#####									FallPitsSunday	Day : Sund	1
1.37E+08	#####									FallPitsSaturday	Day : Satur	1
1.37E+08	#####									FallPitsSunday	Day : Sund	1
1.22E+09	#####	Karen	Drake	drakex3@ 19321 95th Ave NE	98223	WA	US	425 418-2	98223			
1.22E+09	#####									HobbyDriver.fall	DIVISIONS	1
1.22E+09	#####									RVROWFALL		1
1.22E+09	#####									Hobby970s	Tire Type :	4
1.22E+09	#####									HobbyPit3DAY	Pit	3
8.38E+08	#####	Darrell	Tidrick	tsr7245@y 10104 Wide Hollow Rc	98908	WA	US	5.1E+09	Darrell Tidi 10104 Wide Hollow Rc	98908	Yakima	WA
8.38E+08	#####									FallPitsSunday	Day :	2
8.38E+08	#####									fridaypractice	Type : Car	1
8.38E+08	#####									Hobby970s	Tire Type :	2
8.38E+08	#####									HobbyDriver.fall	DIVISIONS	1
81914764	#####	Jeff	Kessler	fosstow@gmail.com				425 328 95	98272			
81914764	#####									MINIDriver.fall	DIVISIONS	1
1.76E+08	#####	Rick	Gerard	gerard589; 32441 Diag 32441 Diag	97838	OR	US	5.42E+09	97838			
1.76E+08	#####									Prolate970s	Tire Type :	4
1.76E+08	#####									FallPitsSaturday	Day : Satur	1
1.76E+08	#####									ProDriver.Fall	DIVISIONS	1
1.76E+08	#####									fridaypractice	Type : Car	1
1.76E+08	#####									fridaypits	Type : Crev	1
4.51E+08	#####	Mike	Clother	luckysevens1@nventure.com				1.25E+10	98418			
4.51E+08	#####									VintageDriver.fall	DIVISIONS	1
1.74E+09	#####	Clark	Beaver	idrive55@ 1515 Steele Ct Pasco V	99301	WA	US	509 578 9C	99301			
1.74E+09	#####										Type : Car	1
1.74E+09	#####									Type : Crev		4
1.74E+09	#####									fridaypractice	Type : Car	1
1.74E+09	#####									fridaypits	Type : Crev	5
1.74E+09	#####									Hobby970s	Tire Type :	4
1.74E+09	#####									HobbyDriver.fall	DIVISIONS	1
1.74E+09	#####									FallPitsSunday	Day :	6
1.74E+09	#####									RVROWFALL		1
1.74E+09	#####									FallPitsSaturday	Day : Satur	1
1.14E+09	#####	Rusty	Webb	webbracing88@gmail.com				5.09E+09	99016			
1.14E+09	#####									RVROWFALL		1
1.65E+09	#####	Logan	Jewell	loganjewel 3312 pheasant street	V8G 3H3	BC	CA	2.51E+09	v8g3h3			
1.65E+09	#####									Prolate970s	Tire Type :	8
1.65E+09	#####									SuperSlicks	Tire Type :	10
1.65E+09	#####									ProDriver.Fall	DIVISIONS	1
1.65E+09	#####									SUPERDriver.fall	DIVISIONS	1
1.65E+09	#####									fridaypractice	Type : Car	1
1.65E+09	#####									PROPit3DAY	Pit	5
24143643	#####	Shelby	Hitchcock	hitchcock.shelby@yahoo.com				5.1E+09	98902			
24143643	#####									RVROWFALL		2
1.71E+09	#####	naima	lang	lang.auto2@frontier.com				206-795-4;	98296			
1.71E+09	#####									ProDriver.Fall	DIVISIONS	1
1.71E+09	#####									Type : Car		1
86745933	#####	Douglas	Hancock	dchhardwoods@gmail.com				(406) 212-1	59925			
86745933	#####									RVROWFALL		1
1.92E+09	#####	Miranda	Kastl	shorty1741@gmail.com				5.09E+09	98902			
1.92E+09	#####									FallPitsSunday	Day : Sund	1
2.02E+09	#####	Sandy	Orton	g1bs2@yahoo.com				1.51E+10	99337			
2.02E+09	#####									RVROWFALL		1
7.48E+08	#####	Nick	Beecher	Nbeecher2 7220 49th Dr NE	98270	WA	US	4.25E+09	98270			
7.48E+08	#####									ProDriver.Fall	DIVISIONS	1
7.48E+08	#####									Prolate970s	Tire Type :	8
7.48E+08	#####									fridaypractice	Type : Car	1
7.48E+08	#####									FallPitsSaturday	Day : Satur	5
7.48E+08	#####									fridaypits	Type : Crev	5
1.84E+09	#####	Kenneth	Mullins	yakimracer50@icloud.com				5.1E+09	98942			
1.84E+09	#####									RVROWFALL		1
4.05E+08	#####	Jim	Brown	downtown.brown525@icloud.com				(509) 879-;	99354			
4.05E+08	#####									RVROWFALL		1
39747418	#####	Jeff	Gosslee	jrgosslee@gmail.com				4.26E+09	98258			
39747418	#####									SUPERDriver.fall	DIVISIONS	1
1.77E+09	#####	Talia	Denton	dentontalia@yahoo.com				509-314-1E	98902			
1.77E+09	#####									HobbyDriver.fall	DIVISIONS	1
1.77E+09	#####									fridaypractice	Type : Car	1
1.77E+09	#####									fridaypits	Type : Crev	1
9.93E+08	#####	Rich	Gilbert	rgilbert3006@hotmail.com				509-521-0;	99336			
9.93E+08	#####									RVROWFALL		1
1.31E+09	#####	Jim	Kellogg	jpharbug@aol.com				(509) 992-;	99208			
1.31E+09	#####									RVROWFALL		1
6.66E+08	#####	Kenneth	Albertin	kma7800@gmail.com				5.09E+09	99337			
6.66E+08	#####									RVROWFALL		1
9.35E+08	#####	Hallie	Fricke	hmoe13@ 254 Brewster Ln.	99301	WA	US	5.1E+09	Hallie Frick 254 Brewster Ln.	99301	Pasco	WA
9.35E+08	#####									RVROWFALL		1
1.47E+09	#####	Scott	Hayes	hayes0310@hotmail.com				5.1E+09	99353			
1.47E+09	#####									RVROWFALL		1

9.55E+08	#####	Shana	Alspaugh	shanataxi9@gmail.com			(509) 212-4			99301													
9.55E+08	#####	Jared	Lembcke	bnfl_jt@yahoo.com			(509) 521-1			99336											RVROWFALL	1	
8.05E+08	#####	Sara	McDonald	sara.champoux@gmail.com			(360) 920-4			99301													1
2.98E+08	#####	Brian	Lepp	cnreeboybrian@gmail.com			5.1E+09			99114													1
1.44E+09	#####	Josh	Musgrove	mailburacer66@hotmail.com			5.1E+09			98828													1
2.01E+09	#####																						1
2.01E+09	#####																						1
1.34E+09	#####	Kelly	Belew	belewrock@yahoo.com			3.61E+09			98270													1
1.34E+09	#####																						1
1.34E+09	#####	Patrick Di	Bari	ultimateautocarellc@gmail.com			7.02E+09			99212													1
6.55E+08	#####	William	Rutherford	vicky9175@yahoo.com			509-760-5			98837													2
1.46E+09	#####	Talia	Denton	dentontalia@yahoo.com			509-314-1			98902													1
1.18E+09	#####																						1
1.18E+09	#####																						1
1.3E+09	#####	Ron	Custer	rc.ronent@charter.net			5.1E+09			99352													1
1.3E+09	#####																						1
1.44E+09	#####	Vern	Huson	huson77@hotmail.com			509 741-0			98802													1
1.44E+09	#####																						1
4.86E+08	#####	Jean	Forsman	Jean.forsman04@gmail.com			(541) 556-;			97439													1
4.86E+08	#####																						1
1.64E+09	#####	Travis	McKinney	mckinneymotorsports@hotmail.com			5.09E+09			98908													1
1.64E+09	#####																						1
1.24E+09	#####	Brooklyn	Stevens	sherrell.brooklyn21@gmail.com			509-421-5			98807													1
1.24E+09	#####																						1
52006218	#####	Justin	Hunsaker	Justin.cooksace@gmail.com			509-832-1			99350													1
52006218	#####																						1
52006218	#####	Scott	Walker	scottwalk345@gmail.com			5.1E+09			99350													1
4.86E+08	#####																						1
4.86E+08	#####																						1
9.99E+08	#####	Daniel	Braton	danielbraton@gmail.com			2.09E+09			83858													1
9.99E+08	#####																						1
9.99E+08	#####																						1
9.99E+08	#####																						2
1.57E+09	#####	Rusty	Webb	karly_klein88@yahoo.com			509-251-9			99016													2
1.57E+09	#####																						1
1.57E+09	#####																						1
1.57E+09	#####																						1
1.57E+09	#####																						1
1.57E+09	#####																						1
1.57E+09	#####																						1
1.57E+09	#####																						4
1.18E+09	#####	Terry	Armstrong	Tarmstrong2077@gmail.com			509-994-8			99206													1
1.18E+09	#####																						1
1.18E+09	#####																						1
1.18E+09	#####																						1
1.18E+09	#####																						1
1.18E+09	#####																						1
1.18E+09	#####																						1
5.32E+08	#####	Haeden	Plybon	plybonracing@yahoo.com			5.1E+09			99207													1
5.32E+08	#####																						1
1.21E+09	#####	Travis	McKinney	mckinney 601 Bellevue Place #1	98908	WA	US	5.09E+09		98908													4
1.21E+09	#####																						4
1.85E+09	#####	Andy	Beaman	abeaman@nwtiller.com	98942	WA	US	509-728-0		98942													1
1.85E+09	#####																						1
1.85E+09	#####																						1
1.69E+09	#####	DOYAL	MOEN	mdrmotorsports60@msn.com			2.08E+09			83338													1
1.69E+09	#####																						1
1.69E+09	#####																						3
4.78E+08	#####	Donald	Wanat	doniwanat 18607 - 16 18607 - 16	98072	WA	US	4.26E+09		98072													1
4.78E+08	#####																						1
4.78E+08	#####																						1
4.78E+08	#####																						1
4.78E+08	#####																						10
4.78E+08	#####																						8
4.78E+08	#####																						1
4.78E+08	#####																						1
1.37E+09	#####	Lee	Hackney	lrh6970@msn.com			208 724 71			83705													1
1.37E+09	#####																						1
1.45E+09	#####	Brandon	Riehl	Lynscam@hotmail.com			5.04E+09			97060													2
1.45E+09	#####																						2
1.6E+09	#####	Darren	Rupinski	darrenrupinski63@gmail.com			(208) 659-;			83858													1
1.6E+09	#####																						1
1.6E+09	#####																						7
1.01E+09	#####	Sandy	Hopkins	mckenn@hotmail.com			(509) 440-;			99337													1
1.01E+09	#####																						1
7.85E+08	#####	Hallie	Fricke	hmoe13@ 254 Brewster Ln.	99301	WA	US	5.1E+09	Hallie Frick 254 Brewster Ln.	99301	Pasco	WA											1
7.85E+08	#####																						1
1.94E+09	#####	Kameron	McKeehan	kameronmckeehan@yahoo.com			2.09E+09			83501													1
1.94E+09	#####																						1
1.94E+09	#####																						2
1.94E+09	#####																						4
1.21E+09	#####	Kameron	McKeehan	kameron 1709 Burrell Drive	83501	ID	US																







## Lodging Stats for Red Mountain Event Center 2022 Events

Visit Tricities for APRIL ONLY: 189. ( I know this is not 100% accurate since some attendees use different hotels and 3rd party platforms)

They still do not have October ready so I went ahead and asked around!

