

City of Richland Resolution No. 100-20 temporarily designates virtual locations for all municipal meetings. This meeting will be conducted remotely via Zoom. Members of the public will be muted upon joining the meeting.



Agenda  
Lodging Tax Advisory Committee Meeting  
Thursday, April 1, 2021  
[Zoom](#)- Public Telephone Access: (206) 337-9723 or (253) 215-8782  
Meeting ID No. 878 4414 8197

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**Committee Members:** Committee Members Davis, Lucero-Montano, Sako and Watkins

**Liaison:** Council Liaison: Christensen  
Staff Liaison: Communications and Marketing Manager Logan

**Regular Meeting - 1:00 p.m.**

**Call to Order/Attendance:**

**Minutes:** (Approved by Motion)

1. Approval of the October 10, 2019 Meeting Minutes  
- Hollie Logan

**Budget Overview:**

1. 2021 Lodging Tax Funding Overview  
- Hollie Logan
2. Request for Transfer of Funds  
- Hollie Logan

**Applications:**

1. A Time of Remembrance  
- Shirley Schmunk
2. Wild West Bass Trail  
- Dominic Falcinelli
3. Tri-City Water Follies Association  
- Kathy Powell
4. Richland Babe Ruth  
- Pat Barrett
5. Northwest Power Boat Association  
- John Mostoller
6. City of Richland Parks and Recreation Department  
- Jen Davis

7. Stephens Media Group
  - Jennifer Little
8. Richland Public Facilities District (dba Reach Museum)
  - Rosanna Sharpe
9. Friends of Badger Mountain
  - David Comstock
10. City of Richland Police Department
  - Shawn Swanson, Richland Police Department
11. Tri-City Kart Club
  - Chris O'Neill
12. Richland Allied Arts Association
  - Phinney Brown
13. HRMC, Inc. Horn Rapids Motorsports Complex
  - Ray Coffman
14. The Rude Mechanicals
  - Phinney Brown
15. Tri-City Sunrise Rotary Charity Club
  - Terry Marie Fleischman
16. West Richland Area Chamber of Commerce
  - Troy Berglund
17. Three Rivers Folklife Society
  - Gene Carbaugh

**New Business:**

- I. Grant Funding Recommendations to Council
  - Hollie Logan, Communications & Marketing Manager

**Adjournment**

**The next Lodging Tax Advisory Committee Meeting is TBD.**

Richland City Hall is ADA accessible. Requests for sign interpreters, audio equipment, and/or other special services must be received 48 hours prior to the meeting by calling the City Clerk's Office at 942-7389.



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 4/1/2021

Agenda Category: Minutes

Prepared By: Hollie Logan

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**Subject:**

Approval of the October 10, 2019 Meeting Minutes

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**Department:**

Assistant City Manager

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**Recommended Motion:**

Approve the minutes of the October 10, 2019 Lodging Tax Advisory Committee meeting.

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**Summary:**

Draft minutes from the October 10, 2019 Lodging Tax Advisory Committee Meeting are presented for the Committee's consideration and approval.

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**Fiscal Impact:**

None

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**Attachments:**

1. DRAFT 2019.10.10 Lodging Tax Advisory Committee Meeting Minutes



## MINUTES

LODGING TAX ADVISORY COMMITTEE MEETING  
Richland City Hall, Parkway Conference Room / 625 Jadwin  
Date: October 10, 2019

**DRAFT**

### **Call to Order**

Mayor Thompson called the regular Lodging Tax Advisory Committee meeting to order at 10:00 a.m.

### **Attendance:**

Mayor Thompson and Committee members, Douglas (Gus) Sako, Kim Shugart, Andrew Lucero-Montano and Sara Davis. Also present were Staff Liaison Hollie Logan, Communications and Marketing Manager, Gail Everett, Communication and Marketing Specialist, and Brianna Harty, Executive Assistant.

**Approval of Minutes:** (Approved by Motion) Shugart moved and Sako seconded the motion to approve January's meeting minutes.

1. January 22, 2019, Meeting Minutes

### **Budget Overview**

1. 2019 Budget

Hollie Logan provided an overview of the 2019 available funds and projected 2020 funds.

### **New Business** (Approved by Motion)

Deliberation and Allocation for 2020 Funds - **The LTAC discussed the applications.**

1. **Allied Arts Association – Requested \$5,000. Recommended \$5,000.**

Project: Art in the Park – Outside the Region Marketing

MOTION: The request was the same as last year and fully supported by all. Shugart made the motion to approve, which was seconded by Sako. The motion carried 5-0.

2. **City of Richland - Requested \$7,500. Recommended \$7,500.**

Project: 2020 Geocoin Challenge

MOTION: Discussion amongst members included the two conflicting amounts requested in the application. One was listed as \$6,000 and the other \$7,500. LTAC

concurrent the request was for \$7,500. The amount of \$7,500 was moved for recommendation by Mayor Thompson and seconded by Shugart. The motion carried 5-0.

**3. Northwest Power Boat Association – Requested \$17,500. Recommended \$16,000.**

Project: Richland Regatta

MOTION: Moved by Shugart for approval. LTAC further discussed the increase of the amount of the request from last year of \$2,500 and concluded it was not fully warranted at this time. Shugart revised her first motion to approve at \$16,000, which Sako seconded. The motion carried 5-0.

**4. Richland Public Facilities District – Requested \$15,000. Recommended \$15,000.**

Project: Marketing for Cultural Tourism

MOTION: Mayor Thompson made the motion to approve, which was seconded by Shugart. The motion carried 5-0.

**5. Special Olympics Washington – Requested \$9,000. Recommended \$9,000.**

Project: State Fall Games 2020

MOTION: Mayor Thompson made the motion to approve, which Shugart seconded. The motion carried 5-0.

**6. Stephens Media Group – Requested \$10,000. Recommended \$5,000.**

Project: Live@5 Concert Series

MOTION: Discussions of the new request for funds for a mid-week concert series cast some doubt regarding the number of feasible hotel bookings. More concrete data is needed. It was agreed to recommend funding at 50% of the request. The motion to fund at \$5,000 was made by Shugart, which Sako seconded. The motion carried 5-0.

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

Project: 2020 Tumbleweed Music Festival

MOTION: Mayor Thompson made the motion to approve, which was seconded by Shugart. The motion carried 5-0.

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

Project: See3Slam

MOTION: Mayor Thompson made the motion to approve, which Shugart seconded. The motion carried 5-0.

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

Project: Unlimited Hydroplane Racing – The Columbia Cup

MOTION: Mayor Thompson made the motion to approve, which Shugart seconded. The motion carried 5-0.

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

Project: Cool Desert Nights

MOTION: Mayor Thompson made the motion to approve, which Shugart seconded. The motion carried 5-0.

**11. 2020 Pro-Am Circuit Event – Requested \$15,000. Recommended \$15,000.**

Project: Wild West Bass Tournament

MOTION: Ms. Shugart abstained from voting but offered information on this second annual event. Late planning last year may have contributed to low attendance at this family-friendly event. LTAC realized the need to continue to support this weekend event one more year. Mayor Thompson made a motion to approve the request, which Sako seconded. The motion carried 4-0.

**12. Time of Remembrance – Requested \$15,000. Recommended \$10,000.**

Project: 2020 Time of Remembrance

MOTION: Ms. Davis abstained from voting as she currently in contract negotiations with organizers of this event. Ms. Davis offered insight on the history of this event. Mayor Thompson made a motion to fund \$10,000, which Shugart seconded. The motion carried 4-0.

**Capital Improvement Projects**

The LTAC discussed the remaining 2019 funds in the first 2% and Sako recommended transferring \$300,000 to the second 2% for Capital Improvement Projects, which Shugart seconded. The motion carried 5-0.

**1. City of Richland – Requested \$75,000. Recommended \$0**

Project: Columbia Playfield Parking Lot Renewal

MOTION: LTAC discussed the necessity of this project and evaluated the funds left to distribute. Mayor Thompson felt this project could be funded internally and recommended not to approve it. Lucero-Montano seconded this request. The motion carried 5-0.

