



Agenda
Lodging Tax Advisory Committee Meeting
Monday, October 27, 2025
Richland City Hall ~ Council Chambers
625 Swift Boulevard

Regular Meeting – 5:30 p.m.

Call to Order/Attendance:

Public Comments: Please limit public comments to 2 minutes. The public comment period is not an opportunity for dialogue with councilmembers, or for posing questions with the expectation of an immediate answer. Many questions require an opportunity for information-gathering and deliberation. For this reason, Council will accept comments, but will not directly respond to comments, questions or concerns during public comment. Records intended for Council consideration must be given to the City Clerk for distribution.

Approval of Minutes: (Approved by Motion)

1. Approval of November 6, 2024 Lodging Tax Advisory Committee Meeting Minutes
 - Carly Kirkpatrick, Administrative Assistant II

Budget Overview:

2. 2026 Lodging Tax Funding Overview
 - Darin Arrasmith, Planner

Presentations:

3. 2025 Activities and Projects Update
 - Rebecca Williamson, Economic Development Specialist

New Business:

4. 2026 LTAC Staff Report and Applications
 - Darin Arrasmith, Planner

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: 10/27/2025

Agenda Category: Approval of Minutes

Prepared By: Carly Kirkpatrick, Administrative Assistant II

Subject

Approval of November 6, 2024 Lodging Tax Advisory Committee Meeting Minutes

Department

City Manager

Recommended Motion

Approve the November 6, 2024, Lodging Tax Advisory Committee Meeting Minutes as presented.

Summary

November 6, 2024 Lodging Tax Advisory Committee Meeting Minutes are attached for your review and consideration.

Fiscal Impact

None.

Attachments

I. DRAFT 11.06.2024 LTAC Meeting Minutes_fs



MINUTES
LODGING TAX ADVISORY COMMITTEE MEETING
Wednesday, November 6, 2024
Richland City Hall ~ Council Chambers
625 Swift Boulevard

Lodging Tax Advisory Committee Regular Meeting – 5:00 p.m.

Council Liaison Ryan Lukson called the meeting to order at 5:01 p.m.

Welcome and Roll Call:

Attendance:	Councilmember Lukson	Present
	Member Sako	Present
	Member Cruz	Present
	Member Garza	Present
	Member Stephens	Present

Also present were Staff Liaison Hollie Alexander, Communications and Marketing Manager, and Executive Assistant Siefken.

Public Comments:

None

Approval of Minutes: (Approved by Motion)

1. February 13, 2024, Lodging Tax Advisory Committee Meeting Minutes

COMMITTEE MEMBER CRUZ MOTIONED AND COMMITTEE MEMBER SAKO SECONDED THE MOTION TO APPROVE THE FEBRUARY 13, 2024, MEETING MINUTES. THE MOTION CARRIED 5-0.

Budget Overview

2. 2024 Lodging Tax Funding Overview

Brandon Allen, Finance Director, shared a financial report of estimated funds available and rough projection for the current year as well as 2025.

Event and Project Summary to Date

3. Hollie Alexander shared the following:
 - a. Status update on 2024 projects & events – overview
 - b. 2024 BMX contract will be extended to 2025

- c. Potential Ice Age Flood project extension needed
- d. Special Olympics event was canceled, resulting in \$10,000 back to the fund

Hotel Motel Grant Applications to Review

4. Yes & Productions - 2025 Summer Musical

- a. Requested \$7,000. Recommend \$7,000.
- b. Sako moved and Stephens seconded the motion to approve.
- c. The motion carried 5-0.

5. Tri Town Get Down - Fusion Fest Music & Arts Festival

- a. Requested \$15,000. Recommend \$10,000.
- b. Stephens moved and Garza seconded the motion to approve.
- c. The motion carried 5-0.

6. Babe Ruth - Baseball Infield Renovation

- a. Requested \$384,000. Recommend \$0.
- b. Sako moved to deny request and Stephens seconded the motion to deny.
- c. The motion carried 5-0.
- d. Discussion: Chris Waite, Parks and Public Facilities Director, shared the future of this facility is influx. Councilmember Lukson also shared concerns that Council is not prepared to make determinations on next steps for the facility at this time and investing money now may not be wise while the future of the facility is unknown.

7. Visit Tri-Cities - IRONMAN 70.3 Washington Tri-Cities

- a. Requested \$30,000. Recommend \$30,000.
- b. Stephens moved and Sako seconded the motion to approve.
- c. The motion carried 5-0.

8. Three Rivers Ultimate - Hanford Howl 2025

- a. Requested \$10,000. Recommend \$8,500.
- b. Sako moved and Cruz seconded the motion to approve.
- c. The motion carried 5-0.

9. Three Rivers Ultimate - 2025 Heat Up Ultimate Frisbee Tournament

- a. Requested \$1,500. Recommend \$900.
- b. Stephens moved and Sako seconded the motion to approve \$900.

- c. The motion carried 5-0.
- d. Motion to rescind \$900 grant above moved by Lukson and seconded by Sako
- e. Cruz moved and Stephens seconded to grant \$1,500.
- f. The motion carried 5-0.
- g. Discussion: Initial math indicated the understanding that \$1,500 did not meet the criteria of being less than 30% of overall project cost. However, after further review, it was determined to meet the criteria, so the amount was adjusted back to \$1,500.

10. Mid-Columbia BMX - Starting Hill Improvement Phase 1 - Gate Replacement

- a. Requested \$85,250. Recommend \$85,250.
- b. Sako moved and Garza seconded the motion to approve.
- c. The motion carried 5-0.

11. Friends of Badger Mountain - Little Badger Mountain Loop Trail Master Plan Implementation

- a. Requested \$326,520. Recommend \$326,520.
- b. Stephens moved and Cruz seconded the motion to approve.
- c. The motion carried 5-0.

12. FORMEC - Apple Cup, ZMax Cars Tour, ARCA Series West, and Fall Classic

- a. Requested \$40,000. Recommend \$40,000.
- b. Cruz moved and Garza seconded the motion to approve.
- c. The motion carried 5-0.

13. Allied Arts Association - Art in the Park Festival

- a. Requested \$12,000. Recommend \$12,000.
- b. Sako moved and Stephens seconded the motion to approve.
- c. The motion carried 5-0.

14. Northwest Power Boat Association - Richland Regatta

- a. Requested \$17,500. Recommend \$17,500.
- b. Stephens moved and Garza seconded the motion to approve.
- c. The motion carried 5-0.

15. Richland Chamber of Commerce - Cool Desert Nights

- a. Requested \$25,000. Recommend \$25,000.
- b. Stephens moved and Sako seconded the motion to approve.
- c. The motion carried 5-0.

16. Stephens Media Group - Live@5

- a. Requested \$5,000. Recommend \$5,000.
- b. Cruz moved and Garza seconded the motion to approve.
- c. The motion carried 5-0.

17. Tri-Cities Sunrise Rotary - See3Slam 2025 - 3 on 3 Basketball Tournament

- a. Requested \$10,000. Recommend \$10,000.
- b. Sako moved and Stephens seconded the motion to approve.
- c. The motion carried 5-0.

18. Tri-City Water Follies - Columbia Cup and Over the River Air Show

- a. Requested \$10,000. Recommend \$10,000.
- b. Stephens moved and Garza seconded the motion to approve.
- c. The motion carried 5-0.

19. Three Rivers Folklife Society - Tumbleweed Music Festival

- a. Requested \$7,000. Recommend \$7,000.
- b. Sako moved and Stephens seconded the motion to approve.
- c. The motion carried 5-0.

20. City of Richland – Side by Side

- a. Requested \$49,000. Recommend \$49,000.
- b. Sako moved and Stephens seconded the motion to approve.
- c. The motion carried 5-0.

21. City of Richland - Columbia Playfield North Parking Lot Restoration

- a. Requested \$450,000. Recommend \$450,000.
- b. Stephens moved and Sako seconded the motion to approve.
- c. The motion carried 5-0.

22. City of Richland - Kiosk Renew and Replace

- a. Requested \$100,000. Recommend \$100,000.
- b. Stephens moved and Garza seconded the motion to approve.
- c. The motion carried 5-0.

23. City of Richland - Columbia Point Marina Park Dock and Marina Revitalization

- a. Requested \$400,000. Recommend \$100,000.
- b. Discussion: Chris Waite, Parks and Public Facilities Director explained that while the original request was for \$400,000 due to the anticipated project timeline, \$100,000 is what they realistically will be able to use in the 2025 cycle.
- c. Cruz moved and Stephens seconded the motion to approve.
- d. The motion carried 5-0.

New Business

None

Adjournment

Councilmember Lukson adjourned the meeting at 6:21 p.m.

PREPARED BY:

Felicia Siefken, Executive Assistant

APPROVED BY:

Ryan Lukson, Council Liaison



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2025

Agenda Category: Budget Overview

Prepared By: Darin Arrasmith, Planner

Subject

2026 Lodging Tax Funding Overview

Department

Development Services

Recommended Motion

Motion to recommend to the City Council to award funding for the 2026 Hotel/Motel Fund and authorize the City Manager to sign and execute the necessary agreements.

Summary

Each year, Richland receives funds from the room tax imposed upon hotels & motels located within the City. These funds can be retained by the City or can be expended for a narrow range of projects & activities established by State law. To be considered for funding, proposals must meet criteria as established in RCW 67.28.1815 and prohibits the use of tax receipts for any other purposes.

Tourism promotion is defined in RCW 67.28.080 as "activities & expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events & festivals designed to attract tourists."

City Council prioritizes events or projects that: increase hotel stays, leverage additional funding from other sources to maximize impact, benefits the off-season, enhances Richland's image and that the amount of funding requested does not exceed 30% of the total cash expenses of the event or project.

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

Fiscal Impact

None.

Attachments

1. Worksheet 2026 Requested Amounts
2. LTAC Staff Report - 2026 Funding Year Applications

LODGING TAX GRANT - 2026 FUNDING YEAR REQUESTS

FIRST 2% AVAILABLE FUNDS AS OF OCTOBER 15, 2025 = \$1,319,551				
APPLICANT		EVENT	2026 REQUEST	2025 ALLOCATION
LTAC 2026-001	Allied Arts Association Art in the Park Festival	Art in the Park Festival 2026	\$20,000	\$12,000
LTAC 2026-002	Three Rivers Folklife Society	Tumbleweed Music Festival	\$10,000	\$7,000
LTAC 2026-003	Visit Tri-Cities	IRONMAN 70.3 Washington Tri-Cities	\$40,000	\$30,000
LTAC 2026-004	Tri-City Water Follies	Tri-City Water Follies	\$15,000	\$10,000
LTAC 2026-005	Northwest Powerboat Association	Richland Regatta	\$14,000	\$17,500
LTAC 2026-006	Terry Marie Fleischman (See3Slam)	See3Slam 3-on-3 Basketball Tournament	\$15,000	\$10,000
LTAC 2026-007	Red Mountain Event Center/Tri-City Raceway	Apple Cup, Freedom 250, Nascar Arca West, Fall Classic,	\$50,000	\$40,000
LTAC 2026-008	Yes And Productions Foundation	Guys and Dolls	\$10,000	\$7,000
LTAC 2026-009	Three Rivers Ultimate	Hanford Howl 2026	\$10,000	\$8,500
LTAC 2026-010	Three Rivers Ultimate	2026 Heat Up Ultimate Tournamet	\$1,500	\$1,500
LTAC 2026-011	Jason Heineman / Delta Endurance	Run the River	\$2,000	\$0
LTAC 2026-012	City of Pasco	FIFA Fan Zones	\$7,000	\$0
Events Subtotal			\$194,500	\$143,500
SECOND 2% AVAILABLE FUNDS AS OF OCTOBER 15, 2025 = \$1,354,020				
APPLICANT		CAPITAL PROJECTS	2026 REQUEST	2025 ALLOCATION
LTAC 2026-013	Red Mountain Event Center	Expansion of Facility	\$75,000	\$0
LTAC 2026-014	Mid Columbia BMX	Corner Replacement and Asphalt Additions	\$195,250	\$0
LTAC 2026-015	Mid Columbia BMX	Side Hill Erosion Control	\$33,100	\$0
2025	Mid Columbia BMX	Starting Gate Replacement		\$82,500
LTAC 2026-016	Friends of Badger Mountain	Little Badger Mountain Loop Trail Master Plan	\$299,315	\$0
2025	Friends of Badger Mountain	Little Badger Parking Lot and Interpretive Loop	\$0	\$326,520
LTAC 2026-017	City of Pasco	Pasco Sporting Complex - Soccer Facility Fence	\$7,000	\$0
LTAC 2026-018	City of Richland, Economic Development	Tourism Signage and Promotion Studies and Activities	\$30,000	\$0
LTAC 2026-019	City of Richland, Parks	Columbia Playfield North Parking Lot Restoration	\$650,000	\$0
LTAC 2026-020	City of Richland, Parks	Columbia Point Marina Park Dock and Marina Revitalization	\$450,000	\$100,000
LTAC 2026-021	City of Richland, Parks	Columbia Playfields and Horn Rapids Tournament Facility Upgrades	\$137,000	\$0
2025	City of Richland, Parks	Event: Side-by-Side Vehicles	\$0	\$49,000
2025	City of Richland, Parks	Columbia Playfields North Parking Lot Restoration	\$0	\$450,000
2025	City of Richland, Parks	Kiosk Upgrade and Replacements	\$0	\$100,000
Capital Projects Subtotal			\$1,876,665	\$1,108,020
TOTAL			\$2,071,165	\$1,251,520
TOTAL AVAILABLE FUNDS			\$2,673,571	

STAFF REPORT

TO: Lodging Tax Advisory Committee
RE: 2026 LTAC APPLICATIONS

PREPARED BY: Darin Arrasmith
MEETING DATE: OCTOBER 27, 2025

GENERAL INFORMATION:

The city received 21 applications requesting Lodging Tax Grant Programs funds for the 2026 Funding Year. Requests for 2026 funds total \$2,071,165 overall (\$194,500 for Events, and \$1,876,665 for Capital Projects). There is anticipated to be \$2,673,571 in funds available for awards in 2026, creating a surplus of \$602,406.

The Lodging Tax Advisory Committee (LTAC) is tasked with considering each application and making a funding recommendation to the City Council. The LTAC’s recommendation may include recommendations for approval, denial, or approval with conditions. The City Council will make the final decision on all funding. Details about each application are included below. A scoring guide is attached for your use during your review and consideration of each request.

Please note that in awarding lodging tax funds, the City Council prioritizes events or projects that: increase hotel stays, leverage additional funding from other sources to maximize impact, benefits the off-season, enhances Richland’s image, and that the amount of funding requested does not exceed 30% of the total cash expenses of the event.

APPLICATIONS:

LTAC 2026-001

APPLICANT: Allied Arts Association (recurring applicant)
EVENT: Art in the Park Festival

REQUEST: \$20,000
BUDGET: \$95,000
PERCENTAGE: 21.05%

DETAILS: The Allied Arts Association hosts the *Art in the Park Festival*, held each year in Howard Amon Park in July. The art festival includes visual arts, music and workshops, and attracts over 70,000 attendees. \$75,300 from non-lodging tax revenues is anticipated to support the 2026 festival. Allied Arts Association was previously awarded \$12,000 for the 2025 Funding Year.

LTAC 2026-002

APPLICANT: Three Rivers Folklife Society (recurring applicant)
EVENT: Tumbleweed Music Festival

REQUEST: \$10,000
BUDGET: \$63,200
PERCENTAGE: 15.82%

DETAILS: The Three Rivers Folklife Society hosts the *Tumbleweed Music Festival*, an annual 3-day event held over Labor Day weekend in Howard Amon Park. The festival features music, dance, folk arts, workshops, craft booths, and food vendors. The event is estimated to attract 4,000 attendees in 2026. \$52,500 from non-lodging tax revenues is anticipated to support the 2026 festival. Three Rivers Folklife Society was previously awarded \$7,000 for the 2025 Funding Year.

LTAC 2026-003

APPLICANT: Visit Tri-Cities (recurring applicant)
EVENT: IRONMAN 70.3

REQUEST: \$40,000
BUDGET: \$235,000
PERCENTAGE: 17.02%

DETAILS: Visit Tri-Cities hosts the *IRONMAN 70.3*, a triathlon event held annually in September that draws over 2,000 athletes and over 10,000 visitors. The event is staged at Columbia Point, which includes the transition area, finish line and IRONMAN village. \$195,000 from non-lodging tax revenues has been confirmed to support the 2026 event. Visit Tri-Cities was previously awarded \$30,000 for the 2025 Funding Year.

LTAC 2026-004

APPLICANT: Tri-City Water Follies (recurring applicant)
EVENT: Tri-City Water Follies

REQUEST: \$15,000
BUDGET: [Budget not provided]
PERCENTAGE: - - -

DETAILS: **APPLICATION INCOMPLETE.** The Tri-City Water Follies is a three-day Hydroplane Boat Race & Over the River Air Show held annually in July. The applicant did not provide attendance estimates for their event. The applicant also did not provide non-lodging tax revenues anticipated to support their 2026 event. Tri-City Water Follies was previously awarded \$10,000 for the 2025 Funding Year.

If approved for funding staff recommends the condition that the applicant must complete the application submitted and submit ALL required documents prior to execution of a contract.

LTAC 2026-005

APPLICANT: Northwest Powerboat Association (recurring applicant)
EVENT: Richland Regatta

REQUEST: \$14,000
BUDGET: \$46,000
PERCENTAGE: 30.43%

DETAILS: The Northwest Powerboat Association hosts the *Richland Regatta*, an annual 2-day event held in June in Howard Amon Park. The racing event features inboard, outboard, and vintage boat classes, and attracted 15,000 attendees in 2025. \$39,500 from non-lodging tax revenues is anticipated to support the 2026 event. Northwest Powerboat Association was previously awarded \$17,500 for the 2025 Funding Year.

LTAC 2026-006

APPLICANT: Terry Marie Fleischman/Sunrise Rotary (recurring applicant)
EVENT: See3Slam 3-on-3 Basketball Tournament

REQUEST: \$15,000
BUDGET: \$70,000
PERCENTAGE: 21.43%

DETAILS: The Tri-Cities Sunrise Rotary hosts the *See3Slam 3-on-3 Basketball Tournament*, an annual 3-day event held in July in Downtown Richland. The event includes 3-on-3 basketball for all ages, exhibition games, clinics, center court contests, shoot-outs, plus food and entertainment. The event attracted 3,500 attendees in 2025. \$104,000 from non-lodging tax revenues is anticipated to support the 2026 event. Tri-Cities Sunrise Rotary was previously awarded \$10,000 for the 2025 Funding Year.

LTAC 2026-007

APPLICANT: Red Mountain Event Center (recurring applicant)
EVENT: Apple Cup, NASCAR ACRA West, Freedom 250, Fall Classic

REQUEST: \$50,000
BUDGET: \$690,998
PERCENTAGE: 7.23%

DETAILS: The Red Mountain Event Center hosts a variety of annual racing events held throughout the year. The raceway attracted over 20,000 attendees in 2025. Lodging Tax Grant funds would be used to promote the Apple Cup, Freedom 250, NASCAR ACRA West, and the Fall Classic events. 32,000 attendees are anticipated in 2026. \$1,060,000

from non-lodging tax revenues is anticipated to support the raceway in 2026. The Red Mountain Event Center was previously awarded \$40,000 for the 2025 Funding Year.

LTAC 2026-008

APPLICANT: Yes and Productions Foundation (recurring applicant)
EVENT: Guys and Dolls

REQUEST: \$10,000
BUDGET: \$73,100
PERCENTAGE: 13.68%

DETAILS: Yes and Productions will present *Guys and Dolls* at their summer musical held at the HAPO community stage in John Dam Plaza. The event will feature a full cast, live orchestra, and production team made up entirely of local performers and volunteers. It is estimated that the event will attract 3,000 attendees. \$103,000 from non-lodging tax revenues is anticipated to support the 2026 event. Yes and Productions was previously awarded \$7,000 for the 2025 Funding Year.

LTAC 2026-009

APPLICANT: Three River Ultimate (recurring applicant)
EVENT: Hanford Howl

REQUEST: \$10,000
BUDGET: \$39,034.37
PERCENTAGE: 25.62%

DETAILS: The *Hanford Howl* is an annual Ultimate Frisbee Tournament held in October that serves as a fundraiser for the Special Olympics of Washington that hosts thirty-two teams of 20+ competitors from Seattle, Portland, Canada, and Utah. The event is estimated to attract over 780 attendees in 2026. \$41,375 from non-lodging tax revenues is anticipated to support the 2026 event. Three Rivers Ultimate *Hanford Howl* was previously awarded \$8,500 for the 2025 Funding Year.

LTAC 2026-010

APPLICANT: Three Rivers Ultimate (recurring applicant)
EVENT: Heat Up

REQUEST: \$1,500
BUDGET: \$5,158.64
PERCENTAGE: 29.08%

DETAILS: The *Heat Up* is a 2-day Ultimate Frisbee Tournament held in May and sanctioned by USA Ultimate. The event is estimated to attract 260

attendees in 2026. \$5,000 from non-lodging tax revenues is anticipated to support the 2026 event. Three Rivers Ultimate's *Heat Up* tournament was previously awarded \$1,500 for the 2025 Funding Year – however, the tournament did not take place and, therefore, the \$1,500 is not eligible to be claimed for reimbursement.

LTAC 2026-011

APPLICANT: Jason Heineman/Delta Endurance (new applicant)
EVENT: Run the River

REQUEST: \$2,000
BUDGET: \$74,100
PERCENTAGE: 2.70%

DETAILS: *Run the River* is a running/walking racing event comprised of multiple distances including a full marathon, half marathon, 5k run, 4-person marathon relay, and a kids marathon. The event starts and finishes at Columbia Park in Kennewick, however, the full marathon is held in Richland along Columbia Point and Howard Amon Park. The event is estimated to attract 1,300 attendees in 2026. \$75,940 from non-lodging tax revenues is anticipated to support the 2026 festival. Delta Endurance is a new applicant and has not previously been awarded Lodging Tax Grant funds.

LTAC 2026-012

APPLICANT: City of Pasco (new applicant)
EVENT: FIFA Fan Zones

REQUEST: \$7,000
BUDGET: \$150,000
PERCENTAGE: 4.67%

DETAILS: **APPLICATION INCOMPLETE**. The City of Pasco will be hosting a series of six FIFA Fan Zone watch parties for the 2026 FIFA World Cup Games taking place in Seattle. Pasco is requesting funds to cover expenses for bilingual marketing campaigns, establish geofencing social media ads, radio and tv ads, and print materials. The target audience are soccer fans located throughout southeast Washington, Oregon, and Idaho. The watch party events will be held entirely in Pasco, and it is estimated that 12,500 fans will attend the events. \$132,000 from non-lodging tax revenues is anticipated to support the 2026 festival. \$12,500 in City of Pasco Lodging Tax Funds has been identified as an additional source of revenue. The City of Pasco is a new applicant and has not previously been awarded Lodging Tax Grant funds from the City of Richland. No host hotel in Richland was identified for these events.

If approved for funding staff recommends the condition that the applicant must complete the application submitted and submit ALL required documents prior to execution of a contract.

LTAC 2026-013

APPLICANT: Red Mountain Event Center (recurring applicant)
PROJECT: Race Track Facility Expansion

REQUEST: \$75,000
BUDGET: \$295,000

DETAILS: The project includes the construction of a 3/8-mile asphalt short track inside the existing 1/2-mile tri-oval track, and includes the construction of permanent walls, installation of fencing, lighting upgrades, and expansion of the venue's event capacity. Attendance for the 2026 racing season is estimated to be 38,000. While the Red Mountain Event Center has previously received Lodging Tax Grant funds for racing events and grandstands previously.

LTAC 2026-014

APPLICANT: Mid-Columbia BMX (recurring applicant)
PROJECT: Corner Replacement and Asphalt Additions

REQUEST: \$192,250
BUDGET: \$210,250

DETAILS: The proposed project includes the replacement of existing asphalt corners and to add new asphalt in the staging and finish areas of the BMX track. Estimated attendance for race events in 2026 is estimated at 12,000. Mid Columbia BMX was awarded \$85,250 for 2025 Funding Year for the replacement of the starting gate at the Horn Rapids Athletic Complex BMX track.

If approved for funding staff recommends the contract be conditioned on the requirements provided by Parks and Public Facilities requiring a pre-construction meeting and contract provisions. Compliance with these conditions will determine reimbursement eligibility.

LTAC 2026-015

APPLICANT: Mid Columbia BMX (recurring applicant)
PROJECT: Side Hill Erosion Control

REQUEST: \$33,100
BUDGET: \$33,100

DETAILS: The proposed project includes the purchase and installation of materials to control weeds and erosion along the side hill areas of the BMX track. The requested amount is 100% of the project budget. Mid Columbia BMX was awarded \$85,250 for 2025 Funding Year for the replacement of the starting gate at the Horn Rapids Athletic Complex BMX track.

If approved for funding staff recommends the contract be conditioned on the requirements provided by Parks and Public Facilities requiring a pre-construction meeting and contract provisions. Compliance with these conditions will determine reimbursement eligibility.

