



Agenda
Lodging Tax Advisory Committee Meeting
Tuesday, February 13, 2024
Richland City Hall ~ Council Chambers
625 Swift Boulevard

Committee Members: Cruz, Garza, Sako and Stephens

Council Liaison: Lukson

Regular Meeting - 5:30 p.m.

Call to Order/Attendance:

Public Comments: Please limit public comments to 2 minutes per speaker.

Approval of Minutes: (Approved by Motion)

1. Approval of the October 26, 2023 Lodging Tax Advisory Committee Meeting Minutes
 - Gail Everett, Communications & Marketing Specialist

2023 Grant Funded Projects Completed:

2. 2023 Grant Funded Projects Completed
 - Gail Everett, Communications & Marketing Specialist

Budget Overview:

3. 2024 Financial Worksheet for Requested Funding - Part B
 - Gail Everett, Communications & Marketing Specialist

Hotel/Motel Grant Applications:

4. Children's Museum - Feasibility Study
 - Gail Everett, Communications & Marketing Specialist
5. Stephens Media Group - Live@5 Concert Series
 - Gail Everett, Communications & Marketing Specialist
6. Tri-Town Get Down - Weekend Festival
 - Gail Everett, Communications & Marketing Specialist
7. Water Follies - Columbia Cup
 - Gail Everett, Communications & Marketing Specialist
8. City of Richland - Electrical Improvements at John Dam Plaza
 - Gail Everett, Communications & Marketing Specialist

New Business:

9. Grant Funding Recommendations to City Council

- Gail Everett, Communications & Marketing Specialist

10. Special Project Funding - Project Outside the Annual Funding Process

- 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: 2/13/2024

Agenda Category: Approval of Minutes

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Approval of the October 26, 2023 Lodging Tax Advisory Committee Meeting Minutes

Department:

City Manager

Recommended Motion:

Approve the meeting minutes from the Lodging Tax Advisory Committee meeting held on October 26, 2023.

Summary:

Draft minutes from the October 26, 2023 Lodging Tax Advisory Committee meeting are presented for the Committee's review and approval.

Fiscal Impact:

None.

Attachments:

1. DRAFT October 26, 2023 LTAC Meeting Minutes



MINUTES

Lodging Tax Advisory Committee Meeting
Thursday, October 26, 2023
Richland Council Chamber
625 Swift Boulevard

Lodging Tax Advisory Committee Meeting – 1:00 p.m.

Call to Order

Council Liaison Terry Christensen called the regular Lodging Tax Advisory Committee meeting to order at 1:02 p.m.

Attendance:

Council Member Terry Christensen and Committee members, Douglas (Gus) Sako, Hector Cruz, and Lacey Stephens.

Also present were Staff Liaison Gail Everett, Communications and Marketing Specialist, Joe Schiessl, Deputy City Manager, Brandon Allen, Finance Director and Evgeniya Petyuk, Accountant.

Public Comments: None

Approval of Minutes: (Approved by Motion)

October 27, 2022 Lodging Tax Advisory Committee Meeting Minutes

Christensen moved and Stephens seconded the motion to approve the October 27, 2022 meeting minutes. The motion carried 4-0.

October 4, 2023 Lodging Tax Advisory Committee Meeting Minutes

Christensen moved and Sako seconded the motion to approve the October 4, 2023 meeting minutes. The motion carried 4-0.

Budget Overview

1. 2024 Lodging Tax Funding Overview

Brandon Allen provided an overview of the 2023 funds available to date and how 2024 funding requests would affect financials.

2023 Event and Project Summary to Date

2. Gail Everett shared a summary of activities and projects to date and reported results of current overnight stays that resulted from those projects completed.

New Business

Deliberation and Allocation for 2024 Funds

First 1% - Events

3. Allied Arts Association - Art in the Park
 - **Requested \$12,000. Recommend \$12,000.**
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0.

4. BMX - Funds for National Event Proposal
 - **Requested \$10,000. Recommend \$7,000** per 30% partner requirement.
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0.