**2. Friends of Badger Mountain – Requested \$165,000. Funded \$165,000**

Project: Ice Age Floods Interpretive Trail

MOTION: Discussions included the popularity and longevity of this outdoor recreation area. The commitment of its board and dedication of its members. Sako made a motion to approve, which Mayor Thompson seconded. The motion carried 5-0.

**3. Richland Babe Ruth Baseball Association – Requested \$819,000. Funded \$0**

Project: Installing Turf on Four Infields

Motion: LTAC carefully reviewed and discussed this request and concluded a lack of supporting documentation, including additional partners, revenue sources and expenditures. Shugart made a motion to decline the request in which Sako seconded. The motion carried 5-0.

**4. Richland National Little League – Requested \$170,000. Funded \$100,000**

Project: Badger Sports Complex Improvements

MOTION: LTAC discussed the large project needs and acknowledged how lighting contributes to extended play, and helps attract more tournaments. Mayor Thompson made a motion to fund \$100,000, which was seconded by Sako and carried 5-0.

**5. Tri-City Kart Club (TCKC) – Requested \$84,750. Funded \$84,750.**

Project: Facility Utility Upgrade and Expansion

MOTION: This request was discussed and recommended by Sako to fund the entire amount, which was seconded by Thompson. The motion carried 5.0.

**Conclusion**

Mayor Thompson concluded the meeting with remarks of the need for new events slated for the fall season and those that will drive new markets. He envisions more science and

STEAM-related events to provide more family-friendly experiences. He adjourned the meeting at 11:15 a.m.

**Minutes Prepared By: Hollie Logan,  
Communications & Marketing Manager**

**Date Approved:**

Richland City Hall is ADA accessible with special parking and access available at the entrance facing George Washington Way. Requests for sign interpreters, audio equipment, and/or other special services must be received 48 hours prior to the Lodging Tax Advisory Committee Meeting by calling the City Clerk's Office at 942-7388.

DRAFT



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 4/1/2021

Agenda Category: Budget Overview

Prepared By: Hollie Logan

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Subject:  
2021 Lodging Tax Funding Overview

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Department:  
Assistant City Manager

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Recommended Motion:

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

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

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Fiscal Impact:

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**Attachments:**

1. 2021 Funding Worksheet

## 2021 HOTEL/MOTEL FUND APPLICATIONS

**First 2% Available Funds y/e 2020 after contractual commitments for 2021 and not including today's applications = (308,056)**

ORGANIZATION	PROPOSED USE OF MONEY	2020 ALLOCATION	2021 REQUEST
ALLIED ARTS ASSOCIATION	ART IN THE PARK	\$5,000.00	\$5,000.00
CITY OF RICHLAND	2021 GEOCOIN CHALLENGE	\$6,000.00	\$6,500.00
NORTHWEST POWER BOAT ASSOCIATION	RICHLAND REGATTA	\$17,500.00	\$17,500.00
RICHLAND PUBLIC FACILITIES DISTRICT	MARKETING FOR CULTURAL TOURISM	\$15,000.00	\$7,500.00
STEPHENS MEDIA GROUP	<a href="#">LIVE@5</a>	\$10,000.00	\$10,000.00
THE RUDE MECHANICALS	SHAKESPEARE IN THE PARK	\$0.00	\$10,000.00
THREE RIVERS FOLKLIFE SOCIETY	TUMBLEWEED MUSIC FESTIVAL	\$4,000.00	\$4,000.00
TIME OF REMEMBRANCE	TIME OF REMEMBRANCE	\$15,000.00	\$15,000.00
TRI-CITIES SUNRISE ROTARY CHARITY CLUB	SEE3SLAM	\$10,000.00	\$10,000.00
TRI-CITY WATER FOLLIES	COLUMBIA CUP	\$15,000.00	\$15,000.00
WEST RICHLAND CHAMBER OF COMMERCE	COOL DESERT NIGHTS	\$18,800.00	\$18,800.00
WILD WEST BASS TRAIL	WILD WEST BASS PRO-AM CIRCUIT	\$15,000.00	\$15,000.00
	<b>Total</b>	\$131,300.00	\$134,300.00

**Second 2% Available Funds y/e 2020 after contractual commitments and not including today's applications = \$943,146**

ORGANIZATION	PROPOSED USE OF MONEY	2020 ALLOCATION	2021 REQUEST
CITY OF RICHLAND	RPD RANGE/TRAINING FACILITY UPGRADES	0.00	\$20,000.00
FRIENDS OF BADGER MOUNTAIN	ICE AGE FLOODS INTERPRETIVE TRAIL	165,000.00	\$110,000.00
RICHLAND BABE RUTH BASEBALL ASSOCIATION	INSTALLING TURF ON 4 INFIELDS	0.00	\$719,000.00
HORN RAPIDS MOTOR SPORTS	HORN RAPIDS MOTORCROSS LIGHTING	0.00	\$300,000.00
TRI-CITY KART CLUB (TCKC)	TCKC TRACK EXPANSION	84,750.00	\$367,500.00
	<b>Total</b>	\$249,750.00	\$1,516,500



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 4/1/2021

Agenda Category: Budget Overview

Prepared By: Hollie Logan

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Subject:  
Request for Transfer of Funds

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Department:  
Assistant City Manager

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Recommended Motion:

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Summary:

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Fiscal Impact:

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Attachments:



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Time of Remembrance

Contact Name: Shirley Schmunk Contact Title: Founder/CEO

Contact Phone: 509-750-5687 Contact Email: wa.remembrance@gmail.com

Street Address: 552 Charbonneau Dr City: Richland State: WA Zip: 99352

Project to be funded: 2021 WA State Time of Remembrance

Project Start Date: September 24, 2021 Project End Date: September 26, 2021

Amount of Request: \$15,000.00

Yes  No Has the organization received Hotel/Motel Tax funding in the past?

If yes, for which years and which projects?

In 2020 the City of Richland approved a grant for \$15,000. Because of COVID we were unable to meet in person, so we held the annual event virtually on-line. We were able to provide services to Family members and surviving friends of Military Members who died while in service during the Global War on Terror. We spent \$4000.00 on TOR last year and received 2,763.24\$ from Richland Hotel/Motel Grant.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>0</u>	<u>14</u>	<u>2008</u>



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Shirley Schmunk	President
2.	Nancy Daly	Vice President
3.	Sandra Sjule	Secretary
4.	Emma Ibach	Treasure
5.	Mark Williams	Board Member
6.	Ryan Crocker	Board Member
7.	Romar Swarner	Board Member
8.		
9.		

**3. Project Description:**

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

On September 24-26, 2021 approximately 185 Families with over 400 family members and survivors will gather in an effort to provide grief counseling, mentor opportunities, and professional classes on dealing with grief and loss for surviving family of fallen warriors.

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

*Please note these improvements may require federal, state, or city permits. Please contact **be Schiessl** at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

Time of Remembrance is a stand alone 501c(3) organization in this effort, but we partner closely with professional agencies such as the Red Cross, US Veterans Administration, Survivor Outreach Services, Washington Department of Veterans Affairs (WDVA), Vet Centers, American Legion, Veterans of Foreign Wars (VFW), and American Veterans (AMVETS) to provide outreach and services. We also work with other 501c(3) to include American Citizens Encouraging Support (ACES); Washington Fallen Heroes Banner Project; Fallen Heroes Project; Illuminating Courage Memorial, WA. Gold Star Mothers, Inc; Gold Star Wives of America; Patriot Guard Riders; Combat Veterans Interational.