### Home 2 Suites:

- Apple Cup April - 89 room nights totaling \$10,507 in revenue
- Thunder Monster Truck July - 36 room nights totaling \$5,364 in revenue
- Night of Thrills August - 21 room nights totaling \$3,210 in revenue
- Fall Classic October - 73 room nights totaling \$10,147
  - **Total room nights (2022) 219 - Total revenue (2022) \$29,228**

### Richland Hampton

- Fall Classic- 13 (possibly more)

### Springhill Suites by Marriott:

- Fall Classic - 3

### Holiday Inn River Richland

- Apple Cup 17 Rooms
- Fall Classic - None reserved in the block - 5 confirmed attendees stayed as of now.
  - **Total 22**

### The Lodge @ Columbia Point:

- Fall Classic: 2

### AirBnB / VRBO-

- Apple Cup:10
- Fall Classic: 18
  - **Total 28**

### RV Spots: (camp onsite)

- Apple Cup:140
- Fall Classic:165
  - **Total 305**

### **Red Lion ( Pasco)**

- 52: Apple Cup
- 17- Fall Classic
  - **Total 69**

### **Best Western Kennewick**

- Fall Classic - 2

### **Clover Island Inn**

- Apple Cup 15
- Fall Classic 15
  - **Total 30**

If needed I can go through all our attendees City and States and gather that info, the majority is from out of town for apple cup and fall classic

Attendee numbers are about 4k per day for these two events not including competitors + teams.

# Motorsports 2022

# RMEC/ Speedway Prom EXPENSES

<b>TOTAL EXPENSES</b>	<b>Actual</b> \$622,000.00
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Site	Estimated	Actual
Shuttle/ Traffic Control / Security/ Cleanup		\$40,000.00
Ambulance/ Safety		\$20,000.00
Insurance		\$20,412.00
Equipment		\$51,560.00
Grand Stand Rentals		53,000.00

<b>Total</b>	<b>\$0.00</b>	<b>\$194,918.00</b>
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Expenses	Estimated	Actual
Competitor payout + Entertainment		\$350,000.00
Awards		\$15,000.00

<b>Total</b>	<b>\$0.00</b>	<b>\$365,000.00</b>
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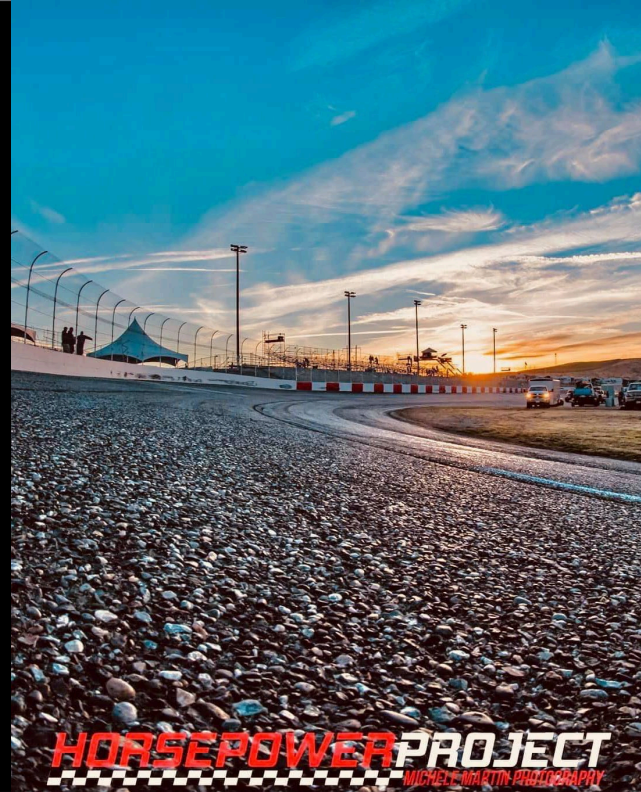
Marketing	Estimated	Actual
Social Media Ads		\$14,500.00
Banners		\$15,000.00
Radio Advertising		\$8,500.00
Website/ Ecom/ Graphic Design / Logo		\$25,000.00

<b>Total</b>	<b>\$0.00</b>	<b>63,000.00</b>
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Miscellaneous	Estimated	Actual
Hotel Rooms		\$10,000.00

<b>Total</b>	<b>\$622,000.00</b>	
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# Introduction

- RED MOUNTAIN EVENT CENTER - is a nonprofit corporation, our goal is to provide economic growth and unity to the community. Friends of Red Mountain's board is made up of Tri-City visionaries that have a common interest in building our community! RMEC began restoration of the facility in April of 2021 thanks to several in kind donors and hundreds of volunteers putting in thousands of hours. The 5-year plan is to put in enough capital improvements to have a regional epicenter for events , generating economic development + growth in the community!

# CAPITAL IMPROVEMENTS - PROPOSED

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RMEC is looking to obtain 2 new grandstand sections to the facility. Currently we have added one section from 2021/2022 profits and donations. This is very important for us to continue growth at our facility. We are currently renting the remaining seating which is out of date and took thousands of dollars to fit the safety criteria for use. This will also include an ADA section with railing/ proper ramps

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LED Lighting, We will need to invest in proper stadium lighting that does not produce light pollution- This will give RMEC more avenues for night venues such as concerts, stock car races, festivals and more.

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Asphalt / Road Course: RMEC's plan is to pave the dirt filled areas of the track and bring a road course- National Racing Venue which will impact the economy and increase in out-of-town competitors & attendees by 20%

---

Landscape- Trees are on our minds! We are looking to shade attendees and create more of a desirable facility for festivals, concerts, car/bike shows.

---

Safety Fencing- gives us an opportunity to expand the facility as well as bring in new events.

---

# CAPITAL IMPROVEMENTS

Since contract signing in June 2021, Friends of Red Mountain went to work on the facility seen in the photo to the left.

Friends of Red Mountain received several in-kind donations from facility founders and generous volunteers of the community. Within 90 days the facility was transformed into a functional, ready to use event venue! (photo on the right)

Money generated from events/ donations goes right back into our facility. The next major construction is the grandstand seating which has the projected start date of June 2022 with completion by Oct 2022.

Total Capital Current Capital Improvements:  
\$ 1,098,000.00



- LAND EXCAVATION ( PREP, RENOVATION, GRADING + REMOVAL) \$450,000.00
- LANDSCAPING: SOD / ASPHALT/ GRAVEL/ DIRT \$ 58,000.00
- FENCING \$100,000.00
- GRANDSTANDS \$100,000.00
- BARRIERS/ ECO BLOCKS \$340,000.00
- ELECTRICAL \$15,000.00
- PLUMBING/ BATHROOM INTERIORS \$ 30,000.00
- CONCESSION STANDS \$5,000

# Economic Growth Overview

## October 2022

- **Fall Classic- Official** Opening of the venue to the public at 4,000 attendees per day.
- Out of town attendees + teams - 2,500
- Generating \$300,000 economic dollars to our area
- Worldwide coverage produced by Racing America generating viewers in: United States, Canada, India, UK, Mexico, Germany
- **DTP Car Show** – 2,000 attendees
- Out of Town attendees 600
- **Sand & Sage Sports Car Club**-200 competitors/ attendees

## Spring 2022

- **Apple Cup** – attendance 5,000 per day.
- Out of town attendees + teams - 2,500
- Generating \$300,000 economic dollars to our area.
- Sold Out Hotels in Richland.
- Worldwide coverage – Racing America viewers in United States, Canada, India, UK, Mexico, Germany, Australia + Austria
- **DTP Truck Wars**- 1000 attendees
- 300 Out of Town Competitors
- **Sand & Sage Sports Car Club**-200 competitors/ attendees & Growing.

