



Agenda
Lodging Tax Advisory Committee Meeting
Thursday, October 26, 2023
Richland City Hall ~ Council Chambers
625 Swift Boulevard

Committee Members: Chair Mayor Christensen and Committee Members Cruz, Garza, Sako and Stephens

Liaison: Mayor Christensen

Regular Meeting - 1:00 p.m.

Call to Order/Attendance:

Public Comments: Please limit public comments to 2 minutes.

Approval of Minutes: (Approved by Motion)

Approval of the October 27, 2022 Lodging Tax Advisory Committee Meeting Minutes

Approval of the October 4, 2023 Lodging Tax Advisory Committee Meeting Minutes

Budget Overview:

3. 2024 Lodging Tax Funding Overview
 - Brandon Allen, Finance Director

2023 Grant Funded Projects - Summary to Date:

4. 2023 Activities and Projects Update
 - Gail Everett, Communications & Marketing Specialist

Hotel/Motel Grant Applications :

5. Allied Arts Association - Art in the Park
 - Gail Everett, Communications & Marketing Specialist
6. BMX - Funds for National Event Proposal
 - Gail Everett, Communications & Marketing Specialist
7. City of Richland - Ironman
 - Gail Everett, Communications & Marketing Specialist
8. City of Richland - Winter Wonderland
 - Gail Everett, Communications & Marketing Specialist
9. North American Talk - WA Statewide Tourism Marketing
 - Gail Everett, Communications & Marketing Specialist
10. Northwest Powerboat Association - Richland Regatta
 - Gail Everett, Communications & Marketing Specialist

11. Red Mountain Event Center/Tri-City Raceway - Apple Cup & Fall Classic
 - Gail Everett, Communications & Marketing Specialist
12. Richland Chamber of Commerce - Cool Desert Nights
 - Gail Everett, Communications & Marketing Specialist
13. Special Olympics of Washington - Fall Games
 - Gail Everett, Communications & Marketing Specialist
14. The Rude Mechanicals - Shakespeare in the Park
 - Gail Everett, Communications & Marketing Specialist
15. Three Rivers Folklife Society - Tumbleweed Festival
 - Gail Everett, Communications & Marketing Specialist
16. Three Rivers Ultimate Frisbee - Hanford Howl Tournament
 - Gail Everett, Communications & Marketing Specialist
17. Tri-Cities Sunrise Rotary - See3Slam, 3 on 3 Basketball Tournament
 - Gail Everett, Communications & Marketing Specialist
18. Tri-Cities Tap Trail - Tap Trail Map and Beer Festivals
 - Gail Everett, Communications & Marketing Specialist
19. Visit Tri-Cities - Ironman Media Production & Marketing
 - Gail Everett, Communications & Marketing Specialist
20. City of Richland - Business District Revitalization Project
 - Gail Everett, Communications & Marketing Specialist
21. Columbia Basin BMX - Starting Gate Replacement
 - Gail Everett, Communications & Marketing Specialist
22. Columbia Basin BMX - Supplemental Funding for National Races
 - Gail Everett, Communications & Marketing Specialist
23. Columbia Basin BMX - Redesign and Build Dirt Track
 - Gail Everett, Communications & Marketing Specialist
24. Columbia Basin BMX - Track Lighting Upgrade
 - Gail Everett, Communications & Marketing Specialist
25. Richland Babe Ruth Baseball - Rebuild Bullpen/Install Batting Cages
 - Gail Everett, Communications & Marketing Specialist

New Business:

26. Grant Funding Recommendations to Council
 - Gail Everett, Communications & Marketing Specialist

Adjournment

:

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



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Approval of Minutes

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Approval of the October 27, 2022 Lodging Tax Advisory Committee Meeting Minutes

Department:

City Manager

Recommended Motion:

Summary:

Fiscal Impact:

Attachments:

1. 2022.10.27 LTAC Meeting Minutes



Meeting Minutes

Lodging Tax Advisory Committee Meeting
Thursday, October 27, 2022
Richland City Hall ~ Council Chambers
625 Swift Boulevard

Regular Meeting - 2:00 p.m.

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

Staff Liaison: Hollie Alexander, Communications & Marketing Manager

Call to Order/Attendance:

Committee member Gus Sako called the regular Lodging Tax Advisory Committee meeting to order at 2:04pm.

Attendance:

Committee members, Gus Sako, Lara Watkins, Michael Gabbud and Lacey Stephens.

Also present at the meeting were: Staff Liaison, Hollie Alexander, Communications & Marketing Manager, Joe Schiessl, Deputy City Manager, Gail Everett, Communications and Marketing Specialist, Felicia Siefken, Executive Assistant, Brandon Allen, Finance Director, and Evgeniya Petyuk, Accountant.

Public Comments: none

Approval of Minutes: (Approved by Motion)

- 1. Approval of the November 21, 2021, Lodging Tax Advisory Committee Meeting Minutes.
 - Laura Watkins moved to approve the meeting minutes and Lacey Stephens seconded the motion. Motion carried 4-0.

Budget Overview:

- 2. 2022 Lodging Tax Fund Balance Overview - Hollie Alexander, Communications & Marketing Manager
 - 2022 Budget as of September 30, 2022, Ms. Alexander provided an overview of the 2022 funds to date and the amount projected through 2023.

2022 Event and Project Summary to Date: Hollie Alexander, Communications & Marketing Manager

- Ms. Alexander, provided an overview of the 2022 events to date.

2023 Hotel/Motel Grant Applications:

- 3. Art in the Park - Brandie Saint-Claire
 - Requested amount was \$8,000. The recommendation was \$8,000.
- 4. BASS Nat'l West Regional Championships - Stan Johnson
 - Requested amount was \$7,500. The recommendation was \$7,500.
- 5. CIP Badger Ice Age Floods Interpretive Trail - David Comstock
 - Requested amount was \$238,000. The recommendation was \$238,000.

6. CIP COR Fitness Court - Jon Amundson, City Manager
 - Requested amount was \$305,000. The recommendation was \$305,000.
7. CIP COR-BID Improvements - Lynne Follett, Economic Development Specialist
 - Requested amount was \$60,000. The recommendation was \$60,000.
 - **Discussion:** Gus Sako recused himself from this item due to conflict of interest as an Uptown Business owner.
8. CIP Red Mountain Event Center - Eric VanWinkle
 - Requested amount was \$284,000. The recommendation was \$0.
 - **Discussion:** The event location being outside of COR is a concern and legality is in question. Recommend a workshop to specify more clearly the jurisdiction of capital improvement facilities. Develop concrete criteria prior to the 2024 application process.
9. CIP Tri-City Kart Track - Chris O'Neill
 - Requested amount was \$204,000. The recommendation was \$0.
 - **Discussion:** Grantee has received approximately \$500,000 in the past few years from the hotel/motel grant funds. Data provided did not show a significant increase in lodging.
10. Tri-Cities GeoCoin Challenge - Jen Davis
 - Requested amount was \$7,500. The recommendation was \$7,500.
11. Live @ 5 - Jennifer Little
 - Requested amount was \$10,000. The recommendation was \$5,000.
 - Discussion: Data provided did not show tourism benefit outside of our region enough to justify full amount.
12. NorthAmericaTalk - Jacob Luplow
 - Requested amount was \$28,000. The recommendation was \$0.
 - Discussion: Could not provide data to determine results of effort.
13. Red Mountain Event Center/Tri-City Raceway - Eric VanWinkle
 - Requested amount was \$100,913.50. The recommendation was \$15,000.
 - Discussion: Will provide seed money to assist with outside the region marketing for main events.
14. Richland Regatta - April Morgan
 - Requested amount was \$17,500. The recommendation was \$17,500.
15. See3Slam - Terry Marie Fleischman
 - Requested amount was \$10,000. The recommendation was \$10,000.
16. Shakespeare in the Park - Emily Richman
 - Requested amount was \$5,000. The recommendation was \$1,500.
 - Discussion: Committee reviewed budget and according to the criteria, 1,500 is 30% of overall budget.
17. Special Olympics - Donna Lindsay
 - Requested amount was \$10,000. The recommendation was \$10,000.

18. Tumbleweed Festival - Katrina Knight

- Requested amount was \$5,000. The recommendation was \$5,000.

19. Tri-Cities Water Follies, Columbia Cup and Air Show - Mark Williams

- Requested amount was \$15,000. The recommendation was \$15,000.

20. Winter Wonderland Festival of Lights - Julie Jackson, Recreation & Facilities Manager

- Requested amount was \$3,500. The recommendation was \$3,500.

21. Wild West Bass Trail - Dominic Falcinelli

- Requested amount was \$15,000. The recommendation was \$15,000.

Laura Watkins moved to approve the grant recommendations as specified above. Lacey Stephens seconded the motion. Motion carried 4-0.

Adjournment: Gus Sako adjourned the meeting at 3:40pm

Approved: _____
Council Liaison Christensen

Minutes Prepared By: _____
Gail Everett, Communications & Marketing Specialist

Date Approved:

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LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Approval of Minutes

Prepared By:

Subject:

Approval of the October 4, 2023 Lodging Tax Advisory Committee Meeting Minutes

Department:

City Manager

Recommended Motion:

Summary:

Fiscal Impact:

Attachments:

1. Meeting Minutes 10.4.2023 final



Meeting Minutes

Lodging Tax Advisory Committee Meeting
Wednesday, October 4, 2023
Richland City Hall – Council Chambers
625 Swift Boulevard

Lodging Tax Advisory Committee Meeting – 4:00 p.m.

Council Liaison Terry Christensen called the Lodging Tax Advisory Committee meeting to order at 4:05 p.m.

Attendance: Council Member Terry Christensen and Committee members, Douglas (Gus) Sako, Char Garza, and Lacey Stephens.

Also, present were Deputy City Manager Schiessl, Finance Director Allen, Parks & Public Facilities Director Hester, and Staff Liaison Everett.

Public Comments

None.

Approval of Minutes

The October 27, 2022 Lodging Tax Advisory Committee meeting minutes will be presented for the Committee's review and approval at the next scheduled meeting.

New Business

1. Reallocation of Hotel Motel Funds

Laura Hester provided an overview of the 2019 Badger Mountain Community Park project, which was delayed/never completed due to COVID and production supply issues. This project was recently rebid at a lower cost if combined into one phase from the original three phases.

Laura Hester also provided an update on the current Fitness Court in Howard Amon Park project, which was being completed under budget.

Laura requested a discussion on the transfer of excess funds from the Fitness Court (\$100,000) to the Badger Mountain Park Project, along with a reallocation of the funds never spent (\$200,000) to finish this project in 2023.

Brandon Allen provided an update on Tourism Promotion Area Tax and Hotel Motel Funds including current funding levels and projected levels for 2024, which were favorable.

Discussion

After a short discussion, Mayor Christensen made a motion to move \$100,000 from the Fitness Court project and \$200,000 from the second 2% (capital projects) toward completing the Badger Mountain Park project and seconded by Gus Sako. The motion carried 4-0.

Mayor Christensen adjourned the meeting at 4:27 p.m.