5. City of Richland - Ironman
 - **Requested \$66,610. Recommend \$66,610.**
 - Discussion: This first-year event may bring up to 10,000 new visitors to the area. These funds are necessary for increased needs in Parks and Public Facilities, Police and Fire & Emergency Services for proper planning, logistics, maintenance and beautification. A volunteer appreciate event afterwards is also planned.
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0

6. City of Richland - Winter Wonderland
 - **Requested \$4,000. Recommend \$4,000.**
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0

7. North American Talk - WA Statewide Tourism Marketing
 - **Requested \$28,000. Recommend \$0.**
 - Discussion: The application represents a duplicate of efforts already done and was for 100% of the needs, whereas the request can only be for 30%. Will ask for a presentation to the committee next year if they apply again.
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0

8. Northwest Powerboat Association - Richland Regatta
 - **Requested \$18,500. Recommend \$16,500** per 30% partner requirement.
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0

9. Red Mountain Event Center/Tri-City Raceway - Apple Cup & Fall Classic
 - **Requested \$30,000. Recommend \$30,000.**
 - Stephens moved and Sako seconded the motion to approve. The motion carried 4-0

10. Richland Chamber of Commerce – Cool Desert Nights
 - **Requested \$20,000. Recommend \$20,000.**
 - Christensen moved and Cruz seconded the motion to approve. The motion carried 4-0

11. Special Olympics of Washington - Fall Games
 - **Requested \$10,000. Recommend \$10,000.**
 - Cruz moved and Christensen seconded the motion to approve. The motion carried 4-0

12. The Rude Mechanicals - Shakespeare in the Park
 - **Requested \$2,400. Recommend \$2,400.**
 - Sako moved and Cruz seconded the motion to approve. The motion carried 4-0

13. Three Rivers Folklife Society - Tumbleweed Festival
 - **Requested \$6,000. Recommend \$6,000.**
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0

14. Three Rivers Ultimate Frisbee - Hanford Howl Tournament
 - **Requested \$8,000. Recommend \$8,000.**
 - Cruz moved and Stephens seconded the motion to approve. The motion carried 4-0

15. Tri-Cities Sunrise Rotary - See3Slam, 3 on 3 Basketball Tournament
 - **Requested \$15,000. Recommend \$15,000.**
 - Christensen moved and Stephens seconded the motion to approve. The motion carried 4-0

16. Tri-Cities Tap Trail - Tap Trail Map and Beer Festivals
 - **Requested \$10,000. Recommend \$3,000** per 30% Partner Requirement.
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0

17. Visit Tri-Cities – Ironman Media Production & Marketing
- **Requested \$25,000. Recommend \$25,000.**
 - Christenson moved and Stephens seconded the motion to approve. The motion carried 4-0

Second 2% - Projects

18. City of Richland - Business District Revitalization Project
- **Requested \$60,000. Recommend \$60,000.**
 - Stephens moved and Christensen seconded the motion to approve. The motion carried 4-0
19. Columbia Basin BMX - Starting Gate Replacement
- **Requested \$35,000. Recommend \$0.**
- Discussion: After a conversation with the project coordinator Sam McPeek, we prioritized the three BMX applications and are funding two others.
- Christensen moved and Stephens seconded the motion to not approve. The motion carried 4-0
20. Columbia Basin BMX - Redesign and Build Dirt Track
- **Requested \$25,000. Recommend \$25,000.**
 - Stephens moved and Christensen seconded the motion to approve. The motion carried 4-0.
21. Columbia Basin BMX - Track Lighting Upgrade
- **Requested \$15,000. Recommend \$15,000.**
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0.
22. Red Mountain Phase 1 Improvements
- **Requested \$109,451. Recommend \$40,000.**
- Discussion: Provide seed money and allow another year for review.
- Christensen moved and Cruz seconded the motion to approve. The motion carried 4-0.
23. Richland Babe Ruth Baseball - Rebuild Bullpen/Install Batting Cages
- **Requested \$19,400. Recommend \$0.**
- Discussion: Encourage Grantee to contact Shawn from Richland Parks and Public Facilities and/or Joe Schiessl, Deputy City Manager to discuss, rework and resubmit the application next year.
- Christensen moved and Stephens seconded the motion to not approve. The motion carried 4-0.

Christensen adjourned the meeting at 4:03 p.m.