LTAC 2026-016

APPLICANT: Friends of Badger Mountain (recurring applicant)

PROJECT: Little Badger Mountain Loop Trail Master Plan

REQUEST: \$299,315
BUDGET: \$2,331,000

DETAILS: The project includes implementation of the Little Badger Mountain Loop Trail Master Plan, including the construction of a mid-block pedestrian crossing at Queensgate Drive, design and construction of the north face trail, and design and construction of the primary trailhead. Friends of Badger Mountain was awarded \$326,520 for 2025 Funding Year for the Little Badger Mountain Loop Trail Master Plan Implementation.

If approved for funding staff recommends the contract be conditioned on the requirements provided by Parks and Public Facilities requiring a pre-construction meeting and contract provisions. Compliance with these conditions will determine reimbursement eligibility.

LTAC 2026-017

APPLICANT: City of Pasco (new applicant)

PROJECT: Pasco Sporting Complex – Soccer Facility Fencing

REQUEST: \$7,000
BUDGET: \$250,000

DETAILS: The proposed project will install a no-climb perimeter fence around the Pasco Sporting Complex-Soccer Facility to preserve the quality of the soccer fields. The applicant's spreadsheet indicates a budget of \$250,000, however, the total cost amount for materials, labor and permit fees is \$275,000. The application does not explain how the construction of a new perimeter fence at the Pasco Sporting Complex

will promote tourism or result in overnight hotel stays in Richland. The City of Pasco has not previously received City of Richland Lodging Tax Grant funds.

LTAC 2026-018

APPLICANT: City of Richland – Economic Development Department (new applicant)

PROJECT: Tourism Signage, Promotion Studies and Activities

REQUEST: \$30,000

BUDGET: \$30,000

DETAILS: The project includes development of a wayfinding master plan, marketing funds to update the signage in the kiosks around Downtown, Columbia Point and Howard Amon Park, updating and distribution of Downtown Walking Maps, and increasing on-board marketing materials for cruise ship guests. 7,500 visitors to Richland are estimated for 2026 as a result of this project. The requested amount is 100% of the project budget. The City's Economic Development Department has not previously received Lodging Tax Grant funds.

LTAC 2026-019

APPLICANT: City of Richland – Parks & Public Facilities (recurring applicant)

PROJECT: Columbia Playfield North Parking Lot Restoration

REQUEST: \$650,000

BUDGET: \$650,000

DETAILS: The parking lot project will include resurfacing to maintain accessibility, safety, and visitor experience. The 2025 Funding Year award of \$450,000 was previously budgeted for this project, but after completion of the design and engineering, the total project cost is estimated at \$650,000. Parks & Public Facilities will terminate the 2025 Funding Year contract and enter into a new two-year contract for the 2026 Funding Year. It is estimated that 19,300 visitors will attend events at Columbia Playfields in 2026.

LTAC 2026-020

APPLICANT: City of Richland – Parks & Public Facilities (recurring applicant)

PROJECT: Columbia Point Marina Park Dock and Marina Revitalization

REQUEST: \$450,000

BUDGET: \$450,000

DETAILS: This project will restore the waterfront viewing platform along the Riverfront Trail at Columbia Point. The decorative basalt pillars and concrete slab of the overlook were undermined by river erosion,

causing structural failure and closure of the site for safety. It is estimated that the completion of this project will attract 1,000 visitors to Richland in 2026.

LTAC 2026-021

APPLICANT: City of Richland-Parks & Public Facilities (recurring applicant)
PROJECT: Columbia Playfields/Horn Rapids Tournament Facility Upgrades

REQUEST: \$137,000

BUDGET: \$137,000

DETAILS: The project includes capital upgrades: new scoreboards and boundary fence for Columbia Playfields, and replacement of the dugout benches at Horn Rapids. The upgrades are to strengthen Richland's ability to attract and retain multi-day events at the facilities. It is estimated that the completion of these projects will attract 19,300 visitors to Richland in 2026.

DRAFT RECOMMENDATION:

Staff recommends the following allocations for the *2026 Funding Year Recommendation* from the Lodging Tax Advisory Committee:

Applicant	Event/or Project	Amount Requested	*Recommendation Guidance
Allied Arts Association	Art in the Park Festival	\$20,000	\$20,000
Three Rivers Folklife Society	Tumbleweed Music Festival	\$10,000	\$10,000
Visit Tri-Cities	IRONMAN 70.3	\$40,000	\$40,000
Tri-City Water Follies (incomplete)	Tri-City Water Follies	\$15,000	\$0
Northwest Power Boat Assn.	Richland Regatta	\$14,000	\$14,000
Tri-City Sunrise Rotary	See3Slam	\$15,000	\$15,000
Red Mtn. Event Center	Racing Events	\$50,000	\$50,000
Yes and Productions	Guys and Dolls	\$10,000	\$10,000
Three Rivers Ultimate	Hanford Howl	\$10,000	\$8,000
Three Rivers Ultimate	Heat Up	\$1,500	\$1,500
Delta Endurance	Run the River	\$2,000	\$2,000
City of Pasco (incomplete)	Pasco FIFA Fan Zone	\$7,000	\$0
Red Mtn. Event Center	Facility Expansion	\$75,000	\$75,000
Mid Columbia BMX	Corner Replacement/Asphalt	\$195,250	\$195,250
Mid Columbia BMX	Side Hill Erosion Control	\$33,100	\$33,100
Friends of Badger Mtn.	Little Badger Mtn. Loop Trail Master Plan	\$299,315	\$299,315
City of Pasco	Pasco Sporting Complex Fencing	\$7,000	\$0
COR-Econ. Dev.	Tourism Signage, Promotion Studies, Activities	\$30,000	\$30,000
COR-Parks	Col. Playfield Parking Lot Restoration	\$650,000	\$650,000
COR-Parks	Col. Pt. Marina Park Dock and Marina Revitalization	\$450,000	\$450,000
COR-Parks	Col. Playfields/Horn Rapids Facilities Upgrades	\$137,000	\$137,000

*Staff's recommendation is based on the nexus between the applicant's event or project and its specific benefit and targeted offering to promote tourism and increase overnight hotel stays in Richland, as indicated in the applicant's application.



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2025

Agenda Category: Presentations

Prepared By: Rebecca Williamson, Economic Development Specialist

Subject

2025 Activities and Projects Update

Department

Development Services

Recommended Motion

Summary

A summary of completed and open events and projects for 2025 Funding Year.

Fiscal Impact

None.

Attachments

I. 2025 Funding Year Results to Date

2025 FUNDING YEAR RESULTS TO DATE

EVENTS

Organization	Event	Final Report Status	Contracted Amount	Attendance	Paid Nights	Notes
Allied Arts Gallery	Art in the Park Festival	Completed	\$12,000.00	75,023	3	
Friends of Red Mountain Event Center/FORMEC	Multi-Day Racing Events	1/30/2026	\$40,000.00			
NW Powerboat Association	Richland Regatta	Completed	\$17,500.00	15,000	4	
Richland Chamber of Commerce	Cool Desert Nights	Processing	\$25,000.00			
Stephens Media Group	Live@5	11/7/2025	\$5,000.00			
Three Rivers Folklife Society	Tumbleweed Music Festival	1/30/2026	\$7,000.00			
Three Rivers Ultimate Frisbee	Hanford Howl	1/30/2026	\$8,500.00			
Tri Town Get Down/Fusion Fest LLC	Fusion Fest	Completed	\$10,000.00	447	16	
Tri-Cities Sunrise Rotary	See3Slam Tournament	Completed	\$10,000.00	3000	375	
Tri-City Water Follies	Water Follies	10/27/2025	\$10,000.00			
Visit Tri-Cities	Ironman Marketing	12/22/2025	\$30,000.00			
Yes and Productions Foundation	Summer Musical	11/24/2025	\$7,000.00			

PROJECTS

Organization	Project	Final Report Status	Contracted Amount	Attendance	Paid Nights	Notes
Friends Of Badger Mountain	Little Badger Mountain Parking Lot & Int Loop	1/30/2026	\$326,520.00			
Mid Columbia BMX	Starting Hill Improvements & Gate Replacement	1/30/2026	\$85,250.00			
City of Richland Parks & Pub Fac	Event Side by Side vehicle for event coord	1/30/2026	\$49,000.00			
City of Richland Parks & Pub Fac	Columbia Playfield' N. Parking Lot Restoration	1/30/2026	\$450,000.00			
City of Richland Parks & Pub Fac	Columbia P. Marina Park Dock & Revitalization	1/30/2026	\$100,000.00			
City of Richland Parks & Pub Fac	Kiosk Renew and Relace	1/30/2026	\$100,000.00			
Carry Forward						
Red Mountain Event Center / Tri-City Raceways	Phase I Improvements	9/30/2025	\$40,000.00			(\$20,000 carryforward)

CANCELED

Organization	Event	Final Report Status	Contracted Amount	Attendance	Paid Nights	Notes
Three Rivers Ultimate Frisbee	Heat Up Tournament	NA	\$1,500.00	NA	NA	



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 10/27/2025

Agenda Category: New Business

Prepared By: Darin Arrasmith, Planner

Subject

2026 Lodging Tax Advisory Committee (LTAC) Staff Report and Applications

Department

Development Services

Recommended Motion

Staff recommends approval of application numbers LTAC 2026-001 through LTAC 2026-021 in the amount of \$2,071,165.00 subject to conditions as outlined in the staff report.

Summary

Fiscal Impact

None.

Attachments

- I. LTAC_Application_Full Packet



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-04-2025		
Name of Applicant/Organization	Allied Arts Association Art in the Park Festival		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Brandie R.M. Soden	Contact Title	
Mailing Address	89 Lee BLVD	Phone Number	5094928833
Email Address	artintheparkfestival@outlook.co	Federal Tax ID #	23-7359795

EVENT OR PROJECT	
Name of Event or Project	Art in the Park Festival 2026
Location of Event or Project	[Address] Howard Amon Park, Richland WA 99352
Date of Event or Project	Start Date: July 24, 2026 End Date: July 25, 2026
Amount of Funding Request	\$ \$20,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input checked="" type="checkbox"/> Yes (Date: 10/6) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).
We have included the answers to this question on our enclosed attachment titled "Questions we were asked on our application but the PDF did not provide enough space for us to answer completely because we are excessively long winded lol". Please let us know if you have any difficulty opening the document.
The Art in the Park Festival, hosted annually by the Allied Arts Association (AAA)—a 501(c)(3) nonprofit founded in 1948—is a transformative two-day celebration of visual arts, music, and community in Richland, Washington. Scheduled for July 24-25, 2026, in the scenic Howard Amon Park along the Columbia River, this free, family-friendly event transforms a public green space into an immersive cultural hub, drawing over 78,000 attendees from the Tri-Cities and beyond. Our goals are threefold: (1) to democratize access to high-quality art by showcasing original works from 300+ regional and national artists (selected from 1,000+ applications), fostering creativity and economic opportunity for makers; (2) to educate and inspire diverse audiences through interactive demos, workshops, and youth-focused activities that build lifelong appreciation for the arts; and (3) to strength
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input checked="" type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE		ACTUALS		
	2026	2025	2024	2023	2022
Overall Attendance	70000	75203	70830	70323	55,000
Number of visitors who traveled more than 50 miles.		10000	13826	70323	55000
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.		1500	2780	70323	55000
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).		8000	9163	70323	55000
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).		1300	2356	70323	55000
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).		1000	2356	70323	55000

3. Please describe how you will calculate and confirm your estimates.

Artist applications, social media engagement, volunteer counts, artists sales, concession numbers, City and hotel/motel feedback, and placement apps.

** Please note that for Actuals 2023 and 2022, we were unable to make a notation in the space provided that we were unable to locate the requested information within the limited time frame provided, and was thus in a predicament of either leaving black and just bringing down the over all total to fill the spaces. We would like it to be noted that in both years (2022, and 2023) that the numbers provided for everything requested below "overall attendance" is infact not correct. We are working with Allies board of directors to help locate this information. Thank you.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)
 No

5. Please describe your target audience (locations, demographics, etc.).

We have included the answers to this question on our enclosed attachment titled "Questions we were asked on our application but the PDF did not provide enough space for us to answer completely because we are excessively long winded lol". Please let us know if you have any difficulty opening the document.

Families with children: The festival features an expanded children's area with interactive activities like sculptural playgrounds, musical elements, and hands-on workshops (e.g., fabric dyeing and woodcarving), making it highly engaging for kids and parents seeking educational and fun outings.
 Art enthusiasts and collectors: Attendees interested in purchasing or appreciating original works from over 300 regional, national, and international artists across mediums like painting, sculpture, jewelry, photography, clay, and fiber. This draws shoppers and those passionate about visual arts.
 All ages and general public: As an inclusive, all-ages event with live music, gourmet food vendors, a beer garden, and immersive experiences, it attracts a wide range of participants, from young adults to seniors, looking for cultural

6. Please describe how you will promote your event or project to attract tourists.

To draw tourists from a 50+ mile radius—encompassing key Pacific Northwest hubs like Spokane (≈160 miles), Wenatchee (≈100 miles), Yakima (≈60 miles), Vancouver/Portland (≈200-250 miles), and Seattle (≈200 miles)—the Art in the Park Festival in Richland, WA, could leverage a multi-channel, targeted marketing approach. This strategy builds on the event's established appeal as a free, family-friendly two-day celebration of over 300 national and regional artists, live music, gourmet food trucks, and interactive experiences, which already attracts more than 78,000 attendees annually. The focus would emphasize the festival's scenic riverside setting at Howard Amon Park, its rankings as a top U.S. art festival (e.g., No. 4 Best Festival in the Pacific Northwest), and its role as a vibrant summer escape for out-of-town visitors seeking cultural immersion.

Key Objectives

Increase out-of-area attendance by 15-20% through geo-targeted outreach.
 Position the festival as a must-visit day trip or weekend getaway from urban centers.
 Budget allocation: 40% digital ads, 30% partnerships, 20% content creation, 10% earned media.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Our goal this year is to work closely with the Richland Chamber of Commerce, and Visti Tri-Cities to highlight available hotels, food establishments, and businesses in Richland (most specifically around Howard MAon Park, The Parkway and The Uptown) by providing a webpage and direct links to said businesses on our festival webpage. Additional (with the permission of Chamber of Commerce) doing social media shout-outs about what is available after-hours (with emphasis upon the differening demographics that attend our festival: from family-friendly to the more energetic, early-20 scene, and everything in between! Let's keep the good times a going!).

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):
 No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

21.05%
A grant for \$20,000 would cover 100% of our marketing and publicity expenses, thus afford us the opportunity to reach the our target audience of 78,000+ attendee's including the over 1.23% increase of new residents (2024 to present) within the Mid-Columbia area. and 100+ miles radius outsi
 Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Allied Arts	\$50,000.00	Yes	01/01/2026
STCU	\$25,000.00	No	Not Confirmed
Abadan	\$0.00	NO In Kind for printing services	Not confirmed
Tumbleweird	\$0.00	BOGO Print advertisement	Not confirmed
Donations	\$300.00	No	Not confirmed

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

Marketing and publicity. We cannot remove any aspect of operation infrastructure as security, port-o-lets, etc. are of the utmost priority.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Our most volatile, and unpredictable challenge is the weather. As long as we stay under the triple digits, our attendance tends to be rather terrific. Other than this, there has been an increase of unhoused individuals lurking about the park, and more dogs have been using the park as their toilet without the patrons picking up after their pets. However, the Parks and Rec. team has ALWAYS been really terrific about ensuring that the parks are pristine and the jewel of our City. As to the heat, well...we are located in the high desert.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

We do not financially donate to other non-profit organizations, but provide opportunities for non-profit organizations to raise funds at our event through strategic partnerships, such as partnering with a food concession for a % of the concessions profits, or assisting in their set-up and tear-down for a donation. These arrangements are (for the most part) handled independently of us as they are their own entities and report their own donations and or earning to the appropriate authorities. This also includes ticket pre-sales, merch, water, etc.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

- BRS
SIGNED BY: BRANDIE R.M. SODEN I am an authorized agent of the organization applying for funding.
- BRS
SIGNED BY: BRANDIE R.M. SODEN I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.
- BRS
SIGNED BY: BRANDIE R.M. SODEN If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.
- BRS
SIGNED BY: BRANDIE R.M. SODEN I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.
- BRS
SIGNED BY: BRANDIE R.M. SODEN Completed W-9 Form is attached.
- BRS
SIGNED BY: BRANDIE R.M. SODEN I understand that the Applicant will be required to submit a report in a format provided by the City.
- BRS
SIGNED BY: BRANDIE R.M. SODEN I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.
- BRS
SIGNED BY: BRANDIE R.M. SODEN I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.
- BRS
SIGNED BY: BRANDIE R.M. SODEN If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Brandie R.M. Soden

Key: d73a1eef-86a3-4cd2-a0b5-548d41da98a

Signature

Brandie R.M. Soden

Printed Name

10-04-2025

Date

Complete answers by Allied Arts Association in their Lodging Tax Program application (where Seamless cut off the response). Full answers are to Questions 1 and 5.

1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).

The Art in the Park Festival, hosted annually by the Allied Arts Association (AAA)—a 501(c)(3) nonprofit founded in 1948—is a transformative two-day celebration of visual arts, music, and community in Richland, Washington. Scheduled for July 24-25, 2026, in the scenic Howard Amon Park along the Columbia River, this free, family-friendly event transforms a public green space into an immersive cultural hub, drawing over 70,000 attendees from the Tri-Cities and beyond.

Our goals are threefold: (1) to democratize access to high-quality art by showcasing original works from 300+ regional and national artists (selected from 1,000+ applications), fostering creativity and economic opportunity for makers; (2) to educate and inspire diverse audiences through interactive demos, workshops, and youth-focused activities that build lifelong appreciation for the arts; and (3) to strengthen community bonds by integrating local nonprofits, live performances, and inclusive programming that reflects the Tri-Cities' multicultural fabric.

Key activities include:

Artist Booths and Sculpture Garden: Juried exhibits of fine art, jewelry, pottery, ceramics, and innovative crafts, with live demonstrations encouraging visitor-artist dialogue.

Entertainment and Culinary Experiences: Headline music acts, an off-site beer garden, and local gourmet food trucks, creating a festive atmosphere that appeals to all ages.

Community Engagement Zones: Booths for organizations like Bikers Against Child Abuse, plus free shuttles, wide-accessible aisles to ensure inclusivity.

Educational Outreach: on-site kids' art stations, reaching 3,000+ youth annually.

With a proven track record—voted Best of the Tri-Cities Silver (2025), Best of Tri-Cities Bronze (2024), #4 Best Festival in the Pacific Northwest (2025), and the region's largest art event—this project sustains AAA's mission of fostering a vibrant community through visual arts. By July 2026, we aim to exceed past attendance while amplifying underrepresented voices, ensuring Art in the Park remains a beacon of cultural resilience in Richland, Washington.

Community Need and Impact: Explain the need for this project and its anticipated benefits to the community:

In the Tri-Cities—a region shaped by Hanford's legacy and rapid growth—access to affordable, high-impact arts experiences is essential for social cohesion, youth development, and economic vitality. Yet, rural Eastern Washington faces barriers like limited funding for cultural programs and geographic isolation from major urban arts scenes. Art in the Park addresses this need head-on as the area's premier free art festival, serving as AAA's primary fundraiser to support year-round exhibits, scholarships, and classes.

The festival's impact is profound and measurable. Economically, it injects vitality into local businesses: 70,000+ visitors boost tourism, food vendors, and empowering 300+ creators. Socially, it builds equity—free entry and shuttles remove barriers, drawing diverse attendees (25% families with children) for intergenerational connections. In 2025, nonprofit partners like local youth advocacy groups engaged 8,000+ visitors in awareness campaigns.

Long-term, the festival counters cultural deserts by funding AAA's Gallery at the Park, which hosts 12+ free exhibits yearly and awards scholarships. As a 78-year-old institution, AAA has enriched Richland since 1948, earning the 1975 Washington State Governor's Award for volunteer-driven arts promotion. By investing in Art in the Park, your grant will amplify these ripple effects: fostering empathy through art, and positioning Richland, WA as a cultural destination. This isn't just an event—it's a catalyst for a more connected, creative community where every resident thrives.

Organizational Capacity and Past Success: Describe your organization's experience and evidence of past achievements:

The Allied Arts Association (AAA), a volunteer-led 501(c)(3) nonprofit since 1998 (with roots dating to 1947), boasts 78 years of excellence in promoting visual arts in Richland. Founded by educator Thelma Pearson amid the Manhattan Project's boom, AAA evolved from informal artist meetups to a cornerstone institution operating the Gallery at the Park—a cooperative sales space, exhibit hall, and education center leased by the City of Richland. Governed by a 15-member board and 200+ volunteers. Our flagship, Art in the Park—launched in 1950 as a humble "Clothesline Show"—has grown into Eastern Washington's largest art festival, consistently delivering outsized results. In 2025, we welcomed 70,000+ attendees, juried 300 artists from 1,000+ applicants, and raised financial support for our art programs, scholarships and youth classes. Accolades include "Most Dynamic Festival of 2024," #6 Best U.S. Festival, and Top 10 Nationwide, affirming our curatorial rigor and community resonance. AAA's capacity shines in execution: We coordinate with Ben Franklin Transit to offer free shuttles for 2,000+ rides, partner with nonprofits for inclusive programming, and track impacts via attendee, volunteer and artist surveys (92.8% satisfaction rate). Our festival is directed and staffed by volunteers who collectively dedicate thousands of hours to make Art in the Park festival the beloved experience it is. This grant will leverage our proven model, ensuring scalable growth and enduring legacy—because when communities invest in AAA, they invest in a richer tomorrow.

5. Please describe your target audience (locations, demographics, etc.).

The Art in the Park Festival in Richland, WA, is a free, family-friendly event designed to appeal to a broad and diverse audience, with an estimated annual attendance exceeding 70,000 visitors over two days. Its target demographic primarily includes:

Families with children: The festival features an expanded children's area with interactive activities like sculptural playgrounds, musical elements, and hands-on workshops (e.g., fabric dyeing and woodcarving), making it highly engaging for kids and parents seeking educational and fun outings.

Art enthusiasts and collectors: Attendees interested in purchasing or appreciating original works from over 300 regional, national, and international artists across mediums like painting, sculpture, jewelry, photography, clay, and fiber. This draws shoppers and those passionate about visual arts.

All ages and general public: As an inclusive, all-ages event with live music, gourmet food vendors, a beer garden, and immersive experiences, it attracts a wide range of participants, from young adults to seniors, looking for cultural entertainment.

Locals and regional visitors: Primarily residents of the Mid-Columbia Basin (Tri-Cities area: Richland, Kennewick, Pasco) and surrounding Northwest communities within a 100+ mile radius, including Spokane, Vancouver, Portland, Wenatchee, and Seattle. The event draws both community members supporting local arts and out-of-town tourists exploring summer festivals.

Overall, the festival fosters community interaction with the arts, emphasizing accessibility, education, and vibrant summer vibes to engage art-curious individuals and groups from the Pacific Northwest.

Additional Comments

Community Need and Impact: Explain the need for this project and its anticipated benefits to the community:

In the Tri-Cities—a region shaped by Hanford's legacy and rapid growth—access to affordable, high-impact arts experiences is essential for social cohesion, youth development, and economic vitality. Yet, rural Eastern Washington faces barriers like limited funding for cultural programs and geographic isolation from major urban arts scenes. Art in the Park addresses this need head-on as the area's premier free art festival, serving as AAA's primary fundraiser to support year-round exhibits, scholarships, and classes.

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Long-term, the festival counters cultural deserts by funding AAA's Gallery at the Park, which hosts 12+ free exhibits yearly and awards scholarships. As a 78-year-old institution, AAA has enriched Richland since 1948, earning the 1975 Washington State Governor's Award for volunteer-driven arts promotion. By investing in Art in the Park, your grant will amplify these ripple effects: fostering empathy through art, and positioning Richland, WA as a cultural destination. This isn't just an event—it's a catalyst for a more connected, creative community where every resident thrives.

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70,000+ attendees, juried 300 artists from 1,000+ applicants, and raised financial support for our art programs, scholarships and youth classes. Accolades include "Most Dynamic Festival of 2024," #6 Best U.S. Festival, and Top 10 Nationwide, affirming our curatorial rigor and community resonance. AAA's capacity shines in execution: We coordinate with Ben Franklin Transit to offer free shuttles for 2,000+ rides, partner with nonprofits for inclusive programming, and track impacts via attendee, volunteer and artist surveys (92.8% satisfaction rate). Our festival is directed and staffed by volunteers who collectively dedicate thousands of hours to make Art in the Park festival the beloved experience it is. This grant will leverage our proven model, ensuring scalable growth and enduring legacy—because when communities invest in AAA, they invest in a richer tomorrow.