Approved: _____
Council Liaison Christensen

Prepared By: _____
Gail Everett, Communications & Marketing Specialist

DATE APPROVED:

DATE PUBLISHED:



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Budget Overview

Prepared By: Brandon Allen, Finance Director

Subject:
2024 Lodging Tax Funding Overview

Department:
Finance

Recommended Motion:

Summary:

Fiscal Impact:

Attachments:

1. Worksheet 2024 Requested Amounts FINAL

2024 HOTEL/MOTEL FUNDING REQUESTS

First 2% Available Funds as of 10/25/2023 = \$705,017

ORGANIZATION	PROPOSED USE OF MONEY	2023 ALLOCATION	2024 REQUEST
Allied Arts Association	Art in the Park	\$8,000.00	\$12,000.00
Columbia Basin BMX	National Event Proposal	\$0.00	\$10,000.00
City of Richland - Parks & Recreation	Ironman	\$0.00	\$66,610.00
City of Richland - Parks & Recreation	Winter Wonderland	\$3,500.00	\$4,000.00
North American Talk	Tourism Content Marketing in WA State	\$0.00	\$28,000.00
Northwest Powerboat Association	Richland Regatta	\$0.00	\$18,500.00
Red Mountain Event Center - TC Raceways	Apple Cup and Fall Classic	\$15,000.00	\$30,000.00
Richland Chamber of Commerce	Cool Desert Nights	\$0.00	\$10,000.00
Special Olympics of Washington	Special Olympics Washington Fall Games	\$10,000.00	\$10,000.00
The Rude Mechanicals	Shakespeare in the Park	\$1,500.00	\$2,400.00
Three Rivers Folklife Society	Tumbleweed Music Festival	\$5,000.00	\$6,000.00
Three Rivers Ultimate Frisbee	Hanford Howl Tournament	\$0.00	\$8,000.00
Tri-Cities Sunrise Rotary	SEE3SLAM, 3 on 3 Basketball Tournament	\$10,000.00	\$15,000.00
Tri-Cities Tap Trail	Tap Trail Map and Beer Festivals	\$0.00	\$10,000.00
Visit Tri-Cities	Ironman Media Production and Marketing	\$0.00	\$25,000.00
	Total Requested		\$255,510.00
	Balance		<u><u>\$449,507.00</u></u>

Second 2% Available Funds as of 10/25/2023 = \$774,769

ORGANIZATION	PROPOSED USE OF MONEY	2023 ALLOCATION	2024 REQUEST
City of Richland - Economic Development	Business Districts Revitalization Project	\$60,000.00	\$60,000.00
Columbia Basin BMX	Starting Gate Replacement	\$0.00	\$35,000.00
Columbia Basin BMX	Redesign and Build Dirt Tracks	\$0.00	\$25,000.00
Columbia Basin BMX	Track Lighting Upgrade	\$0.00	\$15,000.00
Red Mountain Event Center/TC Raceway	Phase 1 Improvements	\$0.00	\$109,451.00
	Total Requested		\$244,451.00
	Balance		<u><u>\$530,318.00</u></u>



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Allied Arts Association - Art in the Park

Department:

City Manager

Recommended Motion:

Summary:

In 2023 we were able to expand our event into a full festival, offering quality performances by regionally known bands, gourmet food trucks, children's activities, interactive art exhibitions, guest artists, a multi-disciplinary sculpture garden with absolutely NO CHARGE to the public. Our Festival is two days- Friday, July 26th and Saturday, July 27th. Our hours of operation are 8am - 6pm. Last year we exceeded our projected attendance by 21 thousand people. We want to ensure that in 2024 we have the infrastructure (port o'lets, security, resource/med tent) to support the enormous influx of patrons. We would also like to expand our festival by offering more children's activities, and coordinate higher-visibility bands to perform at our festival to increase attendance. The festival will continue to be free, and all ages!

Fiscal Impact:

Attachments:

1. HM Art in the Park

Please list the names and titles of your board members:

	Name	Title
1	Mary Jecha	President
2	Rose Quirk	Gallery Chair
3	Daria Khan	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:

In 2023 we were able to expand our event into a full festival, offering quality performances by regionally known bands, gourmet food trucks, children's activities, interactive art exhibitions, guest artists, a multi-disciplinary sculpture garden with absolutely NO CHARGE to the public. Our Festival is two days- Friday, July 26th and Saturday, July 27th. Our hours of operation are 8am - 6pm. Last year we exceeded our projected attendance by 21 thousand people. We want to ensure that in 2024 we have the infrastructure (port o'lets, security, resource/med tent) to support the enormous influx of patrons. We would also like to expand our festival by offering more children's activities, and coordinate higher-visibility bands to perform at our festival to increase attendance. The festival will continue to be free, and all ages!

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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.



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

We will be tasking our staff with collecting this data; asking volunteers, artists, staff 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 Festival 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 (like last year but with more TV ads and print ads) to engage the total audience of Washington State, Northern California, Northern Oregon, Western Idaho, audience. We had significant numbers of attendees from the west side, Spokane, Eastern Idaho, and from Oregon.

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 privately coordinating media with the local, regional, and state wide broadcasting stations to cut back on marketing costs, while maximizing our outreach. All of our marketing and publicity staff are volunteers. There is a lot of work I personally do on social media to help promote our event, and we have brought of two salaried staff to help with our social media and graphics campaign to help promote increased attendance at our 2024. We were blown away by the thousands of people that attended, and we feel the best use of the Hotel/Motel grant in in this area.

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

BRS 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 R.M. Saint-Claire
Key: ad956642-cab7-40bf9b65-rcf57abf2313

Brandie R.M. Saint-Claire
Print Name

Director of Art in the Park
Title

09-25-2023
Date



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
BMX - Funds for National Event Proposal

Department:
City Manager

Recommended Motion:

Summary:

This funding would be to provide additional and supplemental funding to the National RFP (request for proposal) amount offered to USA BMX to hold a National level event here in Richland. That funding and RFP process is currently completed by Visit Tri-Cities. Funding supplemental to the current amount provided by the Visit Tri-Cities organization is needed for our bids to remain competitive with USA BMX. It is important to note that while we need to have funding guaranteed to make it a part of our RFP bids, the funding is NOT used/spent until after hosting a national event. Columbia Basin BMX and Visit Tri-Cities is currently working on the RFP bid for USA BMX National Events in 2025 and will be working on RFP bids for 2026 by June of 2024.

We have a proven track record of Hotel Nights Sold and Economic Impact on the national level USA BMX events and want to remain competitive with our bidding structure to be able to continue bringing these events to Richland.

Fiscal Impact:

Attachments:

1. BMX Supplemental Funding for National Race Applications



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Mid-Columbia BMX dba Columbia Basin BMX

Contact Name: Sam McPeek Contact Title: Track Operator

Contact Phone: (509) 308-6944 Contact Email: midcbmx@gmail.com

Street Address: 1210 Roberdeau St. City: Richland State: WA Zip: 99354

Project or Event to be funded: Supplemental Funding for National Race RFP Application(s)

Project/Event Start Date: December 31, 2023 Project/Event End Date: June 01, 2024

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?

Tax Grant funding was used in 2012 to construct the main facility building that houses restrooms, registration, concessions and some storage. Funding was also used to pave the corners on the track. In 2013, additional funding was used to clear and gravel portions of land owned by both the City of Richland and the Port of Benton to provide a camping area used at larger events.

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>45+</u>	<u>2018</u>

Please list the names and titles of your board members:

	Name	Title
1	Sam McPeek	Track Operator
2	Aaron Peterman	President
3	Joel Garcia	Vice President
4	Corrie Peterman	Secretary
5	Jamie O'Rourke	Treasurer
6	Melissa Elison	Community Liaison
7	Tristan Kelley	General Member
8	Brad Kelley & Brandon	General Members (2)
9	Tony Nemecek & Ryan	General Member (2)

3. PROJECT DESCRIPTION:

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

This funding would be to provide additional and supplemental funding to the National RFP (request for proposal) amount offered to USA BMX to hold a National level event here in Richland. That funding and RFP process is currently completed by Visit Tri-Cities. Funding supplemental to the current amount provided by the Visit Tri-Cities organization is needed for our bids to remain competitive with USA BMX. It is important to note that while we need to have funding guaranteed to make it a part of our RFP bids, the funding is NOT used/spent until after hosting a national event. Columbia Basin BMX and Visit Tri-Cities is currently working on the RFP bid for USA BMX National Events in 2025 and will be working on RFP bids for 2026 by June of 2024.

We have a proven track record of Hotel Nights Sold and Economic Impact for these national level USA BMX events and want to remain competitive with our bidding structure to be able to continue bringing these events to 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

This would be in conjunction with Visit Tri-Cities, and the work they do to promote sports tourism. They are the organization that meets with USA BMX and are responsible for allocating funding towards bringing National Races to Richland. We have had an excellent relationship with Visit Tri-Cities and they do a good job promoting our track and Richland when meeting with USA BMX officials at sports tourism events.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$10,000.00</u>	<u>50%</u>	<u>\$20,000.00</u>

Revenue Sources:

Revenue Amount:

<u>Parking</u>	<u>\$1,200.00</u>
<u>Camping</u>	<u>\$5,500.00</u>
<u>Concessions</u>	<u>\$2,000.00</u>
<u>Track Rental - Paid by USA BMX</u>	<u>\$2,500.00</u>

Expenditure Description:

Expenditure Amount:

<u>City of Richland fees</u>	<u>\$800.00</u>
<u>Portable Toilets</u>	<u>\$1,200.00</u>
<u>Medical Event Staff</u>	<u>\$1,000.00</u>
<u>Miscellaneous (way finding signage, ground paint/stripping, etc.)</u>	<u>\$1,000.00</u>

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	<u>8,265</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>7,000</u>
c. Expected number of attendees paying for accommodations:	<u>6,765</u>
d. Expected number of attendees using unpaid accommodations:	<u>1,500</u>
e. Expected number of lodging nights:	<u>265</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>N/A</u>

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

The number of hotel nights sold and the estimated economic impact is tracked and developed by Visit Tri-Cities.

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

This funding will help us to remain competitive in our RFP bid process with USA BMX in conjunction with Visit-Tri-Cities to continue to bring National level race events to Richland. Columbia Basin BMX is a youth focused premier BMX racing facility. Our National races bring people representing as many as 36 states, including athletes and their families from Canada. Through Visit Tri-Cities, we can show hotels nights sold being 100+, and the estimated economic impact ranging from \$280K to \$464K for each of our National Races over the last 3 years.

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:

Marketing for National Races is done through Facebook and Instagram both by Columbia Basin BMX as well as by USA BMX. We are known for having a smooth and fast racing surface, and for putting on an excellent event. This word of mouth is good currency for us in brining in more athletes and their families.

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

SOM 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
Samuel Ouren McPeek
Key: ad956642cab740bf9b65-rcf37abr2313

10-20-2023
Date

Samuel Ouren McPeek
Print Name

Track Operator
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
City of Richland - Ironman

Department:
City Manager

Recommended Motion:

Summary:

The IRONMAN and IRONMAN 70.3 Triathlon series is the world's premier full-distance and half-distance triathlon series consisting of over 150 qualifying races in 50+ countries, regions and territories across the world. This is the first year of a 3-year contract for the IRONMAN 70.3 event to take place in Richland, WA on Sun, Sept 22, 2024 with months of preparation leading up to it. The course includes Columbia River access via Howard Amon Park and Columbia Point Marina Park (the anticipated home/transition zone of IRONMAN's Athlete's village), trail systems throughout Richland and road systems throughout Richland and neighboring communities.

The estimated total economic impact is between 8 - 15 million dollars, attracting upwards of 2,500- 3,000 athletes, 10,000-15,000 total visitors, and between 7,000-12,000 room nights.

Source: Visit Tri-Cities presentation materials to Richland City Council on Oct 17, 2023, & IRONMAN

Fiscal Impact:

Attachments:

1. HM City of Richland Ironman



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: City of Richland

Contact Name: Julie Piper Contact Title: Recreation Manager

Contact Phone: 509-942-7501 Contact Email: jpiper@ci.richland.wa.us

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

Project or Event to be funded: City staff support for 2024 Ironman 70.3 event

Project/Event Start Date: January 01, 2024 Project/Event End Date: September 23, 2024

Amount Requested: \$66,610.05

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 funding for projects in the past. This is a new event recruited in collaboration with Visit Tri Cities to take place in Richland.

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	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____

3. PROJECT DESCRIPTION:

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

The IRONMAN and IRONMAN 70.3 Triathlon series is the world's premier full-distance and half-distance triathlon series consisting of over 150 qualifying races in 50+ countries, regions and territories across the world. This is the first year of a 3-year contract for the IRONMAN 70.3 event to take place in Richland, WA on Sun, Sept 22, 2024 with months of preparation leading up to it.

The course includes Columbia River access via Howard Amon Park and Columbia Point Marina Park (the anticipated home/transition zone of IRONMAN's Athlete's village), trail systems throughout Richland and road systems throughout Richland and neighboring communities.

The estimated total economic impact of is between 8 - 15 million dollars, attracting upwards of 2,500-3,000 athletes, 10,000-15,000 total visitors and between 7,000-12,000 room nights.

Source: Visit Tri-Cities presentation materials to Richland City Council on Oct 17, 2023 & IRONMAN Athlete Survey Data & Economic Impact Studies

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

Visit Tri-Cities is seeking funding for marketing purposes, but this application is seeking support for the event planning, production and staffing costs not identified in the City's regular operating budget and incurred specifically by this new event to Richland. A 25% contingency amount is included to account for the unknown/unanticipated costs associated with a new event of this size and nature.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$66,610.05	22%	\$300,000.00

Revenue Sources:

Revenue Amount:

Visit Tri-Cities Investment	\$150,000.00
IRONMAN Investment	\$150,000.00

Expenditure Description:

Expenditure Amount:

Public Works staff & resources	\$2,500.00
Fire & Emergency Services staff & resources	\$5,930.74
Police Support during event - ten (10) officers at nine (9) hours	\$4,857.30
Parks & Recreation staff support & event production supplies	\$15,000.00
Event Staff Training	\$20,000.00
Volunteer Appreciation Event production	\$5,000.00
+25% contingency (anticipated)	\$13,322.01

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	10,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	9,000
c. Expected number of attendees paying for accommodations:	9,000
d. Expected number of attendees using unpaid accommodations:	1,000
e. Expected number of lodging nights:	10,000
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?	10,000

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

Working in partnership with Visit Tri-Cities, it's member organizations/businesses and IRONMAN, we will attain specific data for Richland and Tri-Cities for this event to verify the economic impact for this first-year event.