Approved: _____
Council Liaison Lukson

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

Date Approved:

Date Published

Draft



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 2/13/2024

Agenda Category: 2023 Grant Funded Projects
Completed

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
2023 Grant Funded Projects Completed

Department:
City Manager

Recommended Motion:

Summary:

Fiscal Impact:

Attachments:
1. 2023 Grant End of Year Report

2023 HOTEL/MOTEL FUND APPLICATIONS

2023 Grant Results Final

ORGANIZATION	PROPOSED USE OF MONEY	COMPLETE	GRANT AMT	ATTENDEE	PAID O/Night
ALLIED ARTS ASSOCIATION	ART IN THE PARK	√	8,000	71,000	3,200
CITY OF RICHLAND	GEOCOIN CHALLENGE	√	7,500	770	300
CITY OF RICHLAND	FITNESS COURT IN HOWARD AMON		*205,000		
CITY OF RICHLAND	WINTER WONDERLAND	√	3,500		
RED MOUNTAIN EVENT CENTER - TC RACEWAYS	RACING EVENTS	√	15,000	7,000	400
SPECIAL OLYMPICS	2023 STATE GAMES	√	10,000	1,146	800
STEPHENS MEDIA GROUP	LIVE@5	√	5,000	2,500	38
THE RUDE MECHANICALS	SHAKESPEARE IN THE PARK	√	1,500	505	0
THREE RIVERS FOLKLIFE SOCIETY	TUMBLEWEED MUSIC FESTIVAL	√	4,000	4,000	500
TRI-CITIES SUNRISE ROTARY CHARITY CLUB	SEE3SLAM	√	10,000	3,000	346
TRI-CITY WATER FOLLIES	COLUMBIA CUP	√	15,000	60,000	4,338
*CITY OF RICHLAND	BADGER MOUNTAIN NORTH PARK LOT	√	300,000		
GRANTS EXTENDED TO 2024		√			
CITY OF RICHLAND	BID DOWNTOWN LIGHTING UPGRADES		60,000		
FRIENDS OF BADGER MOUNTAIN	EXTEND ICE AGE INTERPRETIVE TRAIL		233,800		
ORGANIZATION / CANCELLED	PROPOSED USE OF MONEY	COMPLETE	GRANT AMT		PAID O/Night
BASS NAT'L WEST REGIONAL CHAMPIONSHIPS	BASS NAT'L WEST CHAMPIONSHIP TOURNAMENT				
NORTHWEST POWER BOAT ASSOCIATION	RICHLAND REGATTA				
WILD WEST BASS TRAIL	WILD WEST BASS PRO-AM CIRCUIT				

*100K Approved for transfer to BM North Parking Lot Oct 4, 2023 LTAC Meeting

*200K Approved for transfer from HM to BM North Parking Oct 4, 2023 LTAC Meeting



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 2/13/2024

Agenda Category: Budget Overview

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
2024 Financial Worksheet for Requested Funding - Part B

Department:
City Manager

Recommended Motion:

Summary:

Fiscal Impact:
None.

Attachments:
1. 2024 Financial Worksheet - Part B

2024 HOTEL/MOTEL FUNDING REQUESTS (Part 2)

Estimated First 2% Available Funds as of 01/01/2024	\$ 892,368.00
Previously approved 2024 funding	\$ 225,510.00
Estimated First 2% Available Funds after prior commitments	\$ 666,858.00

ORGANIZATION	PROPOSED USE OF MONEY	2023 ALLOCATION	2024 REQUEST	2024 RECOMMENDATION
Mid Columbia Children's Museum	Feasibility Study	0	30,000	
Stephens Media Group	Live@5 Concert Series	5,000	10,000	
Tri-Town Get Down	Tri-Town Get Down Music Festival	0	20,000	
Tri-Cities Water Follies	Columbia Cup	15,000	15,000	
Total Requested			\$75,000.00	
Balance			\$591,858.00	

Estimated Second 2% Available Funds as of 01/01/2024	\$ 1,164,566.00
Previously approved 2024 funding	\$ 378,000.00
Estimated Second 2% Available Funds after prior commitments	\$ 786,566.00

ORGANIZATION	PROPOSED USE OF MONEY	2023 ALLOCATION	2024 REQUEST	2024 RECOMMENDATION
City of Richland - Parks & Public Facilities	Increase the electrical capacity at John Dam Plaza	0	20,000	
Total Requested			\$20,000.00	
Balance			\$766,566.00	



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 2/13/2024

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Children's Museum - Feasibility Study

Department:

City Manager

Recommended Motion:

Summary:

Mid-Columbia Children's Museum (MCCM) Vice-President, Beth Crocker, has requested \$30,000 to engage a third-party museum consultant firm, Gyroscope, to assist in the completion of a market feasibility study, visitor experience plan, and operating budgets to ensure the sustainability of the museum. The study is expected to be engaged in May / June 2024 with completion by the end of 2024.