Art in the Park 2026 Expenses

Fund Allocation		Amount Projected
Operations	43.16%	\$41,000.00
	<i>Operations Total</i>	\$41,000.00
Publicity	26.32%	\$25,000.00
	<i>Publicity Total</i>	\$25,000.00
Entertainment	21.05%	\$20,000.00
	<i>Entertainment Total</i>	\$20,000.00
Sculptures	1.05%	\$1,000.00
	<i>Sculpture Piece Total</i>	\$1,000.00
Children's Activities	2.10%	\$2,000.00
	<i>Childrens Activities</i>	\$2,000.00
Volunteers	3.15%	\$3,000.00
	<i>Volunteer Support</i>	\$3,000.00
Extras	3.15%	\$3,000.00
	<i>Extras Total</i>	\$3,000.00
	Projected Total	\$95,000.00

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: ALLIED ARTS ASSOCIATION	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-08-2025		
Name of Applicant/Organization	Three Rivers Folklife Society		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Katrina Knight	Contact Title	festival coordinator
Mailing Address	PO Box 1098	Phone Number	6104062500
Email Address	tumbleweedchair@gmail.com	Federal Tax ID #	91-1482655

EVENT OR PROJECT	
Name of Event or Project	Tumbleweed Music Festival
Location of Event or Project	[Address] Howard Amon Park
Date of Event or Project	Start Date: September 04, 2026 End Date: September 06, 2026
Amount of Funding Request	\$ \$10,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input checked="" type="checkbox"/> Yes (Date: 10/8) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). 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 a variety of acoustic music, dance, and folk arts. Workshops, jams, and sing-alongs provide opportunities for audience participation. There are crafts booths and food vendors. Most performers are from the Northwest but some come from around the country and the world. In 2024 and 2025 one came all the way from Viet Nam. 2026 will be our 30th year.
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input checked="" type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	4000	4000	4000	3500
Number of visitors who traveled more than 50 miles.	1200	1200	1200	1000
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	350	300	300	250
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	600	600	600	500
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	600	600	600	500
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	900	900	900	750

3. Please describe how you will calculate and confirm your estimates.

We ask all our performers where they are staying, so we have a lot of information about them. The audience, which is the much larger group, is harder to figure out. We ask them to fill out surveys but most of them don't bother, or don't include all the information we ask for, so I have to extrapolate based on a relatively small sample. So, the numbers are somewhat of a guess, but one that seems to match what I hear from the people I talk to over the course of the weekend.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)

No

5. Please describe your target audience (locations, demographics, etc.).

Our target audience is people who like acoustic music. Our paid advertising is targeted at people around the northwest, mainly Washington and Oregon, but I know it hits people in Idaho as well. Beyond that, we don't target much by demographics. People of all ages enjoy music and we'd like to attract a broad range of people.

6. Please describe how you will promote your event or project to attract tourists.

We do a variety of paid advertising - radio, TV, newspaper, and online ads. We make a lot of use of social media which allows us to target people across the northwest who expressed interest in our festival as well as similar events. We also advertise on Folk Music Notebook, which is an internet radio station that reaches people who like folk music across the country (and elsewhere in the world as well). We also promote the festival in our newsletter and on our websites and with signs/banners in various places locally.

Also, and a big part of the reason for upping the amount we are requesting, we would like to stream some of the festival on the internet, which I was told at the meeting today would count as marketing and be a legitimate use for this grant money. During the pandemic, we did virtual festivals with prerecorded videos from our performers. Those festivals were watched by people from across this country and various other countries, allowing us to interact with many people we had never reached before. We would love to show off what we do and influence people to want to plan trips to come in the future.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

On our website we provide a list of hotels and rates that comes from Visit Tri-Cities. We're not in the business of promoting specific businesses though, at least not beyond the ones who are festival sponsors. How we promote sponsors depends somewhat on what kind of sponsorship they sign up for. Most of the local businesses choose the option where we hang their banner on our largest stage. All of our sponsors are also mentioned in our program, on our website, and on our social media pages. We have 10-12 food vendors, mostly local businesses, at the festival as well as 30+ craft vendors.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

We haven't even finished paying the bills for this year's festival, so we're not ready to figure out next year's spending now. Advertising is going to go up almost 10% due to the new addition of sales tax. The budget is going to be about \$60,000, so what we're asking for from you is about 17%.

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
business	\$4,000.00	no	varies
individual	\$16,000.00	no	varies
3RFS general	\$20,000.00	yes	now
product sales	\$9,000.00	no	Sept 6 2026
vendor fees	\$3,500.00	no	June/July/Aug 2026

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

If we have less money for advertising, then we'll cut back on advertising and hope our donors are generous so that we don't have to pull too much additional money for advertising from the 3RFS general fund. (We'd like to be able to afford to continue doing this in future years, so doing too much of that isn't good.) Trying to stream some of the festival might not be feasible without grant money. I haven't looked into it enough yet to know.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

After 29 successful festivals, we know what we're doing and aren't very worried about the things you mention here. The weather and air quality are the two main things that worry us. They are outside of our control. We make a contingency plan for moving as much as possible indoors if there is too much smoke in the air or the weather is doing something really dreadful.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No. (3RFS (not the festival) does give money to other organizations occasionally but it is generally as part of co-sponsoring something that fits well with our purpose, not outright donations.)

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

KK

SIGNED BY: _____

KATRINA KNIGHT

I am an authorized agent of the organization applying for funding.

KK

SIGNED BY: _____

KATRINA KNIGHT

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

KK

SIGNED BY: _____

KATRINA KNIGHT

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

KK

SIGNED BY: _____

KATRINA KNIGHT

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

KK

SIGNED BY: _____

KATRINA KNIGHT

Completed W-9 Form is attached.

KK

SIGNED BY: _____

KATRINA KNIGHT

I understand that the Applicant will be required to submit a report in a format provided by the City.

KK

SIGNED BY: _____

KATRINA KNIGHT

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

KK

SIGNED BY: _____

KATRINA KNIGHT

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

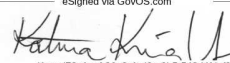
KK

SIGNED BY: _____

KATRINA KNIGHT

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a
Signature

Katrina Knight

Printed Name

10-08-2025

Date

I want to explain the increased amount we're asking for. The first \$1,000 of that is to account for the fact that the state has imposed sales tax on advertising services, which is going to increase the cost of all of it by almost 10%. Plus I want to go back to advertising with Visit Tri-Cities which we stopped doing because they failed to respond to my attempts to do it a couple years ago. The other \$2,000 is for something new - streaming some of the festival on the internet. I was talking about wanting to do that when I had our meeting with Julie Piper this morning and she told me it would be considered marketing for this purpose, so I consulted our sound contractor who has experience with such things and added our best guess about what it might cost. (The two big pieces are getting internet service in the park that includes enough bandwidth and is reliable enough for streaming and getting someone to do the video part of it. The first year we do it will involve a bunch of outlay for the equipment. After that the cost should go down.)

Also, regarding doing a presentation on 10/27 as I've been told we need to do, Gene Carbaugh, the President of Three Rivers Folklife Society, will be the one doing that since I will not be here to do it myself.

If you have any questions, please don't hesitate to contact me. You probably won't get an immediate response, but I will respond as soon as I can.

Preliminary budget for 2026 Tumbleweed Music Festival

Income

Donations, Grants, Sponsorships	\$25,000
Program	\$ 2,500
Product Sales	\$ 9,000
Vendor Fees	\$ 3,500
<hr/>	
	\$40,000

Expenses

Publicity	\$12,000
Program	\$13,000
Merchandise	\$ 5,000
Rentals	\$13,000
Services (hired)	\$16,000
Hospitality	\$ 1,200
Misc	\$ 3,000
<hr/>	
	\$63,200

Notes:

These figures are extremely preliminary. We haven't even finished paying all the bills for this year's festival yet, let alone come up with the final financial report necessary to start on next year's budget. Also, my goal is not to go over budget so I try to choose figures that allow for inflation and unexpected happenings. The amount budgeted for publicity should be pretty much on the mark though because those expenses are relatively predictable and I know that they're going to go up by almost 10% due to the state deciding to charge sales tax on advertising services.

This is the budget for the festival, not the entire organization. The difference between festival income and expenses comes out of 3RFS general funds

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: THREE RIVERS FOLKLIFE SOCIETY	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	Visit Tri-Cities		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Kevin Lewis	Contact Title	President & CEO
Mailing Address	7130 W Grandridge Blvd, Ste B,	Phone Number	509-735-8486
Email Address	Kevin@VisitTri-Cities.com	Federal Tax ID #	91-0859630

EVENT OR PROJECT	
Name of Event or Project	IRONMAN 70.3 Washington Tri-Cities
Location of Event or Project	[Address] Columbia Point Marina Park - Riverfront Trail, Richland, WA 99352
Date of Event or Project	Start Date: September 16, 2026 End Date: September 20, 2026
Amount of Funding Request	\$ \$40,000.00
Type of Event or Project	<input checked="" type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input checked="" type="checkbox"/> Yes (Date: 13th) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT	
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).	
IRONMAN 70.3 Washington Tri-Cities is a world-class triathlon event that showcases the beauty, spirit, and hospitality of the Tri-Cities region while driving significant visitor spending and community visibility. The event draws more than 2,000 athletes and over 10,000 visitors, volunteers, and support crew from across the United States and internationally to swim, bike, and run through Richland and West Richland.	
Richland serves as the heart of the race, hosting the transition area, finish line, and IRONMAN Village along the scenic Columbia River waterfront. These venues provide thousands of visitors with convenient access to local hotels, restaurants, retailers, and attractions directly benefiting Richland businesses and generating substantial overnight stays and tourism revenue.	
Beyond its immediate economic impact, IRONMAN 70.3 Washington Tri-Cities elevates the region's national profile as an active outdoor recreation destination. The event brings extensive media coverage and digital promotion through	
Event History:	<input type="checkbox"/> New <input checked="" type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

UPDATED NUMBERS FOR 2026 PROVIDED BY VISIT TRI-CITIES - SEE ATTACHED EMAIL	ESTIMATE		ACTUALS	
	2025	2024	2023	2022
Overall Attendance	11,000	11,000		
Number of visitors who traveled more than 50 miles.	10,450	10,575		
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	3,837	7,000		
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	10,450	7,600		
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	100	2,900		
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	3,150	7,500		

3. Please describe how you will calculate and confirm your estimates.

Attendance figures are derived from three reliable data sources. First, participant registration data is provided directly by IRONMAN, offering an accurate count of registered athletes. Second, visitor analytics from Datafy capture real-time location-based data to estimate total attendance and visitor origin patterns throughout race weekend. Finally, Visit Tri-Cities has contracted with a university partner to conduct on-site economic impact and visitor surveys at IRONMAN Village, providing verified insights into spectator attendance, visitor behavior, and overall community impact.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)
 No

5. Please describe your target audience (locations, demographics, etc.).

The target audience for IRONMAN 70.3 Washington Tri-Cities includes both domestic and international endurance athletes as well as their families, friends, and spectators who travel to the region for race weekend. These athletes are anywhere from 18-88, have above-average household incomes, and often extend their stay to explore local dining, wineries, outdoor recreation, and regional attractions.

6. Please describe how you will promote your event or project to attract tourists.

Promotion for IRONMAN 70.3 Washington Tri-Cities is designed to maximize regional, national, and international visibility while inspiring travel to the Tri-Cities. Visit Tri-Cities utilizes a comprehensive, multi-channel marketing strategy that includes professional video production, targeted digital campaigns, and earned media outreach.

High-quality sizzle reels and race-day/volunteer videos capture the energy, scenic beauty, and community spirit of the event. These assets are used year-round across digital advertising, social media, and partner channels to attract new participants and inspire repeat visitation. We also collaborate with local news networks to secure on-air coverage, contract with travel and lifestyle media writers and social influencers to generate editorial exposure, and retarget past attendees through digital and email marketing campaigns.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Visit Tri-Cities actively promotes Richland lodging establishments, restaurants, and local businesses throughout IRONMAN 70.3 Washington Tri-Cities. During race weekend, we staff a visitor information booth at IRONMAN Village in Richland, providing athletes, families, and spectators with brochures, maps, and collateral featuring Richland hotels, restaurants, attractions, wineries, breweries, and retail areas—encouraging them to explore and support local businesses throughout their visit. We also maintain a dedicated IRONMAN event page on the Visit Tri-Cities website, which serves as a central resource for athletes and spectators to find race-related information. From that page, visitors can easily navigate to additional trip-planning content across our website to discover Richland’s lodging, dining, and activity options.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

The requested \$40,000 is 17% of the total \$235,000 budget. Visit Tri-Cities has a host venue agreement with IRONMAN. The IRONMAN organization will provide race operations and logistics. All registration fees are collected by IRONMAN.

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Visit Tri-Cities	\$195,000.00	Yes	Immediately

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

If full funding is not awarded, we would scale back the volunteer recognition and community celebration activities and reduce overall marketing efforts for the event.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

The primary challenge is managing traffic impacts from the bike route. We’ll mitigate this through collaboration with local and state partners continuing the coordinated approach that has proven successful in past years. Outreach will include door-to-door visits to affected businesses, plus broad public communication through media, digital channels, signage, and community alerts to minimize disruptions. We plan to introduce a Friday evening community event with IRONMAN featuring family-friendly race activities, food, and entertainment to strengthen local connection awareness, and support.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

The IRONMAN Foundation provides grants to local nonprofit and community organizations that supply volunteers and support race operations. These funds help give back to the host community and leave a lasting positive impact in the Tri-Cities. These funds are distributed directly by the Foundation and Visit Tri-Cities is not provided with the dollar amounts awarded to recipient organizations. Visit Tri-Cities has also established the IM TRI scholarship program providing race entries along with coaching and gear to support two local athletes who face barriers to entry in participating in the race

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

KL

SIGNED BY: KEVIN LEWIS

I am an authorized agent of the organization applying for funding.

KL

SIGNED BY: KEVIN LEWIS

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

KL

SIGNED BY: KEVIN LEWIS

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

KL

SIGNED BY: KEVIN LEWIS

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

KL

SIGNED BY: KEVIN LEWIS

Completed W-9 Form is attached.

KL

SIGNED BY: KEVIN LEWIS

I understand that the Applicant will be required to submit a report in a format provided by the City.

KL

SIGNED BY: KEVIN LEWIS

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

KL

SIGNED BY: KEVIN LEWIS

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

KL

SIGNED BY: KEVIN LEWIS

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Kevin Lewis

Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a

Signature

Kevin Lewis

Printed Name

10-10-2025

Date

Hi Darin,

Thanks for following up.

You are correct, the numbers we provided for 2025 are Actual numbers. However, I just received a report with more detailed data from our 2025 athlete survey. Based on that we should update the 2025 response for PAID accommodations to 9,000, and UNPAID accommodations to 1500. Below are the 2026 Estimates

2026 Estimates

- Overall Attendance: 11,000
- Visitors traveling more than 50 miles: 10,500
- Visitors from out of state/country: 4,000 (Note: I believe the out of state/country visitors listed in 2024 were for all of the Tri-Cities)
- Visitors in PAID accommodations 9,000
- Visitors in UNPAID accommodations: 1500
- Paid room nights in Richland: 3,200 (Note: I believe the paid room nights listed in 2024 were for all of the Tri-Cities)

Hope that makes sense. Please let me know if you need clarification on anything.

Thanks,


Kevin



VisitTri-Cities.com

KEVIN LEWIS

President & CEO | Visit Tri-Cities

 509.735.8486 ext. 240

 7130 W. Grandridge Blvd., Ste. B

Kennewick, WA 99336



We are proud to be awarded accreditation from the prestigious Destinations International.

Complete answers by Visit Tri-Cities in their Lodging Tax Program application (where Seamless cut off the response). Full answers are to Questions 1, 3, 5, 6, 7, 9, 11 and 13.

1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).

IRONMAN 70.3 Washington Tri-Cities is a world-class triathlon event that showcases the beauty, spirit, and hospitality of the Tri-Cities region while driving significant visitor spending and community visibility. The event draws more than 2,000 athletes and over 10,000 visitors, volunteers, and support crew from across the United States and internationally to swim, bike, and run through Richland and West Richland.

Richland serves as the heart of the race, hosting the transition area, finish line, and IRONMAN Village along the scenic Columbia River waterfront. These venues provide thousands of visitors with convenient access to local hotels, restaurants, retailers, and attractions directly benefiting Richland businesses and generating substantial overnight stays and tourism revenue.

Beyond its immediate economic impact, IRONMAN 70.3 Washington Tri-Cities elevates the region's national profile as an active, outdoor recreation destination. The event brings extensive media coverage and digital promotion through IRONMAN's global marketing channels, while fostering local pride, volunteer engagement, and community collaboration.

3. Please describe how you will calculate and confirm your estimates.

Attendance figures are derived from three reliable data sources. First, participant registration data is provided directly by IRONMAN, offering an accurate count of registered athletes. Second, visitor analytics from Datafy capture real-time location-based data to estimate total attendance and visitor origin patterns throughout race weekend. Finally, Visit Tri-Cities has contracted with a university partner to conduct on-site economic impact and visitor surveys at IRONMAN Village, providing verified insights into spectator attendance, visitor behavior, and overall community impact.

5. Please describe your target audience (locations, demographics, etc.).

The target audience for IRONMAN 70.3 Washington Tri-Cities includes both domestic and international endurance athletes as well as their families, friends, and spectators who travel to the region for race weekend. These athletes are anywhere from 18-88, have above-average household incomes, and often extend their stay to explore local dining, wineries, outdoor recreation, and regional attractions.

6. Please describe how you will promote your event or project to attract tourists.

Promotion for IRONMAN 70.3 Washington Tri-Cities is designed to maximize regional, national, and international visibility while inspiring travel to the Tri-Cities. Visit Tri-Cities utilizes a comprehensive, multi-channel marketing strategy that includes professional video production, targeted digital campaigns, and earned media outreach.

High-quality sizzle reels and race-day/volunteer videos capture the energy, scenic beauty, and community spirit of the event. These assets are used year-round across digital advertising, social media, and partner channels to attract new participants and inspire repeat visitation. We also collaborate with local news networks to secure on-air coverage, contract with travel and lifestyle media writers and social influencers to generate editorial exposure, and retarget past attendees through digital and email marketing campaigns.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Visit Tri-Cities actively promotes Richland lodging establishments, restaurants, and local businesses throughout IRONMAN 70.3 Washington Tri-Cities. During race weekend, we staff a visitor information booth at IRONMAN Village in Richland, providing athletes, families, and spectators with brochures, maps, and collateral featuring Richland hotels, restaurants, attractions, wineries, breweries, and retail areas encouraging them to explore and support local businesses throughout their visit. We also maintain a dedicated IRONMAN event page on the Visit Tri-Cities website, which serves as a central resource for athletes and spectators to find race-related information. From that page, visitors can easily navigate to additional trip-planning content across our website to discover Richland’s lodging, dining, and activity options.

9. What is the overall budget for your event or project? What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

The requested \$40,000 is 17% of the total \$235,000 budget.
Visit Tri-Cities has a host venue agreement with IRONMAN. The IRONMAN organization will provide race operations and logistics. All registration fees are collected by IRONMAN.

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

If full funding is not awarded, we would scale back the volunteer recognition and community celebration activities and reduce overall marketing efforts for the event.

The primary challenge is managing traffic impacts from the bike route. We’ll mitigate this through collaboration with local and state partners continuing the coordinated approach that has proven successful in past years. Outreach will include door-to-door visits to affected businesses, plus broad public communication through media, digital channels, signage, and community alerts to minimize disruptions. We plan to introduce a Friday evening community event with IRONMAN featuring family-friendly race activities, food, and entertainment to strengthen local connection awareness, and support.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

The IRONMAN Foundation provides grants to local nonprofit and community organizations that supply volunteers and support race operations. These funds help give back to the host community and leave a lasting positive impact in the Tri-Cities. These funds are distributed directly by the Foundation and Visit Tri-Cities is not provided with the dollar amounts awarded to recipient organizations. Visit Tri-Cities has also established the IM TRI scholarship program providing race entries along with coaching and gear to support two local athletes who face barriers to entry in participating in the race.

IRONMAN 2026 Budget

Host Fees	\$85,000
Marketing/Advertising	\$100,000
Volunteer/Community Party	\$10,000
Production Costs	\$30,000
Staffing	<u>\$10,000</u>
Total Expenses	\$235,000

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: VISIT TRI-CITIES	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-07-2025		
Name of Applicant/Organization	Tri-City Water Follies		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Mark Williams	Contact Title	Event Director
Mailing Address	621 N Gum St Kennewick, WA	Phone Number	509-783-4675
Email Address	office@waterfollies.com	Federal Tax ID #	91-6060434

EVENT OR PROJECT	
Name of Event or Project	Tri-City Water Follies
Location of Event or Project	[Address] Columbia Park, Kennewick, WA 99336
Date of Event or Project	Start Date: July 24, 2026 End Date: July 26, 2026
Amount of Funding Request	\$ \$15,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). Our event is a hydroplane racing tournament. The event has been active since 1966. It attracts many tourists, as well as lifelong local attendees. It is a family event, and we host many campers, volunteers, and vendors.
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input checked="" type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance				
Number of visitors who traveled more than 50 miles.				
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.				
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).				
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).				
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).				

3. Please describe how you will calculate and confirm your estimates.

Calculations and estimates are made through our online ticketing software which tracks where people are from, and online surveys.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: _____)
- No

5. Please describe your target audience (locations, demographics, etc.).

Any location, specifically PNW residents. We have had guests travel from as far as Australia, South Africa, and Switzerland, to attend our event. We target all age groups, specifically families with younger kids.

6. Please describe how you will promote your event or project to attract tourists.

Social media, attending community events, showcasing our showboat, news interviews, press releases, etc.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Social media, attending community events, showcasing our showboat, news interviews, press releases, etc.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested): Kennewick

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

Upwards of 1.5 million

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Sponsors			
Ticket Sales			
Merchandise			
Vendor			
Donations			

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

Modify offers to our guests and sponsors regarding their stay

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Weather and safety risks are the two largest impacts to our event. We follow strict procedures to ensure the event is safe for racers and guests.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

Yes.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

MW

SIGNED
BY: MARK
WILLIAMS

I am an authorized agent of the organization applying for funding.

MW

SIGNED
BY: MARK
WILLIAMS

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

MW

SIGNED
BY: MARK
WILLIAMS

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

MW

SIGNED
BY: MARK
WILLIAMS

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

MW

SIGNED
BY: MARK
WILLIAMS

Completed W-9 Form is attached.

MW

SIGNED
BY: MARK
WILLIAMS

I understand that the Applicant will be required to submit a report in a format provided by the City.

MW

SIGNED
BY: MARK
WILLIAMS

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

MW

SIGNED
BY: MARK
WILLIAMS

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

MW

SIGNED
BY: MARK
WILLIAMS

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Mark Williams

Signature Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a

Mark Williams

Printed Name

10-07-2025

Date

We do not have a 2026 budget approved for our organization at this time. Board is projected to approve it in December of 2025.

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: TRI-CITY WATER FOLLIES	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-06-2025		
Name of Applicant/Organization	Northwest Powerboat Association		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Charlie Grigg	Contact Title	President
Mailing Address	PO Box 2222, Pasco WA 99301	Phone Number	509-539-0050
Email Address	charlie@griggsonline.com	Federal Tax ID #	603-554-309 ein 47-5124292

EVENT OR PROJECT	
Name of Event or Project	Richland Regatta
Location of Event or Project	[Address] Howard Amon Park and boat launch
Date of Event or Project	Start Date: June 20, 2026 End Date: June 21, 2026
Amount of Funding Request	\$ \$14,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). The Richland Regatta was started in 2017. This boat race brings racers from all over the Northwest, and beyond. Inboard, some outboard, and vintage classes. There are even some unlimited hydroplane drivers that are here to drive limited boats. The event is televised on SWX and when available on KNDU TV. It is streamed all over the country. We do promotion on SWX, KNDU TV, Stephens Media radio stations, and Townsquare Media radio stations. Tee shirts are sold to fans, with Richland Regatta on them.
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input checked="" type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	15000	7500	0	15000
Number of visitors who traveled more than 50 miles.	600	400	0	600
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.				
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	400	200	0	400
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	200	200	0	200
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	12	4	0	4

3. Please describe how you will calculate and confirm your estimates.

We do our best to estimate attendance and rooms.
 We figure that a minimum of 6 people crew/family per team and almost all boats are from out of town.
 30 boats minimum is 180 people, with officials, volunteers, staff and families we have about 400 involved in putting on the race.
 The crowd number fluctuates due to weather conditions, and if weather will allow us to race or not. Can not run in high wind or wave conditions.
 2025 was a great year for weather.

4. Is there a host hotel for your event or project?

Yes (please provide the name: Richland Holiday Inn)
 No

5. Please describe your target audience (locations, demographics, etc.).

We are after boat racing fans, and families.
 This is a free event for families to attend. We are looking to give entertainment to families that might not be able to attend the Water Follies because of costs.

6. Please describe how you will promote your event or project to attract tourists.

We use our Facebook page to promote.
 We also partner with KNDU / SWX TV to televise the race. And they do TV promotion on their channels and website at least a month prior to the race.
 We also do promotions with Stephens Media radio, and Townsquare media radio the week prior to the race.
 Region 10 APBA has it on a national calendar, and our posts are followed nationally by the Hydro News, and H!
 Unlimited who also share it to their fans.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

We would include any of the business's that help sponsor on our tee-shirts, and electronic media that we do. We have a PA system and announce all of our sponsors, and food vendors in the park. We are on the TCVCB web site as well.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$46,000.00 is the budget for 2026.