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

This event leverages investments made by Visit Tri-Cities and IRONMAN. This event is a sporting event attracting athletes and visitors from around the world resulting in multiple night's stay by participants and their families/friends.

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 majority of the professional regional and national marketing efforts will be performed by Visit Tri-Cities and IRONMAN with supportive communications to local citizens utilizing the City's regular communication methods (including but not limited to: social media channels, website, press releases, radio interviews, utility billing inserts and print).

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

JP 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 Piper
Key: ad956642cab740bf9b65-rcf37abr2313

10-20-2023
Date

Julie Piper
Print Name
Recreation Manager
Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

City of Richland - Winter Wonderland

Department:

City Manager

Recommended Motion:

Summary:

The Winter Wonderland's light display in John Dam Plaza operates nightly during the month of December. The month of lights & cheer kicks off the first Friday/Saturday in December with a large community event featuring live music and entertainment, food trucks/vendors, a lighted vehicle parade comprised of a dozen+ City vehicles decked out in holiday lights, and a fireworks show. The park hosts Richland's "Alphabet Home Holiday Village" featuring model alphabet homes decorated for the season. For 2023, a model of the iconic Richland Players Theater was constructed as our new "Santa's Workshop!"

In 2023, we marketed the event outside our region to attract visitors from Ellensburg/Moses Lake/Ritzville/Walla Walla/ Othello/Yakima/Hood River/ Pendleton/La Grande/Clarkston/Lewiston. Additionally, the Holiday Inn Richland offered a special discount package during the month of December for anyone visiting from outside the area to enjoy the Winter Wonderland experience and overnight in our beautiful city.

Fiscal Impact:

Attachments:

1. HM Winter Wonderland



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: City of Richland Parks & Public Facilities - Recreation Division

Contact Name: Julie Piper Contact Title: Recreation Manager

Contact Phone: 509-942-7501 Contact Email: jpiper@ci.richland.wa.us

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

Project or Event to be funded: 2024 Winter Wonderland - Light Show & Festivities

Project/Event Start Date: December 01, 2024 Project/Event End Date: December 31, 2024

Amount Requested: \$4,000.00

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

Various projects; including 2023 Winter Wonderland, GeoCoin Challenge event (multiple years), misc. capital projects, and other 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	_____	_____
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's light display in John Dam Plaza operates nightly during the month of December. The month of lights & cheer kicks off the first Friday/Saturday in December with a large community event featuring live music and entertainment, food trucks/vendors, lighted vehicle parade comprised of a dozen+ City vehicles decked out in holiday lights and fireworks show. The park hosts Richland's "Alphabet Home Holiday Village" featuring model alphabet homes decorated for the season. For 2023, a model of the iconic Richland Players Theater was constructed as our new "Santa's Workshop!"

In 2023 we marketed outside our region to attract visitors from Ellensburg/Moses Lake/Ritzville/Walla Walla/ Othello/Yakima/Hood River/Pendleton/La Grande/Clarkston/Lewiston. Additionally, the Holiday Inn Richland offered a special discount package during the month of December for anyone visiting from outside the area to enjoy the Winter Wonderland experience and overnight in our beautiful city.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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. In 2023, PS Media was hired to assist with marketing efforts and the Holiday Inn offered a discounted lodging rate to overnight visitors. Misc. food vendors, entertainers and A/V production services are hired.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$4,000.00	10%	\$40,000.00

Revenue Sources:

Revenue Amount:

Misc. Sponsorships - Anticipated	\$10,000.00
Parks & Public Facilities Budget (General Fund)	\$30,000.00

Expenditure Description:

Expenditure Amount:

Fireworks Display	\$15,000.00
Light Show programming	\$9,000.00
Replacement & additional lighting infrastructure	\$8,000.00
Event production -	\$8,000.00
Regional Marketing - scalable if lodging tax application approved	\$4,500.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	20,000+
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	200
c. Expected number of attendees paying for accommodations:	100
d. Expected number of attendees using unpaid accommodations:	100
e. Expected number of lodging nights:	100
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?	100

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

Utilizing data collected from local area hotel and addresses provided for return letters in the "Letters from the North Pole" submissions left in the mailbox adjacent to "Santa's Workshop" within 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 community experience for citizens and visitors alike throughout the month of December. The Richland Alphabet Home Holiday Village provides a peek into Richland's unique history that no other City in the Pacific Northwest can 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 delicious meal and a warm beverage from one of the many restaurants, coffee shops or wine/cocktail bars in the area before settling in for the night in one of Richland's cozy lodging options. Within a week of their visit to Richland, any visitor who dropped a "Letter to the North Pole" in the magical 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 our region. Radio advertising in markets complimentary to our region (Ex: Ellensburg, Moses Lake, Ritzville, Walla Walla, Othello, Yakima, Hood River, Pendleton, La Grande, Clarkston/Lewiston).

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

JP 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 Piper
Key: ad956642cab740bf9b65-rcf37abr2313

10-18-2023
Date

Julie Piper
Print Name
Recreation Manager
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

North American Talk - WA Statewide Tourism Marketing

Department:

City Manager

Recommended Motion:

Summary:

NorthAmericaTalk Media Group is applying to propose a new, innovative project to encourage tourism in the City of Richland and establish the City as a center of athletic and cultural excellence via digital destination and tourism marketing focused outside of the bi-county area on mobile users in Western and Eastern WA areas.

Our publications reach 1.1 million unique people per month, and we plan to create content wrapped around events, festivals, and other tourism-related activities and distribute that content to our Western WA audiences on our online publications spanning the I5 corridor.

Fiscal Impact:

Attachments:

1. HM North America Talk Media Tourism Marketing



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: NorthAmericaTalk Media Group

Contact Name: Jacob Luplow Contact Title: VP Sales

Contact Phone: 206-822-1458 Contact Email: jake@northamericatalk.com

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

Project or Event to be funded: Tourism Content Marketing Promotion w/ Focus on Athletic and Cultural

Project/Event Start Date: January 01, 2024 Project/Event End Date: December 31, 2024

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>5</u>	<u>70</u>	<u>0</u>	<u>2014</u>

Please list the names and titles of your board members:

	Name	Title
1	Dan Jones	CEO/Founder
2	Amy Rowley	Governor
3		
4		
5		
6		
7		
8		
9		

3. PROJECT DESCRIPTION:

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

NorthAmericaTalk Media Group is applying to propose a new, innovative project to encourage tourism in the City of Richland and establish the City as a center of athletic and cultural excellence via digital destination and tourism marketing focused outside of the bi-county area on mobile users in Western and Eastern WA areas.

Our publications reach 1.1 million unique people per month, and we plan to create content wrapped around events, festivals, and other tourism related activities and distribute that content to our Western WA audiences on our online publications spanning the I5 corridor (Bellingham t

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

No



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 determine the effectiveness of the campaign -- this is the same process we use for the other cities, counties, and DMOs we work with throughout the state.

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

The definition states: RCW 67.28.080 as "...activities and 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 and festivals designed to attract tourists."

As such, the exact nature of what we are proposing to do is: "advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists..."

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:

Our project is not an event, what what the process would look like for our project looks like this:

1. We would meet with City officials/tourism stakeholders to identify content topics most important to the City.
2. We would work with those individuals to determine the timeline for publication for that content.
3. ...Determine when the City would like our social influencer to come out.
4. Design the visual ads and place them on the publications.
5. Share all content, photos, and any other marketing collateral with the City so the City can repurpose it on their end.
6. Use Google and social analytics to map out the effectiveness of the project.

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

JL 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 Luplow
Key: ad956642cab740bf9b65-rcf37abf2313

10-16-2023
Date

Jacob Luplow
Print Name
VP Sales
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
Northwest Powerboat Association - Richland Regatta

Department:
City Manager

Recommended Motion:

Summary:
The event date is pending final approval and could change. The boat race event at Howard Amon Park features a selection of inboard (1, 2, 2.5 stock, 2.5 mod, 5 liters, SE, vintage) and possibly some outboard exhibition classes. These classes have a loyal fan base and are family-oriented. It brings a significant number of owners/teams/families/and fans from all over the Northwest. There will be food vendors and a beer garden with security. We estimate around 13,000 in attendance and 40 boat teams.
Friday Setup - Saturday and Sunday - Racing - Sunday tear down

Fiscal Impact:

Attachments:
1. HM Richland Regatta



City of Richland Hotel/Motel Tax Fund Application

Funding Period: _____ to _____

1. CONTACT INFORMATION:

Organization Name: Northwest Powerboat Association

Contact Name: Charlie Grigg Contact Title: President

Contact Phone: 509-539-0050 Contact Email: charlie@griggsonline.com

Street Address: PO Box 2222 City: Pasco State: WA Zip: 99302

Project or Event to be funded: Richland Regatta

Project/Event Start Date: June 14, 2024 Project/Event End Date: June 16, 2024

Amount Requested: \$18,500.00

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

2016 - 2018 - amount unknown. The responsible person passed away and we do not have the records.
Estimated about 15K
2019 - \$15,000.
2020 - event canceled Covid
2021 - \$17,500.
2022 - \$17,500.
2022 - \$17,500.
2023 - \$17,500. - event canceled due to conflicting dates of races

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	President
2	Paul Herod	VP
3	Tracy Davisson	Secretary
4		Treasurer
5	Terry Thrall	Pit Ops - Security chair
6	Chris Denslow	IT
7	Riat Hazard	Beer Garden
8	Michael Hendricks	Water Ops chair
9	John Culver	Past President

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, 2.5 mod, 5 liter, SE, vintage) and possibly some outboard exhibition classes. These classes have a loyal fan base and are family oriented. It brings a significant number of owners / teams / family / and fans from all over the northwest. There will be food vendors and a beer garden with security.
 We estimate around 13,000 in attendance and 40 boat teams.
 Friday Setup
 Saturday and Sunday - Racing
 Sunday tear down

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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 collaborations, however many agencies come together to operate the event. United States Coast Guard, Richland Police and Fire, City of Richland parks and rec, Benton County Sheriff boat, Pasco Fire boat, and many others.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$18,500.00	35%%	\$55,000.00

Revenue Sources:

Revenue Amount:

Sponsors	\$25,000.00
Beer 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 and rental	\$5,000.00
APBA fees	\$1,000.00
volunteer meals	\$2,000.00
PA and sound	\$3,000.00
Security	\$3,000.00
office and merchandise	\$5,000.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	13500
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	1000
c. Expected number of attendees paying for accommodations:	400
d. Expected number of attendees using unpaid accommodations:	0
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?	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.):

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, grocer and gas.
All race families continue to promote the event as favorite with accolades on set up, course, and operations.
All teams except for one are from out of town, and 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 event for our community. We work with multiple media organizations< TV Primary is KNDU and SWX) Radio is KONA, along with some print and internet to promote the race. The SWX stream is seen throughout the country. Prior to the event we will be running advertising via TV and digitally to promote the event. Along with Facebook, interviews, and other promo materials to help promote the event. During the race we invite out local TV reporters to attend with pit access, and have a 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.

CGG 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
Charles G. Grigg
Key: ad956642-cab7-40bf9b65-rcf37abf2313

09-25-2023
Date

Charles G. Grigg
Print Name
President
Title

Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Red Mountain Event Center/Tri-City Raceway - Apple Cup & Fall Classic

Department:

City Manager

Recommended Motion:

Summary:

The 2024 Apple Cup, the longest-running racing event on the West Coast, will be celebrating its 55th anniversary this season. As we approach this significant milestone, the expectations for the event are exceptionally high. If awarded the money & to further enhance our profile and gain substantial media exposure across the nation, we would like to invite a star of racing or an esteemed former NASCAR driver to be a part of this event, whether it's racing or being a grand marshal.

We firmly believe that having such an esteemed personality will not only attract a wider audience but also generate intensive media coverage, thereby catapulting the Apple Cup and its associated economic impact into the national spotlight. By leveraging their popularity and expertise, we aim to create a unique experience for all attendees and in turn, boost the economic development of our region.

Event Begins April 4th (Practice) 5th (Practice) 6th Race Day - 7th TBD

Likewise; The 37th Running Fall Classic.