## Growth Impact Events 2023

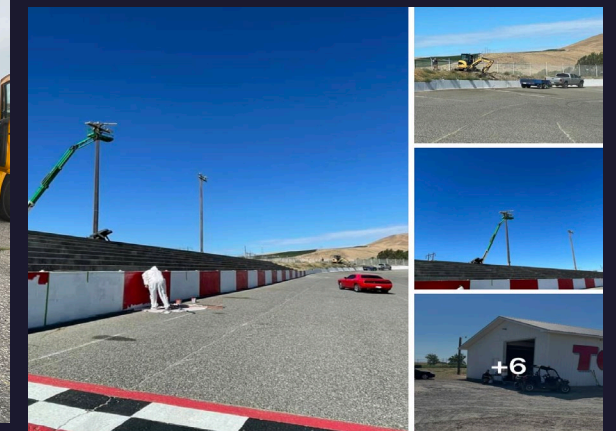
- WINE FESTIVAL
- CAR SHOW
- SWAP MEET
- PRIVATE CORPORATE RENTALS
- CONCERT

# COMMUNITY INVOLVMENT

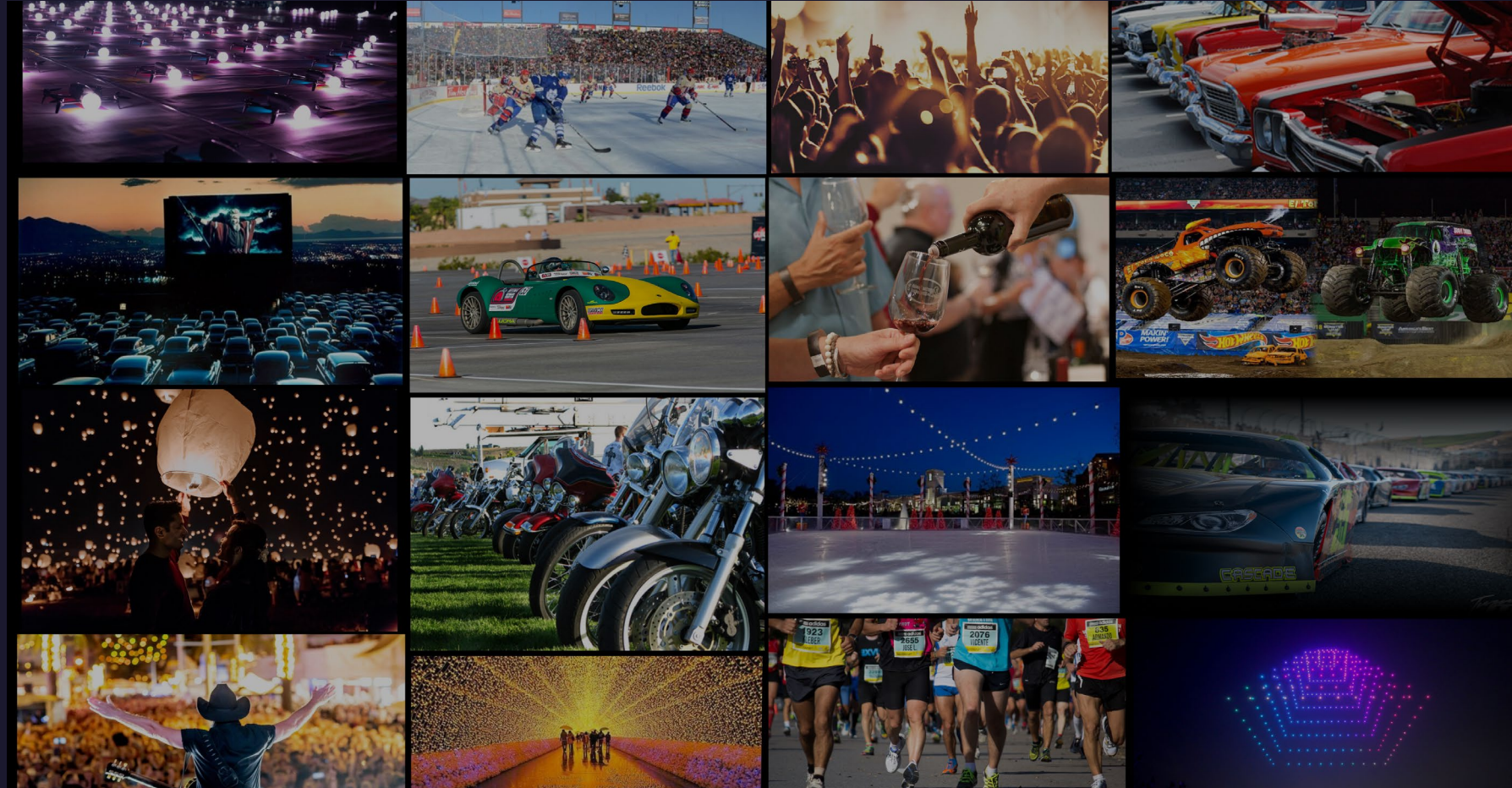
Volunteers are what put us on the map! The community rallied together & joined us on this amazing journey. Hundreds have donated their time and helped the RMEC become a functional event venue.

We pride ourselves on utilizing local businesses for our needs- whether its plumbing, security, or vendors for our large events. Keeping the money in our economy is the name of the game!

We work with other nonprofits such as clean Sweep, West Richland Chamber of Commerce + are looking to expand in 2023.



# 2023 Schedule Future Events

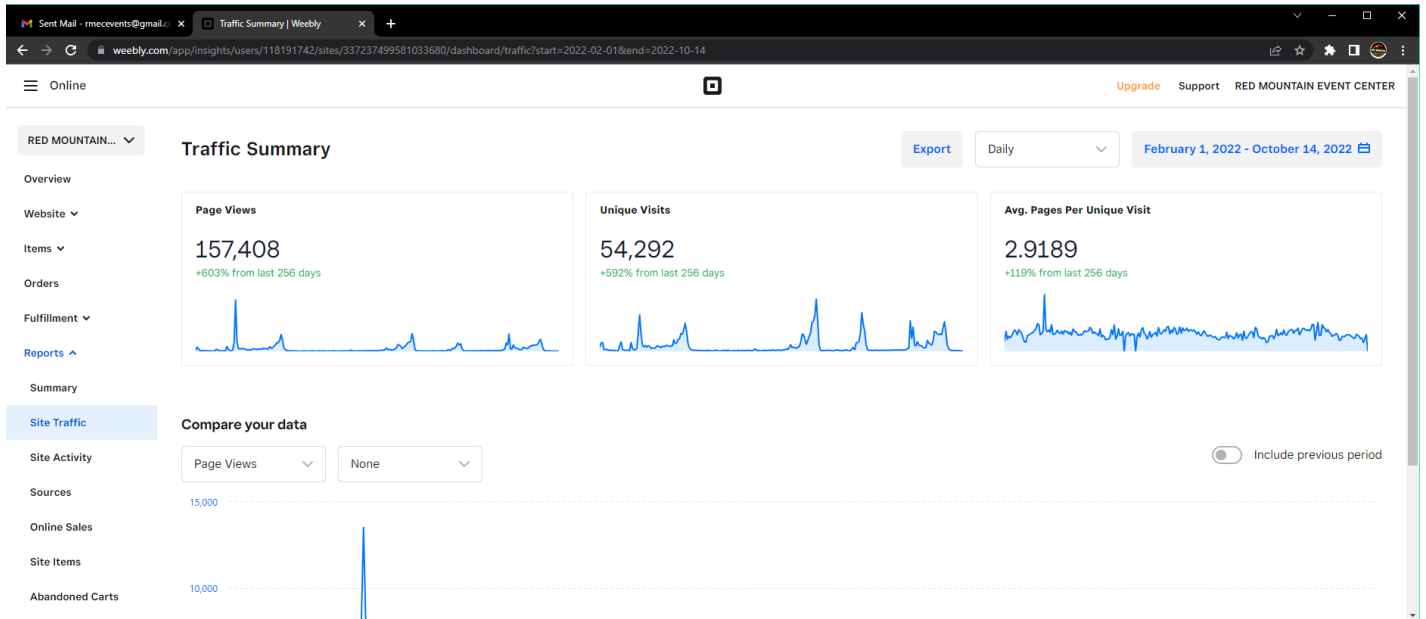


## THE FUTURE IS BRIGHT- 5-10 YEAR EVENT PLANS:

DRONE AIR SHOW  
CONCERTS  
LATTERN LIGHT FESTIVAL  
WINE + BBQ FEST  
CAR + BIKE SHOWS  
MONSTER TRUCKS + MOTORSPORTS  
DRIVE – IN MOVIES

5K RUN  
AUTO CROSS  
WINTER WONDERLAND:  
OUTDOOR ICE HOCKEY RINK  
PUBLIC SKATE  
WHL OUTDOOR HOCKEY GAME  
+ PUBLIC/ PRIVATE EVENT RENTALS

# WEBSITE & SOCIAL MEDIA TRACKER FEB 1ST 2022 – OCT 14TH 2022



WEBSITE PAGE VIEWS – 157,408

UNIQUE VISITS 54,292

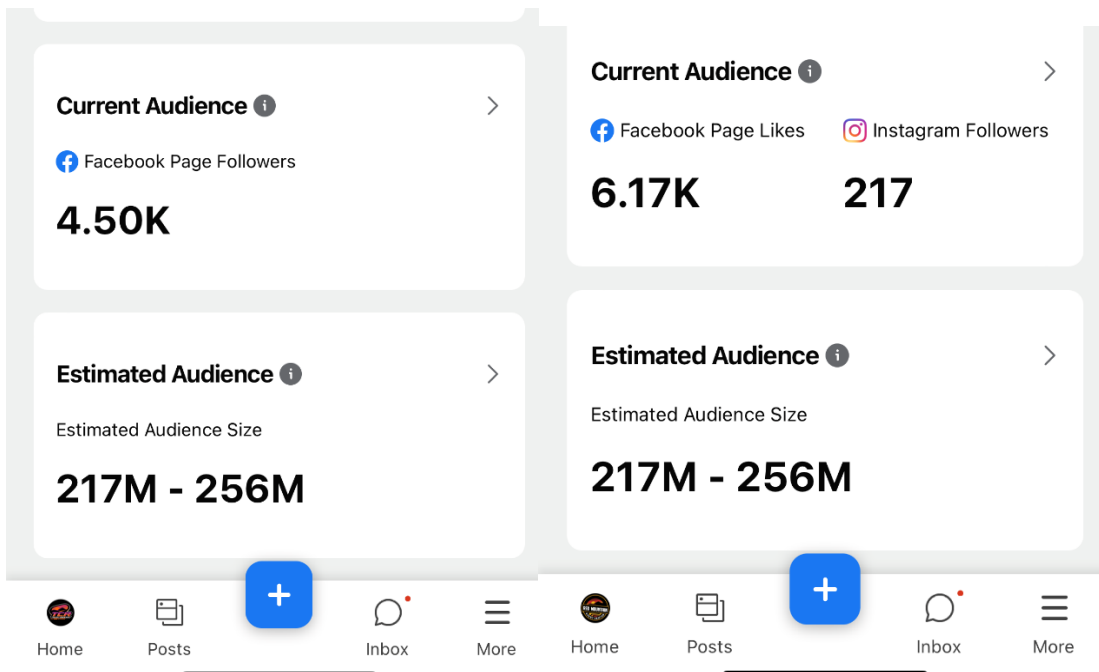
Facebook/ Instagram

FEB 1<sup>ST</sup> 2022 – OCT 14<sup>TH</sup> 2022

ACCOUNTS: TRI-CITY RACEWAY @ RMEC + RED MOUNTAIN EVENT CENTER

Tri-city Raceway @ RMEC

Red Mountain Event Center



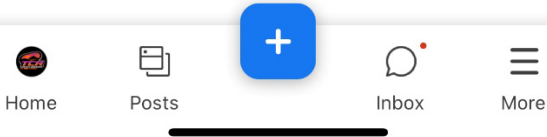
# TRI-CITY RACEWAY @ RMEC

## Reach i

 Facebook Page Reach  **242.0K** >  
↑ 8.5%

## Page and profile visits i

 Facebook Page Visits  **45.1K** >  
↑ 117%

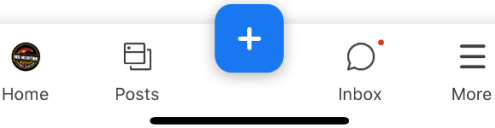


# Red Mountain Event Center

## Reach i

 Facebook Page Reach  **385.1K** >  
↑ 162%

 Instagram Reach  **9.5K** >  
↑ 67.4K%



## Paid Impressions

Yesterday   Last 7 days   Last 28 day

Paid Impressions  
**1.3M**  
↑ 100% over last 256 days



Your Paid Impressions from Feb 1, 2022 - Oct 14, 2022 is 100% higher than it was from May 21, 2021 - Jan 31, 2022.