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Sponsorship	\$15,000.00	Partial confirmed	6/2026
Sales	\$18,000.00	No, won't be realized until sales at event	6/2026
Registration	\$6,500.00	No, will collect at event	6/2026

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

Advertising

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Weather is our biggest risk. If high river flow, or high winds occur, racing will be canceled for driver safety. All of the expenses will have been incurred and no mitigation, and there would be no sales to cover it. It would be paid out of savings. This is a common at races that boats never hit the water, but so far we have usually gotten one day in every race. The only thing that we have ever gotten was a discount on the TV expense.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

We have donated to a couple of non-profits when we have had a profit, but we mostly break even on the event.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

CG

I am an authorized agent of the organization applying for funding.

SIGNED BY: CHARLIE GRIGG

CG

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

SIGNED BY: CHARLIE GRIGG

CG

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

SIGNED BY: CHARLIE GRIGG

CG

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

SIGNED BY: CHARLIE GRIGG

CG

Completed W-9 Form is attached.

SIGNED BY: CHARLIE GRIGG

CG

I understand that the Applicant will be required to submit a report in a format provided by the City.

SIGNED BY: CHARLIE GRIGG

CG

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

SIGNED BY: CHARLIE GRIGG

CG

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

SIGNED BY: CHARLIE GRIGG

CG

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

SIGNED BY: CHARLIE GRIGG

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Charlie Grigg

Signature Key: d73a1eef-86a3-4cd2-e0b5-548d4da98a

Charlie Grigg

10-06-2025

Printed Name

Date

Budget Richland Regatta 2026

	Revenue	Expenses	
Sponsorships	\$ 15,000.00		
Sales	\$ 18,000.00		
Registration	\$ 6,500.00		
Hotel/motel grant	\$ 14,000.00		30%
Advertising		\$ 12,000.00	
Cost of Goods		\$ 9,500.00	
Site expenses		\$ 17,000.00	
APBA licence and Insurance		\$ 7,500.00	
Total	\$ 53,500.00	\$ 46,000.00	

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: NORTHWEST POWERBOAT ASSOCIATION	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-09-2025		
Name of Applicant/Organization	Terry Marie Fleischman		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Terry Marie Fleischman	Contact Title	Public Relations Chair
Mailing Address	1321 Hains Avenue	Phone Number	5099471106
Email Address	terry@see3slam.com	Federal Tax ID #	91-174-4281

EVENT OR PROJECT	
Name of Event or Project	See3Slam 3-on-3 Basketball Tournament
Location of Event or Project	[Address] John Dam Plaza /George Washington Way
Date of Event or Project	Start Date: July 10, 2026 End Date: July 12, 2026
Amount of Funding Request	\$ \$15,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input checked="" type="checkbox"/> Yes (Date: 10-9) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). Since 2016, 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 10: 5p-8p Registration Check-in; Saturday, July 11: 6a-8a Registration Check-in; 9a-8p 3 on 3 Tournament Play and Center Court contests Sunday, July 12: 8a-4pm 3 on 3 Tournament Play and Center Court Finals
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input checked="" type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	3500	3200	3100	3000
Number of visitors who traveled more than 50 miles.	500	502	496	427
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	200	221	172	133
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	300	321	346	310
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	150	176	110	93
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	375	401	386	360

3. Please describe how you will calculate and confirm your estimates.

- (1) Database of registered participants identifying need for lodging 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 online registration and check in

4. Is there a host hotel for your event or project?

- Yes (please provide the name: Ignite Hotels - Red Lion Col Ctr & Holiday Inn on the River)
- No

5. Please describe your target audience (locations, demographics, etc.).

Please see attached 2025 digital marketing proposal. The 2026 campaign intends to replicate the same.

The family-oriented marketing reach is throughout the PNW, including Montana, Idaho, Utah, and Canada with targeted age group demographics of male/female school age through senior citizens.

6. Please describe how you will promote your event or project to attract tourists.

Please see attached 2025 digital marketing proposal with reach throughout the PNW. The 2026 campaign intends to replicate the same.

Marketing extends beyond digital and include radio, extensive community billboard and yard signage, and direct target marketing of printed handbills and email campaigns to local school districts, church/youth agencies, fitness centers and existing AAU basketball programs throughout the PNW.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Various sponsor packages ranging from \$1000 - \$15000 each, are offered and customized to provide local businesses name-brand opportunities to promote their services and products. The entire event is supported by a wide range of returning local businesses who appreciate the value of name exposure to ~3500 annual event attendees.

Each year, the event has a team of Rotarians who also meet one on one with each establishment/business owner in close proximity of The Parkway/John Dam Plaza to collaborate with them on how best the event can support and/or protect their needs in the weeks leading up to the event as well as the event weekend.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

See 3slam 2026 budget: \$70,000

\$15,000 request or 21.4% (event is requesting an increase of \$5k over the traditional \$10k to help offset the need to change existing messaging and /or create additional marketing to satisfactorily promote the anticipated change in location)

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Sponsors	\$50,000.00	Y	Spring 2026
Registrations	\$35,000.00	n	June 2026
Vendor fees	\$1,500.00	n	July 2026
Beverage	\$2,000.00	n	July 2026
Contests	\$2,000.00	n	July 2026

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

The funds provided assist with offsetting marketing expenses. That cost savings greatly increases the dollar contribution Rotary provides to local charities and the international gifting sight service project. Much of the event's operations and manpower is currently donated and/or provided through the efforts of volunteers or generous community donors. Should this funding request be unavailable, Rotary will continue to fundraise as necessary to provide a stream of revenue to its charities.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

One of the greatest challenges to this event is climate change and the rising July temperatures. Event organizers have taken significant steps over the past two years to increase the number and size of cooling tents and stations throughout its location as well as offer plenty of water and medical support. If the heat continues, plans are under way to adjust event hours to optimize cooler morning and evening hours. The new downtown loop activity causing the event to relocate requires extensive revamp causing some concern about continued growth & quality.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

This event was specifically created to support the Gifting of Sight international services project which typically receives \$25-\$30k from event proceeds. Additional local charities that primarily focus on the wellbeing of mothers & children, health and education receive an additional \$10-\$20K depending on available earned proceeds. Visit tcsunriserotary.club for a more comprehensive list of recipient charities.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

TMF

SIGNED BY: _____

I am an authorized agent of the organization applying for funding.

TERRY MARIE FLEISCHMAN
SIGNED BY: _____

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

TERRY MARIE FLEISCHMAN
SIGNED BY: _____

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

SIGNED BY: _____

TERRY MARIE FLEISCHMAN

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

TMF

SIGNED BY: _____

TERRY MARIE FLEISCHMAN
SIGNED BY: _____

Completed W-9 Form is attached.

TERRY MARIE FLEISCHMAN
SIGNED BY: _____

I understand that the Applicant will be required to submit a report in a format provided by the City.

TMF

SIGNED BY: _____

TERRY MARIE FLEISCHMAN
SIGNED BY: _____

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

TMF

SIGNED BY: _____

TERRY MARIE FLEISCHMAN
SIGNED BY: _____

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

TMF

SIGNED BY: _____

TERRY MARIE FLEISCHMAN

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Terry Marie Fleischman

Signature Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a

Terry Marie Fleischman

Printed Name

10-09-2025

Date

See3Slam 2026 Budget

Amount requested:	As a percent of total project cost:	Total project budget:
\$15,000.00	21.4%%	\$70,000.00

Revenue Sources:

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

Revenue Amount:

Expenditure Description:

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

Expenditure Amount:

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: TRI-CITIES SUNRISE ROTARY	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	Red Mountain Event Center ? Tricity Raceway		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Laci	Contact Title	Project Manager / Founder
Mailing Address	329 w columbia dr	Phone Number	5096194477
Email Address	rmecevents@gmail.com	Federal Tax ID #	85-3273607

EVENT OR PROJECT	
Name of Event or Project	Apple Cup, Freedom 250, Nascar Arca West, Fall Classic,
Location of Event or Project	[Address] 8280 W Van Giesen St
Date of Event or Project	Start Date: April 10, 2026 End Date: October 05, 2026
Amount of Funding Request	\$ \$50,000.00
Type of Event or Project	<input checked="" type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). Apple Cup – 58th Running (April 10–13, 2025) The Apple Cup kicks off the Pacific Northwest racing season and draws teams and fans from across the U.S. and Canada. This year debuts Kevin Harvick's Cars Tour West, featuring both Kevin and Keelan Harvick. As the largest short track series in the nation, it will bring multi-day stays, national media attention, and major tourism impact to the Tri-Cities. NASCAR ARCA West – 3rd Annual (May, Date Pending) A nationally sanctioned NASCAR event showcasing rising stars and legends like Greg Biffle. The ARCA West Series brings traveling race teams, national coverage, and multi-day visitors — filling local hotels and boosting regional visibility. Freedom 250 – Inaugural Event (July 3–4, 2025) A new Fourth of July tradition blending racing, fireworks, and family fun. The first-ever Super Cars Tour race where Kevin and Keelan Harvick face off — expected to draw record crowds, sponsors, and holiday travelers for a full tourism weekend. Fall Classic – 39th Running (October 2–5, 2025)
Event History: <input type="checkbox"/> New <input checked="" type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	2025	ACTUALS	
	2026 2025	2024	2023	2022
Overall Attendance	32,000	21,798		
Number of visitors who traveled more than 50 miles.	8,756	8,719		
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	4535	4300		
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	4535	4359		
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	130			
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	2659			

3. Please describe how you will calculate and confirm your estimates.

Ticketing Platform, online Surveying, Demographic tracking, Tracking with hotels.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: Home 2 Suites, Riverfront Richland, Hampton inn Pasco, Red)
 No

5. Please describe your target audience (locations, demographics, etc.).

I run about 4-5 different campaigns on social media platforms for each event
 Demographic Targeting (Regional Reach)
 This campaign focuses on adults ages 18–65 within a 50-mile radius of the Tri-Cities, as well as key motorsports markets across the western United States. We target communities with active racetracks and loyal racing fan bases, including Wenatchee, Post Falls, Bakersfield, Boise, Monroe, and Skagit, I also sometimes hit premier facilities such as Florida (homestead) . Each location receives an extended 30-mile radius promotion zone to maximize exposure. This group includes avid race fans, traveling teams, and weekend motorsports families who frequently attend regional races and plan multi-day trips around events like the Apple Cup and Fall Classic.
 General Targeting Locally (Official Ad) 40 mile radius. Sometimes defining audience to (concerts, tourist, families, etc)

6. Please describe how you will promote your event or project to attract tourists.

Our promotional strategy is built to attract both local attendees and out-of-town visitors who generate overnight hotel stays and contribute to the Tri-Cities' tourism economy.
 We use a combination of digital marketing, traditional media, and regional partnerships to reach a wide audience of motorsports fans and travelers throughout the Pacific Northwest and beyond.
 1. Targeted Digital Campaigns
 We run 4–5 distinct social media ad campaigns before each major event, customized for specific audience groups — including regional fans, families, and traveling race teams.
 Ads are targeted to audiences ages 18–65 within a 50-mile local radius and extended markets like Wenatchee, Boise, Post Falls, Monroe, Skagit, and Bakersfield.
 Campaigns emphasize event excitement, family fun, and weekend travel opportunities.
 We include hotel links, visitor information, and local attraction highlights to encourage multi-day stays.
 2. Regional & National Media Exposure
 We collaborate with Cars Tour West, racing media partners, and event sponsors to reach audiences across the western U.S. through broadcast coverage, podcasts, and streaming platforms.
 Event previews and recaps are shared

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

This year because our schedule is almost set we will be reaching out to build more of the community and utilize Visit Tri-Cities and Chambers to do that as well as organic growth with partners.

IDEA for 2026 season:

Hotel & Visitor Promotions

We work with local hotels and tourism organizations to create promotional packages and discount codes for race weekend visitors.

These offers are featured directly in our event advertising and ticket confirmation emails.

Our messaging encourages visitors to “stay and explore” with nearby restaurants, wineries, and attractions highlighted throughout the campaign.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested): West Richland

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

690,998

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Ticketing	\$750,000.00	n	na
Sponsorship	\$230,000.00	n	na
Entry Fees	\$80,000.00	n	na

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

If full funding is not granted, we would need to carefully evaluate which aspects of the event could be scaled back or eliminated. Securing additional sponsorship funds would become even more critical, and we are already working diligently to meet our 2026 sponsorship goals. Every dollar of support helps us ensure that guests continue to visit and stay in Richland and West Richland, boosting the local economy and keeping our community engaged. Supporting these events is an investment in the region’s tourism, hospitality, and community spirit.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Limited Parking:

High attendance may exceed capacity. I plan to contact Benton Franklin Transit to explore shuttle options from a South Richland park-and-ride location, reducing congestion and improving guest access.

Weather:

Unpredictable conditions can delay racing or reduce turnout. We’ll maintain flexible scheduling, clear communication

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

YES!!! Every event we have parking. It was Clean Sweep \$2000 per event, Last event was JR Americans 10U TCAHA (fan favorite). We have put in kind donations to several other charities.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

LT
SIGNED BY: LACI TOLAR
I am an authorized agent of the organization applying for funding.

LT
SIGNED BY: LACI TOLAR
I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

LT
SIGNED BY: LACI TOLAR
If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

LT
SIGNED BY: LACI TOLAR
I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

LT
SIGNED BY: LACI TOLAR
Completed W-9 Form is attached.

LT
SIGNED BY: LACI TOLAR
I understand that the Applicant will be required to submit a report in a format provided by the City.

LT
SIGNED BY: LACI TOLAR
I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

LT
SIGNED BY: LACI TOLAR
I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

LT
SIGNED BY: LACI TOLAR
If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Laci Tolar
Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a
Signature

Laci Tolar

Printed Name

10-10-2025

Date

Complete answers by Red Mountain Event Center – Racing Events in their Lodging Tax Program application (where Seamless cut off the response). Full answer is to Question 12.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, funding, time, marketing, etc.).

Limited Parking:

High attendance may exceed capacity. I plan to contact Benton Franklin Transit to explore shuttle options from a South Richland park-and-ride location, reducing congestion and improving guest access.

Weather:

Unpredictable conditions can delay racing or reduce turnout. Weâ€™ll maintain flexible scheduling, clear communication channels, and expanded covered areas to keep guests comfortable.

Tri-City Raceway

2026 Major Event Budget Summary & Funding Request

Total Event Expenses: \$690,998

Hotel/Lodging Fund Request: (Marketing & Advertising Support Only)

Category	Apple Cup	Nascar ARCA	Freedom 250	Fall Classic	2026 Totals
Driver Purse & Awards	\$100,000	\$100,000	\$100,000	\$100,000	\$400,000
Event Production & Operations	\$32,000	\$28,000	\$30,000	\$40,000	\$130,000
Track Prep / Safety / Officials	\$10,500	\$9,000	\$10,000	\$13,000	\$42,500
Marketing, Advertising & Print Collateral	\$18,000	\$15,000	\$18,000	\$20,000	\$71,000
Security, EMS & Staffing	\$6,000	\$5,000	\$6,000	\$7,000	\$24,000
Hospitality & Fan Experience	\$5,000	\$3,500	\$7,500	\$5,000	\$21,000
Vendor & Sanitation Services	\$3,500	\$2,500	\$3,000	\$3,500	\$12,500
Permits, Insurance & Fees	\$3,000	\$2,500	\$2,500	\$3,500	\$11,500
Facility Maintenance & Utilities	\$2,500	\$2,000	\$2,500	\$3,000	\$10,000
Volunteer & Community Support Costs	\$2,000	\$1,500	\$2,000	\$2,498	\$7,998
TOTAL PER EVENT	\$182,500	\$168,000	\$181,500	\$158,998	\$690,998

Funding Request Summary

The **\$50,000 request** represents partial support for the **\$71,000 total marketing budget**, helping cover regional advertising (print, radio, digital & streaming), large-format signage, banners, and wayfinding systems. Funds will also support graphic design, video production, and race-weekend printing to target out-of-town visitors and boost tourism.

Economic Impact

Estimated Regional Economic Impact: Over **\$3.5 million** annually **Hotel Stays:** Approximately **6,000+** room nights generated **Tourism Growth:** Major draw for regional and national race teams, families, and motorsports fans **National Exposure:** NASCAR, Cars Tour West, and ARCA partnerships showcase the Tri-Cities nationwide

LODGING TAX GRANT APPLICATION SCORING SHEET APPLICANT: RED MOUNTAIN EVENT CENTER (RACING EVENTS)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	Yes And Productions Foundation		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Jill Madison	Contact Title	Executive Director
Mailing Address	2519 Oak Hill Court	Phone Number	2066128820
Email Address	jill@yesand.show	Federal Tax ID #	99-1159663

EVENT OR PROJECT	
Name of Event or Project	Guys and Dolls
Location of Event or Project	[Address] Hapo Stage, John Dam Plaza, Richland WA
Date of Event or Project	Start Date: August 13, 2026 End Date: August 22, 2026
Amount of Funding Request	\$ \$10,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).
Yes& Productions will present Guys and Dolls as its 2026 summer musical at the HAPO Community Stage in John Dam Plaza — a large-scale, outdoor community event that has become a tentpole of Richland's summer arts calendar. This beloved Broadway classic will feature a full cast, live orchestra, and production team made up entirely of local performers and volunteers, showcasing the remarkable talent of the Tri-Cities region.
Now entering its third year of major summer musicals, Yes& Productions has grown attendance by more than 30% year over year, attracting thousands of visitors to downtown Richland. The production not only strengthens local pride and community engagement but also drives measurable economic impact through tourism, local partnerships, and repeat visitors who dine, shop, and stay nearby. Guys and Dolls continues Yes&'s mission to create a signature cultural experience that celebrates local artistry and positions Richland as a vibrant destination for live theatre and summer entertainment.
Event History: <input type="checkbox"/> New <input checked="" type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
		2026 2025	2024	2023 ²⁰²⁴ 2022
Overall Attendance	3000	2521	1615	
Number of visitors who traveled more than 50 miles.	300	150		
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	75	50		
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).				
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).				
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).				

3. Please describe how you will calculate and confirm your estimates.

(Note in above the estimates are for est. 2026, and actuals of 2025 and 2024)

There were two ways we calculated that nearly 5% of our audience was from out of town. First, it was the billing address on the ticket information. Second, we did marketing in the surrounding areas via movie theater and provided a code so we could track who was traveling from out of town. Since this was our second production, we were pleased to see we drew attendees from outside the area. We believe with continued support to grow this event at the same time each year, we can increase attendance from surrounding areas.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)

No

5. Please describe your target audience (locations, demographics, etc.).

Our target audience is families and attendees of all ages. Our marketing specifically targets the Tri-Cities and nearby surrounding markets of Yakima, Walla Walla, Moses Lake, Wenatchee, and Spokane. We would like to target farther markets in the future.

6. Please describe how you will promote your event or project to attract tourists.

In 2025, with the LTP funding we were able to expand our marketing into radio, social media, and movies (via advertising from Fairchild Cinemas). This successfully targeted not just the Tri-Cities but also surrounding eastern Washington areas. Our ticket sales increased by 30% year over year and so we are confident with a continuation of our marketing strategy attendance will continue to grow.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Yes& Productions works hand-in-hand with local businesses and restaurants to create a full downtown experience around our outdoor summer musicals at the HAPO Community Stage in John Dam Plaza. Just steps from Richland's Uptown district, the venue naturally connects audiences to local dining and retail. For Guys and Dolls, we plan to expand our "Dinner & a Show" partnerships, offering exclusive promotions with nearby restaurants to encourage visitors to dine locally before performances.

Across our first two large-scale productions, Yes& has developed deep relationships with the business community ensuring we use all local vendors, and service providers each contributing to the success of these events. In return, we provide free advertising and recognition through our programs, signage, and social media, which grew by more than 300% from 2024 to 2025. These collaborations reflect our belief that we are one community building these shows together supporting local enterprise, enriching the arts, and strengthening Richland's growing reputation as a vibrant destination for summer entertainment.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$73100 is the full budget for the production with a request of \$15,000 from the city (20%) (see attached)

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Ticket Sales	\$70,000.00	N	8/13/2026
Private	\$30,000.00	Y	1/1/2026
Washington	\$3,000.00	N	1/1/2026

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

If full funding is not available, Yes& Productions would prioritize maintaining the core artistic and community elements of Guys and Dolls while scaling back portions of the marketing budget. Reductions would likely include limiting paid digital advertising, printed materials, and regional outreach campaigns. Instead, we would rely more heavily on organic social media, community partnerships, and word-of-mouth which are areas where we've seen strong engagement and growth (over 300% increase from 2024 to 2025).

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

As an outdoor event, Guys and Dolls faces potential challenges including weather impacts, funding shortfalls, and volunteer capacity. We mitigate weather risks by scheduling during historically favorable periods, maintaining contingency plans, and using weather-resistant staging and equipment. If funding is reduced, we prioritize core production needs while scaling back paid marketing and relying on community partnerships to sustain outreach. To address volunteer or staffing challenges, we recruit early and engage returning team leads to train new participants.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

We do in-kind partnerships with local organizations such as volunteering services or providing ad space. We do not generally do cash donations.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

JM

SIGNED BY: JILL MADISON

I am an authorized agent of the organization applying for funding.

JM

SIGNED BY: JILL MADISON

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

JM

SIGNED BY: JILL MADISON

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

JM

SIGNED BY: JILL MADISON

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

JM

SIGNED BY: JILL MADISON

Completed W-9 Form is attached.

JM

SIGNED BY: JILL MADISON

I understand that the Applicant will be required to submit a report in a format provided by the City.

JM

SIGNED BY: JILL MADISON

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

JM

SIGNED BY: JILL MADISON

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

JM

SIGNED BY: JILL MADISON

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Jill Madison
Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a
Signature

Jill Madison

10-10-2025

Printed Name

Date

Building a Signature Summer Event for Richland - Yes& Productions 2026 Production of Guys and Dolls

Over just two years, Yes& Productions has transformed Richland's HAPO Community Stage into the region's premier destination for outdoor musical theatre. What began in 2024 with *The Music Man* — a joyful experiment in community collaboration — quickly evolved into a large-scale summer tradition. That first production drew more than 2,000 attendees across its run, many of whom told us it was “a professional quality production” and they “can't wait to come back for more.”

In 2025, *Joseph and the Amazing Technicolor Dreamcoat* took that foundation to new heights. Attendance grew by more than **30% year over year**, with audiences traveling from across the region and even across states. Attendees mentioned how they loved that Yes& Productions features all local talent and feels like it's a great way to show off what we love about our hometown. The show's promotional video went viral on social media, reaching **over 4 million views** and drawing national attention to the talent and energy of our local arts community.

Yes&'s social media following has grown by more than **300% since 2024**, reflecting both local enthusiasm and regional interest in what has become a can't-miss cultural experience. Audiences and cast members alike describe it as “the Tri-Cities' new favorite summer tradition” — an event that blends professional production values with authentic community spirit. Every performer, musician, and crew member is a local volunteer, creating a sense of ownership and pride that radiates far beyond the stage.

In 2026, *Guys and Dolls* continues this momentum, cementing the HAPO Stage as the centerpiece of Richland's summer tourism calendar. Each year's production will grow to fill hotel rooms and restaurant tables while shining a spotlight on the city as a place that celebrates creativity, collaboration, and community.

This grant is an investment in a proven success story — one that is already growing organically and ready to scale further. With dedicated marketing funding, Yes& Productions can expand its regional advertising, partner with Uptown restaurants for “Dinner & a Show” promotions, and reach even more visitors from neighboring cities. By investing now, the City of Richland can secure this production as a true signature event — one that draws thousands each summer, supports local business, and proudly showcases the Tri-Cities as a vibrant destination for the arts.