Fiscal Impact:

Attachments:

1. HM Red Mountain Racing Events
2. HM 2023 Event Report



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Red Mountain Event Center/ Tricity Raceway

Contact Name: Laci Walden Contact Title: Manager

Contact Phone: 5096194477 Contact Email: rmecevents@gmail.com

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

Project or Event to be funded: Apple Cup 2024 + Fall Classic 2024

Project/Event Start Date: April 04, 2024 Project/Event End Date: October 06, 2024

Amount Requested: \$30,000.00

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

2023 Apple Cup + 2023 Fall Classic \$15,000 asking for \$30,000 for 2024
2024 Dates:
Apple Cup April 4th-7th
Fall Classic October 3rd - 6th

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>15</u>	<u>3</u>

Please list the names and titles of your board members:

	Name	Title
1	Laci Walden	President
2	Jesse Brown	Vice President
3	Eric Vanwinkle	Secretary
4	Wayne Walden	Treasurer
5		
6		
7		
8		
9		

3. PROJECT DESCRIPTION:

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

The 2024 Apple Cup, the longest running racing event on the west coast, will be celebrating its 55th anniversary this season. As we approach this significant milestone, the expectations for the event are exceptionally high. If awarded the money & To further enhance our profile and gain substantial media exposure across the Nation, we would like to invite a star of racing or an esteemed former NASCAR driver to be apart of this event, whether it’s racing or being a grand marshal. We firmly believe that having such an esteemed personality will not only attract a wider audience but also generate intensive media coverage, thereby catapulting the Apple Cup and its associated economic impact into the national spotlight. By leveraging their popularity and expertise, we aim to create a unique experience for all attendees and in turn, boost the economic development of our region.
 Event Begins April 4th (Practice) 5th (Practice) 6th Race Day - 7th TBD
 Likewise; The 37th Running Fall Class

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

see other application for capital improvement request

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$30,000.00	10%	\$300,000.00

Revenue Sources:

Ticketing Sales
Sponsorship / Marketing Packages
Competitor Entries
misc
Tire Sales/ Fuel Sales
VIP Experience (NEW*)
Vendor Fees

Revenue Amount:

\$250,000.00
\$80,000.00
\$115,000.00
\$40,000.00
\$7,000.00
\$10,000.00
\$3,500.00

Expenditure Description:

Competitor Purse
Insurance
Contracted Staff: Security, Race Control, AMR, First Aid, Safety Crew
Advertising (Social Media, Google, Tiktok, Radio, TV commercial ***
Promotional / Contracted Talent / Trophies
misc: equipment/ Rooms/ Travel
Website / Ecommerce
Graphic Design/ Marketing Design

Expenditure Amount:

\$160,000.00
\$7,000.00
\$23,000.00
\$38,000.00
\$44,000.00
\$15,000.00
\$8,500.00
\$5,500.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	14,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	7000
c. Expected number of attendees paying for accommodations:	5500
d. Expected number of attendees using unpaid accommodations:	9500
e. Expected number of lodging nights:	2500
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.):

Online Registration Forms- Competitors & Teams
 Surveys
 Event Sprout Demographic Tracking (Attendees only)
 Website Data - RV Camping 4 Nights @ 225 spots
 Home 2 Suites Data

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

The significant economic development potential that our region enjoys due to our highly anticipated Bookmark and Marquee Events. These two events have proven to be exceptional crowd-pullers, attracting 45% or more out-of-town attendees and competitors. Spanning across four days, each event plays a pivotal role in stimulating economic growth within our region. It is worth noting that during their stay, each individual spends a minimum of \$1000 over the four days, contributing directly to the local economy. With their massive popularity, these bookmark and marquee events create a myriad of opportunities for local businesses, merchants, and service providers to showcase their offerings and generate substantial revenue. The influx of visitors not only stimulates increased sales and business for our community but also creates a lively, bustling atmosphere that benefits everyone involved. We believe that by leveraging these events, we can further amplify economic development opportunities.

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:

Collaboration with Local Businesses: We will form partnerships with local businesses to cross-promote our events, offer exclusive promotions, and highlight their products or services within the event venue. - Guest Stars/Star Drivers: Bringing in renowned personalities or star drivers will add excitement and attract a wider audience. Their presence will help generate buzz and create a memorable experience for attendees. - TV Commercial Campaigns: Utilizing television commercials, we can reach a broad audience and effectively communicate the unique aspects and highlights of the 2024 Apple Cup & Fall Classic events. - Alternative Advertising Platforms: We will decrease funding for radio advertisements and instead focus on platforms such as social media, google, Spotify. These platforms have a high reach and engagement with our target demographic.(pending)Podcast: By creating a podcast, we can not only connect with existing attendees but also attract new fans by providing an inside scoop

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

LW 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

10-11-2023
 Date

Laci Walden
 Print Name
Manager
 Title

GE
 Administrator Initials



**Hotel / Motel Tax Funding
Event/Project Report**

This report must be completed by and returned to the City of Richland's Communication & Marketing office along with an invoice and supporting documentation within 90 days of completion of the project. Funding will only be distributed after receipt of a completed report. If you have questions, contact Gail Everett in the Communications and Marketing Office at (509) 942-7730.

Funding Year – 2023

Organization Name: Red Mountain Event Center

Project Name: Fall Classic

From Date: September 28, 2023 To Date: October 01, 2023

Contact First Name: Laci Contact Last Name: Walden

Contact Phone: 5096194477 Contact E-Mail: rmecevents@gmail.co

Address: 8280 W Van Giesen St

City: West Richland State: WA Zip: 99353

Funds Requested: 15,000 Funds Received: 7500 Total Activity Cost: 145,000

Overall Attendance:

Enter the total number of people predicted to attend this activity, the actual number of people who attend this activity, and the selected method used to determine the attendance.

Projected: 4,000 per Actual: 7000

Method: _____

If other method, explain:

Fall Classic between the four days equaled to 7,000 this includes attendees, competitors , crew, officials and media

Total Attendees who traveled 50 miles or more:

Enter the number of people who traveled greater than 50 miles projected to attend this activity, the actual number of people who traveled greater than 50 miles to attend this activity and select the method used to determine the attendance.

Projected: 500 Actual: 2500

Method: ticketing platform + Team

If other method, explain:

Ticketing platform (event sprout) has tracked several attendees from over 50 miles away, in fact almost all our fans were from out of town, about 500 were from our area. Most of the competitors were from over 50 miles away. Each Team averages about 5 people or more per team. 150 teams total equaling 750.

Total attendees who traveled from another state or country:

Enter the number of people from outside the state and country projected to attend this activity, the actual number of people from outside the state and country who attended this activity, and select the method used to determine the attendance.

Projected: 100 Actual: 300

Method: Event Sprout Demographic

If other method, explain:

Event Sprout Demographic App Showed Attendees from out of country (Canada) Kamloops, Quesnel, Nanaimo, Abbotsford, Victoria, Kimberly . Out of State attendees included : Arizona, Florida, North Carolina, Illinois, Montana, Idaho.

Competitor Tracking Platform: We had several teams from Idaho. Montana. Utah. Canada.

Attendees who paid for overnight lodging:

Enter the number of people projected to attend this activity and pay for overnight lodging, the actual number of people who attended this activity and paid for overnight lodging, and select the method used to determine the attendance.

Projected: 1500 Actual: 2500

Method: Tracking Via Event Sprout/

If other method, explain:

Online Competitor Entry Tracking by making a mandatory answer for where they are staying. We sold our Home 2 Suites a week prior to the Event, Many Teams Stayed at Air BNB, and surrounding hotels such as Pasco Red Lion, Riverfront, Richland Hilton, Pasco Hilton, Etc. We

Attendees who did not pay for overnight lodging:

Enter the number of people projected to attend this activity without paying for overnight lodging, the actual number of people who attended this activity without paying for overnight lodging, and select the method used to determine the attendance.

Projected: 3000 Actual: 2500

Method: Event Sprout Demographic

If other method, explain:

Number of lodging nights that were paid:

Total projected and actual number of paid lodging nights. One lodging night = one or more persons occupying one room for one night.

Projected: 800 Actual: 4000

Method: tracking

If other method, explain:

4 Nights - 100 Rooms, RV sold. This is a conservative number not including attendees (just competitors)

Explain the source(s) of your tracking method:

Online Demographic Tracking, Entry Tracking, RV Tracking, Home to Suites (Call).

Complete or Attach your Expense Report and Receipts of Reimbursable Funds

Project Budget Information:

Total Activity Cost: 135,000

Funds Requested: 15,000

Funds Awarded: 15,000

Total Revenue:

Source: Ticket Sales Amount: 75,000.00

Source: Competitor Entries / Amount: 55,000.00

Source: Sponsorship/ Amount: 30,200.00

Total Expenditures:

Description: Competitor Purse Amount: 90,000

Description: Contracted Staff Amount: 20,000

Description: Supplies/ Scaffold ETC Amount: 10,500

Description: Insurances/ Misc Amount: 3000.00

Complete the Section Below if Funds Were Used For An Event

Marketing and Promotional Expenses:

Expense: Webwork/ Ecom Amount: 3500.00

Expense: Graphic Design Amount: 3000.00

Expense: Social Media Campaigns Amount: 5000.00

Expense: _____ Amount: _____

Radio Advertisements:

Expense: Radio Amount: 7500

Expense: _____ Amount: _____

TV Advertisements:

Expense: _____ Amount: _____

Expense: _____ Amount: _____

Brochures, Flyers / Other Printed Material:

Expense: Banners Amount: 8,000

Expense: _____ Amount: _____

Expense: _____ Amount: _____

Other (please Specify):

Expense: _____ Amount: _____

Expense: _____ Amount: _____

Summary of Completed Event or Project:

The 2023 Fall Classic presented by Desert Food Mart proved to be a captivating spectacle that will surely be remembered for years to come. As the largest competitor count of the year on the West Coast, this event attracted over 150 teams from various corners of the Northwest, including Canada, Utah, and Colorado. The sheer number of participants showcased the popularity and prestige of the Fall Classic.



Please include any other information that demonstrates the impacts of the event on the community:

This The significant economic impact generated by the recently concluded Fall Classic event in our region. The event brought in a substantial number of out-of-state visitors, thereby stimulating the businesses in our area and bolstering our local economy. We are pleased to report that almost 4,000 attendees ventured from a 50-mile radius to partake in the festivities of the Fall Classic. These individuals, hailing from various states, not only enriched the event but also contributed greatly to the economic growth of our region. Their spending's on accommodations, dining, transportation, and other local amenities injected substantial funds into our local businesses, creating a positive ripple effect across various



I certify that, to my knowledge, all information in the above report and any attachments are accurate.

Signature: *Laci Walden* Date: October 10, 2023

eSigned via SeamlessDocs.com
Key: 15e0e79f661757c859f4c4881d69e082



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
Richland Chamber of Commerce - Cool Desert Nights

Department:
City Manager

Recommended Motion:

Summary:
Vintage Car Show and Parade.

Fiscal Impact:

Attachments:
1. HM Chamber Cool Desert Nights



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Richland Chamber Of Commerce

Contact Name: David Rose Contact Title: Vice President

Contact Phone: (509) 528-8593 Contact Email: DRose50@Hotmail.com

Street Address: 225 Wellsian Way City: Richland State: WA Zip: 99352

Project or Event to be funded: Cool Desert Nights

Project/Event Start Date: June 20, 2024 Project/Event End Date: June 22, 2024

Amount Requested: \$20,000.00

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

The new Richland Chamber was formed in April of 2021, It has never applied for any funding before
Cool Desert Nights has received funding through out the years

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>5</u>	<u>2021</u>

Please list the names and titles of your board members:

	Name	Title
1	Rob Welch	President
2	David Rose	Vice President
3	Kim Solheim	Director
4	Don Williams	Director
5	Doug Oord	Treasurer
6		
7		
8		
9		

3. PROJECT DESCRIPTION:

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

Vintage car Show and Parade

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

Not at this Time



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

there will be a line on the entry form asking if they are using a hotel and where

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

the event will generate a large economic benefit to the business of Richland
the event will fill all the hotel/motel in 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:

The Marketing Plan will use all the media in the tri-cities along with the tri-city visitor and convention

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

DWR 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 W Rose
Key: ad956642-cab7-40bf-9b65-rcf37abr2313

10-18-2023
Date

David W Rose
Print Name
Vice President
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Special Olympics of Washington - Fall Games

Department:

City Manager

Recommended Motion:

Summary:

Special Olympics Washington's Fall State Games are the largest competition in Washington for athletes with intellectual and developmental disabilities (IDD). For the 2024 Fall Games, over 750 athletes from across the state will compete in flag football, bowling, volleyball, Unified Robotics, and gymnastics. In addition, the weekend includes Opening Ceremonies with Law Enforcement Torch Run, an Athlete Victory Dinner and Dance, and free health screenings, as well as other activities. Special Olympics Washington is the primary organizer of the activities across Washington but locally we partner with The Arc of Tri-Cities. For the Fall Games, we hope to partner once again with venue hosts including Richland High School, Richland School District middle schools, Richland Parks and Recreation, and Mid-Columbia Gymnastics.

Fiscal Impact:

Attachments:

1. HM Special Olympics Fall Games



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Special Olympics Washington

Contact Name: Emma Beiser Contact Title: Manager, Grants & Special Events

Contact Phone: 206 775 8319 Contact Email: ebeiser@sowa.org

Street Address: 2815 2nd Ave Ste 370 City: Seattle State: WA Zip: 98121

Project or Event to be funded: 2024 Special Olympics Washington Fall Games - TriCities, WA

Project/Event Start Date: November 22, 2024 Project/Event End Date: November 24, 2024

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 were cancelled in 2020 and 2021 due to the pandemic. The City of Richland supported our return event in 2022 and 2023.