**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$15,000.00</u>	<u>25.6%%</u>	<u>\$58,329.20</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Thomas A. Biddle Foundation	\$1,500.00
March for the Fallen	\$1,500.00
Walmart Foundation VAP program	\$1,000.00
Warden WA. Golf Tournament	\$5,000.00
West Richland Golf Tournament	\$3,500.00
Gold Star Mothers	\$500.00
Veterans of Foreign Wars	\$500.00
American Legion	\$500.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Best Western Plus Hotel - 90 rooms @ \$97.11 per night X 2 nights	\$17,479.80
Banquet & Conference area	\$7,495.00
microphones - \$120 per day	\$240.00
Friday Welcome Banquet	\$2,500.00
Saturday Dinner (300 guests)	\$12,500.00
Adult Group Supplies	\$1,500.00
Toddler Group Supplies	\$500.00
Youth Group Supplies	\$1,500.00
Sibling Group Supplies	\$1,000.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>400</u>
• Expected number of out-of-town attendees:	
● (those who traveled more than 50 miles)	<u>400</u>
• Expected number of attendees paying for accommodations:	<u>100</u>
• Expected number of attendees using unpaid accommodations:	<u>20</u>
• Expected number of lodging nights:	<u>200</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
• How many increased room nights were expected to be generated?	<u>200</u>

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

Each Family member or friend in attendance will be required to register and provide their name, address, phone number, and email address.

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

This event will bring over 400 people to the town of Richland using 200 hotel rooms for the weekend. Activities include banquets, river viewing, shopping, and opportunities to visit businesses in Richland. We will showcase Richland as a destination city.

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

Through our website we reached out to 1,400 survivors on the day of the event from 4 states in 2020. As of January we have connected with 3,216 hits on our website spanning to 17 States. We have approximately 900 fallen soldiers and their stories entered onto the site. We will concentrate advertising on social media in major cities outside a 50 mile radius of Richland. We will post the event on national websites including Survivor Outreach Services, Washington Department of Veterans Affairs, Gold Star Mothers, Inc, and Gold Star Wives. We target marketing to families and friends of fallen warriors to ensure we reach the appropriate recipients.



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

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

eSigned via SeamlessDocs.com  
*Shirley Schmunk*

Key: f9324af9d3e3ac20c75d9d4ae6fb6a9d

02/26/2021

Name

Date

Shirley Schmunk

Print Name

Founder/CEO

Title



Washington State Time of Remembrance  
552 Charbonneau Drive  
Richland, WA 99352

A Time of Remembrance

**Purpose** - to bring together the families of Washington's Fallen Heroes of The Global War on Terrorism in a time of healing, unite the citizens of Washington in Remembrance, and Honor Washington State's fallen. Time of Remembrance (TOR) celebrates the lives of those who have protected all of us. Each of the Fallen left behind loved ones who carry a burden of grief. A gathering such as this demonstrates that they need not suffer their grief alone.

**Background** - Since the inception of the Global War on Terrorism, Washington State has lost over 1,100 Soldiers, Sailors, Marines, Air Force and Coast Guard members representing each county of the state. Their families are often alone in their grief, and in many instances bereft of the support the Hero provided. It was the vision of TOR to bring these families together to celebrate the lives of those who gave their all in a meaningful and healing manner.

**History** - In 2007, the first members of the TOR committee pulled together a team of volunteers, and provided the first Time of Remembrance in Richland, WA. In successive years, with the help of new supporters, TOR has expanded the program. In meeting goals over the last six years, TOR has held a multifaceted event to recognize and honor heroes from the State of Washington who were lost in service. There has been an average of 140 families per year with over 360 family members, comrades and friends from communities across the entire state. In this series of events, we have taken the opportunity to extend our gratitude to the families who stood by our service men and women during the Global War on Terrorism.

**How is it Done** – On Saturday, September 18, 2021 the families and comrades of the fallen will have the opportunity to privately meet other families for a time of sharing and attend break-out sessions which will provide information to assist in the process of coping with their loss and sacrifice. After dinner, they will be transported to a Candlelight Vigil at the Veterans Memorial in Pasco, WA along the Columbia River. On Sunday, September 19<sup>th</sup>, an official State Recognition Ceremony will be hosted by the city of West Richland at Flat Top Park. Our goal is to have each of our heroes' memory represented.

**What is Needed** - "Time of Remembrance" is seeking donations to pay for a tribute to our State of Washington Fallen Warriors and to support their families as they gather for this event. It is our hope that you will help with funding for the families that have inspired all Americans by their strength. Please give what you can; it is such a small price to pay to honor those who paid for our freedom with their lives. This is our opportunity to show the heartfelt respect and gratitude of this great State of Washington to the families and 'brothers/sisters-in-arms' who made the ultimate sacrifice and gave their hearts to America.

***"Time of Remembrance" is a 501 c3 tax exempt Organization. Your donations to TOR are tax deductible under IRC section 170. Please reference EIN 26-4457395. Please mail your tax deductible check to: Washington State Time of Remembrance 552 Charbonneau Drive Richland, WA 99352, or any committee member can accept your check and provide a receipt.***



Time of Remembrance  
 552 Charbonneau Drive  
 Richland, Washington  
 99352

**2020 TOR EVENT BUDGET**

Expenses	Description	Total	Donor	Received/ Committed	Donation Requested	Fund Raising by Sept 2021
Best Western Plus Hotel	90 Rooms @ \$97.11 per night x 2 nights	\$ 17,479.80				
Event Space	Banquet & Conference Area	\$ 7,495.40				
Microphones Portable	\$120. per day	\$ 240.00				
Welcome Guests	Friday Evening Banquet	\$ 2,500.00	WATER2Wine Cruise Richland			
Saturday Dinner	300 guest	\$ 12,500.00				
Adult Groups	Supplies	\$ 1,500.00				
Toddler Group	Supplies	\$ 500.00				
Saturday Lunch	150 guests	\$ 5,000.00				
Youth Groups	Supplies	\$ 1,500.00	REACH MUSEUM Richland			
Sibling Group	Supplies	\$ 1,000.00	REACH MUSEUM Richland			
Wounded Warrior Vets PTSD/ Counseling	Supplies	\$ 1,500.00				
Speaker Fees	Rooms & Milage	\$ 1,100.00				
A&A Motor Coach	Columbia Park Memorial	\$ 2,214.00				
Candlelight Ceremony	Candles & Luminary PLs	\$ 800.00				
	Professional video/ webmaster/ drone..etc	\$ 3,000.00				
		<b>\$ 58,329.20</b>				
Administrative		\$ 85.00				
Printing of donation request		\$ 200.00				
Printing of invitation/postage		\$ 1,000.00				
Non-Profit Fee for State		\$ 10.00				
Charities List		\$ 60.00				
Advertisement of Events		\$ 200.00				
<b>TOTAL 2021 EXPENSES</b>		<b>\$ 57,500.00</b>				



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 4/1/2021

Agenda Category: Applications:

Prepared By: Dominic Falcinelli

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**Subject:**

Wild West Bass Trail

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**Department:**

Assistant City Manager

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**Recommended Motion:**

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**Summary:**

Project to be funded: Pro-Am Bass Tournament

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**Fiscal Impact:**

\$15,000

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**Attachments:**

1. Wild West Bass Trail Application



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Wild West Bass Trail

Contact Name: Dominic Falcinelli Contact Title: Director of Partner Relations

Contact Phone: (940) 297-5692 Contact Email: dominic@wildwestbasstrail.com

Street Address: 2228 Houston Place City: Denton State: TX Zip: 76201

Project to be funded: Pro-Am Bass Tournament

Project Start Date: July 30, 2021 Project End Date: August 01, 2021

Amount of Request: \$15,000.00

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

WWBT received \$15,000 in 2019 for Pro-Am event (June 2019). In 2020, WWBT was awarded \$15,000 for Pro-Am event (August 2020), but did not receive that amount due to the Covid-19 pandemic.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
5	14	4-8	6



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Jeremy Dehart	Owner, CEO
2.	Randy McBride	Operations Manager
3.	Dominic Falcinelli	Dir. of Partner Relations
4.		
5.		
6.		
7.		
8.		
9.		

**3. Project Description:**

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

Event will be a 3-day bass fishing tournament with mandatory pre-tournament angler check-in and rules meeting on July 29th at Sportsmans Warehouse. Launch and weigh-in will be held at Columbia Point Park Marina, July 30 - Aug 1. Covid-19 precautions in effect as required by state of Washington.