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: April Morgan

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Subject:  
Richland Regatta

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Department:  
City Manager

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Recommended Motion:

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Summary:

This annual boat race event in Howard Amon Park features a selection of inboard (1, 2, 2.5 Stock & Mod, 5 Liter, SE, Vintage) and outboard classes. These classes have a loyal fan base and are family orientated. It brings a significant number of owners/teams/families/fans from all over Washington. There will be food vendors and a beer garden with security.

We average around 13,000 in attendance and 40 boat teams.

THRS - Set Up & Registration

FRI-SUN - Racing

SUN - tear down & clean up

---

Fiscal Impact:

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Attachments:

1. HM App - Richland Regatta



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Northwest PowerBoat Association

Contact Name: April Morgan Contact Title: Treasurer

Contact Phone: 509-727-7638 Contact Email: accounting@nwpba.com

Street Address: PO Box 2222 City: Pasco State: WA Zip: 99352

Project or Event to be funded: Richland Regatta

Project/Event Start Date: June 15, 2023 Project/Event End Date: June 18, 2023

Amount Requested: \$17,500.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

2016-2018 Unknown - the person responsible has passed away and I was not a part of the organization at that time.  
2019 \$15,000  
2020 event cancelled due to pandemic  
2021 \$17,500  
2022 \$17,500

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>0</u>	<u>20</u>	<u>2016</u>

Please list the names and titles of your board members:

	Name	Title
1	Charlie Grigg	PRES
2	Paul Herod	VP
3	Tracy Davisson	SEC
4	April Morgan	TRS
5	Terry Thrall	Pit Ops Chair
6	Chris Denslow	IT Chair
7	Rita Hazard	Beer Garden Chair
8	Michael Hendricks	Water Ops Chair
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Event Date is pending final approval and could change.  
 Boat Race Event at Howard Amon Park featuring a selection of inboard (1, 2, 2.5 Stock & Mod, 5 Liter, SE, Vintage) and outboard classes. These classes have a loyal fan base and are family orientated. It brings a significate # of owners/teams/family/fans from all over Washington. There will be food vendors, and a beer garden with security.  
 We average around 13,000 in attendance and 40 boat teams.  
 THRS - Set Up & Registration  
 FRI-SUN - Racing  
 SUN - tear down & clean up

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Not seeking fund collaboration, however many agencies come together to operate the event to include USCG, RPD, RFD, City of Richland Parks & Recs.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$17,500.00</u>	<u>35%%</u>	<u>\$50,000.00</u>

**Revenue Sources:**

**Revenue Amount:**

Sponsor	\$35,000.00
Berr Garden	\$5,000.00
Merchandise	\$3,000.00
Registration	\$7,000.00

**Expenditure Description:**

**Expenditure Amount:**

Advertising	\$15,000.00
City	\$2,000.00
Beer Garden supply	\$2,200.00
Park & Rental	\$5,000.00
APBA Fees	\$1,000.00
Volunteer - meals	\$2,000.00
PA & Sound	\$2,000.00
Security	\$2,500.00
Office/Merch	\$5,000.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>13500</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>1000</u>
c. Expected number of attendees paying for accommodations:	<u>400</u>
d. Expected number of attendees using unpaid accommodations:	<u>0</u>
e. Expected number of lodging nights:	<u>4</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>n/a</u>
g. How many increased room nights were expected to be generated?	<u>0</u>



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Participant Registration Roster  
Designated Hotel Room Code Report

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

Bringing in a fan base to Howard Amon Park who will use local facilities such as hotels, restaurants, grocery and gas. All race families continue to promote the event as a favorite with accolades on set up, course, and operations. All teams except one are from out of town and we continue to support the event both in attendance and recognition among the racing communities.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

We are a low budget, volunteer organization, providing a free, family friendly event for our community. We work with multiple media organizations (TV primary is KNDU & FOX, Radio primary is KONA per Michael McDonalds, Print, Internet) to promote. Prior to the event we will run ads, interviews, post fliers and other promo materials to encourage attendance. During the race we invite out local TV reporters to attend with Pit access, and have live announcer promoting our sponsors and organizers. Teams are given the preferred hotel and event code.

You may attach any additional information about your organization or project you think is relevant to this application.

AM I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*April Morgan*  
Key: ad956642cab740bf9b65-rcf37abr2313

10-14-2022  
Date

April Morgan  
Print Name  
Treasurer  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Terry Marie Fleischman

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Subject:  
See3Slam

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Department:  
City Manager

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Recommended Motion:

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Summary:

Tri City Sunrise Rotary partners with the City of Richland to present See 3 Slam. This exciting event includes a 3-on-3 basketball tournament for ALL ages, food, entertainment, exhibition games, clinics, and incredible contests including shootouts to win cash prizes and a vehicle from premier sponsors.

TriCity Sunrise Rotary has partnered with the City of Richland on this project for many years. Rotary is responsible for the design, promotion, logistical operations, financial sponsorship, volunteer manpower, and overall execution of the event. The City of Richland has taken an active advisory role in supporting logistics, physical operations, tournament regulations, promotion, and community awareness and networking. The See3slam organization also partners with multiple community agencies, businesses, school districts, sport and volunteer organizations including Spokane Hoopfest, TCVCB, CBC and other regional 3-on-3 events.

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Fiscal Impact:

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Attachments:

1. HM App - See3Slam



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Tri City Sunrise Rotary Charity Club

Contact Name: Terry Marie Fleischman Contact Title: Public Relations Chair

Contact Phone: 509.947.1106 Contact Email: terry@see3slam.com

Street Address: 1321 Hains Ave City: Richland State: WA Zip: 99354

Project or Event to be funded: See3Slam 3-on-3 Basketball Tournament /Jam@ Dam

Project/Event Start Date: July 07, 2023 Project/Event End Date: July 09, 2023

Amount Requested: \$10,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

2016 See3Slam Inaugural Year @ \$2000  
2017 See3Slam 2nd Annual Year @ \$5000  
2018 See3Slam 3rd Annual Year @ \$10,000  
2019 See3Slam 4th Annual Year @ \$10,000  
2021 See3Slam 5th Annual Year @ \$10,000 awarded but returned due to COVID restrictions  
2022 See3Slam 5th Annual Year @ \$10,000

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>1</u>	<u>100</u>	<u>1982</u>

Please list the names and titles of your board members:

	Name	Title
1	Christy Rasmussen	President
2	Charlene Brush	President Elect
3	Lori Varela	Treasurer
4	Ruby Purser Ochoa	Secretary
5	Todd Shepherd	Trustee
6	Terry Marie Fleischman	Public Relations Chair
7	Eric Smith	Foundation Chair
8	Mariana Sital	Community Chair
9	Maureen Astley	Club Chair

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Tri City Sunrise Rotary partners with the City of Richland to present See 3 Slam. This exciting event includes a 3-on-3 basketball tournament for ALL ages, food, entertainment, exhibition games, clinics and incredible contests including shoot outs to win cash prizes and a vehicle from premier sponsors. [www.see3slam.com](http://www.see3slam.com)

Tentative Schedule:

Friday, July 8  
 5p-8p Registration Check-in at Holiday Inn Richland on the River  
 8p-10p Movies in the Park: John Dam Plaza

Saturday, July 9  
 6a-8a Registration Check-in at Holiday Inn Richland on the River  
 9a-8p 3 on 3 Tournament Play on George Washington Way  
 10a-4p Contest shoot outs and Center Court Activities

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

TriCity Sunrise Rotary has partnered with the City of Richland on this project for multiple years. Rotary is responsible for design, promotion, logistical operations, financial sponsorship, volunteer manpower and overall execution of event. City of Richland has taken both an active advisory role in supporting logistics, physical operations, tournament regulations, promotion and community awareness and networking. The See3slam organization also partners with multiple community agencies, businesses, school districts, sport and volunteer organizations including Spokane Hoopfest, TCVCB, CBC and other regional 3-on-3 events.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$10,000.00	16.6%%	\$60,000.00

**Revenue Sources:**

	<b><u>Revenue Amount:</u></b>
Court Sponsorship	\$12,000.00
Beverage Sales @ event	\$1,000.00
Vendor fees	\$2,000.00
Event Sponsorship	\$45,000.00
In-kind services value	\$30,000.00
Contest fees	\$1,000.00
Team registration fees	\$35,000.00

**Expenditure Description:**

	<b><u>Expenditure Amount:</u></b>
Registration software/support	\$5,000.00
Signage	\$5,000.00
Sanicans	\$2,000.00
Tech Support	\$3,000.00
Officiating fees	\$6,000.00
T-shirts/printing	\$10,000.00
Web site	\$2,000.00
Marketing	\$25,000.00
Operations/Sound	\$5,000.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	3500
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	750
c. Expected number of attendees paying for accommodations:	200
d. Expected number of attendees using unpaid accommodations:	550
e. Expected number of lodging nights:	400
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	750
g. How many increased room nights were expected to be generated?	400

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

- (1) Data base of registered participants identifying need for accommodations
- (2) Lodging partners collected data on accommodations provided for event
- (3) Visit Tri Cities Hotel/Motel collected data
- (4) Mandatory one-to-one survey at time of registration check-in

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

TC Sunrise Rotary has now experienced FIVE successful years of respectable success. Even with two-years dark due to the pandemic, the fifth-year saw only a 20% decline in participation as in previous years. We anticipate continued future growth as Rotary and COR mutually collaborate to sustain a family friendly, professionally managed 3-on-3 tournament that (1) mirrors the quality and atmosphere of the Spokane Hoopfest for the greater Mid Columbia Region (2) promotes healthy fun for both adults and youth; and (3) increases awareness to Rotary and its multiple charitable efforts. Prior to the pandemic, the event saw a continued upward annual growth trend of approximately 15% and we anticipate 2023 will regain this momentum. The event has a current infrastructure to support a target registration of 450 teams without additional capital equipment. Financial focus will target enhanced marketing strategies to draw player audience from PNW - including Spokane, Boise, Seattle, and Portland.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Spokane Hoopfest Sponsorship (web/social media collaboration) \$5000  
 Sara Nelson Design marketing collateral/TCVCB \$2500  
 KVEW TV / Phase 3 Digital Promotion \$10,000  
 Townsquare Radio / Digital Promotion \$ 2,500  
 Red Lion Columbia Center Reader Board \$1000  
 Fast Signs Signage \$4,000

You may attach any additional information about your organization or project you think is relevant to this application.