Fiscal Impact:

Attachments:

1. Children's Museum Hotel Motel Tax Fund Application



City of Richland Hotel/Motel Tax Fund Application

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

1. CONTACT INFORMATION:

Organization Name: Mid-Columbia Children's Museum (MCCM)

Contact Name: Beth Crocker Contact Title: Board Vice President

Contact Phone: (509) 713-4921 Contact Email: Beth.Crocker@mccmuseum.org

Street Address: 723 The Pkwy City: Richland State: WA Zip: 99352

Project or Event to be funded: Feasibility Study to establish local children's museum

Project/Event Start Date: May 01, 2024 Project/Event End Date: December 15, 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?

Not Applicable

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>7-10</u>	<u>5-10</u>	<u>15+</u>	<u>2023</u>

Please list the names and titles of your board members:

	Name	Title
1	Chelsea Blair	Board President
2	Beth Crocker	Board Vice President
3	Dayenne Tansy	Secretary
4	Margaret Sisseck	Treasurer
5	Shannon Wakeman	Board Member
6	Steven Gruenberg	Board Member
7		
8		
9		

3. PROJECT DESCRIPTION:

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

MCCM will be engaging a third-party museum consultant firm, Gyroscope, to assist in the completion of a market feasibility study, visitor experience plan, and operating budgets to ensure sustainability. The process will take about 6 months and includes meeting with key community stakeholders (both public and private) to ensure the museum is representative of the community's needs. By the end of the process MCCM will have an idea of the appropriate size for the museum, the cost to build, and an assessment of potential locations. The study is expected to be engaged in May/June of 2024 with completion by end of year 2024.

- 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.

For existing community outreach, we partner with the Richland library, the REACH, Mid-Columbia libraries, and the cities of Richland, Kennewick, & Pasco. At the present time we partner on events and community engagement. Upon museum operation, we anticipate these partnerships to continue and expand. Our goal is to establish a children's museum that is representative of our community. Collaborating with agencies on outreach, event planning, and community feasibility improves the success of all that participate. Children's museums are sought-after local and travel destinations with more than 30 million visitors annually worldwide. Main drivers for Tri-Cities tourism include wineries, golf courses, historical/scientific attractions, and sporting events. We plan to partner with these industries to add an additional children's element to the existing tourism environment to encourage increased family travel.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
\$30,000.00	15%	\$200,000.00

Revenue Sources:

Revenue Amount:

Private - Local Businesses & Community Members	\$150,000.00
Hotel-Motel Tourism Funds from Richland, Kennewick, and/or Pasco	\$50,000.00

Expenditure Description:

Expenditure Amount:

Visitor Experience Planning & Market Potential and Operating Plan	\$145,000.00
Market Feasibility Study and Operating Projections	\$35,000.00
Community Engagement	\$20,000.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	73,884
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	x
c. Expected number of attendees paying for accommodations:	25,859
d. Expected number of attendees using unpaid accommodations:	x
e. Expected number of lodging nights:	7,183
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.):

MCCM is a member of the Association of Children's Museum. Through this organization, MCCM maintains access to various other museum management teams. Many organizations receive funding through local lodging/tourism tax programs. Our team plans to meet with similar organizations to assess existing data collection processes in order to figure out the best method for our locality. For example, a museum in Olympia, WA, collects zip code data from all visitors and utilizes such data to estimate hotel/tourism figures.

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

The goal of the Hotel/Motel Tax is to fund activities and expenditures designed to increase tourism. As noted above, children's museums are sought-after local and travel destinations. This visitor experience plan and market feasibility study will help us not only better understand the local impact, but the potential tourism impact as well. We feel a well-run children's museum can bolster existing tourism by increasing family friendly travel to the area.