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

*Please note these improvements may require federal, state, or city permits. Please contact .be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

We are also seeking funding from Visit Tri-Cities Washington.



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$15,000.00</u>	<u>10.9%%</u>	<u>\$137,100.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Visit Tri-Cities Washington	\$15,000.00
Angler Registration Fees	\$120,000.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Prizes and Awards (95% of Participant Registration Fees)	\$114,000.00
Marketing and Promotion	\$15,000.00
Staff Travel	\$3,600.00
Staff Lodging	\$3,000.00
Staff Meals	\$1,500.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>500</u>
• Expected number of out-of-town attendees:	<u>200</u>
● (those who traveled more than 50 miles)	<u>150</u>
• Expected number of attendees paying for accommodations:	<u>50</u>
• Expected number of attendees using unpaid accommodations:	<u>250</u>
• Expected number of lodging nights:	<u>0</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>150</u>
• How many increased room nights were expected to be generated?	<u> </u>

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

Mandatory angler check-in and rules meeting is on Thursday, July 29. At check-in, we verify with each angler the number of room nights booked and location.

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

As a special event, our bass fishing tournament will attract tourists (participating anglers and their families) from California, Arizona, Nevada, New Mexico, Idaho, and Oregon. Not only will the participating anglers and their families travel to Richland for the tournament, but a large portion of our anglers will travel to Richland and the Columbia Park Marina for on-water practice in the days and weeks leading up to the tournament. As well, we are confident that after experiencing the first-class accommodations and fishing, our anglers and their families will return to Richland for future fishing events and other activities.

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

Prior to the tournament, we will send representatives to Richland to meet with local businesses, groups, and media to promote the event to the Tri-Cities community. We look to build on our relationship with the Richland Rod & Gun Club, who were an integral part of the 2019 tournament. Also, we will send representatives to many of our other 2021 tournaments in California, Nevada, Arizona, etc. to promote this tournament to our anglers.

Prior to the tournament, we will have a local professional angler interviewed by the Tri-City Herald and KEPR. Dave Kromm's interviews prior to the 2019 tournament are available on the Tri-City Herald and KEPR websites. In 2021, we will also have a presence on multiple local radio outlets, as well. Nationally, we will promote the tournament through social media posts and Facebook Live Q&A sessions with our owner, Jeremy DeHart.

During each Pro-Am tournament, we pay a production company (Pro Angler Promotions) to post video to social media during the tournament, and produce a full video about the tournament. They have camera operators recording the morning launches, the afternoon weigh-ins, angler interviews, as well as travelling in anglers' boats capturing the fishing action, and showcasing the facilities. The videos they produce are top notch and result in increased social media views and increased attendance at future tournaments. The videos from the 2019 and 2020 Columbia River tournaments will be a key promotional tool for the 2021 tournament.



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

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

eSigned via SeamlessDocs.com  
*Dominic Falcinelli*

Key: f6324af9d3e3ac20c75d9d4ae6fb6a9d

02/24/2021

Name

Date

Dominic Falcinelli

Print Name

Director of Partner Relations

Title



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 4/1/2021

Agenda Category: Applications:

Prepared By: Kathy Powell

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**Subject:**

Tri-City Water Follies Association

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**Department:**

Assistant City Manager

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**Recommended Motion:**

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**Summary:**

Project to be funded: Tri-City Water Follies, HAPO Air Show and Columbia Cup

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**Fiscal Impact:**

\$15,000

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**Attachments:**

1. Tri-City Water Follies Association Application



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Tri-City Water Follies Association

Contact Name: Kathy Powell Contact Title: Event Director

Contact Phone: (509)783-4675 Contact Email: water.follies@gmail.com

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

Project to be funded: Tri-City Water Follies, HAPO Air Show and Columbia Cup

Project Start Date: July 23, 2021 Project End Date: July 25, 2021

Amount of Request: \$15,000.00

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

Tri-City Water Follies 2003 - 2019

2. Organizational Demographics:

Number of full time staff: 1
Number of part time staff: 0
Number of volunteers: 50+
Year organization incorporated: 1966



Please list the Names and Titles of your Board Members:

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

**3. Project Description:**

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

The Tri-City Water Follies Association, a non-profit organization, will host a premier weekend festival that includes Unlimited Hydroplane racing on the Columbia River, an over-the-river air show and additional boat class racing as well as various shoreline activities.

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

*Please note these improvements may require federal, state, or city permits. Please contact **be Schiessl** at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

City of Pasco - Hotel/Motel Funds Grant  
Visit Tri-Cities - TPA Grant



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$15,000.00</u>	<u>1.6%</u>	<u>\$900,000.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Tickets	\$95,000.00
Sponsorship	\$350,000.00
Reserved Hospitality	\$380,000.00
Concessions	\$16,000.00
Parking	\$40,000.00
Souvenirs	\$10,000.00
General Operations	\$9,000.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Entertainment	\$370,000.00
Venue Oversight	\$200,000.00
Administrative	\$95,000.00
Security	\$120,000.00
General Operations	\$50,000.00
Advertising & Marketing	\$45,000.00
Hospitality	\$10,000.00
Donations/Gifts	\$10,000.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>50000</u>
• Expected number of out-of-town attendees:	<u>10000</u>
● (those who traveled more than 50 miles)	<u>2000</u>
• Expected number of attendees paying for accommodations:	<u>40000</u>
• Expected number of attendees using unpaid accommodations:	<u>5000</u>
• Expected number of lodging nights:	<u>0</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
• How many increased room nights were expected to be generated?	<u>0</u>

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

The TCWF will work with Visit Tri-Cities and survey local lodging facilities. The TCWF Office will survey guests through hosted and private area reservation forms.

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

It is expected that over 50,000 spectators will come to the shores of the Columbia River from Washington, Oregon, Idaho and across the nation for the largest weekend event in Eastern Washington. The regional market includes the immediate Tri-Cities area as well as Yakima, Spokane, and Seattle. National media attention attracts fans from across the U.S.  
 The Tri-City Water Follies will use a full service advertising agency to assist with selecting and combining different methods of marketing targeting Washington, Oregon and Idaho.

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

7304 · Print Media  
 Tri-City Herald 3,000.00  
 The Entertainer 1,500.00  
 Tri-Cities Area Journal of Business 2,340.00  
 Total 7304 · Print Media 6,840.00  
 7303 · Radio  
 KATS-FM 1,998.00  
 KORD-FM 3,999.00  
 KUJ-FM 2,400.00  
 KEGX-FM 1,470.00  
 Total 7303 · Radio 9,867.00  
 7302 · Television  
 KGW - Portland Television 1000  
 KHQ - Spokane Television 1000  
 KPTV - Portland TV 1000  
 Root Sports 1,100.00  
 King 5 4,000.00  
 KHQ - Spokane Television 1,800.00  
 KPTV - Portland TV 3,100.00  
 Root Sports 2,930.00  
 KCYU 400  
 KEPR 2,500.00  
 KGW 2,075.00  
 KVEW 3,005.00  
 KNDO/KN DU 4,400.00  
 Total 7302 · Television 28,310.00



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

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

eSigned via SeamlessDocs.com  
*Kathy Powell*  
Key: f6324af9d3e3ac20c75d9d4ae6fb6a9d

02/24/2021

Name

Date

Kathy Powell

Print Name

Event Director

Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Richland Babe Ruth

Contact Name: Pat Barrett Contact Title: League President

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

Street Address: 2705 Kingsgate Way City: Richland State: WA Zip: 99354

Project to be funded: Installing Field Turf on 4 infields

Project Start Date: April 05, 2021 Project End Date: December 31, 2021

Amount of Request: \$719,000.00

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

2017 Installed Fencing and warning tracks

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>0</u>	<u>8</u>	<u>1997</u>



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Pat Barrett	League President
2.	Nancy Aldrich	Secretary
3.		
4.		
5.		
6.		
7.		
8.		
9.		