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>26</u>	<u>2</u>	<u>3500</u>	<u>1976</u>

Please list the names and titles of your board members:

	Name	Title
1	Kelly Campbell	Board chair
2	Erik Mickles	Fundraising chair
3	Terri Chudzik	Technology chair
4	Jill Angelo	Event chair
5	Wayne Milner	Governance committee
6	Denny Eliason	Chair elect
7	Jessie Fudge	At large
8		
9		

3. PROJECT DESCRIPTION:

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

Special Olympics Washington's Fall State Games are the largest competition in Washington for athletes with intellectual and developmental disabilities (IDD). For the 2024 Fall Games, over 750 athletes from across the state will compete in flag football, bowling, volleyball, Unified Robotics, and gymnastics. In addition, the weekend includes Opening Ceremonies with Law Enforcement Torch Run, an Athlete Victory Dinner and Dance, and free health screenings, as well as other activities. Special Olympics Washington is the primary organizer of the activities across Washington but locally we partner with The Arc of Tri-Cities. For the Fall Games, we hope to partner once again with venue hosts 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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 is excited to work again with The Arc of Tri-Cities for planning, volunteers, and venue management for the Fall Games. We will partner with local law enforcement to carry out the Torch Run activities. We will also be requesting financial support from Visit Tri-Cities Hotel/Motel Commission, City of Kennewick, and City of Pasco.



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

We will verify attendance through individual and team registrations through Special Olympics Washington and will verify hotel rooms through the post-event hotel report.

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

The Fall Games brings together athletes, coaches, families and supporters from across Washington to gather in the Tri-Cities for three days. Visitors stay in local hotels and visit local restaurants and shops. We use local caterers for lunches throughout the weekend as well as the Victory Dinner and Dance. In previous years, one Fall Games has generated 700 room nights in Tri-Cities hotels with over 240 in 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:

The Fall Games are promoted extensively through the Special Olympics Washington website, local press releases, social media, and newsletters. Additional marketing is done to recruit volunteers and local attendees.

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

EB 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
Emma Beiser
Key: ad956642cab740bf9b65-rcf37abr2313

10-18-2023
Date

Emma Beiser
Print Name
Manager, Grants & Special
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

The Rude Mechanicals - Shakespeare in the Park

Department:

City Manager

Recommended Motion:

Summary:

We are requesting funds toward the Richland weekend of our third annual Free Shakespeare in the Park production. After a successful production of *A Midsummer Night's Dream* in September 2023, serving an audience over 500, we are excited to expand access to this production. In 2024, we are aiming to perform in multiple locations across the Tri-Cities. Over the course of two weekends, most likely in September, we will perform in public spaces and parks in Richland, Pasco, and Kennewick, with the Fingernail Stage as our primary location. In an additional weekend, we are taking this production to Walla Walla. This event is the only one of its kind in the region. We provide resources online to make both Shakespeare and a visit to the park more accessible. This includes information about public transportation, coupons to area restaurants, parking, and educational resources such as links to bilingual copies of the play.

Fiscal Impact:

Attachments:

1. HM Shakespeare in the Park



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: The Rude Mechanicals

Contact Name: Liz Fenstermaker Contact Title: Interim Executive Director

Contact Phone: 781-363-2329 Contact Email: liz@rmtheatre.org

Street Address: PO Box 1890 City: Richland State: WA Zip: 99352

Project or Event to be funded: Free Shakespeare in the Park 2024

Project/Event Start Date: September 01, 2024 Project/Event End Date: September 30, 2024

Amount Requested: \$2,400.00

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

We received funding for Shakespeare in the Park 2023, performed at the Fingernail Stage at Howard Amon Park.

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>2</u>	<u>20</u>	<u>2015</u>

Please list the names and titles of your board members:

	Name	Title
1	Emily Richman	President
2	Drew Tolley	Vice President
3	Mary Kasma	Treasurer
4	Aimée Alexander	
5	Robert (Doc) Chisholm	
6	Kyle Cox	
7	Arthur D. Klym	
8		
9		

3. PROJECT DESCRIPTION:

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

We are requesting funds toward the Richland weekend of our third annual Free Shakespeare in the Park production.

After a successful production of A Midsummer Night’s Dream in September 2023, serving an audience over 500, we are excited to expand access to this production. In 2024, we are aiming to perform in multiple locations across the Tri-Cities. Over the course of two weekends, most likely in September, we will perform in public spaces and parks in Richland, Pasco, and Kennewick, with the Fingernail Stage as our primary location. In an additional weekend, we are taking this production to Walla Walla. This event is the only one of its kind in the region.

We provide resources online to make both Shakespeare and a visit to the park more accessible. This includes information about public transportation, coupons to area restaurants, parking, and educational

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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 the sole presenters of Free Shakespeare in the Park.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$2,400.00	8%	\$30,700.00

Revenue Sources:

	<u>Revenue Amount:</u>
Private and Government Foundations	\$18,000.00
Earned Income: Audience Donation	\$3,000.00
Individual Donations	\$2,000.00
Corporate Sponsorships	\$7,000.00
Gifts in Kind	\$800.00

Expenditure Description:

	<u>Expenditure Amount:</u>
Fingernail Stage and Community Center Room Rentals	\$2,000.00
Advertising Budget Directly Related to Performances in Richland	\$400.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	600
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	30
c. Expected number of attendees paying for accommodations:	0
d. Expected number of attendees using unpaid accommodations:	15
e. Expected number of lodging nights:	1
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?	1



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

Our audience survey was well-received and will continue to be a main source of collecting data. We are upgrading our Customer Relationship Management software this year, which will allow us to contact more of our audience after the show and gather even more information.

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

We partner with local restaurants and shops to provide cross-marketing and coupon codes for our audiences. In our recent audience survey, 68% of respondents said they purchased food, beverages, or goods in Richland prior to attending the program.

Last year, 4% of respondents traveled over 50 miles to attend our production. In the coming year, especially as we grow our relationship with communities like Walla Walla, we anticipate this reach to expand.

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 have enjoyed a relationship with Northwest Public Broadcasting in the past, and we plan to return to purchasing radio spots with them. We diligently contact local media outlets with press releases for each show as well. Apple Valley News featured our 2023 production on its Good Morning Northwest program.

The Richland Players' digital billboard, right across the street from Howard Amon Park, is a resource we plan to pursue in 2024. In addition, we will continue to list our events in the Tumbleweird and other local print publications.

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
Liz Fenstermaker
Key: ad956642-cab7-40bf9b65-rcf37abr2313

10-17-2023
Date

Liz Fenstermaker
Print Name
Interim Executive Director
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Three Rivers Folklife Society - Tumbleweed Festival

Department:

City Manager

Recommended Motion:

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, 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 2023 performers also included acts from Sweden, California, Arizona, Massachusetts, Nashville and New Orleans.

Fiscal Impact:

Attachments:

1. HM Tumbleweed Festival



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Three Rivers Folklife Society

Contact Name: Katrina Knight Contact Title: 2024 festival coordinator

Contact Phone: 509 587-3060, 610 406-2500 Contact Email: tumbleweedchair@gmail.com

Street Address: PO Box 1098 City: Richland State: WA Zip: 99352

Project or Event to be funded: 2024 Tumbleweed Music Festival

Project/Event Start Date: August 30, 2024 Project/Event End Date: September 01, 2024

Amount Requested: \$6,000.00

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 2023

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>140</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 Kelly	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 2023 performers also included acts from Sweden, California, Arizona, Massachusetts, Nashville and New Orleans.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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. 2023 brought us back closer to normal but money is still tight for a lot of businesses.) 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:
\$6,000.00	14%	\$42,850.00

Revenue Sources:

	<u>Revenue Amount:</u>
Business Sponsors	\$3,000.00
Individual Patrons	\$10,000.00
Programs (admission fees for concert, dance, benefits)	\$4,500.00
Product Sales	\$8,000.00
Vendor Fees	\$2,700.00
Three Rivers Folklife Society direct support	\$5,650.00
Grants	\$7,000.00
Miscellaneous	\$2,000.00

Expenditure Description:

	<u>Expenditure Amount:</u>
Publicity	\$8,000.00
Program	\$11,000.00
Hospitality	\$1,000.00
Postage	\$250.00
Hired services	\$5,000.00
Rentals	\$13,000.00
Merchandise	\$3,600.00
misc. (supplies, copies,etc)	\$1,000.00

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:	500
d. Expected number of attendees using unpaid accommodations:	300
e. Expected number of lodging nights:	600
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 have a hospitality form to collect information from performers about where they are staying and for how many nights. 42% of the people who filled out the 2023 survey were from out of town and 28% used paid lodging. Out of town people stayed an average of just over two nights but the longest stay reported was 9 days.

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

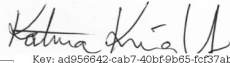
The Tumbleweed Music Festival attracts performers, vendors, and spectators mainly from Washington, Oregon, Idaho, Montana, and Canada, along with from more distant locations. The schedule of events from Friday evening through Sunday night provides incentive for those attending to stay overnight. Since 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

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 2024 Tumbleweed Music Festival. Target areas for funds would include both urban areas like Seattle, Portland, Spokane, and more rural areas of Eastern Washington, Oregon, and Idaho. Our emphasis will be on media ads along with 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 Mercury (Portland), the Stranger (Seattle), and the Inlander (Spokane). We also use social media such as Facebook and Youtube along with our web sites to develop year-round interest in Tumbleweed. We experimented with Hulu (video streaming) and Spotify (music streaming) ads this year and intend to expand those in 2024 to reach people who enjoy acoustic music across the northwest.

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-rcf57abf2313

10-19-2023
Date

Katrina Knight
Print Name
2024 festival coordinator
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Three Rivers Ultimate Frisbee - Hanford Howl Tournament

Department:

City Manager

Recommended Motion:

Summary:

The Hanford Howl is an Ultimate frisbee tournament hosted by Three Rivers Ultimate, in Richland, WA as a fundraiser for the Special Olympics of Washington. The mission of the Hanford Howl is to promote charity, community building, and spirited competition through the sport of Ultimate, while dressed in creative team-themed costumes. All proceeds are donated to Special Olympics of Washington, Three Rivers Ultimate, and to the charities chosen by each of our three bracket winners. Our event has scheduled games Saturday and Sunday with a social event Saturday night for all participants. The Hanford Howl Event is put on by Three Rivers Ultimate (TRU). TRU is a 501c3 non-profit organization with the purpose of giving people the opportunity to play Ultimate in and outside the Tri-Cities. Established in 1999, the community has grown as it welcomes new members into the Tri-Cities community by introducing Ultimate to new players and through hosting the Hanford Howl.

Fiscal Impact:

Attachments:

1. HM TC Ultimate Frisbee



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Three Rivers Ultimate

Contact Name: Trevor Kilgannon Contact Title: Executive Director

Contact Phone: 206-618-7403 Contact Email: threeriversultimate@gmail.com

Street Address: PO Box 1232 City: Richland State: WA Zip: 99352

Project or Event to be funded: 2024 Hanford Howl

Project/Event Start Date: October 26, 2024 Project/Event End Date: October 27, 2024

Amount Requested: \$8,000.00

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

For the 2024 event, we will likely be seeking funding from the Visit Tri-Cities Regional Hotel-Motel Commission. In previous years (2023) we have been approved for this for funding. We are also open for local business sponsorships.

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>7</u>	<u>2018</u>

Please list the names and titles of your board members:

	Name	Title
1	Trevor Kilgannon	TRU Executive Director
2	Sam Johnson	TRU Director of Outreach
3	Adam Parler	TRU Director of Finance
4	Sarah Leichty	TRU Director of
5	Jasmine Woo	TRU Director of Records
6	Brent Kirby	Hanford Howl Tournament
7	Kevin Feidler	Hanford Howl Tournament
8		
9		

3. PROJECT DESCRIPTION:

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

The Hanford Howl is an Ultimate frisbee tournament hosted by Three Rivers Ultimate, in Richland, WA as a fundraiser for the Special Olympics of Washington. The mission of the Hanford Howl is to promote charity, community building, and spirited competition through the sport of Ultimate, while dressed in creative team-themed costumes. All proceeds are donated to Special Olympics of Washington, Three Rivers Ultimate, and to the charities chosen by each of our three bracket winners.

Our event has scheduled games Saturday and Sunday with a social event Saturday night for all participants.

The Hanford Howl Event is put on by Three Rivers Ultimate (TRU). TRU is a 501c3 non-profit organization with the purpose of giving people the opportunity to play Ultimate in and outside the Tri-Cities. Established in 1999, the community has grown as it welcomes new members into the Tri-Cities community by introducing Ultimate to new players and through hosting the Hanford Howl.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

The Hanford Howl has been run as a fundraiser for Special Olympics Washington since its inception in 1999. We do not formally seek funding from outside organizations although, we partner with Panda Express to provide food for participants and the Holiday Inn Richland on the River as our preferred hotel location.