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

MCCM aims to draw in both local and out-of-town visitors. Our marketing strategy will focus on familyfriendly, educational tourism. Utilizing Facebook and Instagram, we target parents, caregivers, educators, and STEM enthusiasts. With a growing social media presence, including 2,700 combined followers since June 2023, we employ videos, infographics, surveys, and monthly newsletters. Collaborations with local influencers, press coverage, and strategic partnerships with the local community enhance visibility. We plan to enroll in the Association of Children's Museum's reciprocal membership program to increase visitation. We also plan to establish a space in the museum for traveling exhibits and events in order to ensure attendance is reoccurring and draws in out-of-town guests for unique experiences.

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

BC 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
Beth Crocker
Key: ad956642cab740bf9b65-rcf37abr2313

01-22-2024
Date

Beth Crocker
Print Name
Board Vice President
Title

GE
Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 2/13/2024

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
Stephens Media Group - Live@5 Concert Series

Department:
City Manager

Recommended Motion:

Summary:
Jennifer Little, Events & Promotions Manager of Stephens Media Group, has submitted a \$10,000 request to fund associated expenditures of the summer concert series event to be held between May 23, 2024 through August 8, 2024.

Fiscal Impact:

Attachments:
1. Live@5 Hotel Motel Tax Fund Application



City of Richland Hotel/Motel Tax Fund Application

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

1. CONTACT INFORMATION:

Organization Name: Stephens Media Group

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

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

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

Project or Event to be funded: Live@5

Project/Event Start Date: May 23, 2024 Project/Event End Date: August 08, 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?

We have received funds for two years. at \$5,000 each. 2022 & 2023

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>9</u>	<u>3</u>	<u>0</u>	<u>20</u>

Please list the names and titles of your board members:

	Name	Title
1	no board meembers	none
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____

3. PROJECT DESCRIPTION:

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

Free summer concert series, bringing in artists from surrounding areas and local.

- 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.

City of Richland and Tri City Regional Chamber



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

We book a lot of the out of town bands and help them to get accommodations. We also speak with each of them to verify were they are staying along with their guests.

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

This event brings in guest from areas outside of the Tri-Cities. We expand each year, booking bands from Idaho, Seattle, Oregon and more. Driving revenue to the Tri Cities.

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 do our advertising on all of our radio stations, Power 99.1, Eagle 106.5, 94.9 The Wolf, Big 95.7 and 106.1 The Bridge and ESPN 1340 along with social media and print ads all over the city.

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
Jennifer Little
Key: ad956642-cab7-40bf9b65-rcf37abf2313

01-22-2024
Date

Jennifer Little
Print Name
Events & Promotions Manager
Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 2/13/2024

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:
Tri-Town Get Down - Weekend Festival

Department:
City Manager

Recommended Motion:

Summary:
Caleb Brown, Manager of Tri-Town Get Down, LLC, has submitted a \$20,000 funding request for the music festival event to be held June 7-9, 2024 at the Uptown, the Parkway, and Howard Amon Park.

Fiscal Impact:

Attachments:
1. Tri-Town Get Down Hotel Motel Tax Fund Application



City of Richland Hotel/Motel Tax Fund Application

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

1. CONTACT INFORMATION:

Organization Name: Tri-Town Get Down, LLC

Contact Name: Caleb Brown Contact Title: Manager

Contact Phone: (509) 942-8391 Contact Email: caleb@unleashedentertainment.org

Street Address: 723 The Parkway City: Richland State: WA Zip: 99352

Project or Event to be funded: Tri Town Get Down Festival

Project/Event Start Date: June 07, 2024 Project/Event End Date: June 09, 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?

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>1</u>	<u>0</u>	<u>250</u>	<u>2023</u>

Please list the names and titles of your board members:

	Name	Title
1	Dara Quinn	Vendor Relations
2	Derek Johnson	Festival Attorney
3	Caleb Brown	Manager
4	Brett Spooner	Treasurer
5	Shonisee Hess	Head of Communications
6		
7		
8		
9		

3. PROJECT DESCRIPTION:

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

Tri Town Get Down is poised to be the largest music festival in Eastern Washington with 10 stages and 100+ acts and six separate mini festivals called "Fusions", that celebrate Tri-Cities culture. We are set to show the world what makes Tri-Cities the place we call home.