**3. Project Description:**

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

Install field turf on 4 fields making them all convertible for multi-use. Enticing more tournaments by making the fields usable for all age groups, baseball and softball. This would make the complex usage expand from 5 weekends to most weekends. Expanding league to ages 7 and up to softball as well

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

*Please note these improvements may require federal, state, or city permits. Please contact .be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

None



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$719,000.00</u>	<u>100%</u>	<u>\$819,000.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Gravel and compaction 80,000 per field X4	\$320,000.00
Portable Mounds	\$42,000.00
Quality Baseball Turf Installed on bullpens and all Fields	\$357,000.00
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>52000</u>
• Expected number of out-of-town attendees:	<u>32000</u>
● (those who traveled more than 50 miles)	<u>12000</u>
• Expected number of attendees paying for accommodations:	<u>2500</u>
• Expected number of attendees using unpaid accommodations:	<u>47</u>
• Expected number of lodging nights:	<u>11000</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>38</u>
• How many increased room nights were expected to be generated?	

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

Working with local motels and tourist board to secure rooms for teams coming to town will provide an idea of how many rooms we are filling.

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

This project will add tourism dollars by giving tournament directors a complex with the flexibility to run any type of tournament ( I.E age group or sport) simultaneously by just moving the mounds and bases. Currently, we have to maintain a 6 person crew to run each tournament. It is difficult to find the help.

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

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



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

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

eSigned via SeamlessDocs.com  
*Patrick K Barrett*

Key: f6324af9d3e3ac20c75d9d4ae6fb6a9d

02/28/2021

Name

Date

Patrick K Barrett

Print Name

League President

Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Northwest Power Boat Association [Richland Regatta used for marketing purposes]

Contact Name: John Contact Title: President of NWPBA

Contact Phone: 509-727-2142 Contact Email: jmostoller@paynewest.com

Street Address: 8711 W. 1st Place City: Kennewick State: WA Zip: 99336

Project to be funded: Richland Regatta

Project Start Date: June 25, 2021 Project End Date: June 27, 2021

Amount of Request: \$17,500.00

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

For same project, for the last year we were able to hold our event, in 2019m we were awarded \$15,000.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
-0-	-0-	20	2016



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	John Mostoller	President
2.	John Culver	V-P
3.	Paul Herod	V-P
4.	Charlie Grigg	V-P
5.	Tracy Davisson	Secretary
6.	April Morgan	Treasurer
7.	Scott Curry	Board Member
8.	Chris Denslow	Board Member
9.	Carie Johnson	Board Member

### 3. Project Description:

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

No change from two years ago; a boat racing event at Howard Amon Park, with several boat classes [from one liters to 5 liters, and some vintage and flat bottoms]. Set-up day is Thursday, with racing action on Friday, Saturday, and Sunday. Activity starts at 10:00am and runs to 5:00pm each day.

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

*Please note these improvements may require federal, state, or city permits. Please contact [be Schiessl](mailto:be.schiessl@richlandsc.gov) at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

Well, we will not seek collaboration per se, but many agencies help us put on this event - especially the USCG, the RPD, the RFD, the awesome Richland Parks personnel - they were all fantastic, and we look forward to their support once again this year!

**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$17,500.00</u>	<u>35%</u>	<u>\$50,000.00</u>

Revenue Sources

Revenue Amount

Sponsors [hopefully - very concerned about the pandemic affect on this	\$35,000.00
Beer Garden sales	\$5,000.00
Boat team registrations	\$7,000.00
merchandise sales [hats/shirts]	\$3,000.00

Expenditure Description

Expenditure Amount

advertising/promotions	\$15,000.00
City of Richland [lease/park set-up]	\$2,000.00
Liquor products for beer garden	\$2,200.00
Park set-up costs [fencing/tables/chairs]	\$5,000.00
APBA fees [our governing body]	\$1,000.00
Volunteer meals	\$2,000.00
PA system	\$2,000.00
Security [we have both volunteer and paid for overnight]	\$2,500.00
Miscellaneous [office supplies/permits/copies/etc]	\$5,000.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>13500</u>
• Expected number of out-of-town attendees:	
● (those who traveled more than 50 miles)	<u>1000</u>
• Expected number of attendees paying for accommodations:	<u>400</u>
• Expected number of attendees using unpaid accommodations:	<u>0</u>
• Expected number of lodging nights:	<u>400</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
• How many increased room nights were expected to be generated?	<u>0</u>

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

1. We physically count the boat team registrations.
2. We work with our designated hotel [Holiday Inn, formerly Red Lion] to confirm registrations [4 nights x 24 teams x 4 bodies 384 total nights, but we rounded up to 400 as a guestimate.
3. Just a comment -- I did not know how to answer question #5 on the last two questions, but this is not a capital improvement project. Just wanted to clarify.

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

Bringing a different fan base to Howard Amon Park, who will use local facilities, hotels, gas, restaurants, etc. Plus, the event received many accolades from the event two years ago [since we didn't hold the event in 2020 due to the pandemic], and since we will be holding Divisional Championships at our event this year, we expect the boat team count to be at an increased number due to this positive publicity. And, all the teams except one, are from out of town. So we hope to have more boat teams in town, purchasing hotel rooms and local amenities -- and, we hope to have more fans in the park this year, especially due to the pandemic effect.

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

Well, similar to our event two years ago, we are a VERY low-budget, ALL volunteer organization, who does NOT charge for admission to our event...That said, we will again work with several local TV stations, primarily KNDU, just as last time, plus several radio stations, primarily KONA due to Michael McDonnal's help, plus we really push the social media front with our web page, Face Book, and other such outlets. We also print up and distribute event posters. Additionally, we spread the word via the national APBA websites for which all boat teams have access.



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

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

eSigned via SeamlessDocs.com  
*John R Mostoller*

03/07/2021

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
John Mostoller

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
President

\_\_\_\_\_  
Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: City of Richland

Contact Name: Jen Davis Contact Title: Recreation Coordinator

Contact Phone: 5099427702 Contact Email: jdavis@ci.richland.wa.us

Street Address: 500 Amon Park Drive City: Richland State: WAS Zip: 99320

Project to be funded: Geocoin Challenge

Project Start Date: March 01, 2021 Project End Date: December 31, 2021

Amount of Request: \$6,500.00

Yes No Has the organization received Hotel/Motel Tax funding in the past?

If yes, for which years and which projects?

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

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

2. Organizational Demographics:

Table with 4 columns: Number of full time staff, Number of part time staff, Number of volunteers, Year organization incorporated. Values: 5 (recreation), 2 (recreation), 40, 1958



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____

**3. Project Description:**

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

32 new geocaches are placed in each of the cities. Geocachers have to find the geocaches to earn the geocoin. Our theme this year is "History of the Tri-Cities." The geocache locations and the coin will focus on the event theme. Our event is unique and valued by geocachers from all around the world.

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

*Please note these improvements may require federal, state, or city permits. Please contact .be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

The Geocache Committee has a representative from Visit Tri-Cities, City of Richland, Pasco, Kennewick, West Richland, as well as other community members



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$6,500.00</u>	<u>45%</u>	<u>\$14,500.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Lodging Tax	\$6,000.00
City of Kennewick	\$1,300.00
City of Pasco	\$1,300.00
City of West Richland	\$1,300.00
City of Richland	\$1,500.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Geocoin (Participants & Volunteers)	\$12,300.00
Kid's Coins	\$500.00
Marketing	\$200.00
Geocache Supplies	\$1,500.00

**5. Projected Tourism Benefits:**

- Overall attendance: 800
- Expected number of out-of-town attendees: 250
  - (those who traveled more than 50 miles)
- Expected number of attendees paying for accommodations: 350
- Expected number of attendees using unpaid accommodations: 350
- Expected number of lodging nights: 400
- If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? 0
- How many increased room nights were expected to be generated? 20



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

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

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

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

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

- Geocache event page
- Websites - All four cities as well as Visit Tri-Cities
- Event Website
- Geocaching Website and weekly international emails
- Facebook - analytics
- Emails to previous year's participants
- Posters/postcards/geocache business cards/magnets/travel bugs
- Caching in the Northwest Podcast
- Classes and geocache events



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

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

eSigned via SeamlessDocs.com  
*Jen Davis*  
Key: f9324af9d3e3ac20c75d9d4ae6fb6a9d

03/12/2021

Name

Date

Jen Davis

Print Name

Recreation Coordinator

Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Stephens Media Grop

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

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

Street Address: 4304 W 24th Ave Suite 200 City: Kennewick State: WA Zip: 99338

Project to be funded: Live@5

Project Start Date: May 27, 2021 Project End Date: July 22, 2021

Amount of Request: \$10,000.00

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

We were granted monies last year, but were unable to utilize them due to COVID.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>9</u>	<u>10</u>	<u>0</u>	<u>17</u>



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____

**3. Project Description:**

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

Live@5 is a free, family friendly, community summer concert series. Every Thursday night from 5-9pm starting May 27th and going through July 22nd. The concerts are held at the HAPO stage in John Dam Plaza.