TMF I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com

*Terry Marie Fleischman*

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Key: ad956642cab740bf9b65-rcf37abf2313

**Terry Marie Fleischman**

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Print Name

TC Sunrise Rotary Public

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Title

**10-14-2022**

---

Date

GE

---

Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Emily Richman

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**Subject:**

Shakespeare in the Park

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

The Rude Mechanicals will produce live Shakespeare in the Park for free for the public in a Richland public park. The exact dates are not solidified but we anticipate it will be in August or September of 2023. Our goal is to make Shakespeare in the Park a premiere Richland/Tri-City event that will continue to grow year after year and bring in attendance from all surrounding communities. When people come to attend from out of town, they will not only spend money on lodging but food, retail, and other experiences.

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**Fiscal Impact:**

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**Attachments:**

1. HM App - Shakespeare in the Park Binder



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: The Rude Mechanicals

Contact Name: Emily Richman Contact Title: Board President

Contact Phone: 5092635250 Contact Email: emily@rmtheatre.org

Street Address: 1312 Sanford Ave City: Richland State: WA - Zip: 99354

Project or Event to be funded: Shakespeare in the Park

Project/Event Start Date: August 01, 2023 Project/Event End Date: September 30, 2023

Amount Requested: \$5,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

We previously received funds for Shakespeare in the Park 2022.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>1</u>	<u>30</u>	<u>2015</u>

Please list the names and titles of your board members:

	Name	Title
1	Emily Richman	President
2	Adam Critchlow	Vice President
3	Mary Kasma	Treasurer
4	Aimee Alexander	Trustee
5	Justin Jones	Trustee
6	Art Klym	Trustee
7	Robert Chisolm	Trustee
8	Kyle Cox	Trustee
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

The Rude Mechanicals will produce live Shakespeare in the Park free to the public in a Richland public park. Exact dates are not solidified but we anticipate it will be in August or September of 2023.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

No

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$50,000.00	50%%	\$9,000.00

**Revenue Sources:**

**Revenue Amount:**

Donations	\$1,000.00
Sponsorship	\$3,000.00
This Grant Funding, if approved	\$5,000.00

**Expenditure Description:**

**Expenditure Amount:**

Lights, Sound, Costumes, and Set	\$2,500.00
Advertising	\$1,500.00
Covid protocol equipment and staff	\$500.00
Stage and Related Equipment	\$1,500.00
Staffing	\$1,000.00
Rehearsal Space Rental	\$1,000.00
Transportation and Meals	\$1,000.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	500
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	150
c. Expected number of attendees paying for accommodations:	100
d. Expected number of attendees using unpaid accommodations:	100
e. Expected number of lodging nights:	2
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	0
g. How many increased room nights were expected to be generated?	0

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Because the show is free, rather than ticket tracking, we will utilize a crowd feedback process where they can indicate where they have traveled from and whether they participated in lodging purchase either before or after the production that can be tallied and analyzed. We will also present an option with local hotels to contact us with registrations that reference the event when booked to aim for more precise lodging information rather than just audience report.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:


Our goal is to make Shakespeare in the Park a premiere Richland/Tri-City event that will continue to grow year after year and bring in attendance from all surrounding communities. When people come to attend from out of town they will not only spend money on lodging but food and other retail exposure.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Social Media posts with a far reaching impact beginning at the start of summer and continuing through the production.  
Radio advertising on NWPB as well as Public Broadcasting stations in Spokane to reach north-eastern Washington.  
Local advertising through poster distribution, post cards, and attending public events with a table  
Advertising in local arts and culture papers like Tumbleweird and the Entertainer

You may attach any additional information about your organization or project you think is relevant to this application.

ER I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
  
Key: ad956642-cab7-40bf9b65-rcf37abf2313

Emily Richman  
Print Name

Board President  
Title

10-14-2022  
Date

GE  
Administrator Initials

**From:** [Emily Richman](#)  
**To:** [Everett, Gail](#)  
**Subject:** Re: City of Richland Grant Report  
**Date:** Friday, October 14, 2022 1:46:39 PM

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I don't think so, I can't figure out a way to get back in and adjust. It should just be 5,000. I'm so sorry about that. I thought I reviewed everything but I must not have noticed the extra zero.

On Fri, Oct 14, 2022 at 1:33 PM Everett, Gail <[GEverett@ci.richland.wa.us](mailto:GEverett@ci.richland.wa.us)> wrote:

Do you have access to updating it? If not, I'll see what I can do on this side – you've got the correct number on front so that is the most important one.

**From:** Emily Richman <[emily@rmtheatre.org](mailto:emily@rmtheatre.org)>  
**Sent:** Friday, October 14, 2022 12:34 PM  
**To:** Everett, Gail <[GEverett@CL.RICHLAND.WA.US](mailto:GEverett@CL.RICHLAND.WA.US)>  
**Subject:** Re: City of Richland Grant Report

ack! that's a typo. I can go fix it. Or do I need you to do that?

On Fri, Oct 14, 2022 at 11:27 AM Everett, Gail <[GEverett@ci.richland.wa.us](mailto:GEverett@ci.richland.wa.us)> wrote:

Hey – on number 4 you have requested 50,000 but the other says 5,000.

**From:** Emily Richman <[emily@rmtheatre.org](mailto:emily@rmtheatre.org)>  
**Sent:** Friday, October 14, 2022 10:51 AM  
**To:** Everett, Gail <[GEverett@CL.RICHLAND.WA.US](mailto:GEverett@CL.RICHLAND.WA.US)>  
**Subject:** Re: City of Richland Grant Report

Hello Gail,

Thank you for this email. I didn't realize the 2023 grant was due today, I will get right on it! I am almost done with our report from 2022, i'm just gathering our receipts and expense report. Will submit very soon. Thank you!

On Fri, Oct 14, 2022 at 10:24 AM Everett, Gail <[GEverett@ci.richland.wa.us](mailto:GEverett@ci.richland.wa.us)> wrote:

Good morning Emily!

Have you been able to complete the end of the year report yet?

Also, the 2023 Grant applications are due TODAY BY 5PM –  
[www.ci.richland.wa.us/hotelmotel](http://www.ci.richland.wa.us/hotelmotel)

Gail

---

**From:** Everett, Gail  
**Sent:** Wednesday, August 31, 2022 4:05 PM  
**To:** Emily Richman <[emily@rmtheatre.org](mailto:emily@rmtheatre.org)>; Logan, Hollie  
<[hlogan@CI.RICHLAND.WA.US](mailto:hlogan@CI.RICHLAND.WA.US)>  
**Subject:** RE: City of Richland Grant Report

Yes there is!

Please complete the form [HERE](#) and be sure to include of the marketing receipts that meet or exceed your approved grant amount. Using the paperclip icon, attach the scanned receipts and include an invoice to the City of Richland requesting payment for the amount (\$5000).

**From:** Emily Richman <[emily@rmtheatre.org](mailto:emily@rmtheatre.org)>  
**Sent:** Wednesday, August 31, 2022 4:00 PM  
**To:** Logan, Hollie <[hlogan@CI.RICHLAND.WA.US](mailto:hlogan@CI.RICHLAND.WA.US)>; Everett, Gail  
<[GEverett@CI.RICHLAND.WA.US](mailto:GEverett@CI.RICHLAND.WA.US)>  
**Subject:** City of Richland Grant Report

Hello,

We have finished our first annual Shakespeare in the Park production and I am gathering information for our report. I'm reaching out to find out if there are specific forms or formats that you would like the report information? Is it possible to email it or do I need to send a physical copy? Thanks so much for your time.

--

**Emily Richman**

**Board President**

**The Rude Mechanicals**

**"Kick Ass Shakespeare!"**

**[rmtheatre.org](http://rmtheatre.org)**

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*Disclaimer: Emails and attachments sent to or from the City of Richland are public records subject to release under the Washington Public Records Act, Chapter 42.56 RCW. Sender and Recipient have no expectation of privacy in emails transmitted to or from the City of Richland.*

--

**Emily Richman**

**Board President**

**The Rude Mechanicals**

**"Kick Ass Shakespeare!"**

**[rmtheatre.org](http://rmtheatre.org)**

--

**Emily Richman**

**Board President**

**The Rude Mechanicals**

**"Kick Ass Shakespeare!"**

**[rmtheatre.org](http://rmtheatre.org)**

--

**Emily Richman**  
**Board President**  
**The Rude Mechanicals**  
**"Kick Ass Shakespeare!"**  
[rmtheatre.org](http://rmtheatre.org)



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Donna Lindsay

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Subject:  
Special Olympics

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Department:  
City Manager

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Recommended Motion:

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Summary:

Special Olympics Washington's (SOWA) Fall State Games are the largest competition in Washington for athletes to demonstrate their athleticism and talent. For the 2023 Fall Games, 750 athletes from across the state are expected to be competing in one of five events: flag football, volleyball, bowling, Unified Robotics, and gymnastics from November 17 – 19, 2023. In addition to competitions, the event includes Opening Ceremonies with the Law Enforcement Torch Run, the Athlete Victory Dinner/Dance, free medical screenings, and other activities to promote inclusion. SOWA is the primary organizer for activities and events at the local, regional, and state level across the state of Washington. Locally, SOWA partners with the Arc of Tri-Cities for program development and support. SOWA hopes to partner once again with local venue hosts from 2019 and 2022, including Richland High School, Richland School District middle schools, Richland Parks and Recreation, and Mid-Columbia Gymnastics.