The Festival will feature three Billboard charting, grammy-nominated headliners that share billion of streams across the globe. Taking place in Uptown, the Parkway, and Howard Amon Park, Tri Town Get Down is proud to present a festival that our entire community can enjoy regardless of age, race, sexual orientation, gender identity, or socio-economic status. The Festival will take place June 7 - 9, 2024 with two free Fusions for our entire community to enjoy and over 12 hours of music per day across 10 stages.

Friday & Saturday, June 7 & 8
 2p - 8p Fusions
 2p - 2a* Music

- 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 Festival is partnering with hundreds of local restaurants, bars, businesses, musicians, and artists to drive community success and travel to Tri-Cities.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$20,000.00</u>	<u>8%</u>	<u>\$250,000.00</u>

Revenue Sources:

Revenue Amount:

Ticket Sales	\$265,000.00
Vendors	\$25,000.00
Merchandise	\$10,000.00

Expenditure Description:

Expenditure Amount:

Musicians/Artists	\$125,000.00
Staffing	\$24,000.00
Production/Sound/Lighting	\$30,000.00
Promotion - TV, Radio, Flyers, Influencers	\$35,500.00
Security	\$12,500.00
Fencing	\$10,000.00
Miscellaneous - Bathrooms, Insurance, Venues, Other	\$13,000.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	<u>6,000</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>1,500</u>
c. Expected number of attendees paying for accommodations:	<u>1,500</u>
d. Expected number of attendees using unpaid accommodations:	<u>4,500</u>
e. Expected number of lodging nights:	<u>2</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>3,000</u>

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

With ticket sales, we will be able to collect the number of out-of-town attendees through addresses. We will also conduct a business survey among participating businesses to evaluate the Festival impact.

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

We expect thousands to travel to Tri-Cities to see nationwide acts and to experience our Fusions. Our requested grant funds consist of only 8% of our total budget. We have strategically placed Tri Town Get Down as a kickoff summer event in June, as to not compete with tourism for the boat races in July and the Fair in August. In order to meet the City Council's desire to establish Richland as a center of cultural excellence, we have created a Festival and Fusions to celebrate the culture of Tri-Cities and create a one-of-a-kind experience.

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:

Nonstop Local TV commercials
 C2 Connections Digital Marketing
 Tri-City Americans collaboration
 Tri-City Herald partnership
 Tumbleweird Magazine features
 Social Media Campaigns
 Local Radio Ads and collaborations
 Printed Media
 Sticker Campaign
 Local and Regional Influencer Program
 Proposed Billboard on George Washington Way

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

CB 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

01-17-2024
 Date

Caleb Brown
 Print Name
Manager
 Title

GE
 Administrator Initials



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 2/13/2024

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

Water Follies - Columbia Cup

Department:

City Manager

Recommended Motion:

Summary:

Mark Williams, Event Director for Tri-City Water Follies Association, has requested \$15,000 to be used for advertising and promoting the event to be held July 26-28, 2024.

Fiscal Impact:

Attachments:

1. Water Follies Hotel Motel Tax Fund Application



City of Richland Hotel/Motel Tax Fund Application

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

1. CONTACT INFORMATION:

Organization Name: Tri-City Water Follies Association

Contact Name: Mark Williams Contact Title: Event Director

Contact Phone: 509-783-4675 Contact Email: waterfolliesmark@gmail.com

Street Address: 621 N. Gum St. City: Kennewick State: WA Zip: 99336

Project or Event to be funded: Tri-City Water Follies, Columbia Cup & STCU Over the River Air Show

Project/Event Start Date: JULY 26, 2024 Project/Event End Date: JULY 28, 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?

We have received funds every year since 2005 as far as my records indicate. We use these funds for Advertising our event and promoting the Tri-Cities communities.

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>1</u>	<u>1</u>	<u>50</u>	<u>1966</u>

Please list the names and titles of your board members:

	Name	Title
1	Hector Cruz	Immediate Past President
2	Nathan Craghill	President
3	Colin Hastings	Past President
4	Mike Hall	Secretary/Treasurer
5	Lorren Johnson	Vice President
6	Jeff Potter	Vice President
7	Barb Keltch	Vice President
8	Aaron Stephens	Race Director
9	Kim Owen	Air Show Director

3. PROJECT DESCRIPTION:

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

Three days of Hydroplane Boat races and Over the River Air Show. We use Wade Park, Pasco, Columbia Park, Kennewick and the shore line along the Columbia river for Viewing, activities and vendors. The 2024 Race and Air Show are July 26, 27, and 28. It will be the 58th year of our event.