For the 2024 event, we will likely be seeking funding from the Visit Tri-Cities Regional Hotel-Motel Commission. In previous years (2023) we have been approved for this for funding. We are also open for local business sponsorships.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$8,000.00	20%%	\$37,400.00

Revenue Sources:

Revenue Amount:

Registration	\$25,000.00
Merchandise Sales	\$9,500.00
Additional Donations	\$4,000.00

Expenditure Description:

Expenditure Amount:

Merchandise Purchase	\$8,000.00
Field Rentals	\$1,500.00
Equipment Rentals	\$2,600.00
Food	\$3,200.00
Hotel Event	\$9,800.00
Transaction Fees	\$1,800.00
Donations	\$10,500.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	783
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	748
c. Expected number of attendees paying for accommodations:	748
d. Expected number of attendees using unpaid accommodations:	35
e. Expected number of lodging nights:	292
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	no
g. How many increased room nights were expected to be generated?	no

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

Projected numbers in Section 5 are our actual 2022 event statistics.

Our event is organized around individual registrations, so we will have a very accurate count of participants. We work with Holiday Inn Richland on the River to reserve the entire hotel for our event, and so we will have very good numbers on hotel bookings. An informal survey of the participating teams would be able to determine where the remainder of teams stayed.

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

Please see the attached Supplemental Information for our lengthy response.

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:

Other than operational costs of the tournament, we have no budget for marketing. We generally communicate with our participants with email lists and social media communications.

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

TK 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-rcf37abr2313

10-20-2023
Date

Trevor Kilgannon
Print Name
TRU Executive Director
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Tri-Cities Sunrise Rotary - See3Slam, 3 on 3 Basketball Tournament

Department:

City Manager

Recommended Motion:

Summary:

Tri City Sunrise Rotary partners with the City of Richland to present See 3 Slam. The event includes a 3-on-3 basketball tournament for ALL ages, food, entertainment, exhibition games, clinics, and center court contests including shoot outs for adults to win cash prizes and youth to win outdoor equipment - all sponsored by premier sponsors. www.see3slam.com

Tentative Schedule:

Friday, July 12: 5p-8p Registration Check-in; 8p-10p Movies in the Park

Saturday, July 13: 6a-8a Registration Check-in; 9a-8p 3 on 3 Tournament Play and Center Court contests

Sunday, July 14: 8a-4pm 3 on 3 Tournament Play and Center Court Finals

Fiscal Impact:

Attachments:

1. HM See3Slam



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

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

Project/Event Start Date: July 12, 2024 Project/Event End Date: July 14, 2024

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?

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
2020 See3Slam 5th Annual Year @ \$10,000 but event cancelled and award revoked in total due to Covid-19
2021 See3Slam 5th Annual Year @ \$10,000 but event cancelled and award returned in total due to Covid-19
2022 See3Slam 5th Annual Year @ \$10,000
2023 See3Slam 6th 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	Steve Simmons	President
2	Paul Singer	President Elect
3	Lori Varela	Treasurer
4	Ruby Purser Ochoa	Secretary
5	Christy Rasmussen	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. The event includes a 3-on-3 basketball tournament for ALL ages, food, entertainment, exhibition games, clinics, and center court contests including shoot outs for adults to win cash prizes and youth to win outdoor equipment - all sponsored by premier sponsors.
 www.see3slam.com
 Tentative Schedule:
 Friday, July 12: 5p-8p Registration Check-in; 8p-10p Movies in the Park
 Saturday, July 13: 6a-8a Registration Check-in; 9a-8p 3 on 3 Tournament Play and Center Court contests
 Sunday, July 14: 8a-4pm 3 on 3 Tournament Play and Center Court Finals

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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:
\$15,000.00	21.4%%	\$70,000.00

Revenue Sources:

<u>Revenue Sources:</u>	<u>Revenue Amount:</u>
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:

<u>Expenditure Description:</u>	<u>Expenditure Amount:</u>
Registration software/support	\$5,000.00
Signage	\$15,000.00
Sanicans	\$3,000.00
Operations & Logistics	\$3,000.00
Officiating fees	\$6,000.00
T-shirts/printing	\$11,000.00
Web site	\$2,000.00
Marketing	\$20,000.00
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 SIX successful years of respectable success. The event experienced 20% decline in participation post-pandemic in 2022; but 2023 regained attendance levels to be nearly on par with future growth expected as Rotary/ OR 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 2024 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:

Lit Media \$2000
 Sara Nelson Design marketing collateral/TCVCB \$2500
 Apple Valley TV / Phase 3 Digital Promotion \$12,000
 Townsquare Radio / Digital Promotion \$ 2,500
 Red Lion Columbia Center Reader Board \$1000
 Fast Signs and 4Imprint Signage \$15,000*

* Rotary has been able to frugally re-use all signage for the past 5 years, but the signage supply has far exceeded its life-capacity. The 2024 funds request is increased by \$5000 for the one-time purchase of new signage that we anticipate we will use for yet another five years.

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

Key: ad956642-cab7-40bf9b65-rcf37abf2313

10-19-2023

 Date

Terry Marie Fleischman

 Print Name

TC Sunrise Rotary Public

 Title

GE

 Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Tri-Cities Tap Trail - Tap Trail Map and Beer Festivals

Department:

City Manager

Recommended Motion:

Summary:

Goal: Implement the Tri Cities Tap Trail to link all 12 breweries and 11 taprooms on a map so patrons can visit each location and enjoy their offerings, earn a stamp and win a prize if/when they complete a map. This will not only draw the community together more to support local, but draw in more people who want to be apart of the Tri Cities Beer culture! Long term: The Tri Cities Tap Trail will build on itself to culminate into a Tri Cities Beer week and beer festival annually. Seattle and Portland draw in 50-75k people each year with their events and I know that we can do something similar. Being an hour away from the countries largest producer of hops is to our benefit as we make some spectacular beers in the Tri Cities. Increasing the beer tourism will be to the benefit to our community and businesses. Timeline: Tri Cities Tap Trail wants to be established by Q2 of 2024, brochure maps printed and distributed. Tri Cities Beer Week to be established by 2025.

Fiscal Impact:

Attachments:

1. HM TriCities Tap Trail



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Tri Cities Tap Trail

Contact Name: Rob Whitney Contact Title: Founder

Contact Phone: 3602969546 Contact Email: Tricitiestaptrail@gmail.com

Street Address: 160 Orchard Way City: Richland State: WA Zip: 99352

Project or Event to be funded: Start up funding for Tri Cities Tap Trail and Tri Cities Beer Week and Festival

Project/Event Start Date: March 31, 2024 Project/Event End Date: December 31, 2024

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?

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>

Please list the names and titles of your board members:

	Name	Title
1	Rob Whitney	Founder/Director of
2	Kristen Heinemeyer	Director of Marketing
3		
4		
5		
6		
7		
8		
9		

3. PROJECT DESCRIPTION:

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

Goal: Implement the Tri Cities Tap Trail to link all 12 breweries and 11 taprooms on a map so patrons can visit each location an enjoy their offerings, earn a stamp and win a prize if/when they complete a map. This will not only draw the community together more to support local, but draw in more people who want to be apart of the Tri Cities Beer culture!

Long term: The Tri Cities Tap Trail will build on itself to culminate into a Tri Cities Beer week and beer festival annually. Seattle and Portland draw in 50-75k people each year with their events and I know that we can do something similar. Being an hour away from the countries largest producer of hops is to our benefit as we make some spectacular beers in the Tri Cities. Increasing the beer tourism will be to the benefit to our community and businesses.

Timeline: Tri Cities Tap Trail wants to be established by Q2 of 2024, brochure maps printed and distributed. Tri Cities Beer Week to be established by 2025.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

No collaborations with other agencies, just partnership with each location we want to promote.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$10,000.00</u>	<u>100%</u>	<u>\$10,000.00</u>

Revenue Sources:

Revenue Amount:

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Expenditure Description:

Expenditure Amount:

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5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	<u>500+</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>500+</u>
c. Expected number of attendees paying for accommodations:	<u>500+</u>
d. Expected number of attendees using unpaid accommodations:	<u>Unknownl</u>
e. Expected number of lodging nights:	<u>2-3</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>NA</u>
g. How many increased room nights were expected to be generated?	<u>2-3</u>

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

Working with local hotels/motels, the TCTT will monitor guest traffic through both a survey program as well as offer an incentive program for guest who come to stay for our beer events. While this is a start up, this will build over time and increase traffic yearly.

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

To simplify the guidelines; getting more people to come to our area, stay in our hotels/motels, enjoy what our community has to offer boost our local economy. In short, yes. By creating something new and exciting that can only build as the local brewing industry and beer culture continues to grow, this program I'm proposing will do just this. Start with the Tap Trail and then grow into an annual beer festival and beer week which will get more people outside our area to come to us.

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:

Marketing strong through free sources like social media platforms (Facebook, Instagram, Tiktok, etc) is the start, but investments into a strong website platform linking all the breweries and taprooms together with one calendar to showcase all events for each location is a strong start. Building our map and going to print will allow us to distribute to all hotels/motels, rest areas surrounding the Tri Cities (Spokane, Yakima, Pendleton, Hermiston, ETC) and each location on the map for local advertising.

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

RW 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

10-18-2023
Date

Rob Whitney
Print Name
Founder
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Visit Tri-Cities - Ironman Media Production & Marketing

Department:

City Manager

Recommended Motion:

Summary:

The IRONMAN and IRONMAN 70.3 Triathlon series is the world's premier full-distance and half-distance triathlon series consisting of over 150 qualifying races in 50+ countries, regions and territories across the world. This is the first year of a 3-year contract for the IRONMAN 70.3 event to take place in Richland, WA on Sun, Sept 22, 2024 with months of preparation leading up to it. The course includes Columbia River access via Howard Amon Park and Columbia Point Marina Park (the anticipated home/transition zone of IRONMAN's Athlete's village), trail systems throughout Richland and road systems throughout Richland and neighboring communities. The estimated total economic impact of is between 8 - 15 million dollars, attracting upwards of 2,500-3,000 athletes, 10,000-15,000 total visitors and between 7,000-12,000 room nights. Source: Visit Tri-Cities presentation materials to Richland City Council on Oct 17, 2023 & IRONMAN Athlete Survey Data & Economic Impact Studies

Fiscal Impact:

Attachments:

1. HM Visit Tri-Cities Ironman Marketing



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Visit Tri-Cities in collaboration with IRONMAN

Contact Name: Kevin Lewis Contact Title: CEO

Contact Phone: 509-735-8486 Contact Email: kevin@visittri-cities.com

Street Address: 7130 W. Grandridge Blvd. City: Kennewick State: WA Zip: 99336

Project or Event to be funded: IRONMAN 70.3 Washington Tri-Cities - Media Production, Marketing and

Project/Event Start Date: March 01, 2024 Project/Event End Date: October 31, 2024

Amount Requested: \$25,000.00

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

We have not applied for funding from this source before, however, Visit Tri-Cities has a separate a five-year agreement with the City of Richland for the promotion of tourism.

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>14</u>	<u>0</u>	<u>0</u>	<u>1969</u>

Please list the names and titles of your board members:

	Name	Title
1	Corey Pearson	Executive Director, Three
2	Buck Taft	Airport Director
3	Rob Roxburg	Communications Director
4	Vijay Patel	President A-1 Hospitality
5	Amy Johnson	Owner Purple Star Winery
6	Jennifer Cunnington	Loan Officer Q Loans
7	Staci West	Communications
8	Teresa Richardson	Mayor Pro Tem City of
9	Diahann Howard	Executive Director Port of

3. PROJECT DESCRIPTION:

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

Bringing the IRONMAN 70.3 provides additional opportunities for publicity and exposure. These funds will be used to create and distribute multi-media assets to market and showcase the event and the destination. These assets will celebrate the community involvement, volunteer spirit and enthusiasm that make the destination such a great place to visit. We will also use the multi-media assets locally to energize our communities and recruit support for the event. Fund will also be used to produce a volunteer appreciation event. This funding will contribute to the overall success of the event and help increase visitation, participant satisfaction, economic impact and community awareness.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

The IRONMAN 70.3 event is being held in collaboration with the IRONMAN Group, the cities of Richland and West Richland, and other public safety agencies. Production and distribution of the marketing assets and the volunteer appreciation party will be in collaboration with IRONMAN and the cities as well.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$25,000.00</u>	<u>8.3%</u>	<u>\$300,000.00</u>

Revenue Sources:

Revenue Amount:

Visit Tri-Cities event investment	\$150,000.00
IRONMAN event investment	\$150,000.00

Expenditure Description:

Expenditure Amount:

Multi-Media Production	\$10,000.00
Multi-Media Distribution	\$5,000.00
Volunteer Celebration	\$10,000.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	<u>10000</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>9000</u>
c. Expected number of attendees paying for accommodations:	<u>9000</u>
d. Expected number of attendees using unpaid accommodations:	<u>1000</u>
e. Expected number of lodging nights:	<u>10000</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>10000</u>



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

We will conduct an economic impact survey/study.