Guys and Dolls Budget

**Only fill in the light blue boxes. Pink shaded boxes will automatically populate by formula.

Show Name	Guys and Dolls							
Performance Dates	August 2026							
Venue	Hapo Community Stage							

INCOME Budget

Ticket Sales								300/night
	Adult Tickets	Price	\$30	Seats/peformance	300	# of Performances	6	54,000.00
	Student/Children Tickets		\$15		100		6	9,000.00
	Premium	Price	\$100	Seats/peformance	15	# of Performances	6	9,000.00
		Price		Seats/peformance		# of Performances		
Virtual Program Advertisement Sales								
	Large (full page)	Price	\$250			# of Ads Sold	2	500.00
	Medium (1/2 page)	Price	\$100			# of Ads Sold	2	200.00
	Small (1/4 page)	Price	\$50			# of Ads Sold	2	100.00
Merchandise Sales								
	Tshirts		\$30.00	Quantity/Performance	6	# of Performances		-
	Stickers	Profit	\$4	Quantity/Performance	6	# of Performances	0	-
	Concessions	Profit			6			1,000.00
	Water	Profit		Quantity/Performance	6	# of Performances	0	-
Sponsorships								
	Title Sponsor	Price	\$10,000				1	10,000.00
	Orchestra Sponsor	Price	\$7,500				1	7,500.00
	Sponsor 3	Price	\$5,000				2	15,000.00
	Sponsor 4	Price	\$2,500				1	2,500.00
	Sponsor 5	Price	\$1,000				1	1,000.00
	Washington State Arts Commission Grant		\$3,000				1	3,000.00
INCOME TOTAL:								112,800.00

Expenses

Royalties								
	Show Royalties		8000					12,000.00
	Early materials							
	Rentals							
	Security Fee		1500					1,500.00

	RehearserApp							
	Shipping Costs							
	Tax							
Venue Rental								
	Performance Venue Rental	Price		# of units (days/weekends?)				6,000.00
	Rehearsal Space rental	Price		# of units (days, hours?)				-
	Technician Hours	Price		# of Hours				-
	cleaning fees	Price		# of times charged				-
Design Team								
	Vocal Director		600					600.00
	Conductor		0					600.00
	Choreographer		1500					1,500.00
	Tech Director		1000					1,500.00
	Sound		2500					2,500.00
	Lighting		200					300.00
	Set Build		200					300.00
	stage manager		600					1,000.00
	props							300.00
	Production Manger							300.00
	fight choreographer		0					300.00
	costumer		400					400.00
Musicians								
	Hanford	Rate		# of hours				8,000.00
	Musicians	Rate	50	# of services		# of musicians		
Printing								
	Script Copies	Rate	0	# of Pages	1	# of Copies	1	-
	Rehearsal Handouts	Rate				# of Copies		-
Set								
	Lumber		1000					3,000.00
	materials		1000					
	Paint		500					
	truck rental (load in/out)		200					
	Glow Tape/hardware costs		500					
Properties								
	fence rental							
	additional bathrooms							-
	Props		500					500.00
Lighting								

	Lighting purchasing	rate	10000				2,000.00
	Gels or Gobos						
	Maintance						
	Technician						
Sound							
	Equipment Rentals	rate					10,000.00
	technician						
	batteries/tape						
	instrument rentals						
Costumes							
	purchases		3000				4,000.00
	fabric and notions						
	rentals						
	Cleaning costs						
Hair & Make Up							
	supplies						-
	speciality makeup?						
	wig rentals?						
Programs							
	layout						-
	printing		1000				1,500.00
Marketing							
	Printed Posters	rate		# of copies printed			1,000.00
	Logo & Graphics Design	rate		# of copies printed			2,000.00
	Mail Marketing						1,000.00
	Social Media Marketing						2,000.00
	Yard Signs						1,000.00
	Print publications						500.00
	Radio						1,750.00
	Readerboard fees						1,000.00
	Fairchild Movies						3,250.00
	Merchandise for Ads						1,500.00
COGS of Concessions - food trucks (n/a)							
	Water	cost		number of cases			-
	Food Items	cost		quanity			-
	Liquor	cost		number of bottles/cases			-

Appreciation									
	Shirts	Rate	1400	# of Cast and Crew					
	Cast Party	Food							
		Venue							
		Décor							
	Other								
	Build Day food								
EXPENSES TOTAL									73,100.00
BUDGETED GROSS									39,700.00

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: YES AND PRODUCTIONS	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-08-2025		
Name of Applicant/Organization	Three Rivers Ultimate		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Jason Fuller	Contact Title	Executive Director
Mailing Address	PO Box 1232, 99352	Phone Number	509-551-8556
Email Address	threeriversultimate@gmail.com	Federal Tax ID #	841964536

EVENT OR PROJECT	
Name of Event or Project	Hanford Howl 2026
Location of Event or Project	[Address] 405 Hanford St, Richland, WA, 99354
Date of Event or Project	Start Date: October 30, 2026 End Date: November 01, 2026
Amount of Funding Request	\$ \$10,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).
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 and other charities. 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 bracket winners. Thirty-two teams of 20+ competitors (and their families) travel to the Tri-Cities from Seattle, Portland, Canada, Utah, and beyond to compete in the tournament and enjoy the (usually) last weekend of great weather in the Pacific Northwest.
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input checked="" type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	2025	ACTUALS	2023
	2026	2025	2024	2023
Overall Attendance	783	783	783	783
Number of visitors who traveled more than 50 miles.	748	748	748	748
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	293	244	220	220
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	713	713	713	713
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	35	35	35	35
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	284	284	284	284

3. Please describe how you will calculate and confirm your estimates.

Participants in the tournament are a known quantity, as we require individual registration. The average team size is between 18 and 20 people. We estimate that each team brings an additional 6-8 non-players (parents, spouses, children, etc.), or roughly 25 people per team, with 32 total teams playing.

Most teams stay at the designated hotel both Friday and Saturday night, until we run out of room blocks (we usually book out the entirety of the hotel). They then book at neighboring hotels or accommodations. Estimating 2-3 people per room, we estimate 284 rooms from 713 2-night stays.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: Richland Riverfront Hotel)
 No

5. Please describe your target audience (locations, demographics, etc.).

Ultimate (frisbee) demographics skew toward being white, highly educated, and relatively affluent. While historically male-dominated, participation is increasingly shared across genders (this particular tournament requires near equal male and female participants), with a majority of players being young adults (21-39 age range).

We primarily target participants from the Pacific NW (WA, OR, ID) as well-known regional tournament, but have started attracting participants from Alaska, California, Colorado, Utah, Georgia, and Canada.

6. Please describe how you will promote your event or project to attract tourists.

We use a network of digital media (Facebook, email, Discord, websites, etc.) to communicate widely to a targeted audience of ultimate players and captains. In 2025, we opened spots for 32 teams and had 44 teams apply. We also tend to use word-of-mouth at other tournaments throughout the year and have built a reputation as the best tournament of the season.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

We work closely with a local hotel and local vendors to establish meals, beverages, rooms, and entertainment for the participants. We have worked with the Richland Riverfront Hotel to establish room blocks and restaurant specials, while also providing security (from a security vendor) for the event. We use local DJ's for providing music during the event. We purchase beer and other beverages from local providers, such as Moonshot Brewing Company. We work closely with the Special Olympics of Washington to provide dinner for the teams on Saturday night from a vendor (Panda Express recently). Participants purchase sports drinks, bars, snacks, etc. from local grocery or convenience stores. Many participants also have lunch and/or dinner on Friday or Sunday at local restaurants.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$39,034.37. We are requesting approximately 25% of the budget from the City of Richland's Lodging Tax Fund.

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Fees	\$33,150.00	Estimated	Beg. of Oct.
Merchandise	\$5,565.00	Estimated	end of Oct.
Sponsorship	\$2,660.00	Estimated	end of Oct.

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

We would primarily adjust donations and activities provided at the party. We would potentially increase tournament fees.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

The primary risks are (1) unavailability of Hanford Fields, (2) unavailability of centralized hotel, and (3) not enough teams register. Our mitigations include (1) communicating with Richland School District officials early and often, adjusting dates if needed, (2) we begin hotel contract negotiations immediately following the previous years' event, and (3) we continue to have an active presence in the PNW community, along with significant digital activities.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

Yes, we donate primarily to three charities. The first is the host organization, Three Rivers Ultimate, which helps with annual operating expenses (\$1200). The second is the official sponsor / partner of the Hanford Howl for over 15 years, the Special Olympics of Washington (\$8000). The third is a selection of smaller charity donations selected by the winning teams (4x\$500). Included in attached budgets.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

JF

SIGNED BY: JASON FULLER

I am an authorized agent of the organization applying for funding.

JF

SIGNED BY: JASON FULLER

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

JF

SIGNED BY: JASON FULLER

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

JF

SIGNED BY: JASON FULLER

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

JF

SIGNED BY: JASON FULLER

Completed W-9 Form is attached.

JF

SIGNED BY: JASON FULLER

I understand that the Applicant will be required to submit a report in a format provided by the City.

JF

SIGNED BY: JASON FULLER

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

JF

SIGNED BY: JASON FULLER

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

JF

SIGNED BY: JASON FULLER

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Jason Fuller
Key: d73a1eef-86a3-4cd2-a0b5-548d41da98a
Signature

Jason Fuller

10-08-2025

Printed Name

Date

Donations

Donations	
Bracket Winner Donations	\$ 2,000.00
Donation to Special Olympics of Washington	\$ 8,000.00
Allocation to TRU	\$ 1,200.00
	<hr/>
	\$ 11,200.00

Income

Income	
Merchandise Sales	\$ 5,366.00
Post-Howl Orders	\$ 199.00
Registration Fees	\$ 33,150.00
Less Discounts	\$ (1,450.00)
Less Refunds	\$ (1,350.00)
Keg Sponsorships	\$ 2,660.00
	<hr/>
	\$ 38,575.00

LODGING TAX GRANT APPLICATION SCORING SHEET APPLICANT: THREE RIVERS ULTIMATE (HANFORD HOWL)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-09-2025		
Name of Applicant/Organization	Three Rivers Ultimate		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Jason Fuller	Contact Title	Executive Director
Mailing Address	PO Box 1232, Richland WA,	Phone Number	5095518556
Email Address	threeriversultimate@gmail.com	Federal Tax ID #	841964536

EVENT OR PROJECT	
Name of Event or Project	2026 Heat Up Ultimate Tournamet
Location of Event or Project	[Address] 405 Hanford St, Richland WA
Date of Event or Project	Start Date: May 01, 2026 End Date: May 03, 2026
Amount of Funding Request	\$ \$1,500.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).
We are excited to introduce "Heat Up", the first-ever USAU sanctioned Ultimate Frisbee tournament in Richland, WA. Organized by Three Rivers Ultimate (TRU - a non-profit organization) and Heat Wave (a TRU competitive team), this two-day event will take place on May 2-3, 2026. Sanctioned ultimate tournaments attract as many as 32 teams (of 26 players), although as a newcomer tournament, we hope to attract a minimum of 10 teams. As an early season "tuning" tournament, we believe that the mild spring weather of Richland and the popularity of our non-competitive tournament (Hanford Howl) will help grow this into a mainstay tournament in the PNW, with continued growth in out years. [Date is estimated, depending on availability of fields and coordination with other PNW tournaments]
Event History: <input checked="" type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025 2026	2024	2023	2022
Overall Attendance	260	0	0	0
Number of visitors who traveled more than 50 miles.	208	0	0	0
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	104	0	0	0
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	182	0	0	0
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	26	0	0	0
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	100	0	0	0

3. Please describe how you will calculate and confirm your estimates.

Most teams travel from the Portland and Seattle areas. While a few will have local lodging "hook ups", most will stay in hotels on Friday and Saturday night. Each team carries a roster of 26 individuals, along with additional members (coaches, family, etc.). Assuming 3-4 people per hotel room for 2 nights, we estimate 100 paid lodging rooms.

We will work with local hotels to secure reservation blocks.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)

No

5. Please describe your target audience (locations, demographics, etc.).

Most teams are from the greater Portland and Seattle area, although a few may come from further away -- while the Region includes Utah, Idaho, and Montana, most teams will travel from Washington and Oregon. Ultimate frisbee demographics tend toward young adults (21-39), highly educated, and relatively affluent. While historically male-dominated, participation is increasingly shared across genders. This particular tournament requires equal male/female participants.

6. Please describe how you will promote your event or project to attract tourists.

We have been promoting this event through word-of-mouth for the last year, primarily at other PNW tournaments. We will use our Three Rivers Ultimate and Hanford Howl digital platform (now the largest non-competitive tournament in the PNW) to share with prospective teams. This includes Facebook, Discord, email lists, websites, etc., along with registering the tournament with USAU, the national organization for competitive ultimate.

We attempted to launch this tournament in 2025, but did not start our outreach efforts early enough. We have been diligent in starting those outreach efforts a year ahead of time to build momentum.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

As part of the information packets provided to the teams, both digitally and on paper at the fields, we will provided suggested options for hotels (room blocks), restaurants (including those that are walking distance to hotels), grocery stores, and other amenities. Ultimate players tend to spend on restaurant meals (breakfast and dinner) for two days and frequent grocery stores (energy drinks, bars, fruit, etc.).

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$5158.64

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Registration	\$5,000.00	N	Beginning of May

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

Reducing tournament fees will make the tournament more attractive, particularly in its infancy. The additional funding would allow us to reduce tournament fees and offer additional incentives (fun stuff) to attract new participants, rather than focusing on a "bare bones" approach.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

As mentioned previously, the biggest risk is attracting enough high-caliber teams to participate. We would consider 8 teams successful in the first year, but would like 10-12. As mentioned, we have been diligently advertising the tournament to grow interest. The second biggest risk is choosing a date, which has to be coordinated with 5-6 other regional tournaments about that time, along with the availability of Hanford High School fields.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

This event is not planning to donate to other organizations.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

JF

SIGNED BY: JASON FULLER

I am an authorized agent of the organization applying for funding.

JF

SIGNED BY: JASON FULLER

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JF

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JF

SIGNED BY: JASON FULLER

Completed W-9 Form is attached.

JF

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My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Jason Fuller
Key: d73a1eef-86a3-4cd2-a0b5-548d41da98a
Signature

Jason Fuller

10-09-2025

Printed Name

Date

Total Expenses	\$	(5,158.64)
Total Income	\$	5,000.00
	\$	(158.64)

Expenses

Fields		
Field Rentals	\$	150.00
Field Marking Paint	\$	29.34
Field Insurance (covered under TRU)	\$	-
	\$	179.34

Equipment / Supplies / Services		
Printing maps/schedules	\$	87.69
Toilet Paper	\$	20.00
Garbage Bags	\$	25.00
Port-O-Lets	\$	300.00
Markers, pens, duct tape, etc.	\$	50.00
First Aid Medic	\$	880.00
	\$	1,362.69

Food		
Field Food	\$	648.49
Coffee	\$	54.85
Ice for food and injuries	\$	45.00
Bagels (44 doz)	\$	396.00
Saturday Dinner (burgers, dogs, etc.)	\$	1,800.00
Gluten Free Dinner	\$	59.38
	\$	3,003.72

Party		
Shelter Rental	\$	46.00
Banquet Permit	\$	25.00
	\$	71.00

Fees		
Square Fees	\$	21.86
Ultimate Central, Processing Fees	\$	272.09
Ultimate Central, Service Fees	\$	247.95
	\$	541.89

Income

Income		
Registration Fees	\$	5,000.00
	\$	5,000.00

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: THREE RIVERS ULTIMATE (HEAT UP)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-04-2025		
Name of Applicant/Organization	Jason Heineman / Delta Endurance		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input checked="" type="radio"/> Other (please describe): LLC		
Contact Name	Jason Heineman	Contact Title	
Mailing Address	529 CHARBONNEAU DRIVE	Phone Number	5097130285
Email Address	deltaendurancellc@gmail.com	Federal Tax ID #	88-3187556

EVENT OR PROJECT	
Name of Event or Project	Run the River
Location of Event or Project	[Address] Riverfront Path
Date of Event or Project	Start Date: April 17, 2026 End Date: April 18, 2026
Amount of Funding Request	\$ \$2,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="radio"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES

If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities **and** receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us. **It is recommended to attach approval with application.**

Copy of written approval attached?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT

1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).

Run the River is a running/walking event that includes multiple distances, including a full marathon, a half marathon, a 5k, a 4-person marathon relay, and a kids marathon. The event starts and stops in Columbia Park and travels along the riverfront paths in Richland, Kennewick, and Pasco. Most of the distance for the marathon is in Richland, where the course is located to showcase the Columbia Point and Howard Amon areas. This will be the 4th year of the event, and participation has increased each year. We are planning for 1,300 people this year compared to 983 last year and our long term vision is aimed at 5,000 participants.

Event History: New 1-5 years 6-10 years 10+ years

Has project/event received LTAC funding previously? Yes No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	2025	ACTUALS	
	2026	2025	2024	2023
Overall Attendance	1300	983	676	243
Number of visitors who traveled more than 50 miles.	336	257	208	50
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	118	95	63	20
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	48	37	21	10
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	0	0	0	0
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	67	53	29	14

3. Please describe how you will calculate and confirm your estimates.

The above data is presented as 2023 - 2025 actuals and an estimate for 2026 (as compared to the fixed column labels)

The first 3 rows are based on actual data from the event registration site and only include participants. No data provided above includes an estimate for family or friends, which would add to increased data.

In 2025, we conducted a post race survey and collected how many nights participants spent in a paid lodging in Richland, Kennewick, Pasco, and Other. We had 168 survey responses out of 983 participants and extrapolated the responses accordingly. We will perform a similar survey in 2026, although will adjust the questions to better align with the above table.

The 2026 estimated data is based on extrapolating the average data from 2023-2025 and will be confirmed after the event using the above methodology.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)

No

5. Please describe your target audience (locations, demographics, etc.).

In 2025, people came from 21 states and 2 countries. Ages in 2025 ranged from 1 to 81 with an average of 41. Participants consisted of 39% male and 61% female. We market and manage the event to appeal to all abilities, from fast racers to back of the pack walkers.

6. Please describe how you will promote your event or project to attract tourists.

We will continue our established practice of boosting ads on Facebook and Instagram, with a focus on the west side of the state. Any funding made available through this Grant will be used for additional advertising, perhaps using radio or other means we aren't currently using. One such means is to advertise on running websites, like Marathon Maniacs, which is used by runners worldwide. Our goal is to make this event a destination race that people in the running community and industry recognize regardless of their location.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

We will work with Visit Tri Cities to identify 2-3 hotels to promote to the participants. A minimum of one hotel promoted will be from Richland. We would also like to provide more information this year to participants ahead of time so they can plan more activities in the area, which will extend their time visiting. Finally, we envision adding a flyer this year to each SWAG bag they receive at check in with a list of local restaurants and businesses they should visit.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$74,100 (2.6% being requested)

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Registration	\$65,315.00	N	variable
Merchandise	\$10,625.00	N	variable

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

reduced advertising.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

limited registration, although we monitor the registration numbers every month and adjusting expenses accordingly. Note however that actual registration numbers for 2026 are already 70% higher than this time last year.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

We provide contributions to non-profit organizations that volunteer time helping with the event. In 2025, we provided \$750 to Big Bro Joe, Mikey's Chance, Grace Clinic, and Runners of the Sage. We plan to do this again in 2026.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

JRH

SIGNED BY: I am an authorized agent of the organization applying for funding.

JRH
SIGNED BY:

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

JRH
SIGNED BY:

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

JRH
SIGNED BY:

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

JRH
SIGNED BY:

JRH
SIGNED BY:

Completed W-9 Form is attached.

JRH
SIGNED BY:

JRH
SIGNED BY:

I understand that the Applicant will be required to submit a report in a format provided by the City.

JRH
SIGNED BY:

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JRH
SIGNED BY:

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Jason Robert Heineman
Signature
Key: d73a1eef-86a3-4cd2-a0b5-548d41da98a

Jason Robert Heineman

10-04-2025

Printed Name

Date

2026 Run the River Budget - for Approval

Expense Description	Actual 2023 Cost	Actual 2024 Cost	Estimated 2025 Cost	Actual 2025 Cost	Estimated 2026 Cost	Comments
Kennewick Permits	\$506	\$609	\$1,000	\$800	\$1,500	Riverfront E&W, > 1,000 people, 8 hours, Tier 1
Richland Permit	\$89	\$327	\$350	\$341	\$575	April 28, 2025 issued permit
Pasco Permit	\$25	\$25	\$25	\$25	\$25	
Port of Kennewick Permit	\$125	\$125	\$125	\$250	\$250	
Port of Pasco Permit		\$0	\$0	\$0	\$0	
WSDOT Permit	\$0	\$0	\$0	\$0	\$0	
Health District Permit		\$90	\$100	\$90	\$90	
USATF Insurance	\$162	\$520	\$900	\$532	\$800	1,000 - 2,000 people est
USATF Course Certification		\$93	\$0	\$0	\$100	Dog park reroute is needed
Timer	\$1,025	\$3,278	\$5,000	\$4,800	\$6,000	1000 Bibs + 4 ex points + sound system + margin
Toilets	\$896	\$1,224	\$2,250	\$2,100	\$3,000	12 on course (+3) + 8 (+3) + ADA + 2 handwashing
Photographer	\$522	\$500	\$500	\$980	\$1,000	
Videographer				\$600	\$0	was \$750, add back with more funds
Graphic Design				\$200	\$500	logo, shirts, maps
Volunteer Donations				\$1,340	\$2,000	e.g. non-profits that staff aid stations or on course
Services (EMT / Police)				\$695	\$1,000	
Security (overnight)					\$350	Quote from TC Monitoring
Traffic control setup					\$2,000	PSC Quote w/ 8 hours & 2 People (inc. margin)
Committee Members		\$2,130	\$2,500	\$5,500	\$2,000	Chuck, Stef, Tricia, Dan, Brian (\$200/ea min)
Music Licensing	\$290	\$304	\$350	\$314	\$350	Due annually in April
Thank You Gifts	\$855	\$844	\$1,000	\$1,340	\$1,500	Sweatshirts, pizza, lunch, volunteer gifts
Printing	\$202	\$263	\$400	\$270	\$500	flyers, signs
Advertising		\$403	\$750	\$1,350	\$2,500	Marketing contractor & boosted ads
Bookeeping					\$500	Contractor
Storage Unit				\$1,356	\$1,500	Due annually in December
Food / Nutrition / Water	\$1,143	\$2,500	\$3,500	\$2,340	\$3,000	On course, finish line, and finish area
E-Bike Rental		\$0	\$600	\$174	\$200	Jason has one we can use
Truck Rental				\$350	\$400	15' Uhaul with gas
Golf cart rental					\$500	guesstimate
Race Day Banners	\$199	\$273	\$300	\$975	\$500	sponsor, event, directions
Course Marking Mat'l's		\$279	\$500	\$742	\$500	cones, signs, chalk
Misc Aid Station Supplies		\$492	\$500	\$515	\$500	Cups, signs, first aid, etc
Misc Race Gear		\$1,496	\$500	\$830	\$1,000	unplanned for misc
Branded tents/flags/arch					\$3,000	decide on exact use later
Security training					\$200	\$25 x 8 people - crowdmanagers.com (2 yr recert)
Event Shirts	\$1,585	\$5,182	\$7,000	\$7,690	\$18,975	825x \$23/ea (200 M + 375 HM + 250 extras)
3xL Shirts (non-rabbit)					\$125	10x (\$8.49 + \$3 + tax)
Marathon Hats					\$2,500	250x \$10/ea (50 without finisher to sell)
Kids Marathon Shirts			\$900	\$490	\$720	60x \$12/ea
Crewneck Sweatshirts					\$700	25x \$24.98 + tax
Hoody Sweatshirts					\$1,000	25x \$34.98 + tax
Marathon Medals	\$1,420	\$194	\$1,200	\$1,170	\$1,400	200x \$7/ea (6.50 quote)
Half Marathon Medals		\$1,315	\$2,400	\$1,410	\$2,000	400x \$5/ea (4.75 quote)

5k and relay Medals		\$1,641	\$2,820	\$1,650	\$2,560	640x \$4/ea (3.10 quote)
Kids Marathon Medals			\$120	\$45	\$400	100x \$4/ea (3.10 quote)
Kids Marathon Goodie Bag			\$160	\$65	\$200	100x \$2/ea (after finishing)
Podium Awards	\$600	\$116	\$360	\$600	\$540	18x \$30
Age Group & Relay Awards	\$339	\$720	\$1,140	\$540	\$1,140	228x \$5
Swag Bags	\$203	\$2,877	\$3,625	\$0	\$4,000	2000x \$2/ea (clear plastic with drawstring & RtR logo)
Extra Swag item(s)			\$0	\$820	\$0	Reconsider with high registration numbers

Total Expenses: \$74,100

2026 Run the River Budget - for Approval					
Event	Actual 2023 Reg's	Actual 2024 Reg's	Actual 2025 Reg's	Target 2026 Reg's	Maximum 2026 Reg's
Marathon	72	94	177	175	200
Relay	172	106	126	100	140
Half Marathon	0	201	319	300	400
5k	0	275	359	375	500
Kids Marathon	0	0	54	60	100
Total	244	676	1035	1010	1340

Income Source	2024 Price	2024 Actual Orders	2025 Price	2025 Actual Orders	2026 Price	2026 Target Orders	2026 Income
Marathon Early	\$100	10	\$100	20	\$95	15	\$1,425
Marathon Normal	\$110	54	\$115	96	\$120	97	\$11,640
Marathon Late	\$125	29	\$130	60	\$130	62	\$8,060
Marathon In-Person	\$140	2	\$140	1	\$140	1	\$140
Relay Early	\$35	19	\$35	1	\$30	10	\$300
Relay Normal	\$40	55	\$40	69	\$45	50	\$2,250
Relay Late	\$45	27	\$50	56	\$50	40	\$2,000
Relay In-Person	\$55	2	\$55	0	\$55	0	\$0
Half Marathon Early	\$60	9	\$60	35	\$55	20	\$1,100
Half Marathon Normal	\$70	135	\$75	160	\$80	150	\$12,000
Half Marathon Late	\$85	56	\$85	120	\$85	125	\$10,625
Half Marathon In-Person	\$90	0	\$90	4	\$90	5	\$450
5k Early	\$25	0	\$25	15	\$20	10	\$200
5k Normal	\$30	152	\$35	203	\$35	215	\$7,525
5k Late	\$35	119	\$40	136	\$40	145	\$5,800
5k In-Person	\$40	0	\$45	5	\$45	5	\$225
Kids Early	\$0	0	\$20	7	\$15	5	\$75
Kids Normal	\$0	0	\$25	33	\$25	30	\$750
Kids Late	\$0	0	\$30	14	\$30	25	\$750
Event Shirts	\$25	182	\$25	170	\$35	250	\$8,750
Crewneck Sweatshirts	\$0	0	\$35	47	\$35	25	\$875
Hoodie Sweatshirts	\$0	0	\$0	0	\$40	25	\$1,000

Total Income: \$75,940

Projected Profit = \$1,840.00

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: JUSTIN HEINEMAN/DELTA ENDURANCE (RUN THE RIVER)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-01-2025		
Name of Applicant/Organization	City of Pasco		
Type of Applicant	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Brent Kubalek	Contact Title	Recreation Manager
Mailing Address	525 N. 3rd Ave., Pasco, 99301	Phone Number	509-545-3456
Email Address	kubalekb@pasco-wa.gov	Federal Tax ID #	91-6001264

EVENT OR PROJECT	
Name of Event or Project	FIFA Fan Zones
Location of Event or Project	[Address] 6200 Burden Blvd., Pasco, WA 99301
Date of Event or Project	Start Date: June 15, 2026 End Date: July 06, 2026
Amount of Funding Request	\$ \$7,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input checked="" type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). This event will be a series of six FIFA Fan Zone watch parties for the FIFA World Cup Games taking place in Seattle in 2026. Dates will be: June 15, June 19, June 24, June 26, July 1, and July 6. Each date will include live music, kids zone games and events, vendors and more.
Event History: <input checked="" type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2026 2025	2024	2023	2022
Overall Attendance	12500	0	0	0
Number of visitors who traveled more than 50 miles.	1500	0	0	0
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	500	0	0	0
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	50	0	0	0
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	100	0	0	0
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	25	0	0	0

3. Please describe how you will calculate and confirm your estimates.

We will work with Visit Tri-Cities to calculate.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)

No

5. Please describe your target audience (locations, demographics, etc.).

Target audience is families and soccer enthusiasts throughout SE Washington, Oregon and Idaho, including Pendleton, OR; Moses Lake, WA; Boardman, OR; Walla Walla, WA; La Grande, OR; Pullman, WA; & Boise ID.