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Fiscal Impact:

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Attachments:

1. HM App - Special Olympics



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Special Olympics Washington

Contact Name: Donna Lindsay Contact Title: Sr. Director of Development

Contact Phone: 206 456 0201 Contact Email: dlindsay@sowa.org

Street Address: 2815 2nd Avenue ST 370 City: Seattle State: WA Zip: 98121

Project or Event to be funded: 2023 Special Olympics Washington Fall Games - TriCities, WA

Project/Event Start Date: November 17, 2023 Project/Event End Date: November 19, 2023

Amount Requested: \$10,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

The City of Richland has supported Special Olympics Washington's Fall State Games from our first event in 2019. Events in 2020 and 2021 were cancelled due to the pandemic, but the City of Richland awarded funds for our return event in Fall of 2022.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>28</u>	<u>3</u>	<u>3,500</u>	<u>1976</u>

Please list the names and titles of your board members:

	Name	Title
1	Kelly Campbell	Board Chair/Athlete
2	Chris Morgan	Fundraising Chair
3	Erik Mickels	Finance Chair
4	Teri Chudzik	Technology Chair
5	Jill Angelo	Event Chair
6	Wayne Milner	Governance &
7	Crystal Womak	Athlete Experience Chair
8	Denny Eliason	Chair Elect
9	Jessie Fudge, MD	At Large

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Special Olympics Washington’s (SOWA) Fall State Games are the largest competition in Washington for athletes to demonstrate their athleticism and talent. For the 2023 Fall Games, 750 athletes from across the state are expected to be competing in one of five events: flag football, volleyball, bowling, Unified Robotics, and gymnastics from November 17 – 19, 2023. In addition to competitions, the event includes Opening Ceremonies with Law Enforcement Torch Run, the Athlete Victory Dinner/Dance, free medical screenings, and other activities to promote inclusion. SOWA is the primary organizer for activities and events at the local, regional, and state level across the state of Washington. Locally, SOWA partners with the Arc of Tri-Cities for program development and support. SOWA hopes to partner once again with local venue hosts from 2019 and 2022, including Richland High School, Richland School District middle schools, Richland Parks and Recreation, and Mid-Columbia Gymnastics.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Special Olympics Washington will work in collaboration with the Arc of Tri-Cities for all planning, volunteer recruitment, and venue management. We will also be requesting financial support from Visit Tri-Cities Hotel/Motel Commission, City of Kennewick, and City of Pasco. Additional support for the Torch Run will be managed in partnership with local law enforcement.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$10,000.00</u>	<u>5%</u>	<u>\$186,900.00</u>

**Revenue Sources:**

<u>Grants &amp; Foundation</u>	
<u>Corporate Support</u>	
<u>Individual Support</u>	
Special Olympics Washington is a registered 501(c)3 non profit entirely by individual, corporate, and foundation donations. All athletes participate free of charge.	

**Revenue Amount:**

	<u>\$40,000.00</u>
	<u>\$75,000.00</u>
	<u>\$71,900.00</u>

**Expenditure Description:**

<u>Housing</u>	
<u>Meals</u>	
<u>Facilities</u>	
<u>Program Supplies</u>	
<u>Equipment</u>	

**Expenditure Amount:**

	<u>\$130,000.00</u>
	<u>\$27,100.00</u>
	<u>\$17,000.00</u>
	<u>\$6,500.00</u>
	<u>\$6,300.00</u>

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>1300</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>800</u>
c. Expected number of attendees paying for accommodations:	<u>800</u>
d. Expected number of attendees using unpaid accommodations:	<u>500</u>
e. Expected number of lodging nights:	<u>750</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
g. How many increased room nights were expected to be generated?	<u>0</u>

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Attendance will be verified through individual and team registrations through Special Olympics Washington. Hotel rooms will be verified through the post-event hotel report.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

This Special Olympics Washington Fall Games brings athletes, coaches, and their families from across the state of Washington to the Tri-Cities for three days of sports competitions and celebrations. The out of town participants stay at local hotels and eat at local restaurants. Lunches and the Saturday night Victory dinner use local caterers. The 2019 Fall Games generated 700 room nights in Tri-Cities hotels including more than 240 in Richland hotels.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Special Olympics Washington athletes are selected for participation through their local teams, the 13 area areas across the state, and regional competitions in the North West, Southwest, and East Regions of the State. The Fall Games are promoted primarily through the Special Olympics Washington website, local press release, social media, and e-newsletters. Additional marketing campaigns will launch locally for volunteer recruitment and support.

You may attach any additional information about your organization or project you think is relevant to this application.

DML I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
  
Key: ad956642cab740bf9b65-rcf37abr2313

Donna M Lindsay  
Print Name  
Director of Development  
Title

10-12-2022  
Date

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Katrina Knight

Subject:  
Tumbleweed Festival

Department:  
City Manager

Recommended Motion:  
Katrina Knight

**Summary:**

The Tumbleweed Music Festival is an annual 3-day event held over Labor Day weekend in Howard Amon Park with an added virtual component. It features acoustic music, dance, and folk arts. Musical performances have included folk, blues, bluegrass, Celtic, children's, old-time, singer/songwriters, maritime, klezmer, Latino, and jazz music. Dance genres have included Appalachian clogging, contra, Irish step-dancing, Middle Eastern, Chinese, Indian, International folk, Latino, and swing. There are crafts booths and food vendors. All performances during the day are free and open to all. The Friday night opening features a free concert by younger performers. Saturday and Sunday offer several performance stages, workshop areas, and an open mic stage. Saturday evening's concert and Sunday evening's contra dance are ticketed fund-raisers. Most performers are from the Northwest but 2022 performers also included acts from California, Arizona, Pennsylvania, New York, and Nashville.

Fiscal Impact:

**Attachments:**

1. HM App - Tumbleweed Fest



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Three Rivers Folklife Society

Contact Name: Katrina Knight Contact Title: 2023 festival coordinator

Contact Phone: 509 587-3060, 610 406-2500 Contact Email: tumbleweedchair@gmail.com

Street Address: PO Box 1098 City: Richland State: PA Zip: 99352

Project or Event to be funded: 2023 Tumbleweed Music Festival

Project/Event Start Date: September 01, 2023 Project/Event End Date: September 03, 2023

Amount Requested: \$5,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

Tumbleweed Music Festivals 1998 through 2022

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>0</u>	<u>130</u>	<u>1990</u>

Please list the names and titles of your board members:

	Name	Title
1	Gene Carbaugh	president
2	Micki Perry	vice president
3	Steve Ghan	treasurer
4	Frank Cuta	secretary
5	Jim Honeyman	member at large
6	Bob Lewis	member at large
7	David Carson	member at large
8	Katrina Knight	member at large
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

The Tumbleweed Music Festival is an annual 3-day event held over Labor Day weekend in Howard Amon Park with an added virtual component. It features acoustic music, dance, and folk arts. Musical performances have included folk, blues, bluegrass, Celtic, children's, oldtime, singer/songwriters, maritime, klezmer, Latino, and jazz music. Dance genres have included Appalachian clogging, contra, Irish step-dancing, Middle Eastern, Chinese, Indian, International folk, Latino, and swing. There are crafts booths and food vendors. All performances during the day are free and open to all. The Friday night opening features a free concert by younger performers. Saturday and Sunday offer several performance stages, workshop areas, and an open mic stage. Saturday evening's concert and Sunday evening's contra dance are ticketed fund-raisers. Most performers are from the Northwest but 2022 performers also included acts from California, Arizona, Pennsylvania, New York and Nashville.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Each year since 1997, the City of Richland has been our generous co-sponsor. The Richland Parks and Recreation Department supports the event and their staff look forward to working it. In the past we have received financial grants and/or in-kind donations from locally-represented corporations and organizations such as Battelle, Bergstrom Aircraft, Humanities Washington, and the Washington State Arts Commission. Local businesses have collectively supported our main stage. (Covid-19 disrupted some of this support in recent years. We hope that 2023 will bring us back closer to normal.) The Tri-cities Visitor and Convention Bureau (Visit Tri-Cities) helps publicize our event locally.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$5,000.00	14%	\$36,000.00

**Revenue Sources:**

	<b><u>Revenue Amount:</u></b>
Business Sponsors	\$3,000.00
Individual Patrons	\$10,000.00
Programs (admission fees for concert, dance, benefits)	\$4,000.00
Product Sales	\$7,000.00
Vendor Fees	\$2,500.00
Three Rivers Folklife Society direct support	\$2,750.00
Grants	\$5,000.00
Miscellaneous	\$1,750.00

**Expenditure Description:**

	<b><u>Expenditure Amount:</u></b>
Publicity	\$5,500.00
Program	\$10,000.00
Hospitality	\$1,200.00
Postage	\$250.00
Hired services	\$4,500.00
Rentals	\$11,100.00
Merchandise	\$2,700.00
misc. (supplies, copies, etc)	\$750.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	4000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	1000
c. Expected number of attendees paying for accommodations:	150
d. Expected number of attendees using unpaid accommodations:	350
e. Expected number of lodging nights:	250
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	n/a
g. How many increased room nights were expected to be generated?	n/a



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Since our festival is not a ticketed event, it is difficult to track the number of people attending each day but we can compare it to ticketed events of a similar size to get an estimate. We also collect information from audience surveys distributed at festival stages to get information on where people are from and where they are staying while at the festival. We solicit information on hotel/motel rates through the Tri-Cities Visitor and Convention Bureau and post this accommodation info at [www.3rfs.org](http://www.3rfs.org) and [www.tumbleweed.com](http://www.tumbleweed.com). We have a hospitality form to collect information on where performers are staying but it is difficult to track actual bookings for other Tumbleweed guests.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

The Tumbleweed Music Festival attracts performers, vendors, and spectators mainly from Washington, Oregon, Idaho, Montana, and Canada, with a few from more distant locations. The schedule of events from Friday evening through Sunday night provides incentive for those attending to stay overnight. Since the festival offers easy access to a wide range of music and dance styles, it enhances Richland's appeal as a cultural center. The festival is promoted in publications and on radio in major metropolitan areas such as Seattle, Portland, and Spokane, as well as smaller rural areas like Pendleton, Hermiston, Walla Walla, Yakima, and Sandpoint ID. In addition, our virtual festival also attracts viewers internationally and promotes the city of Richland to them. The City of Richland's grant money is just part of the financial support we receive to produce the festival, but it encourages and enables us to publicize Tumbleweed beyond the Tri-Cities area.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

The grant would be used for out-of-town advertising and promotion of the 2023 Tumbleweed Music Festival. Target areas for funds would include Seattle, Portland, Spokane, and more rural areas of Eastern Washington, Northeastern Oregon, and Western Idaho. In the larger metropolitan areas, our attention would be directed at media with an emphasis on acoustic and folk music. Closer to home, we will focus on broader coverage. Our emphasis will be on print and radio ads and promotion of the festival at other festivals and community events, such as the Northwest Folklife Festival in Seattle, Art in the Park in Richland, and RiverFest in Kennewick. Examples of some of the media we've used include Northwest Public Broadcasting (throughout Washington), the Tri-City Herald, PDX Pipeline (Portland), the Penticton Herald (Penticton, BC). We also use social media such as Facebook and Youtube along with our web sites to develop year-round interest in Tumbleweed.