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

*Please note these improvements may require federal, state, or city permits. Please contact .be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

Tri City Chamber of Commerce, City of Richland, HAPO Community Credit Union are collaborate with Stephens Media Group on Live@5.





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

We have not previously tracked registrations but we will speak with hotels if we are granted monies this year.

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

This event draws in people from all over. Often times we bring in bands from other states that need to stay in local hotels. We also have local bands with followers from other locations that come in and stay in hotels when that band is playing.

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

This event gets at least 288 mentions a day over all 6 of our stations. It is covered on all station social media and always receives coverage with the local TV news and print.



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

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

eSigned via SeamlessDocs.com  
*Jennifer A Little*

Key: f6324af9d3e3ac20c75d9d4ae6fb6a9d

03/09/2021

Name

Date

Jennifer Little

Print Name

Events & Promotions Manager

Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Richland Public Facilities District (dba REACH Museum)

Contact Name: Rosanna Sharpe Contact Title: Executive Director

Contact Phone: 509-943-4100 Contact Email: RosannaS@visitthereach.org

Street Address: 1943 Columbia Park Trail, City: Richland State: WA Zip: 99352

Project to be funded: Promotion of Cultural Tourism

Project Start Date: April 02, 2021 Project End Date: December 31, 2021

Amount of Request: \$7,500.00

Yes No Has the organization received Hotel/Motel Tax funding in the past?

If yes, for which years and which projects?

2020 - \$5,865.21 Promotion of Cultural Tourism (\$15K awarded, grant implementation interrupted due to Covid-19)
2019 - \$15,000 Marketing for Cultural Tourism
2018 - \$5,000 Marketing for Cultural Tourism
2017 - \$8,000 Marketing for Heritage and Cultural Tourism
2015 - \$8,000 Design of Cold War Exhibition
2014 - \$26,700 Manhattan Project Exhibition Enhancements
2013 - \$25,000 Manhattan Project Exhibition

2. Organizational Demographics:

Table with 4 columns: Number of full time staff (6), Number of part time staff (4), Number of volunteers (20 active), Year organization incorporated (2004)



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Dan Boyd	President
2.	Bill King	Vice President
3.	Shirley Long	Treasurer/Secretary
4.	Miriam Kerzner	Member
5.	Veronica Kenney	Member
6.		
7.		
8.		
9.		

**3. Project Description:**

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

The REACH will reopen its doors on April 2, 2021 after a year-long closure. We are the only facility of its kind in Eastern Washington operating year-round and sharing stories from the Ice Age to the Atomic Age, and beyond. See attachment.

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

*Please note these improvements may require federal, state, or city permits. Please contact .be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

One of the REACH's core values is to be intentional, inclusive, and reliable public partners. The REACH is committed to collaboration through strategic partnerships with school districts, businesses, municipalities, individuals and community organizations who share common values to uplift community through the sharing ideas and resources. Key to this is the creation of our Public Partnership Program which encourages the public to use their museum (the REACH) as a safe place for gathering and sharing stories and experiences. It further promotes the use of our facilities including our outdoor amphitheater, solar stage, patios, great hall, and multi-purpose meeting room. The REACH welcomes program proposals from the public and gives priority to those that complement or advances our mission: To inspire learning by sharing the stories of the Mid-Columbia River Region, its people, and its impact and contributions to the world.

In 2020 we will be collaborating with the following agencies on programming:  
 U.S. Fish & Wildlife



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$7,500.00</u>	<u>14.7%%</u>	<u>\$50,853.00</u>

Revenue Sources

Revenue Amount

Richland Public Facilities District	\$21,003.00
Reach Foundation	\$3,850.00
City of Richland	\$7,500.00
Cherry Creek Media	\$3,500.00
Tri-City Herald	\$15,000.00

Expenditure Description

Expenditure Amount

Marketing consultant (annual fee)	\$20,820.00
DevFuzion (IT provider, annual fee)	\$2,400.00
Mailchimp (license and useage fee, annual)	\$1,200.00
Artmil (annual website maintenance, contacted services for reconfiguration)	\$1,700.00
Facebook and social media (paid boosts)	\$5,000.00
Cherry Creek Media (in-kind estimate, renegotiating for 2021)	\$3,500.00
Tri-City Herald (in-kind estimate, renegotiating for 2021)	\$15,000.00
Visit Tri Cities Visitor Guide	\$550.00
WaDOT highway sign	\$683.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>20,000</u>
• Expected number of out-of-town attendees:	
● (those who traveled more than 50 miles)	<u>4,000</u>
• Expected number of attendees paying for accommodations:	<u>1,000</u>
• Expected number of attendees using unpaid accommodations:	<u>1,000</u>
• Expected number of lodging nights:	<u>1,000</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
• How many increased room nights were expected to be generated?	<u>0</u>

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

The REACH gathers information from visitors in person as they arrive at the admissions desk through our Point of Sale (POS) terminal. Here, basic information such as zip code is gathered. Additionally, our website has forms that allow visitors to provide feedback while gaining information on demographics. Many education programs include the distribution of satisfaction surveys at the conclusion of the program. We use this data to help us improve our customer service, refine our programs, create new programs, as well as retire those that under perform. In 2021, when more COVID-19 restrictions are lifted, we will include links on our website to local hotels to assist visitors with logistics of overnight stays, as well as work with Visit Tri-Cities to sweeten hotel packages with museum promotions for conference and sporting event attendees, for example.

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

On Trip Advisor the REACH Museum is rated #3 for Things To Do in Richland! (2019)

According to the American Alliance of Museum (AAM), 78% of all US leisure travelers participate in cultural or heritage activities. These travelers - including visitors to museums - spend 63% more on average than other leisure travelers. Also, according to the Office of Financial Management the Tri-City area's population grew by 2.25 percent - or 6,520 people - over 2018 for a total of 296,480. Population and hotel construction growth, and the addition of new schools are all indicators that the area is rapidly changing, and with that comes an increase in work force as well as tourism.

The REACH Museum is a natural add-on for vacation, event, and business travel, and complements conference, convention, festival, concert and trade show experiences. The REACH has a unparalleled facility to accommodate large volumes of visitors who arrive at our doors via boat, car, mass transit, on foot, bicycle, or tour bus. We offer ample parking for buses, recreational vehicles, car pools, and fuel efficient cars. As the Manhattan Project National Historical Park and B Reactor Tours on not being offered in 2021 due to COVID-19, the REACH Museum is positioned to capture more market share of visitors looking for science-based tourism offerings in our region.