6. Please describe how you will promote your event or project to attract tourists.

We will doing a bilingual marketing campaign in Spanish and English. We will be using geo fence Social Media ads, radio, TV and possible print outlets in the target markets. Our local efforts will be complementary to the broader FIFA Fan Zone marketing on the state level, which designates this Fan Zone as the "Tri-Cities Fan Zone"

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

We will work with Visit Tri-Cities to promote businesses and hotels throughout the Tri-Cities area.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested): Pasco - \$12,500; Kennewick - \$7,000
 No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$150,000 is the overall budget. We are requesting 4.67% from Richland's Lodging Tax Fund.

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
City of Pasco	\$95,000.00	Y	1/1/2026
Pasco LTAC	\$12,500.00	Y	1/1/2026
Visit Tri-Cities	\$30,000.00	N	1/1/2026
Kennewick	\$7,000.00	N	1/1/2026
Richland LT	\$7,000.00	N	1/1/2026

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

We will reduce the numbers of paid ads and/or shift marketing strategy to fit budget. We will reduce or eliminate, cost areas for the event.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

This event has never before taken place in the Tri-Cities so attendance is only an estimate. One challenge we face is the uncertainty of game times. We are working with GESA Stadium as the primary location to host the 6 Fan Zones, but dependent on the time of each game Challenges faced will be

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

BK

SIGNED BY: I am an authorized agent of the organization applying for funding.

BRENT KUBALEK

BK I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

SIGNED BY: BRENT KUBALEK

BK If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

SIGNED BY: BRENT KUBALEK

BK I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

SIGNED BY: BRENT KUBALEK

BK Completed W-9 Form is attached.

SIGNED BY: BRENT KUBALEK

BK I understand that the Applicant will be required to submit a report in a format provided by the City.

SIGNED BY: BRENT KUBALEK

BK I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

SIGNED BY: BRENT KUBALEK

BK I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

SIGNED BY: BRENT KUBALEK

BK If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

SIGNED BY: BRENT KUBALEK

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Brent Kubalek

Signature Key: d73a1eef-86a3-4cd2-e0b5-548d4da98a

Brent Kubalek

10-01-2025

Printed Name

Date

Sporting Complex Fence

EXPENSES	COST	#	TOTAL
Construction Materials	\$135,000	1	\$122,500
Construction Labor	\$135,000	1	\$122,500
Permit	\$5,000	1	\$5,000
<hr/>			
		TOTAL	\$250,000

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: CITY OF PASCO (FIFA FAN ZONES)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	Red Mountain Event Center		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Laci Tolar	Contact Title	President
Mailing Address	329 w columbia dr	Phone Number	5096194477
Email Address	rmecevents@gmail.com	Federal Tax ID #	85-3273607

EVENT OR PROJECT	
Name of Event or Project	Expansion of Facility
Location of Event or Project	[Address] 8280 W Vangiesen St - West Richland, WA 99353
Date of Event or Project	Start Date: February 01, 2025 End Date: October 18, 2025
Amount of Funding Request	\$ \$75,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input checked="" type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT	
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).	
<p>The Tri-City Raceway Capital Improvement Expansion Project will construct a 3/8-mile asphalt short track inside the existing 1/2-mile tri-oval at Red Mountain Event Center. The project includes permanent walls, fencing, and lighting upgrades to meet national safety standards and expand the venue's event capacity.</p> <p>This addition allows the Raceway to host a wider range of events such as INEX Legends Nationals, Bandoleros, Sprint Cars, Super Modifieds, and Drifting, along with concerts and community festivals. These upgrades will increase the annual event calendar, attract national touring series, and drive tourism-related revenue across the Tri-Cities.</p> <p>The total project cost is \$276,600. In 2025, Tri-City Raceway did not request \$20,000 of its \$40,000 allocation after receiving a grandstand donation from Benton County, demonstrating fiscal responsibility and community partnership.</p> <p>Once complete the project is expected to generate 3 500-4 500 hotel room nights and more than \$1.5 million in direct</p>	
Event History:	<input type="checkbox"/> New <input checked="" type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2026 2025	2024	2023	2022
Overall Attendance	38,000			
Number of visitors who traveled more than 50 miles.	9,300			
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	8,000			
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	8,000			
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	400			
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	6159			

3. Please describe how you will calculate and confirm your estimates.

These are projections for 2026 if we expand facility.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: home 2 suites, riverfront, Hampton, red lion)
 No

5. Please describe your target audience (locations, demographics, etc.).

The project targets traveling competitors, motorsports fans, and local families. The new 3/8-mile track will attract INEX Legends, Bandoleros, Sprint Cars, Super Modifieds, and Drifting teams from across the West Coast—bringing hundreds of participants and thousands of spectators who stay in local hotels and dine at area businesses.

It also appeals to regional and local residents seeking family-friendly entertainment and community events. Sponsors and local partners, including tourism and hospitality sectors, benefit from increased visibility and visitor spending—creating sustained economic growth for West Richland and the Tri-Cities region.

6. Please describe how you will promote your event or project to attract tourists.

The 3/8-mile expansion will attract regional and national racing series such as INEX Legends, Sprint Cars, and Drifting events, bringing hundreds of competitors and thousands of spectators to West Richland. These visitors will stay in local hotels, dine, and shop in the Tri-Cities, creating strong tourism and economic impact. The improvements also allow for more frequent events throughout the season, making Tri-City Raceway one of the most active motorsports destinations in the Northwest.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Each new event will draw hundreds of competitors and thousands of spectators, resulting in an estimated 3,500–4,500 additional hotel room nights annually.

Visitors traveling for multi-day races and regional series will spend on lodging, dining, fuel, retail, and entertainment, providing a steady boost for local businesses. The Raceway will work with Visit Tri-Cities, West Richland hotels, and area restaurants to create promotional packages and cross-marketing opportunities, ensuring that local establishments see measurable returns from increased visitor traffic.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested): West Richland
 No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

295,000 with permits and engineering

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
ticketing	\$750,000.00	n	n
sponsors	\$230,000.00	n	n
Entries	\$80,000.00	n	n
vendors	\$10,000.00	n	n
parking	\$26,000.00	n	n

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

We would wait on expansion plans. The goal is to get NASCAR, INEX sanctioned and to host the largest events on the west coast multiple times per year.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Limited Parking & Access

Challenge: Major events may exceed current on-site parking capacity.

Mitigation: Tri-City Raceway will coordinate with Benton Franklin Transit to establish a park-and-ride shuttle from South

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

Yes parking we use non profits , local teams.
Clean Sweep, JR Americans 10U

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

LT
SIGNED BY: LACI TOLAR
I am an authorized agent of the organization applying for funding.

LT
SIGNED BY: LACI TOLAR
I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

LT
SIGNED BY: LACI TOLAR
If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

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SIGNED BY: LACI TOLAR
I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

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SIGNED BY: LACI TOLAR
Completed W-9 Form is attached.


LT
SIGNED BY: LACI TOLAR
I understand that the Applicant will be required to submit a report in a format provided by the City.

LT
SIGNED BY: LACI TOLAR
I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

LT
SIGNED BY: LACI TOLAR
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LT
SIGNED BY: LACI TOLAR
If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a
Signature

Laci Tolar

Printed Name

10-10-2025

Date

Complete answers by Red Mountain Event Center – Capital Project in their Lodging Tax Program application (where Seamless cut off the response). Full answers are to Questions 1 and 12.

1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).

The Tri-City Raceway Capital Improvement Expansion Project will construct a 3/8-mile asphalt short track inside the existing 1/2-mile tri-oval at Red Mountain Event Center. The project includes permanent walls, fencing, and lighting upgrades to meet national safety standards and expand the venue’s event capacity.

This addition allows the Raceway to host a wider range of events such as INEX Legends Nationals, Bandoleros, Sprint Cars, Super Modifieds, and Drifting, along with concerts and community festivals. These upgrades will increase the annual event calendar, attract national touring series, and drive tourism-related revenue across the Tri-Cities.

The total project cost is \$276,600. In 2025, Tri-City Raceway did not request \$20,000 of its \$40,000 allocation after receiving a grandstand donation from Benton County, demonstrating fiscal responsibility and community partnership.

Once complete, the project is expected to generate 3,500–4,500 hotel room nights and more than \$1.5 million in direct visitor spending annually, strengthening Richland’s tourism economy and positioning Tri-City Raceway as a premier motorsports destination in the Pacific Northwest.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, funding, time, marketing, etc.).

Limited Parking & Access

Challenge: Major events may exceed current on-site parking capacity.

Mitigation: Tri-City Raceway will coordinate with Benton Franklin Transit to establish a park-and-ride shuttle from South Richland or nearby lots, easing congestion and improving visitor flow.

Construction & Budget Constraint

Challenge: Rising material costs or weather delays could impact the construction schedule.

Mitigation: The project will utilize existing infrastructure and phased development, minimizing risk and allowing flexibility in budget allocation and timelines.

Tri-City Raceway Capital Improvement Expansion Plan

Proposed 3/8-Mile Short Track & Facility Upgrades

Location: Tri-City Raceway at Red Mountain Event Center

Prepared by: Tri-City Raceway / Red Mountain Event Center

Purpose: Expansion and improvement of facilities to attract regional and national motorsports events, strengthen the local economy, and enhance community engagement opportunities.

1. 3/8-Mile Short Track Construction

Estimated Cost: \$87,600

Description:

Development of a 3/8-mile asphalt short track within the existing 1/2-mile configuration. This design will safely accommodate smaller classes and touring series, utilizing existing infield space to minimize excavation and asphalt expenses.

Benefits:

- Opens the facility to new series such as INEX Legends Nationals, Bandoleros, Sprint Cars, Super Modifieds, and Drifting Events.
- Provides a training and development platform for regional and youth motorsports.
- Expands Tri-City Raceway's national footprint and event diversity.

2. Permanent Wall Installation

Estimated Cost: \$41,000

Description:

Construction of a continuous concrete wall system surrounding the 3/8-mile track for enhanced safety and sanctioning compliance.

Benefits:

- Meets national safety standards for INEX, NWSLMS, and sprint car organizations.
- Enables simultaneous operations between the 1/2-mile and 3/8-mile tracks.
- Improves both safety and the professional appearance of the facility.

3. Facility Fencing

Estimated Cost: \$120,000

Description:

Installation of secure, full-perimeter fencing around the facility, including pit areas, spectator zones, and the 3/8-mile infield.

Benefits:

- Provides safety, access control, and insurance compliance for major events.
- Expands potential for community festivals, concerts, and non-racing activities.
- Ensures secure operations during ticketed and multi-day events.

4. Permanent Lighting Installation

Estimated Cost: \$28,000

Description:

Upgrading and extending lighting across the infield and new track area.

Benefits:

- Enables night racing and evening events, increasing scheduling flexibility.
- Enhances livestream visibility and broadcast quality.
- Increases rental and usage opportunities throughout the season

Total Capital Investment:

\$276,600

Projected Economic Impact

Event Growth and Attendance

The 3/8-mile short track will expand Tri-City Raceway's annual event calendar from approximately 8 major weekends to 14–16, introducing new categories and national-level competitions including:

- INEX Nationals (Legends/Bandoleros)
- Regional Sprint Car & Super Modified events
- Drifting exhibitions and driver schools

Tourism & Lodging Impact

Each major event is projected to draw 120–180 race teams and 1,500–3,000 spectators, producing substantial lodging demand across the Tri-Cities region.

Annual Lodging Impact Estimates:

- Race Teams & Officials: 2,000–2,500 room nights
- Traveling Spectators: 1,500–2,000 room nights
- Total Estimated Annual Lodging Impact: 3,500–4,500 room nights

Visitor Spending

Using Visit Tri-Cities' average of \$155 per person per day, with ~4,000 visitors for multi-day events:

Projected Annual Visitor Spending:

$4,000 \text{ visitors} \times \$155/\text{day} \times 2.5 \text{ days} = \1.55 million+ in direct economic impact annually

This includes hotel stays, dining, retail, fuel, and local entertainment spending, creating measurable returns for the region.

Strategic Investment & Partnership Note

In 2025, Tri-City Raceway did not request \$20,000 of its previously allocated \$40,000 Lodging Tax support, as the facility was fortunate to receive a significant in-kind donation of grandstands through Benton County.

This partnership allowed funds to be redirected toward infrastructure planning and future expansion readiness, ensuring that public investment is efficiently leveraged with community and county resources.

This cost-saving measure demonstrates the Raceway's commitment to financial responsibility, collaborative partnerships, and maximizing the economic impact of every public dollar invested in the venue.

Broader Economic & Community Benefits

- Year-round use potential for drifting, festivals, concerts, and regional tourism.
- Job creation for local contractors, hospitality workers, and event staff.
- National exposure for West Richland and the Tri-Cities through broadcast, livestream, and social media coverage.
- Stronger community partnerships with schools, nonprofits, and local businesses.

City of Richland Lodging Tax Advisory Committee

625 Swift Blvd.

Richland, WA 99352

To the Members of the Lodging Tax Advisory Committee,

As someone who has raced across the country for more than two decades, I've seen firsthand how motorsports can transform a community — not just through racing, but through tourism, local business growth, and civic pride. The Tri-City Raceway in West Richland is one of those rare facilities that has the potential to stand among the best short tracks in America, and I'm proud to be part of the vision to make that happen.

In 2026, my family and I will be bringing the Cars Tour West to Tri-City Raceway — a three-race series featuring household names, up-and-coming stars, and legends of the sport. This will mark a major step forward in positioning the Tri-Cities as a destination for fans and competitors from across the West Coast and beyond.

To sustain and grow this momentum, the proposed expansion and paving of a 3/8-mile oval inside the existing facility is an important next step. This project will allow the track to host INEX Legend Cars, Bandoleros, and additional entry-level and regional touring divisions — events that bring in hundreds of competitors, families, and race teams multiple times throughout the year. These teams don't just race; they stay in local hotels, eat at local restaurants, shop in local stores, and fuel their vehicles and trailers at nearby businesses.

The economic ripple effect is substantial. Each major event draws thousands of visitors to the Tri-Cities, filling hotels from Richland to Kennewick to Pasco. A single race weekend generates hundreds of hotel nights and significant spending across hospitality, dining, and retail sectors. With the 3/8-mile addition, this number will only increase — giving the community a steady stream of year-round activity rather than just a few peak weekends.

Tri-City Raceway is on the map in national motorsports conversations. Expanding the facility ensures it stays there — creating more opportunities for local jobs, tourism revenue, and community pride. I believe in what Laci and her team are building at Tri-City Raceway, and I'm proud to lend my support to this project. It represents not just progress for racing, but for the entire region.

Thank you for your consideration and continued support of initiatives that strengthen local tourism and economic development.

Sincerely,

Kevin Harvick

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: RED MOUNTAIN EVENT CENTER (CAPITAL PROJECT)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	Mid Columbia BMX (dba: Columbia Basin BMX)		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Sam McPeek	Contact Title	Track Operator
Mailing Address	1210 ROBERDEAU ST	Phone Number	5093086944
Email Address	sam.mcpeek@gmail.com	Federal Tax ID #	82-4260991

EVENT OR PROJECT	
Name of Event or Project	Corner Replacement and Asphalt Additions
Location of Event or Project	[Address] 2002 Snyder St., Richland, WA 99354
Date of Event or Project	Start Date: February 02, 2026 End Date: May 30, 2026
Amount of Funding Request	\$ 195,250.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input checked="" type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input checked="" type="checkbox"/> Yes (Date: 10/7) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).
<p>This project is to replace the existing asphalt corners and to add asphalt in the staging and finish areas of the BMX track at the Horn Rapids Athletic Complex. The going lifespan for asphalt banked corners is 7-10 years. The existing asphalt was installed in 2012, so they are 13 years old. Multiple things have been done over the years to extend the life of the asphalt banked corners, including seal coating, patching and crack sealing...but they are now past their life span and need to be replaced to ensure no major failures of the surface in the near future.</p> <p>The project will commence with the removal of asphalt off of the 3 corners and the spectator areas above corners 1 & 3. Ecology block retaining walls will be installed, and the dirt sub-grade will be reworked. Sub base gravel will be installed over the dirt and new asphalt will be installed over the sub base. In addition, a small banked area will be added beyond the finish line to direct racers away from the fence at the top of that area. This will provide better flow of racers exiting the track. Asphalt will also be installed to replace the gravel area in front of the chutes - to provide a better staging area for racers</p>
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input checked="" type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	12,000	16,750	10,000	19,000
Number of visitors who traveled more than 50 miles.	900	5,600	800	6,500
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	200	5,000	175	5,500
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	700	3,600	600	4,000
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	200	1,400	200	1,500
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	160	360	115	400

3. Please describe how you will calculate and confirm your estimates.

We work with Visit Tri-Cities to calculate are impact reports for larger events. We also keep track of our attendance at our local races.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: We are working with Visit Tri-Cities to get a hotel partner(s) for)
- No

5. Please describe your target audience (locations, demographics, etc.).

Our target audience is BMX racers and their families throughout the Pacific Northwest. These families tend to have 1-2 parents with 1-3 kids. Average age range of kids tends to be 1-12 years old, but we also attract older teenagers as well as racers all the way up to 60+. BMX tends to attract a very diverse grouping of families, both in ethnicity and socioeconomically.

6. Please describe how you will promote your event or project to attract tourists.

We will promote via our social channels (Facebook & Instagram) with videos and continually updated posts throughout each week. We find that making sure we are continually seen in people's feeds, that they are more likely to come and enjoy racing with us. We are hopeful that we can find a good hotel partner that will encourage people to come stay in a hotel near the track vs. camping or staying with friends. We will also be using videos that were produced this year highlighting racing at our track as well as the greater Richland and Tri-Cities area.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

We start by ensuring the timing of our event promotes staying in the area, instead of day tripping. We do this by making the event a multi-day event even if its only one race - through added practices, pre-races, etc. We also advertise any other events happening in the area on the weekend of our events, and suggest local restaurants to go to for our guests. For 2026, we are looking to make this more a focal point with hotel and restaurant partners - even providing an incentive for families to stay and play in Richland.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):
 No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

\$210,250

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

We could eliminate the areas at the Finish and Staging areas of the track. In addition, we are open to breaking this request up into multiple years (i.e. 1 or 2 corners per year for example). In the case that the project is broken up into multiple years, it would increase the cost due to mobilization of contractors and equipment and could be subject to increased material costs but it would be a workable solution if funding dictated.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Our main risk is going to be weather and timing of the project. We like to complete these projects before our racing season begins but that means questionable weather. We will also need to work around the opening of asphalt batch plants for the year as well. For a project of this size, we would need to do reimbursements in draws vs. one lump sum as we do not have this amount of funds available.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

SM

SIGNED BY: SAMUEL MCPEEK

I am an authorized agent of the organization applying for funding.

SM

SIGNED BY: SAMUEL MCPEEK

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

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SIGNED BY: SAMUEL MCPEEK

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

SM

SIGNED BY: SAMUEL MCPEEK

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

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SIGNED BY: SAMUEL MCPEEK

Completed W-9 Form is attached.

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SIGNED BY: SAMUEL MCPEEK

I understand that the Applicant will be required to submit a report in a format provided by the City.

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SIGNED BY: SAMUEL MCPEEK

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

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I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

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SIGNED BY: SAMUEL MCPEEK

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Samuel McPeek

Signature Key: d73a1eef-86a3-4cd2-a0b5-548d41da98a

Samuel McPeek

Printed Name

10-10-2025

Date

Line Item	Quantity	Unit	Unit Price	Cost	Notes
Light Poles	3	Ea.	\$ 1,000.00	\$ 3,000.00	Removal & Replace of Light Poles for Equipment Access
Dirt Material	400	CY	\$ 6.25	\$ 2,500.00	Donated Material - Central Washington Asphalt
Trucking for Dirt	20	Trucks	\$ 500.00	\$ 10,000.00	Donated Trucking - Veldhuis Dairy
Ecology Blocks	200	Ea.	\$ 60.00	\$ 12,000.00	Retaining Walls for Corners
Engineering	1	Ea.	\$ 2,000.00	\$ 2,000.00	Corner retention Ecology Blocks
Permitting	1	Ea.	\$ 500.00	\$ 500.00	Backfill & Retaining Wall
Dirt Work	1	Ea.	\$ 50,000.00	\$ 50,000.00	Lance Maguire - Dirt Trendz
Fuel - Diesel	1	Ea.	\$ 2,500.00	\$ 2,500.00	Donated Fuel - JM Farms
Fencing	450	LF	\$ 45.00	\$ 20,250.00	Fencing/Boards around Corners
Asphalt	1	Ea.	\$ 105,000.00	\$ 105,000.00	All Service Asphalt - Includes removal/recycling of existing, installation of subbase and new asphalt after dirtwork is complete.
Miscellaneous	1	Ea.	\$ 2,500.00	\$ 2,500.00	Hand tools, gas, consumables, etc.

Sub Total	\$ 210,250.00
less Donations	(\$15,000.00)
Total	\$ 195,250.00

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: MID COLUMBIA BMX (CORNER REPLACEMENT/ASPHALT)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	Mid Columbia BMX (dba: Columbia Basin BMX)		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Sam McPeek	Contact Title	Track Operator
Mailing Address	1210 ROBERDEAU ST	Phone Number	5093086944
Email Address	sam.mcpeek@gmail.com	Federal Tax ID #	82-4260991

EVENT OR PROJECT	
Name of Event or Project	Side Hill Erosion Control
Location of Event or Project	[Address] 2002 Snyder
Date of Event or Project	Start Date: April 01, 2026 End Date: May 15, 2026
Amount of Funding Request	\$ \$33,100.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input checked="" type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES

If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities **and** receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us. **It is recommended to attach approval with application.**

Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input checked="" type="checkbox"/> Yes (Date: 10/7) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT

1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).

This project is to purchase and install a material to control weeds and erosion of the side hills at the BMX race track at Horn Rapids Athletic Complex. The material chosen for this project is called Trail Amour, and has been developed to be used at Mountain Bike Parks.

Event History: New 1-5 years 6-10 years 10+ years

Has project/event received LTAC funding previously? Yes No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	12,000	16,750	10,000	19,000
Number of visitors who traveled more than 50 miles.	900	5,600	800	6,500
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	200	5,000	175	5,500
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	700	3,600	600	4,000
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	200	1,400	200	1,500
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	160	360	115	400

3. Please describe how you will calculate and confirm your estimates.

We work with Visit Tri-Cities to calculate our impact reports for larger events. We also keep track of our attendance at our local races.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: We are working with Visit Tri-Cities to get a hotel partner(s) for)
 No

5. Please describe your target audience (locations, demographics, etc.).

Our target audience is BMX racers and their families throughout the Pacific Northwest. These families tend to have 1-2 parents with 1-3 kids. Average age range of kids tends to be 1-12 years old, but we also attract older teenagers as well as racers all the way up to 60+. BMX tends to attract a very diverse grouping of families, both in ethnicity and socioeconomically.

6. Please describe how you will promote your event or project to attract tourists.

We will promote via our social channels (Facebook & Instagram) with videos and continually updated posts throughout each week. We find that making sure we are continually seen in people's feeds, that they are more likely to come and enjoy racing with us. We are hopeful that we can find a good hotel partner that will encourage people to come stay in a hotel near the track vs. camping or staying with friends. We will also be using videos that were produced this year highlighting racing at our track as well as the greater Richland and Tri-Cities area.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

We start by ensuring the timing of our event promotes staying in the area, instead of day tripping. We do this by making the event a multi-day event even if its only one race - through added practices, pre-races, etc. We also advertise any other events happening in the area on the weekend of our events, and suggest local restaurants to go to for our guests. For 2026, we are looking to make this more a focal point with hotel and restaurant partners - even providing an incentive for families to stay and play in Richland.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

\$33,100.00

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

This project will need to be done fully, or wait until full funding is available.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

There are no risks to this project, other than the shipment of the material itself. It is a simple project that can be completed at any time with no interruption of the racing calendar.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No.