You may attach any additional information about your organization or project you think is relevant to this application.

KK I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
  
Key: ad956642cab740bf9b65-rcf37abf2313

10-15-2022  
Date

Katrina Knight  
Print Name  
2023 festival coordinator  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Mark Williams

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**Subject:**

Tri-Cities Water Follies, Columbia Cup and Air Show

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

The Tri-City Water Follies Association, a non-profit organization, will host a premier weekend festival that includes Unlimited Hydroplane racing on the Columbia River, an Over the River Air Show, and additional boat class racing as well as various shoreline activities.

It is expected that over 50,000 spectators will come to the shores of the Columbia River from Washington, Oregon, Idaho, Canada, and from across the nation for the largest weekend event in Eastern Washington. The regional market includes the immediate Tri-Cities area as well as Yakima, Spokane, Moses Lake, Pendelton, Portland, and Seattle. National media attention attracts fans from across the U.S. and Canada. The TCWF will use a full-service advertising and marketing agency to assist with selecting and combining different methods to marketing targeting Washington, Oregon, and Idaho.

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**Fiscal Impact:**

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**Attachments:**

1. HM App - Water Follies



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Tri-City Water Follies Association

Contact Name: Mark Williams Contact Title: Event Director

Contact Phone: 509-783-4675 Contact Email: waterfolliesmark@gmail.com

Street Address: 621 N. Gum St. City: Kennewick State: WA Zip: 99336

Project or Event to be funded: Tri-City Water Follies, HAPO Columbia Cup & Air Show

Project/Event Start Date: July 28, 2023 Project/Event End Date: July 30, 2023

Amount Requested: \$15,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

Tri-City Water Follies 2003-2022

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>1</u>	<u>1</u>	<u>50</u>	<u>1966</u>

Please list the names and titles of your board members:

	Name	Title
1	Hector Cruz	President
2	Nathan Craghill	President-Elect
3	Colin Hastings	Immediate Past President
4	Mike Hall	Secretary/Treasurer
5	Lorren Johnson	Vice President
6	Jeff Potter	Vice President
7	Barb Keltch	Vice President
8	Aaron Stephens	Race Director
9	Kim Owen	Air Show Director

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

The Tri-City Water Follies Association, a non-profit organization, will host a premier weekend festival that includes Unlimited Hydroplane racing on the Columbia River, an Over the River Air Show and additional boat class racing as well as various shoreline activities.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

City of Pasco - Hotel/Motel Funds Grant  
 Visit Tri-Cities - TPA Grant

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
\$15,000.00	1.5%%	\$1,023,000.00

**Revenue Sources:**

	<b><u>Revenue Amount:</u></b>
Sponsorships	\$437,000.00
Gate Sales	\$115,000.00
Pre-Sales	\$379,000.00
Parking	\$35,000.00
Concessions	\$24,000.00
Souvenirs	\$16,000.00
General Operations	\$17,000.00

**Expenditure Description:**

	<b><u>Expenditure Amount:</u></b>
Air Show	\$100,000.00
Boat Racing	\$300,000.00
Venue Expense	\$250,000.00
Marketing	\$62,000.00
Administration	\$124,000.00
Security	\$118,000.00
Operations	\$69,000.00

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	50000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	15000
c. Expected number of attendees paying for accommodations:	10000
d. Expected number of attendees using unpaid accommodations:	5000
e. Expected number of lodging nights:	6000
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	N/A
g. How many increased room nights were expected to be generated?	0

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

The TCWF will work with Visit Tri-Cities and survey local lodging facilities. The TCWF Office will survey guest through hosted and private area reservation forms.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

It is expected that over 50,000 spectators will come to the shores of the Columbia River from Washington, Oregon, Idaho, Canada and from across the nation for the largest weekend event in Eastern Washington. The regional market includes the immediate Tri-Cities area as well as Yakima, Spokane, Mosses Lake, Pendelton, Portland and Seattle. National media attention attracts fans from across the U.S. and Canada. The TCWF will use a full-service advertising and marketing agency to assist with selecting and combining different methods to marketing targeting Washington, Oregon and Idaho.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Print Media Tri-City Herald, The Entertainer, Tri-Cities Area Journal of Business, · Radio KATS-FM, KORD-FM, KUJ-FM, KEGX-FM, · Radio, · Television KGW - Portland Television, KHQ - Spokane Television, KPTV - Portland TV, Root Sports, King 5, KHQ - Spokane Television, KPTV - Portland TV, Root Sports, KCYU, KEPR, KGW, KVEW, KNDO/KN DU, · Television SWXQ. Digital Marketing - Spotted Fox Digital Marketing

You may attach any additional information about your organization or project you think is relevant to this application.

MSW I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Mark Steven Williams*  
Key: ad956642-cab7-40bf9b65-rcf37abf2313

10-13-2022  
Date

Mark Steven Williams  
Print Name  
Event Director  
Title

GE  
Administrator Initials



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Julie Jackson, Recreation & Facilities Manager

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**Subject:**

Winter Wonderland Festival of Lights

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

The Winter Wonderland Festival Lights events and festivities began as a small family-friendly winter-themed day of activities at the Richland Community Center and has grown to include a month-long series of events, activities, and nightly showing of a dancing light display to popular holiday and winter-themed music. On the first Friday and Saturday of December, the festivities are kicked off with a lighted vehicle parade (including Santa & Mrs. Claus riding in Fire Trucks!), live music from local high school choirs and marching bands, food vendors, free cocoa for participants and a community countdown to light up the park and start the dancing light show! In 2018, we showcased a model "Alphabet" home in the lighting display to begin the "Richland Alphabet Home Holiday Village." Each year since an additional Alphabet Home is constructed, decorated in lights, and displayed proudly in John Dam Plaza. 2021 saw the addition of a 2-night Fireworks Display above the Columbia River in HA Park.

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**Fiscal Impact:**

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**Attachments:**

1. Application Binder



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: City of Richland Parks and Public Facilities Recreation Division

Contact Name: Julie Jackson Contact Title: Recreation Manager

Contact Phone: 509-942-7501 Contact Email: jjackson@ci.richland.wa.us

Street Address: 625 Swift Blvd City: Richland State: MN Zip: 99352

Project or Event to be funded: Winter Wonderland Festival of Lights (month-long event)

Project/Event Start Date: December 01, 2023 Project/Event End Date: December 31, 2023

Amount Requested: \$3,500.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

Various projects; including the Annual GeoCoin Challenge, misc. capital projects, and misc. events for recruiting regional and national tournaments drawing participants from across the region, United States and Canada.

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>7</u>	<u>20+</u>	<u>20+</u>	<u>1958</u>

Please list the names and titles of your board members:

	Name	Title
1	n/a	
2		
3		
4		
5		
6		
7		
8		
9		

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

The Winter Wonderland Festival Lights events and festivities began as a small family-friendly winter-themed day of activities at the Richland Community Center and has grown to include a month-long series of events, activities and nightly showing of a dancing light display to popular holiday and winter-themed music. On the first Friday and Saturday of December, the festivities are kicked off with a lighted vehicle parade (including Santa & Mrs. Claus riding in Fire Trucks!), live music from local high school choirs and marching bands, food vendors, free cocoa for participants and an community countdown to light up the park and start the dancing light show! In 2018, we showcased a model "Alphabet" home in the lighting display to begin the "Richland Alphabet Home Holiday Village." Each year since, an additional Alphabet Home is constructed, decorated in lights and displayed proudly in John Dam Plaza. 2021 saw addition of a 2-night Fireworks Display above the Columbia River in HA Park.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Various organizations have provided some sponsorship of the event over the years.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$3,500.00</u>	<u>10%%</u>	<u>\$35,000.00</u>

**Revenue Sources:**

**Revenue Amount:**

<u>Misc. Sponsorships - Anticipated</u>	<u>\$5,000.00</u>
<u>Parks &amp; Public Facilities Budget (General Fund)</u>	<u>\$30,000.00</u>

**Expenditure Description:**

**Expenditure Amount:**

<u>Fireworks Display</u>	<u>\$13,000.00</u>
<u>Light Show programming</u>	<u>\$10,000.00</u>
<u>Replacement lighting</u>	<u>\$9,000.00</u>
<u>Misc event supplies/equipment/costumes</u>	<u>\$3,000.00</u>

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>20,000</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>200</u>
c. Expected number of attendees paying for accommodations:	<u>100</u>
d. Expected number of attendees using unpaid accommodations:	<u>100</u>
e. Expected number of lodging nights:	<u>100</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>n/a</u>
g. How many increased room nights were expected to be generated?	<u>100</u>

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Coordinate with Visit Tri-Cities and area hotels as well as the increased amount of letters received in the "Letters to Santa" mailbox located in John Dam Plaza next to "Santa's Workshop" in the "Richland Alphabet Home Holiday Village"

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

This event is a signature City of Richland event providing an excellent family-friendly experience for citizens and visitors alike throughout the month of December. The signature Richland Alphabet Home Holiday Village provides a peek into Richland's unique history that no other City in the Pacific Northwest could provide. Within walking distance to the Parkway business district, visitors on a weekend getaway could enjoy the holiday cheer through a self-guided tour of John Dam Plaza followed by a scrumptious meal and a delightful warm beverage from one of many restaurants in the area before setting in for the night in one of Richland's cozy lodging options. Within a week of their visit to Richland, any of our visitors who drop a "Letter to the North Pole" in the mailbox at the park will receive a personalized letter in response; routed diligently by Santa's elves in Richland of course!

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Largely Social Media advertising targeting areas outside of the region. Radio advertising in markets complimentary to our region (ex: Wenatchee, Leavenworth, Walla Walla, Spokane, La Grande, The Dalles).