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

The REACH's 2021 marketing plan has a new strategy and focus due to COVID-19: better and enhanced digital tools. We have transitioned from traditional, printed paid media, which limits our ability to quantify our return on investment, to focus on digital marketing. We are contracted to upgrade our website so that it is formatted to fit all platforms including cell, tablet, desk top. Google search engines will be optimized using Google Location and Google My Business. Here we will be able to better track usage, get visitor reviews and ratings, and elevate our brand. 70% percent of our budget will be devoted to brand promotion and 30% to program and event promotion. Our marketing portfolio is geographically concentrated in the areas of Boise, Coeur d'Alene, Spokane, Seattle, Vancouver, and Portland and is diversified between paid, owned, and earned media as follows:

**Paid media:**

Visit Tri-Cities Visitor Guide (560,000 impressions; Tri-Cities, WA) Facebook & Social media boosts (\$1,000 per month) Printed collateral (rack card, tour brochure)

**Owned media:**

Facebook 5,206 followers; each post reaches on average 1,000 people

Instagram 1,466 followers

Twitter 298 followers

REACH website; newsletters, e-blasts and other targeted communications with over 1,100 museum members and a donor database of over 3,000 constituents.

**Earned media (in-kind):** anticipated in 2021 given partnership record

Tri-City Herald

Cherry Creek Media



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

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

eSigned via SeamlessDocs.com  
*Rosanna Sharpe*

03/11/2021

Name

Date

Rosanna Sharpe

Print Name

Executive Director

Title

## City of Richland Hotel/Motel Lodging Grant Attachment

The REACH Museum

### 3. Project Description:

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

The REACH will reopen its doors on April 2, 2021 after a year-long closure. We are the only facility of its kind in Eastern Washington operating year-round and sharing dynamic stories from the Ice Age to the Atomic Age, and beyond. We feature permanent exhibitions, special rotating exhibitions, and high-quality education programs for local students, educators, and families, as well as national and international visitors primarily from the cruise line industry. Topics range from the Ice Age Floods and the formation of the Columbia River, Tribes of the Plateau, Early Settlers, Grand Coulee Dam, Irrigated Agriculture, Hanford Engineers Works, and the Red Mountain AVA. Education programs feature Little Explorers, STEAM Family Workshops, REACH Quarterly, and special seasonal offerings like Screech at the REACH -- an education program partnership with US Fish & Wildlife where visitors get a chance to be up close and personal with animals like owls, spiders, bats and more! The REACH partners with corporations such as Shore Excursions of America and American Cruise Lines to offer STEM-based tours to the Hanford B Reactor (not offered in 2020 or 2021 due to COVID-19) as well as Hop-on Hop-off tours. Our special tour program of day-long excursions to places like Southern Cheney-Palouse Scablands and Palouse Falls, Wallula Gap, and the Hanford Reach National Monument has been cancelled in 2021 due to COVID-19. Instead, we will be focusing our energy on providing more opportunities for learning outdoors through interpretation of learning garden, hops trellis, ripple trail, Cold War Bus, Vagabond travel trailer, and sculpture exhibit featuring animals from our region.



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Friends of Badger Mountain (FOBM)

Contact Name: David Comstock Contact Title: FOBM Project Manager

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

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

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

Project Start Date: January 01, 2021 Project End Date: December 31, 2020

Amount of Request: \$110,000.00

Yes  No Has the organization received Hotel/Motel Tax funding in the past?

If yes, for which years and which projects?

2019 Hotel/ Motel Tax Funding Agreement, Contract No. 153-19, signed 4/29/19 for land acquisition for the Little Badger Mountain Preserve.

2020 Hotel/ Motel Tax Funding Agreement, Contract No. 135-20, signed 6/16/20 for land acquisition and other marketing materials for the Little Badger Mountain Preserve.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
0	0	98	2006

Please list the Names and Titles of your Board Members:

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

**3. Project Description:**

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

2021 Hotel/Motel Grant (\$100,000) will secure the final, approximately six-acre parking lot trailhead parcel from Queensgate Drive to Viking Tract F for the Little Badger Mountain Preserve. Also 2021 Hotel/Motel Grant (\$10,000) to produce professional videos for the NPS digital-Walking-Tour App. See

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

*Please note these improvements may require federal, state, or city permits. Please contact [be Schiessl](mailto:be.schiessl@richland.wa.gov) at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

Private donations from Friends of Badger Mountain, Hanford Contractor & Lead Donor, citizens & businesses of Richland for the Little Badger Mountain Preserve.

Foundation funding from the Three Rivers Community Foundation and the Hugh and Jane Ferguson Foundation. FOBM is also seeking funding from other foundations.



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$110,000.00</u>	<u>18.0%</u>	<u>\$610,000.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Land - Approx. 6 Acres Park Trailhead Parcel (2021 Hotel/Motel Tax Grant)	\$100,000.00
Land - Approx. 6 Acres Trailhead Parcel (FOBM fund raising/ private)	\$500,000.00
NPS App Ice Age Floods Marketing Videos (2021 Hotel/Motel Tax Grant)	\$10,000.00
NPS = National Park Service	

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Land - Approx. 6 Acres Park Trailhead Parcel (not including legal & closing)	\$600,000.00
NPS App Ice Age Floods Marketing Videos	\$10,000.00
NPS = National Park Service	

**5. Projected Tourism Benefits:**

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

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

Badger Mountain Challenge Race registration, UK England, University of Plymouth, Geography field trip for graduating Seniors registration/ attendance next scheduled for 2022. Survey of visitors to public ridge trail on Badger Mountain and Little Badger Mountain.

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

Project includes land acquisition for a tourism-related facility (Little Badger Mountain Preserve). This project also includes partnership with NPS & Ice Age Floods Institute (IAFI) to self-guided walking tours for the purpose of attracting and welcoming tourists.

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

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

The 2021 Hotel/Motel Tax grant will help FOBM purchase the final parcel it needs to open the Little Badger Mountain Preserve, which will be a tourism-related facility. Prior to opening, this tourism-related-facility requires a trailhead, which the project will locate on this parcel. This parcel will be Master Planned by the City of Richland to determine the appropriate trailhead features . The 2021 Hotel/Motel Tax grant will also help produce professional videos to market the Ice Age Floods features along the Lake Lewis Islands Ridge Trail connecting Candy Mountain, Badger Mountain, and Little Badger Mountain. The project will deliver the videos to the City and to the National Park Service (NPS) for use in digital self-guided "Walking Tours". The NPS will launch their new National Parks App and promote the App, starting in the spring of 2021. This will further promote Richland, WA as a destination for outdoor recreation.



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

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

eSigned via SeamlessDocs.com  
*David Comstock*  
Key: f9324af9d3e3ac20c75d9d4ae6fb6a9d

03/09/2021

Name

Date

David Comstock

Print Name

FOBM Project Manager

Title

## 2021 Hotel / Motel Lodging Tax Grant Application

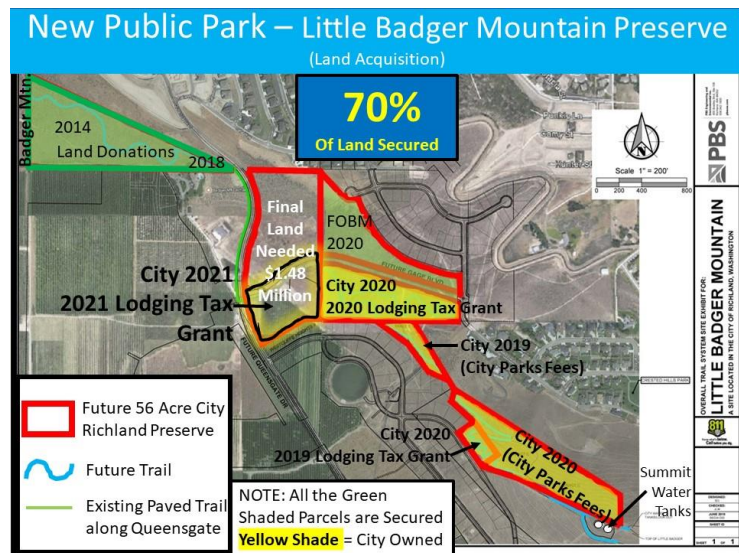
**Organization: Friends of Badger Mountain (FOBM)**

**Contact: David Comstock**

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

### 3. Project Description

The project includes land acquisition for a tourism-related facility – the City of Richland, Little Badger Mountain Preserve. Friends of Badger Mountain (FOBM) will purchase 21 acres, the final acreage it needs to construct what will be the Tri-Cities’s third mountain park. The park will include a trail to the summit of Little Badger Mountain. FOBM will transfer approximately six of these 21 remaining acres to the City of Richland for the 2021 Lodging Tax Grant. This project also includes a marketing partnership with the National Parks Service to develop digital “Walking Tours” videos that will be featured on the National Park Service’s new App. The National Parks Service will launch the App during the spring of 2021.