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

The IRONMAN 70.3 will bring thousands of visitors from around the country to Richland to participate in one of the most recognized endurance events in the world. Based on other IRONMAN events, the average hotel stay for participants is 3 to 4 nights. The funds used in this project help promote and market the destination and expand tourism. This is a signature event that will establish Richland as a center of athletic and cultural excellence. These funds will leverage the substantial financial commitments already being made by Visit Tri-Cities, IRONMAN, the City of Richland and others to facilitate and host the event.

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:

Production and creation of multi-media assets will take place in the spring when the weather and scenery on the course and in the community are at their best. Distribution will take place throughout the spring, summer and fall as we build toward the event. It will also include race week and race day production to showcase the event to participants and volunteers and to provide marketing assets for future years. Media uses will include targeted online, and social platforms, public relations, media outreach to news organizations and grass roots presentations throughout the community.

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

KL 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
Kevin Lewis
Key: ad956642-cab7-40bf9b65-rcf37abf2313

10-19-2023
Date

Kevin Lewis
Print Name
President & CEO, Visit Tri-Cities
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

City of Richland - Business District Revitalization Project

Department:

City Manager

Recommended Motion:

Summary:

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 accessible. 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, new signage, public seating and infrastructure improvement are needed.

Fiscal Impact:

Attachments:

1. HM COR - Econ Dev - Lighting



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: City of Richland - Economic Development

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, 2024 Project/Event End Date: December 31, 2024

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 Business District Revitalization project received funds in 2023.

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	Lana Franklin	UBID Treasurer
4	Wendy Christensen	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 accessible. 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, new signage, public seating and infrastructure improvement are 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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, Public Works, 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:
<u>\$60,000.00</u>	<u>14.67%%</u>	<u>\$408,901.00</u>

Revenue Sources:

Revenue Amount:

General Fund	\$80,000.00
Business License Reserve	\$20,000.00
Hotel-Motel Grant	\$60,000.00
CDBG Grant	\$50,000.00
CDBG-CV Grant	\$138,901.00

Expenditure Description:

Expenditure Amount:

Kiosk, signage and marketing	\$40,000.00
Landscape, fountain and public amenities	\$30,000.00
Infrastructure (garbage facilities)	\$38,900.00
Lighting replacement	\$240,000.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	<u>30,000</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>15,000</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>200</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>100</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.):

Event participation for Chalk Art, Mushroom Festival, Metaphysical Market days, and Fall 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 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

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, flyers, 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-rcf37abf2313

09-26-2023
Date

Lynne Follett
Print Name
Economic Development
Title

Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Columbia Basin BMX - Starting Gate Replacement

Department:

City Manager

Recommended Motion:

Summary:

This capitol improvement is to replace the starting gate at the track. The current gate was installed in 2012 as a Safety gate after a child in Spokane lost several fingers in an accident on their gate. A barrel gate was what at the time, and continues today to be considered a safety gate, that prevents body parts from being trapped by the falling gate. Since that time new technology has increased the safety factor both in the materials being lighter, and in the tolerances of gaps between falling parts of the gate. A new gate could also potentially take advantage of new electric technology vs. the current pneumatic systems which would cut down on the overall maintenance of the system. This project will take about a month, and we could do it as soon as February 2024. The project will include some re-work of the current concrete trench the gate recesses into, and the installation of the gate components themselves.

Fiscal Impact:

Attachments:

1. HM BMX - Starting Gate Replacement



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Mid-Columbia BMX dba Columbia Basin BMX

Contact Name: Sam McPeek Contact Title: Track Operator

Contact Phone: 5093086944 Contact Email: sam.mcpeek@gmail.com

Street Address: 1210 Roberdeau City: RICHLAND State: WA Zip: 99354

Project or Event to be funded: Starting Gate Replacement

Project/Event Start Date: April 01, 2024 Project/Event End Date: April 30, 2024

Amount Requested: \$35,000.00

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

Tax Grant funding was used in 2012 to construct the main facility building that houses restrooms, registration, concessions and some storage. Funding was also used to pave the corners of the track. In 2013, additional funding was used to clear and gravel portions of land owned by both the City of Richland and the Port of Benton to provide a camping area used at larger events.

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>45+</u>	<u>2018</u>

Please list the names and titles of your board members:

	Name	Title
1	Sam McPeek	Track Operator
2	Aaron Peterman	President
3	Joel Garcia	Vice President
4	Corrie Peterman	Secretary
5	Jamie O'Rourke	Treasurer
6	Melissa Elison	Community Liaison
7	Tristan Kelley	General Member
8	Brad Kelley & Brandon	General Members (2)
9	Tony Nemecek & Ryan	General Member (2)

3. PROJECT DESCRIPTION:

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

This capitol improvement is to replace the starting gate at the track. The current gate was installed in 2012 as a Safety gate after a child in Spokane lost several fingers in an accident on their gate. A barrel gate was what at the time, and continues today to be considered a safety gate, that prevents body parts from being trapped by the falling gate. Since that time new technology has increased the safety factor both in the materials being lighter, and in the tolerances of gaps between falling parts of the gate. A new gate could also potentially take advantage of new electric technology vs. the current pneumatic systems which would cut down on the overall maintenance of the system. This project will take about a month, and we could do it as soon as February 2024. The project will include some re-work of the current concrete trench the gate recesses into, and the installation of the gate components themselves.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

While not directly collaborating with any other organization, this type of a project will allow Visit Tri-Cities as well as our organization to further promote BMX racing in Richland. Installing a top of the line gate shows our commitment level to USA BMX and gives them additional confidence in bringing National Level events to our facility.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$35,000.00	100%	\$35,000.00

Revenue Sources:

Revenue Amount:

Expenditure Description:

Expenditure Amount:

Pro Start Gate Package	\$26,000.00
3 Phase Electrical (either through city drop or additional phase	\$2,000.00
Concrete Work to Modify Current Trench	\$3,000.00
New Signage for Gate Front	\$1,200.00
Miscellaneous (permits, etc.)	\$2,800.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	8,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	400
c. Expected number of attendees paying for accommodations:	400
d. Expected number of attendees using unpaid accommodations:	5,600
e. Expected number of lodging nights:	120
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?	30



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

For attendance we track athlete numbers and estimate between 1.5 and 2.8 spectators per athlete depending on the overall size of the event. Since this is a capital improvement, it is difficult to foresee the direct impact on rider numbers above previous years. The numbers shown above are based on our yearly rider counts for all local races as well as a typical attendance for a State Series Qualifier race. It does not include numbers for National Events. For hotel nights sold, we have data from Visit Tri-Cities for National Races over the last 3 years as well as a State Qualifier in 2021.

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

There is no other thing on a track that riders talk about more than the starting gate. We have been known as having one of the fastest gates around by both amateurs and pros alike, but the current gate is in it's 11th year at our track (we bought it used) and takes A LOT of maintenance on a yearly basis to ensure it keeps running and is safe. Newer technology will cut the maintenance to zero based on experiences in SeaTac, Bend and Port Angeles.

In addition, the new system actually allows us to change the timing of the gate to match other tracks gates which will help our riders practice for National races. This allows us to be a premier racing facility and to be training focused to push athletic excellence here in 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:

Marketing for this type of capital improvement will be done on Facebook and Instagram. Working with a Nationally recognized company such as Pro Start allows us to further our reach by utilizing their following. Capital improvements to a track do a really good job of marketing our strengths to USA BMX in continuing to bring National races to Richland.

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

SOM 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
Samuel Ouren McPeck
Key: ad956642cab740bf9b65-rcf37abr2313

Samuel Ouren McPeck

Print Name

Track Operator

Title

10-20-2023

Date



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Columbia Basin BMX - Supplemental Funding for National Races

Department:

City Manager

Recommended Motion:

Summary:

This funding would be to provide additional and supplemental funding to the National RFP (request for proposal) amount offered to USA BMX to hold a National level event here in Richland. That funding and RFP process is currently completed by Visit Tri-Cities. Funding supplemental to the current amount provided by the Visit Tri-Cities organization is needed for our bids to remain competitive with USA BMX. It is important to note that while we need to have funding guaranteed to make it a part of our RFP bids, the funding is NOT used/spent until after hosting a national event. Columbia Basin BMX and Visit Tri-Cities is currently working on the RFP bid for USA BMX National Events in 2025 and will be working on RFP bids for 2026 by June of 2024. We have a proven track record of Hotel Nights Sold and Economic Impact for these national level USA BMX events and want to remain competitive with our bidding structure to be able to continue bringing these events to Richland.

Fiscal Impact:

Attachments:

1. BMX Supplemental Funding for National Race Applications



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Mid-Columbia BMX dba Columbia Basin BMX

Contact Name: Sam McPeek Contact Title: Track Operator

Contact Phone: (509) 308-6944 Contact Email: midcbmx@gmail.com

Street Address: 1210 Roberdeau St. City: Richland State: WA Zip: 99354

Project or Event to be funded: Supplemental Funding for National Race RFP Application(s)

Project/Event Start Date: December 31, 2023 Project/Event End Date: June 01, 2024

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?

Tax Grant funding was used in 2012 to construct the main facility building that houses restrooms, registration, concessions and some storage. Funding was also used to pave the corners on the track. In 2013, additional funding was used to clear and gravel portions of land owned by both the City of Richland and the Port of Benton to provide a camping area used at larger events.

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>45+</u>	<u>2018</u>

Please list the names and titles of your board members:

	Name	Title
1	Sam McPeek	Track Operator
2	Aaron Peterman	President
3	Joel Garcia	Vice President
4	Corrie Peterman	Secretary
5	Jamie O'Rourke	Treasurer
6	Melissa Elison	Community Liaison
7	Tristan Kelley	General Member
8	Brad Kelley & Brandon	General Members (2)
9	Tony Nemecek & Ryan	General Member (2)

3. PROJECT DESCRIPTION:

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

This funding would be to provide additional and supplemental funding to the National RFP (request for proposal) amount offered to USA BMX to hold a National level event here in Richland. That funding and RFP process is currently completed by Visit Tri-Cities. Funding supplemental to the current amount provided by the Visit Tri-Cities organization is needed for our bids to remain competitive with USA BMX. It is important to note that while we need to have funding guaranteed to make it a part of our RFP bids, the funding is NOT used/spent until after hosting a national event. Columbia Basin BMX and Visit Tri-Cities is currently working on the RFP bid for USA BMX National Events in 2025 and will be working on RFP bids for 2026 by June of 2024.

We have a proven track record of Hotel Nights Sold and Economic Impact for these national level USA BMX events and want to remain competitive with our bidding structure to be able to continue bringing these events to 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

This would be in conjunction with Visit Tri-Cities, and the work they do to promote sports tourism. They are the organization that meets with USA BMX and are responsible for allocating funding towards bringing National Races to Richland. We have had an excellent relationship with Visit Tri-Cities and they do a good job promoting our track and Richland when meeting with USA BMX officials at sports tourism events.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$10,000.00</u>	<u>50%</u>	<u>\$20,000.00</u>

Revenue Sources:

Revenue Amount:

<u>Parking</u>	<u>\$1,200.00</u>
<u>Camping</u>	<u>\$5,500.00</u>
<u>Concessions</u>	<u>\$2,000.00</u>
<u>Track Rental - Paid by USA BMX</u>	<u>\$2,500.00</u>

Expenditure Description:

Expenditure Amount:

<u>City of Richland fees</u>	<u>\$800.00</u>
<u>Portable Toilets</u>	<u>\$1,200.00</u>
<u>Medical Event Staff</u>	<u>\$1,000.00</u>
<u>Miscellaneous (way finding signage, ground paint/stripping, etc.)</u>	<u>\$1,000.00</u>

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	<u>8,265</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>7,000</u>
c. Expected number of attendees paying for accommodations:	<u>6,765</u>
d. Expected number of attendees using unpaid accommodations:	<u>1,500</u>
e. Expected number of lodging nights:	<u>265</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>N/A</u>

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

The number of hotel nights sold and the estimated economic impact is tracked and developed by Visit Tri-Cities.

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

This funding will help us to remain competitive in our RFP bid process with USA BMX in conjunction with Visit-Tri-Cities to continue to bring National level race events to Richland. Columbia Basin BMX is a youth focused premier BMX racing facility. Our National races bring people representing as many as 36 states, including athletes and their families from Canada. Through Visit Tri-Cities, we can show hotels nights sold being 100+, and the estimated economic impact ranging from \$280K to \$464K for each of our National Races over the last 3 years.