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

SM

SIGNED BY: SAMUEL MCPEEK

I am an authorized agent of the organization applying for funding.

SM

SIGNED BY: SAMUEL MCPEEK

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

SM

SIGNED BY: SAMUEL MCPEEK

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

SM

SIGNED BY: SAMUEL MCPEEK

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

SM

SIGNED BY: SAMUEL MCPEEK

Completed W-9 Form is attached.

SM

SIGNED BY: SAMUEL MCPEEK

I understand that the Applicant will be required to submit a report in a format provided by the City.

SM

SIGNED BY: SAMUEL MCPEEK

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

SM

SIGNED BY: SAMUEL MCPEEK

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

SM

SIGNED BY: SAMUEL MCPEEK

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com

Samuel McPeek

Signature Key: d73a1eef-86a3-4cd2-e0b5-548d4da98a

Samuel McPeek

Printed Name

10-10-2025

Date

Line Item	Quantity	Unit	Unit Price	Cost	Notes
Trail Armour	25,210	Sq. Ft.	\$ 1.19	\$ 29,999.90	Material Cost & Shipping
Stakes	35	35 ct. bag	\$ 16.97	\$ 593.95	Stakes similar to what is used for Astro Turf
Miscellaneous	1	Ea.	\$ 2,500.00	\$ 2,500.00	Hand tools, gas, consumables, etc.

Sub Total	\$ 33,093.85
Total	\$ 33,093.85

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: MID COLUMBIA BMX (SIDE HILL EROSION CONTROL)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	Friends of Badger Mountain		
Type of Applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Public Agency <input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	David Comstock	Contact Title	FOBM Board of Directors,
Mailing Address	PO Box 24, Richland WA 99352	Phone Number	(509) 521-8226
Email Address	dccomstock1@gmail.com	Federal Tax ID #	84-1702655

EVENT OR PROJECT	
Name of Event or Project	Little Badger Mountain Loop Trail Master Plan
Location of Event or Project	[Address] 525 Queensgate Dr, Richland WA 99352
Date of Event or Project	Start Date: January 05, 2026 End Date: December 31, 2026
Amount of Funding Request	\$ 299,315.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input checked="" type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
<p>If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us. It is recommended to attach approval with application.</p>	
Copy of written approval attached?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
<p>1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).</p> <p>Work to be performed by this grant application implements the City of Richland, Little Badger Mountain Loop Trail Master Plan.</p> <p>Three components of the FOBM 2026 Lodging Tax grant application:</p> <p>1) Little Badger Mountain Loop Trail Master Plan, construction of the mid-block pedestrian crossing of Queensgate Drive. The mid-block pedestrian crossing project is "shovel ready", PBS Engineering has completed competitive bidding, and the construction contractor will complete this project by September 4, 2026.</p> <p>2) Little Badger Mountain Loop Trail Master Plan, north face public trail 100% design and construction cost estimate. This effort will also provide a north face trail construction cost estimate important for the City 2026 RCO grant application for field construction funding for this project. This effort will continue the 2025 Lodging Tax funded 30% trail design work.</p> <p>3) Little Badger Mountain Loop Trail Master Plan primary trailhead design public involvement process and construction</p>
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	673			
Number of visitors who traveled more than 50 miles.	370			
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	140			
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	140			
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	230			
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	70			

3. Please describe how you will calculate and confirm your estimates.

Overall attendance is from Direct Count of the March 2025 Badger Mountain Challenge race results tracking the racers who actually visited and completed the race.
 Visitors who travelled more than 50 miles is from Direct Count of the Badger Mountain Challenge race registration that includes home town of each racer.
 Number of overnight stays is a Structured Estimate that the visitors from other states or countries stay overnight.
 Number of paid lodging rooms is a Structured Estimate based on two visiting out of state racers stay together in a single room.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)
 No

5. Please describe your target audience (locations, demographics, etc.).

Greater Tri-Cities urban area and visitors from outside our area.

6. Please describe how you will promote your event or project to attract tourists.

Recreation tourism is an important economic driver. Events like the Badger Mountain Challenge bring visitors from greater than 50 miles, bring visitors from other states and bring visitors from other countries to the City of Richland, WA.
 Friends of Badger Mountain is an official partner to the National Park Service, The Friends of Badger Mountain are actively seeking to preserve landscapes and features which are significant to the Ice Age Floods National Geologic Trail. The National Park Service estimates that millions of visitors enjoy components of the Ice Age Floods National Geologic Trail each year. If the Friends of Badger Mountain receive this grant, they will be actively working to bring some of those visitors to the City of Richland, WA.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Recreation tourism is an important economic driver. Events like the Badger Mountain Challenge bring visitors from greater than 50 miles, bring visitors from other states and bring visitors from other countries to the City of Richland, WA.

Friends of Badger Mountain is an official partner to the National Park Service, The Friends of Badger Mountain are actively seeking to preserve landscapes and features which are significant to the Ice Age Floods National Geologic Trail. The National Park Service estimates that millions of visitors enjoy components of the Ice Age Floods National Geologic Trail each year. If the Friends of Badger Mountain receive this grant, they will be actively working to bring some of those visitors to the City of Richland, WA.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

Little Badger Mountain Loop Trail Master Plan - Future major capital costs to complete the project

1) Trailhead parking lot - construction ROM estimate \$800,000.

2) North Face Trail construction - construction ROM estimate \$1,000,000.

This grant request is about 16% of the remaining total cost.

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
see attached			

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

2026 is a critical year for the Little Badger Mountain Loop Trail Master Plan to complete the design components and apply for WA State RCO grant funding for 2027 / 2028 construction funding.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

1) construction of the mid-block pedestrian crossing of Queensgate Drive: design is approved by the City of Richland and material should be available to support 2026 construction completion.

2) Continuity of the north face trail design team is important to complete the 100% design and construction specifications.

3) Public involvement is important as this project approaches field construction of the final components of the master

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

DCC

SIGNED BY: DAVID C COMSTOCK

I am an authorized agent of the organization applying for funding.

DCC

SIGNED BY: DAVID C COMSTOCK

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

DCC

SIGNED BY: DAVID C COMSTOCK

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

DCC

SIGNED BY: DAVID C COMSTOCK

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

DCC

SIGNED BY: DAVID C COMSTOCK

Completed W-9 Form is attached.

DCC

SIGNED BY: DAVID C COMSTOCK

I understand that the Applicant will be required to submit a report in a format provided by the City.

DCC

SIGNED BY: DAVID C COMSTOCK

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

DCC

SIGNED BY: DAVID C COMSTOCK

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

DCC

SIGNED BY: DAVID C COMSTOCK

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
David C Comstock
Key: d73a1eef-86a3-4cd2-e0b5-548d41da98a
Signature

David C Comstock

10-10-2025

Printed Name

Date

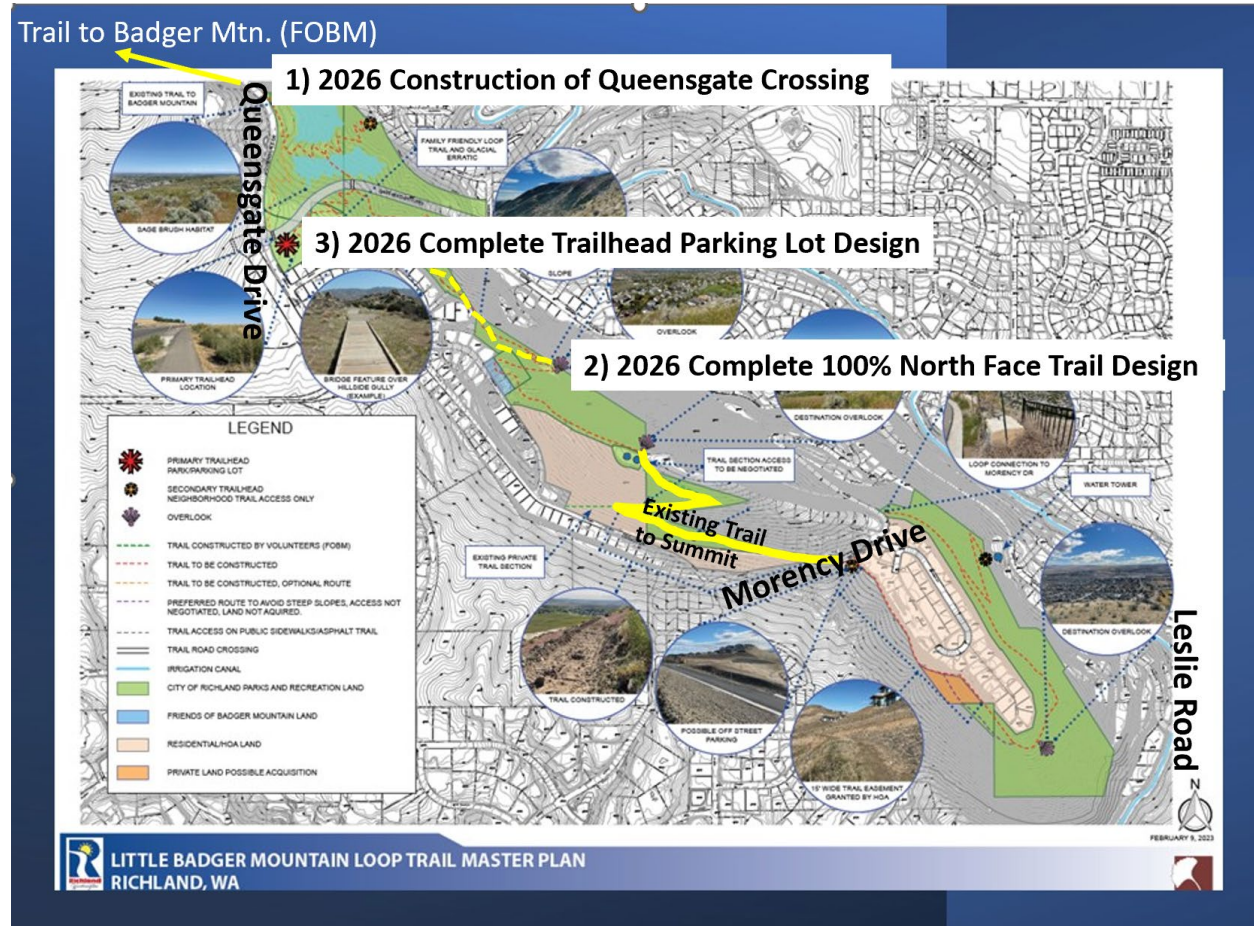
Lodging Tax Program Application – Project Budget

Date of Application: 10/10/25

Name of Applicant/Organization: Friends of Badger Mountain (FOBM)

Project Title: Little Badger Mountain Loop Trail Master Plan

FOBM will continue to collaborate with Chris Waite to implements the City of Richland, Little Badger Mountain Loop Trail Master Plan.



City Council Approved Little Badger Mountain Loop Trail Master Plan.

Major Remaining Components of the City Master Plan

1) 2026 Construction of the mid-block pedestrian crossing of Queensgate Drive. This will implement a key part of the Little Badger Mountain Loop Trail Master Plan, with construction of a new public trail (from Queensgate Dr to Badger Mountain Centennial Preserve).

2) North face public trail 100% design and construction cost estimate. This effort will also provide a north face trail construction cost estimate important for the 2026 RCO grant application for field construction funding for this project.

3) Primary trailhead design, public involvement process and construction cost estimate. This effort will also provide a trailhead construction cost estimate important for the 2026 RCO grant application for field construction funding for this project.

4) Spring 2026: City of Richland WA State RCO Matching Grant Application for construction funding of North face public trail and Primary trailhead.

- Potential matching funding sources include Port of Kennewick (\$300k)
- Potential matching funding sources include Richland Lodging Tax Program (\$200k)
- Community fundraising led by Friends of Badger Mountain (\$100k)
- Land donations from Friends of Badger Mountain (\$300k)
- Secure a WA State RCO Grant of \$900k to match local funding sources.

5) Construction of Little Badger Mountain of North face public trail.

6) Construction of Little Badger Mountain Primary trailhead.

Little Badger Mountain Project DESIGN & CONSTRUCTION Budget

Description:	Budget	Funding Source
Trailhead Design and Public Review process	\$142,000	(funding from 2025 Lodging Tax grant)
North Face Trail 30% Design	\$90,000	(funding from 2025 Lodging Tax grant)
Queensgate Dr. Crossing Construction	\$154,000	2026 Lodging Tax grant request
North Face Trail 100% Design	\$145,000	2026 Lodging Tax grant request
WA State RCO Matching Grant Funding		
North Face Trail Construction	\$1,000,000	City of Richland cost estimate prepared by MTLA
Trailhead Parking Lot Construction	\$800,000	PBS Engineering ROM estimate from conceptual trailhead design.
	\$2,331,000	Total Budget Estimate

2026 Lodging Tax grant request is approximately 14% of the total project budget estimate.

The trail is proposed to be constructed on the side of a steep hillside and will require substantial retaining walls or other structural support. The proposed alignment is approximately 2,000 feet long. A geotechnical study has been completed and will be used for the development of 100% structural design. In addition, we have added Cornforth Consultants, the author of the geotechnical study to our consultant team. Alta will continue to work closely with KPFF and Cornforth toward developing an achievable alignment and feasible structural solution. We have also added Tapani, Inc, General Contractors to our team to assist with cost estimating and constructability review. MTLA will assist and advise the process by providing historical insight into the project to ensure continuity and achieve project goals. The 30-100% design work will be much more straightforward construction document production.

Other Notes:

MTLA and Cornforth do not anticipate a site visit at this stage of design.

Participating in this final design phase will not exclude Tapani from bidding on the project if it goes to public bid.

No additional topographic survey is included.

Fee:

Task	Fee
Civil Engineering / Project Management (Alta)	\$ 50,000
Structural Engineering (KPFF)	\$ 70,000
Geotechnical Engineering (Cornforth)	\$ 10,000
Project Continuity (MTLA)	\$ 5,000
Constructability review and costestimate (Tapani)	\$ 10,000
100% Design Total not to exceed	\$ 145,000

Schedule:

The Alta team anticipates this work can be completed in 6 months from notice to proceed.

- 3 months from 30% to 60% design and 3 more to complete biddable documents.



**UNIVERSITY OF
PLYMOUTH**

School of Geography, Earth
and Environmental Sciences

18 August 2024

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

Dear David

Re: Support for Friends of Badger Mountain

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

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

Your work on Badger, Little Badger and Candy Mountains is thus an important reason why we come to stay in Richland, and so long as you are willing we intend to continue our visits to Richland in the Spring; our next one will be in April 2026.

We have now been running this trip from Plymouth annually or biennially since 2007, and have brought around 500 students (and 14 different faculty members) to stay in Richland. Our trip accounts between 2014 and 2024 show a total expenditure on hotel accommodation in Richland – initially at the Hampton Inn and subsequently at the Homewood Suites – of \$53,903:

2024: \$2,042
2023: \$11,788
2022: \$12,346
2019: \$3,735
2018: \$10,344

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



United States Department of the Interior

NATIONAL PARK SERVICE
ICE AGE FLOODS NATIONAL GEOLOGIC TRAIL
1008 CREST DRIVE
COULEE DAM, WA 99116-1259



City of Richland
Hotel/Motel Tax Grant
Attn: Gail Everett
Communications & Marketing Specialist
625 Swift Boulevard
Richland, WA 99352
geverett@ci.richland.wa.us

August 11, 20024

Dear City of Richland's Hotel/Motel Tax Grant Committee,

Ice Age Floods National Geologic Trail is writing you in support of the Friends of Badger Mountain's proposal for a City of Richland Hotel/Motel tax grant. We support their request for grant funds to design the Little Badger Mountain trailhead parking lot and interpretive loop.

The Friends of Badger Mountain are actively seeking to preserve landscapes and features which are significant to the Ice Age Floods National Geologic Trail. The National Park Service estimates that millions of visitors enjoy components of the Ice Age Floods National Geologic Trail each year. If the Friends of Badger Mountain receive this grant, they will be actively working to bring some of those visitors to the City of Richland.

The Friends of Badger Mountain are currently working on an interconnected trail system that includes the development of interpretive and educational wayside exhibits specifically focused on telling the stories of the Ice Age Floods. Additionally, they are engaged in enhancing the awareness of the Ice Age Floods National Geologic Trail through supportive efforts to grow presence both physically and digitally.

The growing connection between Ice Age Floods National Geologic Trail and Friends of Badger Mountain brings enormous benefits to the visitor experience and furthers both local and National Parks Service goals. The Ice Age Floods National Geologic Trail has been fortunate to have the Friends of Badger Mountain as a partner since 2022 and envisions many more rewarding years of collaboration ahead.

If awarded the grant, the new Little Badger Mountain Preserve trailhead and interpretive trail will become an important destination along the Ice Age Floods National Geologic Trail. Following completion of this project, the Ice Age Floods National Geologic Trail interpretive map will be updated to show this important destination as a point of interest along the National Park Service's national trail system.

Please to reach out directly to the contact information provided below if you need any additional information or have any questions or concerns.

Sincerely,

Justin Radford
Acting Park Manager
Lake Roosevelt National Recreation Area
Ice Age Floods National Geologic Trail
1008 Crest Drive
Coulee Dam, WA 99116

Park - 509-754-7800
Mobile - 509-237-9722

EXPERIENCE YOUR AMERICA™

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: FRIENDS OF BADGER MOUNTAIN	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-02-2025		
Name of Applicant/Organization	City of Pasco		
Type of Applicant	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Brent Kubalek	Contact Title	Recreation Specialist
Mailing Address	525 N. 3rd Ave., Pasco, 99301	Phone Number	509-545-3456
Email Address	kublaekb@pasco-wa.gov	Federal Tax ID #	91-6001264

EVENT OR PROJECT	
Name of Event or Project	Pasco Sporting Complex - Soccer Facility Fence
Location of Event or Project	[Address] 6160 Burden Blvd., Pasco, WA 99301
Date of Event or Project	Start Date: January 01, 2026 End Date: December 31, 2026
Amount of Funding Request	\$ \$7,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input checked="" type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). The project will install a no-climb perimeter fence around the Pasco Sporting Complex - Soccer Facility. This will help preserve the quality of the soccer fields at the Pasco Sporting Complex - Soccer Facility by prevent unauthorized use and possible vandalism of the fields and facility. This will help keep the fields in a condition that is more attractive to potential tournament, and event organizers. The fence and gates will also help tournament and event organizers better control attendance at their events and increase safety measures.
Event History: <input type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input checked="" type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE		ACTUALS	
	2026 2025	2025	2024 2024	2023 2023
Overall Attendance	73000	57300	39400	29300
Number of visitors who traveled more than 50 miles.	25700	20200	13800	10300
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	3440	2700	1850	1380
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	6475	5100	3520	2625
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	1225	960	660	490
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	2160	1700	1170	875

3. Please describe how you will calculate and confirm your estimates.

Estimates are based on placer.ai cell data and an average of 3 people per room.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)

No

5. Please describe your target audience (locations, demographics, etc.).

Field Sports Participants and tournament organizers throughout the PNW.

6. Please describe how you will promote your event or project to attract tourists.

Through youth sports organizations, TEAMS conference and Visit Tri-Cities.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Through Visit Tri-Cities.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested): Kennewick - \$20K; Pasco \$250 (\$135K Approv
 No

**9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts).
What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?**

Requesting 8% of the budget from Richland

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Pasco LTAC	\$135,000.00	Y	1/1/2026
Kennewick	\$20,000.00	N	1/1/2026
City of Pasco	\$75,000.00	N	1/1/2026

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

Depending on final funding we will 1) Fence only a portion of the complex; 2) Fence full complex by incorporating the small fence that runs along the Gesa Stadium parking lot and Burden Blvd instead of replacing it as planned; 3) Adjust the height and style of the fence.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Funding is a challenge and for this we are applying for additional funding from other sources.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

BK

SIGNED BY: I am an authorized agent of the organization applying for funding.

BRENT KUBALEK

BK I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

SIGNED BY: BRENT KUBALEK

BK If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

SIGNED BY: BRENT KUBALEK

BK I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

SIGNED BY: BRENT KUBALEK

BK Completed W-9 Form is attached.

SIGNED BY: BRENT KUBALEK

BK I understand that the Applicant will be required to submit a report in a format provided by the City.

SIGNED BY: BRENT KUBALEK

BK I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

SIGNED BY: BRENT KUBALEK

BK I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

SIGNED BY: BRENT KUBALEK

BK If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

SIGNED BY: BRENT KUBALEK

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Brent Kubalek
Signature
Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a

Brent Kubalek
Printed Name

10-02-2025
Date

Sporting Complex Fence

EXPENSES	COST	#	TOTAL
Construction Materials	\$135,000	1	\$122,500
Construction Labor	\$135,000	1	\$122,500
Permit	\$5,000	1	\$5,000
<hr/>			
		TOTAL	\$250,000

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: CITY OF PASCO (SOCCER FACILITY FENCE)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	City of Richland		
Type of Applicant	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Mandy Wallner	Contact Title	Economic Development
Mailing Address	625 Swift Blvd., MS #18	Phone Number	5099427595
Email Address	awallner@ci.richland.wa.us	Federal Tax ID #	91-601519

EVENT OR PROJECT	
Name of Event or Project	Tourism Signage and Promotion Studies and Activities
Location of Event or Project	[Address] n/a
Date of Event or Project	Start Date: January 01, 2026 End Date: December 01, 2026
Amount of Funding Request	\$ \$30,000.00
Type of Event or Project	<input checked="" type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). See attached narrative.
Event History: <input checked="" type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	7500			
Number of visitors who traveled more than 50 miles.	5000			
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.				
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).				
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).				
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	2000			

3. Please describe how you will calculate and confirm your estimates.

This program will be primarily directed at the users already in the area for events and programs and plans to enhance their experience gaining more return trips to Richland or increase people talking about the area.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: _____)
- No

5. Please describe your target audience (locations, demographics, etc.).

Our target audience for this funding is tourists and visitors that are coming to the Tri-Cities for multiple activities and events.

6. Please describe how you will promote your event or project to attract tourists.

See attached narrative.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

The city actively promotes businesses throughout Richland including lodging establishments and restaurants through the walking maps, QR codes with links to business districts.

Primarily the Richland Passport Program is designed to promote businesses, it is a free program that the City offers to all Richland businesses to offer a deal to customers. The requirements are that the businesses be located in Richland and the deals be family friendly.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

See attached narrative.

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
See Attached	\$0.00		

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

We would modify all of the programs discussed, while cutting the wayfinding expanded planning until another funding year when we can identify a source. It would be helpful to receive funding at either \$10,000 or \$25,000 which would be two of the breaks in project funding as it relates to printing/additional distribution resources and way finding.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

The risks are primarily in funding and perhaps in the cost escalation of projects. There are a lot of moving parts to so many of the elements in this project, but each are supported by activities that are already being conducted and enhance or create reach for services we are already offering.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

AW

SIGNED BY: I am an authorized agent of the organization applying for funding.

AMANDA WALLNER

AW

SIGNED BY: I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

AMANDA WALLNER

AW

SIGNED BY: If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

AMANDA WALLNER

AW

SIGNED BY: I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

AMANDA WALLNER

AW

SIGNED BY: Completed W-9 Form is attached.

AMANDA WALLNER

AW

SIGNED BY: I understand that the Applicant will be required to submit a report in a format provided by the City.

AMANDA WALLNER

AW

SIGNED BY: I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

AMANDA WALLNER

AW

SIGNED BY: I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

AMANDA WALLNER

AW

SIGNED BY: If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Amanda Wallner
Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a
Signature

Amanda Wallner
Printed Name

10-10-2025
Date

Attached Narrative:

Question #1:

There are a few components to this request:

1) Way finding masterplan. This project would engage a consultant to help the City and stakeholders to develop a cohesive plan and network of signage in around Richland that is aligned with the Downtown Loop Project (which will provide signage to downtown within the loop). This plan would incorporate those elements created for the Downtown Loop Project and partner with that team to expand the plan city wide including a process for procurement and implementation roll out.

2) Marketing funds to update the signage in the kiosks located around the Downtown, Columbia Point and Howard Amon Park areas with updated materials and information that need to be longer lasting and durable against the elements. This will most often manifest in printing costs for larger format items and plan to rely on in-house design where possible.

3) Update and distribution of the downtown walking maps, this is currently a small project that is handled through the Economic Development Division in partnership with marketing and communications. In 2025 we redesigned the map for the downtown area and created a more evergreen document that incorporates downtown, Columbia Point, the two business improvement districts and promotes city programs aimed at tourism. This map needs larger distribution and an online presence that has not yet been imagined or created.

4) Increase on board marketing materials for the guests on the cruise ships to help market our area and the activities offered. This can manifest in the form of print materials, posters, fliers and other resources that are useful to those visiting our area.

Question #6

1) Signage: The creation of the plan will have stakeholder and community engagement as identified by the project team and consultant selected. The input and review of other like cities and signage will create a comprehensive plan and project scope for creation and installation of a series of signs for all modalities that utilize roads, pathways and trails within Richland. We will place signs at the main entrances and along main corridors among other areas.