You may attach any additional information about your organization or project you think is relevant to this application.

  JAJ   I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Julie Ann Jackson*  
Key: ad956642cab740bf9b65-rcf37abf2313

10-18-2022  
Date

Julie Ann Jackson  
Print Name  
Recreation Manager  
Title

GE  
Administrator Initials

**From:** [Alexander, Hollie](#)  
**To:** [\\*Communications](#); [\\*ELT](#); [\\*CITY COUNCIL](#)  
**Cc:** [Jackson, Julie](#); [Gartside, Sherry](#)  
**Subject:** PR: Richland's Winter Wonderland and HAPO Festival of Lights Kicks-Off December 3rd  
**Date:** Tuesday, November 23, 2021 10:51:26 AM  
**Attachments:** [image003.png](#)

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## FOR IMMEDIATE RELEASE

November 23, 2021

Contact: Sherry Gartside, Parks & Recreation Coordinator, 942-7462

### **Richland's Winter Wonderland and HAPO Festival of Lights Kicks-Off December 3<sup>rd</sup>**

Don't miss the 6<sup>th</sup> annual Winter Wonderland and HAPO Festival of Lights. Join us as we countdown to the lighting of John Dam Plaza and the HAPO Community Stage. Celebrate the magic of the season with live musical performances, food vendors, and a guest appearance from Santa and Mrs. Claus.

The festivities kick off Friday, December 3, 2021 at 5:00 p.m. The official countdown will take place at 6:00 p.m. where thousands of lights will dance to holiday music every evening in December.

Attendees will enjoy music performed by the Hanford High School Choir, The Richland High Pep Band and Drumline. Enjoy free cocoa and KC Kettle Corn (while supplies last). Food is also available for purchase from Non-Fiction and Doggie Style Gourmet.

Visit Santa's House as well as the recently added replica of an "F" house located in the Richland Alphabet House Village. Say hello to Santa's reindeer who will be visiting from the North Pole. The "Letters to the North Pole" mailbox will also be available. Children of all ages can drop their letters (along with a self-addressed envelope) in the mailbox to the North Pole (deadline is December 20, 2021) and participants will receive a response from Santa and friends.

After the lighting, stay in John Dam Plaza and enjoy the entire playlist of holiday music. Or, you can head down to Howard Amon Park and hop on the J&S Express Train at the Richland Community Center. The train will take riders on a journey through the park to enjoy the magic of over 20 inflatable light displays.

Stop by the Gallery in the Park on Lee Blvd. for more free cocoa and complimentary craft kits

(while supplies last) and enjoy music performed by the Tubadours. Food vendors will also be available at Howard Amon Park.

In addition, the Richland Community Center will be hosting holiday craft projects and Bingo from 6:00 p.m. until 8:30 p.m.

While there, don't miss out on the very popular lighted boat parade. This is always a crowd-pleaser sponsored by the Clover Island Yacht Club. The boats will come by Howard Amon Park at approximately 7:15 p.m. – 8:00 p.m.

But wait, there is more! New to the lineup this year is a firework display at Howard Amon Park after the boats have safely cleared the area. Fireworks will light up the sky at approximately 8:00 p.m.

There are many more activities to enjoy with Winter Wonderland Festival of Lights lasting throughout the month of December. View the full schedule of activities at [www.ci.richland.wa.us/winterwonderland](http://www.ci.richland.wa.us/winterwonderland).



**Hollie Logan**  
Communications & Marketing Manager  
625 Swift Blvd., MS-39 | Richland, WA 99352  
(509) 942-7386

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Winter  
**WONDERLAND**  
FESTIVAL OF LIGHTS

2021

DECEMBER 3 - JANUARY 2

DANCING LIGHT SHOW EVERY EVENING  
IN JOHN DAM PLAZA!

SPONSORED BY

**Hapo**

Community Credit Union

OPENING WEEKEND

DECEMBER 3 - 4, 2021

5:00 - 10:00 P.M.

LIGHTING COUNTDOWN | SANTA  
REINDEER | ENTERTAINMENT  
FOOD TRUCKS | AND MORE!



FOR MORE INFORMATION, VISIT:  
[WWW.RICHLANDPARKSANDREC.COM](http://WWW.RICHLANDPARKSANDREC.COM)







## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2022

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Dominic Falcinelli

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**Subject:**

Wild West Bass Trail

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**Department:**

City Manager

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**Recommended Motion:**

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**Summary:**

The event is a 3-day bass fishing tournament with mandatory in-person pre-tournament angler check-in and rules meeting on August 3rd. Launch (sunrise) and weigh-in (3:00 pm) will be held at Columbia Point Marina, August 4-6. Covid-19 precautions are in effect as required by the state of Washington. As a special event, our bass fishing tournament will attract tourists (participating anglers and their families) from California, Arizona, Nevada, New Mexico, Idaho, and Oregon. Not only will the participating anglers and their families travel to Richland for the tournament, but a large portion of our anglers will travel to Richland and the Columbia Park Marina for on-water practice in the days and weeks leading up to the tournament. As well, we are confident that after experiencing the first-class accommodations and fishing, our anglers and their families will return to Richland for future fishing events and other activities.

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**Fiscal Impact:**

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**Attachments:**

1. HM App - WWBass Trail



# City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2023 to December 31, 2023

## 1. CONTACT INFORMATION:

Organization Name: Wild West Bass Trail

Contact Name: Dominic Falcinelli Contact Title: Director of Partner Relations

Contact Phone: 940-297-5692 Contact Email: dominic@wildwestbasstrail.com

Street Address: P.O. Box 6355 City: Glendale State: AZ Zip: 85312

Project or Event to be funded: 2022 Wild West Bass Trail Columbia River Pro-Am

Project/Event Start Date: August 04, 2023 Project/Event End Date: August 06, 2023

Amount Requested: \$15,000.00

Yes \_\_\_ No Has the organization received Hotel/Motel Tax funding in the past?  
If yes, for which years and which projects?

2019 Wild West Bass Trail Columbia River Pro-Am: June 21-23, 2019  
2020 Wild West Bass Trail Columbia River Pro-Am: July 31 - August 2, 2020  
2021 Wild West Bass Trail Columbia River Pro-Am: July 30 - August 1, 2021  
2022 Wild West Bass Trail Columbia River Pro-Am: August 5-7, 2022

## 2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>5</u>	<u>14</u>	<u>4-8</u>	<u>7</u>

Please list the names and titles of your board members:

	Name	Title
1	Jeremy Dehart	Owner, CEO
2	Randy McBride	Operations Manager
3	Dominic Falcinelli	Dir. of Partner Relations
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____

**3. PROJECT DESCRIPTION:**

Please provide a brief description of the event/project, including event schedule:

Event will be a 3-day bass fishing tournament with mandatory in-person pre-tournament angler check-in and rules meeting on August 3rd. Launch (sunrise) and weigh-in (3:00pm) will be held at Columbia Point Park Marina, August 4-6. Covid-19 precautions in effect as required by state of Washington.

- Yes  No 1. Is this a capital improvement project?
- Yes  No 2. Is the improvement on City owned property or facility?
- Yes  No a. If so, has this proposal been presented to the Parks and Recreation Commission (PRC)?
- Yes  No b. Was it recommended by the PRC?

*Please note these improvements may require federal, state, or city permits. Please contact Joe Schiessl at [jschiessl@ci.richland.wa.us](mailto:jschiessl@ci.richland.wa.us) prior to submitting this application to determine if permits are required for the type of work you are proposing.*

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

We are also seeking funds from Visit Tri-Cities Washington.

**4. PROJECT BUDGET:**

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$15,000.00</u>	<u>8.96%</u>	<u>\$167,383.00</u>

**Revenue Sources:**

**Revenue Amount:**

<u>Visit Tri-Cities Washington</u>	<u>\$1,000.00</u>
<u>Angler Registration Fees</u>	<u>\$141,350.00</u>

**Expenditure Description:**

**Expenditure Amount:**

<u>Prizes and Awards (95% of Participant Registration Fees)</u>	<u>\$134,283.00</u>
<u>Multi-media Film / Production / Final Film Edit</u>	<u>\$13,000.00</u>
<u>Social Media Package</u>	<u>\$5,500.00</u>
<u>Staff Pay</u>	<u>\$11,600.00</u>
<u>Staff Lodging</u>	<u>\$1,500.00</u>
<u>Staff Meals</u>	<u>\$1,500.00</u>

**5. PROJECTED TOURISM BENEFITS:**

a. Overall attendance:	<u>578</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>231</u>
c. Expected number of attendees paying for accommodations:	<u>174</u>
d. Expected number of attendees using unpaid accommodations:	<u>59</u>
e. Expected number of lodging nights:	<u>289</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
g. How many increased room nights were expected to be generated?	<u>26</u>

Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, hotels, etc.):

Mandatory angler check-in and rules meeting is on Thursday, August 3rd. At check-in, we request from each angler the number of room nights booked and location. Also, we receive a report from Hector Cruz of Visit Tri-Cities following the event.

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding:

As a special event, our bass fishing tournament will attract tourists (participating anglers and their families) from California, Arizona, Nevada, New Mexico, Idaho, and Oregon. Not only will the participating anglers and their families travel to Richland for the tournament, but a large portion of our anglers will travel to Richland and the Columbia Park Marina for on-water practice in the days and weeks leading up to the tournament. As well, we are confident that after experiencing the first-class accommodations and fishing, our anglers and their families will return to Richland for future fishing events and other activities.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service:

Prior to the event, we send representatives to Richland to meet with local businesses, groups, and media to promote event to Tri-Cities community. Also, we send representatives to our 2023 team tournaments in Northern California, Southern California, Nevada, Arizona, and (NEW) Washington/Oregon to promote this event to our anglers. Prior to the event, we plan to have a local professional angler interviewed by Tri-City Herald and KEPR. Dave Kromm's interviews prior to 2019 Pro-Am are available on the Tri-City Herald and KEPR websites.

In 2023, we will also have a presence on multiple local radio outlets, as well. Nationally, we will promote the tournament through social media posts and Facebook Live Q&A sessions with our CEO. Professionally produced videos of our events are also featured on the Pursuit Network, which is

You may attach any additional information about your organization or project you think is relevant to this application.

DF I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

eSigned via SeamlessDocs.com  
*Dominic Falcinelli*  
Key: ad956642cab740bf9b65-rcf37abr2313

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Dominic Falcinelli  
Print Name

---

Director of Partner Relations  
Title

10-13-2022  
Date

GE  
Administrator Initials