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:

Marketing for National Races is done through Facebook and Instagram both by Columbia Basin BMX as well as by USA BMX. We are known for having a smooth and fast racing surface, and for putting on an excellent event. This word of mouth is good currency for us in brining in more athletes and their families.

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

SOM 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
Samuel Ouren McPeek
Key: ad956642cab740bf9b65-rcf37abr2313

10-20-2023
Date

Samuel Ouren McPeek
Print Name

Track Operator
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Columbia Basin BMX - Redesign and Build Dirt Track

Department:

City Manager

Recommended Motion:

Summary:

This capital improvement project will be to re-design and construct the dirt straights on the track. This is done approximately every 4 years and we just finished year 5 on the current design. Track rebuilds are done to keep up with track design evolution from around the country as well as to keep the track new, fresh and interesting to current membership. The build process with a recognized track builder brings recognition across the country and within USA BMX, as the same track builder builds all of the indoor national event tracks. We have set our track rebuild timeline to be started and completed in February 2024, prior to the season officially starting.

Fiscal Impact:

Attachments:

1. BMX Dirt Tracks



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Mid-Columbia BMX dba Columbia Basin BMX

Contact Name: Sam McPeek Contact Title: Track Operator

Contact Phone: 5093086944 Contact Email: sam.mcpeek@gmail.com

Street Address: 1210 Roberdeau City: RICHLAND State: WA Zip: 99354

Project or Event to be funded: Re-designing and Building of the Dirt Straights on the Track

Project/Event Start Date: February 01, 2024 Project/Event End Date: February 29, 2024

Amount Requested: \$25,000.00

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

Tax Grant funding was used in 2012 to construct the main facility building that houses restrooms, registration, concessions and some storage. Funding was also used to pave the corners of the track. In 2013, additional funding was used to clear and gravel portions of land owned by both the City of Richland and the Port of Benton to provide a camping area used at larger events.

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>45+</u>	<u>2018</u>

Please list the names and titles of your board members:

	Name	Title
1	Sam McPeek	Track Operator
2	Aaron Peterman	President
3	Joel Garcia	Vice President
4	Corrie Peterman	Secretary
5	Jamie O'Rourke	Treasurer
6	Melissa Elison	Community Liaison
7	Tristan Kelley	General Member
8	Brad Kelley & Brandon	General Members (2)
9	Tony Nemecek & Ryan	General Member (2)

3. PROJECT DESCRIPTION:

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

This capital improvement project will be to re-design and construct the dirt straights on the track. This is done approximately every 4 years and we just finished year 5 on the current design. Track rebuilds are done to keep up with track design evolution from around the country as well as to keep the track new, fresh and interesting to current membership.

The build process with a recognized track builder brings recognition across the country and within USA BMX, as the same track builder builds all of the indoor national event tracks. We have set our track re-build timeline to be started and completed in February 2024, prior to the season officially starting.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

While we are not directly collaborating with any other agencies on a track re-build, doing so shows commitment as a track and organization that we continue to improve the track for riders. This is always a good talking point for our conversations with USA BMX as well as something that Visit Tri-Cities can use to further promote sports tourism to Richland when they meet with USA BMX as well.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$25,000.00</u>	<u>100%</u>	<u>\$25,000.00</u>

Revenue Sources:

Revenue Amount:

Expenditure Description:

Expenditure Amount:

Track Builder (2 man crew)	\$7,500.00
Accommodations & Airfare	\$1,200.00
Equipment Rental	\$6,000.00
Additional Fill Dirt	\$1,700.00
(2) Totes of Soil Glue	\$8,600.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	8,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	400
c. Expected number of attendees paying for accommodations:	400
d. Expected number of attendees using unpaid accommodations:	5,600
e. Expected number of lodging nights:	120
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?	30



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

For attendance, we track athlete numbers and estimate between 1.5 and 2.8 spectators to every athlete depending on the overall size of the event. Since this is a capital improvement, it is difficult to foresee the direct impact on rider numbers above previous years. The numbers shown above are based on our yearly rider counts for all local races as well as a typical attendance for a State Series Qualifier race. It does not include numbers for National events. For hotel nights sold, we have some data from Visit Tri-Cities for a state qualifier in 2021 and we are working with them for a better way to track hotel nights sold for all events moving forward.

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

This project is a needed capital improvement that will promote athletes to keep coming to race, as well as travel to our facility. Further, it shows a commitment by the City of Richland and Columbia Basin BMX in providing a racing facility that is keeping up with the latest track design trends and follows the expectations across National level tracks. This increases our already outstanding reputation as being one of the premier racing facilities in the Pacific Northwest. We are a 100% volunteer ran organization, and providing a fresh rebuild of the track allows us to ultimately serve more athletes who come to race with us.

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:

Paid marketing for our events is done through Facebook and Instagram. We work hard to cultivate a family friendly and inviting atmosphere, so word of mouth is also very beneficial to us. We are expanding our outreach to community events through our newly created Community Liaison board position to multiply our efforts throughout the community. A track rebuild is always a popular and positive thing online, so our announcement and progress updates will be followed by the BMX community throughout the Pacific Northwest and the country as a whole.

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

SOM 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
Samuel Ouren McPeck
Key: ad956642cab740bf9b65-rcf37abf2313

10-20-2023
Date

Samuel Ouren McPeck
Print Name
Track Operator
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
Columbia Basin BMX - Track Lighting Upgrade

Department:
City Manager

Recommended Motion:

Summary:

The track lighting is good, but it is time for an upgrade. Upgrading the lights heads to LED will decrease the overall load on the system as well as saving the City money on the use of the lights. Adding additional heads to the existing poles will allow us to get light on the grass and spectator areas which will increase safety as well as comfort during night time race events. We will replace 25 light heads with LED lights, as well as add an additional 7 light heads for spectator lighting. This will also cut down on the amount of maintenance we have to do to keep the system running, as it is a fuse based system and the current draw blows fuses frequently. We would like to complete this project in March of 2024, as the spring and fall are the two times of the year the lights are used most frequently.

Fiscal Impact:

Attachments:

1. HM BMX Track Lighting Upgrade



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Mid-Columbia BMX dba Columbia Basin BMX

Contact Name: Sam McPeek Contact Title: Track Operator

Contact Phone: 5093086944 Contact Email: sam.mcpeek@gmail.com

Street Address: 1210 Roberdeau City: RICHLAND State: WA Zip: 99354

Project or Event to be funded: Track Lighting Upgrade

Project/Event Start Date: March 01, 2024 Project/Event End Date: March 31, 2024

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?

Tax Grant funding was used in 2012 to construct the main facility building that houses restrooms, registration, concessions and some storage. Funding was also used to pave the corners on the track. In 2013, additional funding was used to clear and gravel portions of land owned by both the City of Richland and the Port of Benton to provide a camping area used at larger events.

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>45+</u>	<u>2018</u>

Please list the names and titles of your board members:

	Name	Title
1	Sam McPeck	Track Operator
2	Aaron Peterman	President
3	Joel Garcia	Vice President
4	Corrie Peterman	Secretary
5	Jamie O'Rourke	Treasurer
6	Melissa Elison	Community Liaison
7	Tristan Kelley	General Member
8	Brad Kelley & Brandon	General Members (2)
9	Tony Nemecek & Ryan	General Member (2)

3. PROJECT DESCRIPTION:

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

The track lighting is good, but it is time for an upgrade. Upgrading the lights heads to LED will decrease the overall load on the system as well as saving the City money on the use of the lights. Adding additional heads to the existing poles will allow us to get light on the grass and spectator areas which will increase safety as well as comfort during night time race events. We will replace 25 light heads with LED lights, as well as add an additional 7 light heads for spectator lighting. This will also cut down on the amount of maintenance we have to do to keep the system running, as it is a fuse based system and the current draw blows fuses frequently.

We would like to complete this project in March of 2024, as the spring and fall are the two times of the year the lights are used most frequently.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

While not directly collaborating with any other agencies, this improvement will allow us to increase the amount of time we can use the track at night. We are one of only a few tracks across the Pacific Northwest that have lighting, and this allows us as well as Visit Tri-Cities to continue to promote our facility and Richland to USA BMX for larger National Events. This year, we had to use the lights to finish out our initial race of the Gold Cup Finals weekend and that is huge.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$15,000.00	100%	\$15,000.00

Revenue Sources:

Revenue Amount:

Expenditure Description:

Expenditure Amount:

Light Heads (\$381.25 ea. x 32)	\$12,200.00
Equipment Rental (all terrain scissor lift)	\$800.00
Lighting Panel Rebuild	\$2,000.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	8,000
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	400
c. Expected number of attendees paying for accommodations:	400
d. Expected number of attendees using unpaid accommodations:	5,600
e. Expected number of lodging nights:	120
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?	30



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

For attendance, we track athlete numbers and estimate between 1.5 and 2.8 spectators per athlete depending on the overall size of the event. Since this is a capital improvement, it is difficult to foresee the direct impact on rider numbers above previous years. The numbers shown above are based on our yearly rider counts and attendance for all of our local races, but not including any National race events. For hotel nights sold, we have data from Visit Tri-Cities for national race events as well as a State Qualifier race in 2021.

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

We want to make sure we continue to be a premier racing facility in the Pacific Northwest. Having a lighting system helps us in this regard by not being constrained to only day light hours. This allows us to serve more kids and families during off-season hours. We don't want to lose that ability, and the current system is towards the end of it's life span and needs this upgrade.

Further, adding lighting heads in our spectator areas increase safety as well as comfort during our events. This is especially apparent after events when parents are trying to make sure they have all of their kids' equipment and hunting it all down in the dark grass.

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:

Our marketing for the lighting system itself is going to be mostly felt in our ability to offer more night time events. New rider classes, clinics, Gate Practices and races will be able to be held more often when we don't have to worry about the lights shutting off because a fuse is blown.

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

SOM 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
Samuel Ouren McPeek
Key: ad956642cab740bf9b65-rcf37abr2313

10-20-2023
Date

Samuel Ouren McPeek
Print Name
Track Operator
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/26/2023

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Richland Babe Ruth Baseball - Rebuild Bullpen/Install Batting Cages

Department:

City Manager

Recommended Motion:

Summary:

Rebuild 4 sets of bullpens installing field turf, Installing field turf on 4 Batters Circles as well as 2 Batting Cages. Cage poles, netting as well as Field Turf. Our League play as well as tournaments are affected by water conditions at home plate and the pitcher's mound. This would eliminate the need for a crew to run a tournament as well as making our league a much more attractive place to play.

Fiscal Impact:

Attachments:

1. HM Babe Ruth - Bullpen upgrade install batting cages



City of Richland Hotel/Motel Tax Fund Application

Funding Period: January 1, 2024 to December 31, 2024

1. CONTACT INFORMATION:

Organization Name: Richland Babe Ruth Baseball

Contact Name: Pat Barrett Contact Title: President

Contact Phone: 509-727-4863 Contact Email: pkbarrett@charter.net

Street Address: 2705 Kingsgate Way City: Richland State: Wa Zip: 99352

Project or Event to be funded: Rebuilding Bullpens, install Batting Cages

Project/Event Start Date: January 31, 2024 Project/Event End Date: October 31, 2024

Amount Requested: \$19,400.00

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

2017 Installed Warning Tracks and Fencing

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>16</u>	<u>1997</u>

Please list the names and titles of your board members:

	Name	Title
1	Pat Barrett	President
2	Marshal Perks	Vice President
3	Nancy Aldridge	Secretary
4		
5		
6		
7		
8		
9		

3. PROJECT DESCRIPTION:

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

Rebuild 4 sets of bullpens installing field turf, Installing field turf on 4 Batters Circles as well as 2 Batting Cages. Cage poles, netting as well as Field Turf. Our League play as well as tournaments are affected by water conditions at home plate and the pitcher's mound. This would eliminate the need for a crew to run a tournament as well as making our league a much more attractive place to play.

- 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 that if these improvements will be on or to City of Richland property or facilities, please contact Laura Hester, Parks & Public Facilities Director at lhester@ci.richland.wa.us prior to submitting this application to determine whether or not federal, state or city permits may be required for the proposed project.

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

No



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

Working with local motels and tourist board to secure rooms for teams coming to town will provide an idea of how many rooms we are filling. We plan to run our own tournaments as to fill the increased demand.

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

This project will add tourism dollars by giving tournament directors a complex with the flexibility to run any type of tournament (I.E age group or sport) simultaneously by just moving the mound and bases.

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 will be marketing our own tournaments as well as outside directors to help fill up weekends. Right now to run a medium to large tournament we need a 6 man crew including concession workers. With a field turf infield system you can do it with only 2.Our goal is to run multiple age group Babe Ruth State and Regional tournaments as well.

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

PKB 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.

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Patrick K Barrett
Key: ad956642-cab7-40bf9b65-rcf37abr2313

10-20-2023
Date

Patrick K Barrett
Print Name
League President
Title

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Administrator Initials