2) Kiosks: We will use kiosks to distribute information and map details about the City throughout the downtown, parking areas and trailheads to help orient people to the city and programs and activities as well as promote private events as well.

3) Walking Maps: These are distributed to the hotels in the downtown and on Columbia Point in person and are made available on the City's website. These also specifically promote and draw attention to the Uptown and Downtown BIDs as well as the City's Passport Program to help promote businesses in Richland.

4) Cruise Ships: Help promote activities and businesses to the on-board passengers, to encourage them to get off the boat and into the city as well as encourage return trips and them promoting the cruise and location to future passengers.

Question #9

- 1) There is no budget for wayfinding if this application is not approved.
- 2) The expense for kiosks will be absorbed however the product will be less durable and evergreen in nature.
- 3) We will continue to minimally update internally and order more conservatively.
- 4) Less information offered custom.

Question 10:

Project Budget:

Project	Projected Expenses	Supplemental Income
Wayfinding Masterplan	\$20,000	\$5,000 could be used from redevelopment/development services budget or partnership with other departments.
Kiosk Printing – poster size plastic	\$7,500	\$2,500 supplemented printing from Marketing and Communications or alternative materials can be used.
Walking Maps	\$2,000	\$500 current budget utilized for printing of maps from the redevelopment budget
Cruise Ship Marketing	\$500	\$500 current budget that is being used for printing and distribution of items to the cruise ships
Total	\$30,000	\$8,500

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: CITY OF RICHLAND - ECONOMIC DEVELOPMENT	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	City of Richland, Parks		
Type of Applicant	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Chris Waite	Contact Title	Parks and Public Facilities
Mailing Address	500 Amon Park Drive	Phone Number	5099427664
Email Address	cwaite@ci.richland.wa.us	Federal Tax ID #	91-6015119

EVENT OR PROJECT	
Name of Event or Project	Columbia Playfield North Parking Lot Restoration
Location of Event or Project	[Address] 1500 Mansfield St, Richland, WA 99352
Date of Event or Project	Start Date: February 01, 2026 End Date: October 31, 2026
Amount of Funding Request	\$ \$650,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input checked="" type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).
<p>Columbia Playfields is a key tourism asset for the City of Richland, serving as a premier softball complex that draws teams and visitors from across Washington State and the greater Pacific Northwest. The facility hosts numerous multi-day tournaments each year, including the WIAA 1A and 4A State Softball Championships, which bring high school teams from throughout Washington. In addition to WIAA events, Columbia Playfields welcomes regional club and invitational tournaments that attract teams from neighboring states such as Oregon and Idaho, generating overnight stays and local economic activity.</p> <p>The north parking lot at Columbia Playfields is aging and in need of resurfacing to maintain accessibility, safety, and visitor experience. The Parks and Public Facilities Department previously budgeted \$450,000 for this project; however, following design and engineering, the total project cost is estimated at \$650,000, creating a \$200,000 funding gap.</p>
Event History: <input type="checkbox"/> New <input checked="" type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	19300			
Number of visitors who traveled more than 50 miles.	13585			
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	0			
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	1000			
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	12585			
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	1000			

3. Please describe how you will calculate and confirm your estimates.

Estimates are based on standard attendance calculations from tournaments held at the facility. For each tournament, the Parks Department receives information about the teams attending, including location teams are based. These numbers are used to calculate total attendance and stays.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: _____)
 No

5. Please describe your target audience (locations, demographics, etc.).

The primary audience includes visiting athletes, coaches, families, and spectators attending regional and state softball tournaments. Teams travel from communities across Washington State (Puget Sound, Spokane, Yakima Valley, and Southwest Washington) and, for club and invitational tournaments, from neighboring states such as Oregon and Idaho. These participants represent a mix of youth and adult players and families who typically stay overnight for multi-day events, generating hotel, restaurant, and retail activity throughout Richland and the greater Tri-Cities region.

6. Please describe how you will promote your event or project to attract tourists.

The City does not directly market or program tournaments at Columbia Playfields; instead, it provides and maintains the high-quality facilities that enable tournament directors to attract participants. Event organizers such as WIAA, USA Softball of Washington, and independent promoters handle outreach and registration through their statewide and regional networks. The City supports these efforts through partnership with Visit Tri-Cities (Tri-Cities Sports Council), ensuring Columbia Playfields is featured in regional sports tourism materials and online resources that draw visitors to Richland.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Visit Tri-Cities, the regional destination marketing organization, actively promotes lodging, dining, and visitor experiences throughout the Tri-Cities, including Richland. Tournament organizers and visitors frequently use these regional resources when planning travel for events at Columbia Playfields. While the City of Richland does not directly market lodging or restaurants, the improvements proposed through this project support those sectors by sustaining tournaments that bring visitors to the community for multi-day stays, creating consistent demand for local hotels, restaurants, and businesses.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):
 No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland’s Lodging Tax Fund?

100%, \$450,000 from 2025 and \$200,000 from 2026.

 Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available
Lodging Tax	\$0.00	\$450,000 confirmed	Now

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

The project will be delayed until an alternative funding source is secured.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Potential challenges include funding availability, construction scheduling around tournament dates, and contractor pricing. The City will mitigate these risks through early bidding and coordination with tournament organizers to avoid peak event conflicts, as well as careful project management to maintain budget and timeline. Because design and engineering are already complete, the project is shovel-ready and low-risk once final funding is secured.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

CW

SIGNED BY: CHRIS WAITE

I am an authorized agent of the organization applying for funding.

CW

SIGNED BY: CHRIS WAITE

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

CW

SIGNED BY: CHRIS WAITE

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

CW

SIGNED BY: CHRIS WAITE

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

CW

SIGNED BY: CHRIS WAITE

Completed W-9 Form is attached.

CW

SIGNED BY: CHRIS WAITE

I understand that the Applicant will be required to submit a report in a format provided by the City.

CW

SIGNED BY: CHRIS WAITE

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

CW

SIGNED BY: CHRIS WAITE

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

CW

SIGNED BY: CHRIS WAITE

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Chris Waite
Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a
Signature

Chris Waite

10-10-2025

Printed Name

Date

ESTIMATE:

**Columbia Playfields North Parking Lot Reconstruction
ESTIMATE OF PROBABLE COST**

NOTES:

Limits of work: north parking lot area south to limits of 'new' parking area
 Surface section: 4" CSTC / 2" ACP
 Storm Drainage: Estimated 500 LF of 12" pipe, 5 CBs and 3 MHs to connect to existing SD system
 Illumination system: parking lot streetlights
 Trash Enclosures: Per COR required detail - 2 roll offs per enclosure
 Removal of Structures and Obstruction includes removal of existing asphalt

ITEM	QUANTITY	UNIT	DESCRIPTION	Unit Price Dollar/Cents	Total Price Dollar/Cents
Columbia Playfields North Parking Lot Reconstruction					
A-1	1	LS	MOBILIZATION	\$30,000.00	\$30,000.00
A-2	1	LS	PROJECT TEMPORARY TRAFFIC CONTROL (INCL. FLAGGING)	\$10,000.00	\$10,000.00
A-3	1	LS	ROADWAY SURVEYING	\$10,000.00	\$10,000.00
A-4	1	LS	SITE RESTORATION	\$5,000.00	\$5,000.00
A-5	1	LS	REMOVAL OF STRUCTURES AND OBSTRUCTION	\$25,000.00	\$25,000.00
A-6	750	CY	ROADWAY EXCAVATION	\$15.00	\$11,250.00
A-7	1,685	TON	CSTC (4")	\$40.00	\$67,400.00
A-8	900	TON	HMA CL 3/8 IN. PG 64-28 (2")	\$135.00	\$121,500.00
A-9	100	LF	CEMENT CONC. TRAFFIC CURB & GUTTER	\$55.00	\$5,500.00
A-10	50	SY	CEMENT CONC. SIDEWALK (4 IN. THICK)	\$110.00	\$5,500.00
A-11	2	EA	CEMENT CONC. SIDEWALK RAMP TYPE 1A	\$2,500.00	\$5,000.00
A-12	1	LS	PERMANENT SIGNS / PAVEMENT MARKINGS	\$12,000.00	\$12,000.00
A-13	500	LF	STORM PIPE 12 IN DIA.	\$65.00	\$32,500.00
A-14	500	LF	IMPORTED PIPE ZONE BEDDING	\$2.00	\$1,000.00
A-15	500	LF	IMPORTED PIPE ZONE BACKFILL	\$2.00	\$1,000.00
A-16	500	LF	TRENCH SAFETY	\$3.00	\$1,500.00
A-17	5	EA	UNDERGROUND CROSSING MARKED AND UNMARKED	\$150.00	\$750.00
A-18	3	EA	STORM DRAIN MANHOLE	\$4,000.00	\$12,000.00
A-19	5	EA	STORM DRAIN CATCH BASIN	\$2,500.00	\$12,500.00
A-20	2	LS	TRASH ENCLOSURE	\$15,000.00	\$30,000.00
A-21	1	LS	ILLUMINATION SYSTEM	\$40,000.00	\$40,000.00
A-22	1	LS	ENTRANCE SIGN	\$10,000.00	\$10,000.00

SCHEDULE A TOTAL **\$449,400.00**

SALES TAX (8.7%) \$39,097.80

SCHEDULE A TOTAL \$488,497.80

10% CONTINGENCY \$48,849.78

3% SURVEY \$14,654.93

15% ENGINEERING / DESIGN \$73,274.67

5% CONSTRUCTION MANAGEMENT \$24,424.89

Estimate completed by Sheldon Williamson

ESTIMATED TOTAL **\$649,702.07**

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: CITY OF RICHLAND - PARKS (COLUMBIA PLAYFIELDS PARKING LOT)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	City of Richland, Parks		
Type of Applicant	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Chris Waite	Contact Title	Parks and Public Facilities
Mailing Address	500 Amon Park Drive	Phone Number	5099427664
Email Address	cwaite@ci.richland.wa.us	Federal Tax ID #	91-6015119

EVENT OR PROJECT	
Name of Event or Project	Columbia Point Marina Park Dock and Marina Revitalization (Construction Phase)
Location of Event or Project	[Address] 660 Columbia Point, Dr. Richland, WA 99352
Date of Event or Project	Start Date: January 30, 2026 End Date: March 31, 2026
Amount of Funding Request	\$ 450,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input checked="" type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place).
<p>The Columbia Point Marina Wall Repair project will restore the waterfront viewing platform along the Riverfront Trail at Columbia Point Marina Park. The decorative basalt pillars and concrete slab of the overlook were undermined by river erosion, causing structural failure and closure of the site for safety.</p> <p>This project continues the 2024 Lodging Tax-funded design and permitting phase and moves the work into construction. It will remove the damaged basalt and concrete, stabilize the shoreline, and build a new reinforced modular block retaining wall with improved drainage, railings, and trail surface restoration.</p> <p>Located between the marina and Columbia Point's hotels and restaurants, the viewing platform is a popular stop for trail users and visitors enjoying the waterfront. Repairing and reopening it will restore one of Richland's most recognizable river viewpoints and enhance the area's tourism and recreation appeal.</p>
Event History: <input type="checkbox"/> New <input checked="" type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	1,000			
Number of visitors who traveled more than 50 miles.	500			
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	100			
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	100			
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	400			
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	100			

3. Please describe how you will calculate and confirm your estimates.

These are conservative estimates based on Richland Parks permitted events at Columbia Point and expected visitor numbers submitted in the application.

4. Is there a host hotel for your event or project?

- Yes (please provide the name: _____)
 No

5. Please describe your target audience (locations, demographics, etc.).

The restored viewing platform and trail section serve both local residents and out-of-area visitors using the Riverfront Trail, Columbia Point Marina Park, and nearby hotels, restaurants, and cruise operations. This area attracts tourists participating in events such as IRONMAN 70.3 Tri-Cities, visitors from the Courtyard by Marriott and Lodge at Columbia Point, and pedestrians exploring the Sacagawea Heritage Trail. Users include cyclists, runners, walkers, and hotel guests seeking scenic waterfront access and interpretive views.

6. Please describe how you will promote your event or project to attract tourists.

While the City does not directly market this specific project, the restored viewing platform enhances a major destination along the Riverfront Trail and Columbia Point area frequently featured in Visit Tri-Cities promotional materials and tourism photography. The improved overlook will reestablish a safe and attractive riverfront viewpoint that supports broader visitor marketing efforts, outdoor recreation, and waterfront event tourism.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

This project will not directly promote lodging, restaurants, or businesses. However, restoring the viewing platform and adjacent trail will benefit those in the area by improving the visitor experience along the Columbia Point waterfront and encouraging continued use of nearby amenities.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):

No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$450,000

Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

The project will be postponed until additional funding is secured.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

A signed detour plan will be implemented, and the City will coordinate with impacted trail users and nearby businesses to manage access and minimize disruption. The project is prepared and ready to be implemented successfully.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

CW

SIGNED BY: CHRIS WAITE

I am an authorized agent of the organization applying for funding.

CW

SIGNED BY: CHRIS WAITE

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

CW

SIGNED BY: CHRIS WAITE

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

CW

SIGNED BY: CHRIS WAITE

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

CW

SIGNED BY: CHRIS WAITE

Completed W-9 Form is attached.

CW

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I understand that the Applicant will be required to submit a report in a format provided by the City.

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SIGNED BY: CHRIS WAITE

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CW

SIGNED BY: CHRIS WAITE

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Chris Waite
Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a

Chris Waite

10-10-2025

Printed Name

Date

Columbia Point Marina Wall Repair Budget Summary

The following table summarizes the total project estimate for the Columbia Point Marina Wall Repair, including construction, contingency, and management costs.

Item	Amount
Construction Total	\$336,500.00
Sales Tax (8.7%)	\$29,275.50
Construction + Tax	\$365,775.50
Contingency (10%)	\$33,650.00
Construction Management (10%)	\$33,650.00
Inspection (5%)	\$16,825.00
Project Total	\$449,900.50

LODGING TAX GRANT APPLICATION SCORING SHEET APPLICANT: CITY OF RICHLAND - PARKS (COLUMBIA POINT)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).



LODGING TAX PROGRAM

Application

APPLICANT			
Date of Application	10-10-2025		
Name of Applicant/Organization	City of Richland, Parks		
Type of Applicant	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other (please describe):		
Contact Name	Chris Waite	Contact Title	Parks and Public Facilities
Mailing Address	500 Amon Park Drive	Phone Number	5099427664
Email Address	cwaite@ci.richland.wa.us	Federal Tax ID #	91-6015119

EVENT OR PROJECT	
Name of Event or Project	Columbia Playfields and Horn Rapids Tournament Facility Upgrades
Location of Event or Project	[Address] 1500 Mansfield St, Richland, WA 99352
Date of Event or Project	Start Date: January 30, 2026 End Date: December 31, 2026
Amount of Funding Request	\$ 137,000.00
Type of Event or Project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival Designed to Attract Tourists <input type="checkbox"/> Operation of a Tourism Promotion Agency <input type="checkbox"/> Operation of a Tourism-related Facility Owned /Operated by Non-Profit Organization <input checked="" type="checkbox"/> Operation and/or Capital Costs of a Tourism-related Facility Owned by a Municipality*

*PROJECT INVOLVING CITY-OWNED FACILITIES	
If your project involves a City-owned facility (e.g., park, parking lot, etc.), a meeting with Parks & Public Facilities must occur to ensure project meets criteria of Parks & Public Facilities and receives their approval prior to review by the LTAC Committee. Meetings should be scheduled through Patricia Roe at (509) 942-7336 or proe@ci.richland.wa.us . It is recommended to attach approval with application.	
Copy of written approval attached?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If written approval not attached:	Meeting scheduled? <input type="checkbox"/> Yes (Date:) <input checked="" type="checkbox"/> No

DESCRIPTION OF EVENT OR PROJECT
1. Please describe your tourism-related event or project (if an event, please indicate how many years your event has taken place). Columbia Playfields and Horn Rapids are two of Richland's primary baseball and softball complexes, hosting league play and regional tournaments that bring visiting teams and families to the Tri-Cities. To strengthen Richland's ability to attract and retain multi-day events, the City proposes targeted capital upgrades: new scoreboards for Columbia fields 1-4 and a first scoreboard for field 5, repairs to existing fencing at Columbia fields 1-4, a new six-foot boundary fence at the west edge of Columbia Playfields, and replacement dugout benches on four fields at Horn Rapids. These improvements enhance game operations, safety, and the overall spectator and player experience which are key factors tournament organizers consider when selecting host sites. These improvements will in turn support increased overnight stays and local spending.
Event History: <input checked="" type="checkbox"/> New <input type="checkbox"/> 1-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
Has project/event received LTAC funding previously? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2. Please provide the following estimates of the number of visitors to Richland as a direct result of your event or project. For recurring events, provide the actual data from prior years (leave blank if prior years do not apply).

	ESTIMATE	ACTUALS		
	2025	2024	2023	2022
Overall Attendance	19300			
Number of visitors who traveled more than 50 miles.	13585			
Of the visitors who traveled more than 50 miles, the number who traveled from another state or country.	0			
Of the visitors who traveled more than 50 miles, the number staying overnight in PAID accommodations in Richland (hotel, motel, bed & breakfast, other short-term rentals).	1000			
Of the visitors who traveled more than 50 miles, the number staying overnight in UNPAID accommodations in Richland (with family or friends).	12585			
Number of paid lodging room nights in Richland resulting from your activity/event (example: 25 rooms on Friday + 50 rooms on Saturday = 75 paid lodging room nights).	1000			

3. Please describe how you will calculate and confirm your estimates.

Attendance and room-night estimates are derived from standard tournament reporting used at Columbia Playfields and Horn Rapids. For each event, the City receives team rosters and home locations from organizers. Using those lists, we project total attendees by applying typical travel-party factors (players, coaches, and accompanying family members) and identify "tourist" visitors using a 50-mile-or-more origin screen. Estimated room nights are then calculated from the share of out-of-area attendees who stay overnight and the average length of stay for weekend tournaments.

4. Is there a host hotel for your event or project?

Yes (please provide the name: _____)

No

5. Please describe your target audience (locations, demographics, etc.).

The project serves youth and adult baseball and softball participants and their families who travel for weekend tournaments. Typical visitors originate from Eastern and Central Washington, Northeast Oregon, and Idaho. Demographics are primarily families with school-age athletes who plan multi-day stays, book hotel rooms, and frequent nearby restaurants and shops between games.

6. Please describe how you will promote your event or project to attract tourists.

The City focuses on providing reliable, tournament-ready facilities that event operators and regional partners can confidently market. Improvements to scoreboards, fencing, and player areas make scheduling simpler, game management more efficient, and the on-site experience more appealing, features organizers highlight in bid packets, calendars, and digital listings. The City will supply current facility details and images to tournament directors and Visit Tri-Cities for use in their promotional channels.

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in Richland.

Visit Tri-Cities, the regional destination marketing organization, actively promotes lodging, dining, and visitor experiences throughout the Tri-Cities, including Richland. Tournament organizers and visitors frequently use these regional resources when planning travel for events at Columbia Playfields. While the City of Richland does not directly market lodging or restaurants, the improvements proposed through this project support those sectors by sustaining tournaments that bring visitors to the community for multi-day stays, creating consistent demand for local hotels, restaurants, and businesses.

8. Are you applying for lodging tax funds from another city?

Yes (please provide the name of the city and amounts requested):
 No

9. What is the overall budget for your event/project? Must attach a copy of the event/project budget (no drafts). What percentage of your budget are you requesting from the City of Richland's Lodging Tax Fund?

\$137,000

 Budget Attached

10. Please list your top five anticipated sources of revenue for your event or project, excluding requested City of Richland Lodging Tax Funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available

11. If full funding for your request is not available or recommended, what aspects of your event or project will you modify or eliminate?

The project will be delayed until an alternative funding source is secured.

12. Please identify the risks and challenges that could impact the success of your event or project and explain how you intend to mitigate those risks and challenges (e.g., location, space, staffing, funding, time, marketing, etc.).

Key risks include scheduling work around active league and tournament calendars, long-lead equipment, cost escalation, and weather. The City will mitigate these by sequencing construction during shoulder periods, pre-ordering long-lead items where feasible, maintaining alternates in bid documents, and coordinating closely with user groups to limit disruptions. Standard safety controls and temporary detours will be used during installation to protect players and spectators.

13. Does your event donate to other organizations? If yes, please describe the recipient organization(s) and indicate the total amount of cash funding donated.

No

[Certification on next page]

CERTIFICATION (please confirm by initialing each statement)

CW

SIGNED BY: CHRIS WAITE

I am an authorized agent of the organization applying for funding.

CW

SIGNED BY: CHRIS WAITE

I certify that the total amount of Lodging Tax funding requested will not exceed 30% of the total cash expenses of my event or project.

CW

SIGNED BY: CHRIS WAITE

If awarded, my organization intends to enter into a Municipal Services Contract with the City of Richland, provide liability insurance for the duration of the contract naming the City of Richland as additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable.

CW

SIGNED BY: CHRIS WAITE

I understand that the City of Richland will only reimburse those costs actually incurred by the Applicant and only after the service is rendered, paid for (if provided by a third party), and a signed Request for Reimbursement form has been submitted to the City, including any copies of invoices and payment documentation.

CW

SIGNED BY: CHRIS WAITE

Completed W-9 Form is attached.

CW

SIGNED BY: CHRIS WAITE

I understand that the Applicant will be required to submit a report in a format provided by the City.

CW

SIGNED BY: CHRIS WAITE

I understand that all project activities must be identified in promotional and other business materials as having been funded by the City of Richland.

CW

SIGNED BY: CHRIS WAITE

I understand that once submitted, this application is a public record. The City of Richland may post part or all of it on the City's website or provide it in response to public records request.

CW

SIGNED BY: CHRIS WAITE

If awarded, I understand I will be required to use the City of Richland logo on all advertising material, I shall obtain written permission from the City's Communications & Marketing Manager or designee for use of the City's logo, and shall abide by the logo specifications provided.

My signature below confirms I have read and understand the Lodging Tax Program Procedures and Guidelines.

eSigned via GovOS.com
Chris Waite
Key: d73a1eef-86a3-4cd2-a0b5-548d4da98a
Signature

Chris Waite

10-10-2025

Printed Name

Date

**Columbia Playfields & Horn Rapids Tourism
Improvements — Itemized Budget**

Item	Location	Cost
West boundary fence (6-foot)	Columbia Playfields	\$23,000
Fence repairs (Fields 1-4)	Columbia Playfields	\$16,000
Scoreboards: replace F1-F4; add F5	Columbia Playfields	\$80,000
Dugout bench replacements (4 fields)	Horn Rapids Playfields	\$18,000
Total		\$137,000

LODGING TAX GRANT APPLICATION SCORING SHEET	
APPLICANT: CITY OF RICHLAND - PARKS (COLUMBIA PLAYFIELDS/HORN RAPIDS)	
CRITERIA	SCORE
Potential to Increase Tourism (25 points)	
a. Does the proposal demonstrate potential to attract people to Richland from at least 50 miles away?	
b. Are there clear and realistic projections of the total number of people attending?	
c. Is the expectation of the number of out-of-town visitors realistic?	
d. Is the event or project scheduled to occur in the off-season	
Lodging/Overnight Stays (25 points)	
a. Is the proposal likely to attract overnight stays?	
b. Does the project quantify the anticipated number of overnight stays?	
c. Does the event or project have a plan to utilize local hotels or lodging providers or encourage future overnight stays?	
d. Are there partnerships with local hotels or lodging providers?	
e. *Does the event or project produce a broad base for hotel/motel occupancy (in contrast to individual festivals, concerts or shows)?	
Economic Impact and Sustainability (20 points)	
a. Does the proposal indicate economic benefits for the local economy (e.g., job creation, increased business for local retailers and restaurants)?	
b. Does the proposal include a long-term plan for sustained events beyond the current grant request?	
c. Does the proposal reflect how the event or project will meet one or more of the City's tourism goals?	
Marketing (15 points)	
a. Will the applicant market the event or project outside of Richland?	
b. *Does the event or project highlight Richland as a center of athletic and cultural excellence that is focused toward sporting, cultural and leisure events?	
c. Does the event or project have a marketing plan explaining how it will reach audiences outside of Richland, specifically areas more than 50 miles from Richland?	
d. Does the event or project utilize digital marketing and/or social media over print marketing?	
e. *Is the event or project likely to draw interest from young professionals and/or families that visit the area?	
f. *Is the requested amount for the marketing of the event or project more than 30% of applicant's total budget?	
Budget and Feasibility (10 points)	
a. Is the event or activity plan realistic and achievable within the proposed timeline?	
b. Did the applicant provide clear milestones and deliverables?	
c. Is the budget realistic and well-justified?	
d. Are resources allocated effectively?	
e. Does the event or project leverage other funds?	
f. Applicant's matching funds?	
Community Partnerships (5 points)	
a. Are there partnerships with local organizations?	
b. What degree of support has the proposal received from local or regional partners?	
c. Are there established partnerships that enhances the reach and impact of the event or project?	
d. Do the organizers of the event or project donate to other organizations?	
Supplementals (20 points)	
a. Applicants matching funds: Less than 5% = 0 5%-24% = 5 25%-49% = 10 50%-99% = 15 100% = 20	
Total Score	

*Richland City Council Policy: "Approval of Revised Hotel/Motel Lodging Tax Fund Evaluation Criteria" (November 3, 2008).