- 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 work with Visit Tri-Cities, Cities of Richland, Pasco and Kennewick. I hope to improve the relationship and partner with all 3 cities moving forward to enhance our market efforts for the good of the Tri-Cities.

4. PROJECT BUDGET:

Amount requested:	As a percent of total project cost:	Total project budget:
<u>\$15,000.00</u>	<u>1.5%%</u>	<u>\$1,161,000.00</u>

Revenue Sources:

	<u>Revenue Amount:</u>
Sponsorships	\$237,000.00
Gate Sales	\$115,000.00
Pre-Sales	\$379,000.00
Parking	\$35,000.00
Concessions	\$24,000.00
Souvenirs	\$16,000.00
General Operations	\$17,000.00

Expenditure Description:

	<u>Expenditure Amount:</u>
Air Show	\$100,000.00
Boat Racing	\$300,000.00
Venue Expense	\$250,000.00
Marketing	\$62,000.00
Administration	\$124,000.00
Security	\$118,000.00
Operations	\$69,000.00

5. PROJECTED TOURISM BENEFITS:

a. Overall attendance:	<u>50000</u>
b. Expected number of out-of-town attendees (those who traveled more than 50 miles):	<u>15000</u>
c. Expected number of attendees paying for accommodations:	<u>10000</u>
d. Expected number of attendees using unpaid accommodations:	<u>5000</u>
e. Expected number of lodging nights:	<u>6000</u>
f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>N/A</u>
g. How many increased room nights were expected to be generated?	<u>0</u>

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

We will work with Visit Tri-Cities for the Lodging room nights and ticket sales.

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

We spend \$60,000 annually on advertising our 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:

We use Stevens advertising and Spotted Fox digital marketing for these purposes.

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

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

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

Mark Steven Williams
Print Name

Event Director
Title

01-22-2024
Date



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 2/13/2024

Agenda Category: Hotel/Motel Grant Applications

Prepared By: Gail Everett, Communications & Marketing Specialist

Subject:

City of Richland - Electrical Improvements at John Dam Plaza

Department:

City Manager

Recommended Motion:

Summary:

Julie Piper, City of Richland Recreation Manager, has submitted a \$20,000 request to increase the electrical capacity at John Dam Plaza.

Fiscal Impact:

Attachments:

1. City of Richland Hotel Motel Tax Fund Application



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's Parks & Public Facilities Department

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: Increased electrical capacity for John Dam Plaza

Project/Event Start Date: March 01, 2024 Project/Event End Date: December 31, 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 City of Richland has received funding for various park/infrastructure projects in the past in support of large-scale events.

2. ORGANIZATIONAL DEMOGRAPHICS:

Number of full-time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>50+</u>	<u>30+</u>	<u>200+</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:

This is a request to increase the electrical capacity at John Dam Plaza. Installing additional infrastructure including a 200-amp panel east of the park's restroom facility will provide more power to the north end of the park which will result in more lighting capacity for the annual Winter Wonderland event as well as power supply for food trucks and vendors for events held at the park year-round.

- 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.

N/A



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

We will continue to work closely with private event organizers and Visit Tri Cities for hotel/motel statistics.

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

Many events, including Winter Wonderland, currently max out current power capacities. This improvement is an upgrade to the park for additional power capacity which will provide event organizers the opportunity to increase the number of vendors/activities at their events and directly providing them the opportunity to grow/enhance their events. Additional power supply also decreases the need for vendors to provide their own power source, decreasing noise pollution and exhaust from generators. Extending the power capacity into the Northern end of John Dam Plaza encourages more use of an underutilized area of the park for activities and additional lighting.

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:

N/A

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.

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Julie Piper
Key: ad956642cab740bf9b65-rcf37abf2313

01-22-2024
Date

Julie Piper
Print Name
Recreation Manager
Title

GE
Administrator Initials