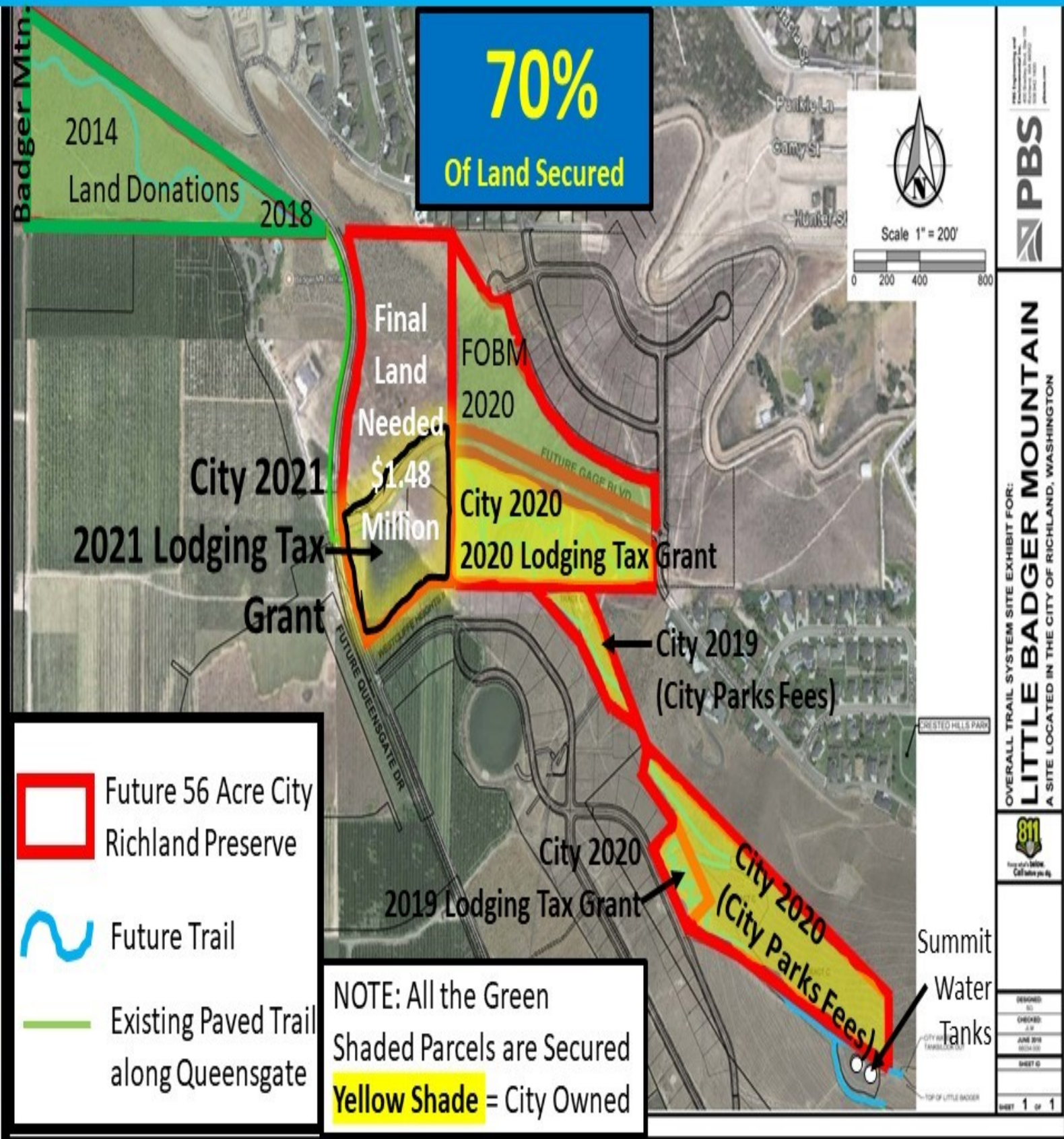
Friends of Badger Mountain (FOBM) will use the 2021 Hotel/Motel Tax Grant (\$100,000) for land acquisition for a tourism-related facility. FOBM has partnered with City of Richland, Benton County, and the Port of Kennewick to complete the missing link of the Mid-Columbia Ridges to Rivers Trail system. This grant will help complete the acquisition of the new mountain park with 56 acres total for the open space, non-motorized public trail corridor. The completed ridge trail corridor will connect the Candy Mountain Preserve to the Badger Mountain Centennial Preserve, then on to the summit of Little Badger Mountain Preserve (Lake Lewis Islands Ridge Trail System).

Specifically, the 2021 Hotel/Motel Tax Grant (\$100,000) will secure the final, approximately six-acre parking lot/ trailhead parcel from Queensgate Drive to Viking Tract F. Prior to reimbursement of the 2021 Hotel/Motel Tax Grant, FOBM will transfer this critical 6 acre parcel to the City of Richland for the new trailhead from Queensgate Drive to Viking Tract F. This will provide the City of Richland with continuous park property from Queensgate Drive across the saddle, up the ridge and to the summit of Little Badger Mountain.

Specifically, FOBM will use the 2021 Hotel/Motel Tax Grant (\$10,000) to produce professional videos for the National Parks Service’s digital “Walking Tours” App. This App will promote and market the Lake Lewis Islands Ridge Trail System and promote the City of Richland as a destination for outdoor recreation.

# New Public Park – Little Badger Mountain Preserve

(Land Acquisition)





2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Richland Police Department

Contact Name: Shawn Swanson Contact Title: Administrative Services Sergeant

Contact Phone: 5099427545 Contact Email: sswanson@ci.richland.wa.us

Street Address: 871 George Washington Way City: Richland State: WA Zip: 99352

Project to be funded: Range/Training Center Upgrades

Project Start Date: April 01, 2021 Project End Date: December 31, 2021

Amount of Request: \$20,000.00

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

Unknown at the time of this application

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>78</u>	<u>0</u>	<u>20</u>	<u>1958</u>



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	John Bruce	Chief of Police
2.	Christopher Lee	Captain
3.	Brigit Clary	Captain
4.	Drew Florence	Captain
5.		
6.		
7.		
8.		
9.		

**3. Project Description:**

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

RPD is hosting 23 classes at the RPD Range in 2021. Each class is full to capacity and we are looking at expanding our hosted training offerings in the years to come. Each class is often 3-5 days in length and will require lodging.

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

*Please note these improvements may require federal, state, or city permits. Please contact .be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

No.



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

Every class is recorded with sign in sheets as well as attendance reporting/certificates provided to the agency sending the employee.

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

RPD's training unit is rapidly increasing our footprint in the police training arena. Hosting classes at a RPD facility provides RPD with free training seats, which motivates us to host more training classes. Agencies in the PNW like Richland because it is centrally located, has dining, lodging and entertainment options as well as a regional airport. Multi-day classes being hosted at RPD benefit the department and the city.

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

RPD's training unit coordinator works closely with reputable training providers as well as local hotels when planning training events in our city. These classes are posted online and disseminated nationwide through police training channels.

Some events require a larger training facility so a local motel may be appropriate to host the class. Other classes are smaller and can be handled by our training facility. We want our facility to represent the quality that is the City of Richland and the items listed on this request will bring us up to that expected level.

Lastly, bringing in experienced law enforcement personnel to attend these trainings gives us the opportunity to recruit quality individuals to the Richland Police Department.

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

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

eSigned via SeamlessDocs.com  
*Shawn Michael Swanson*  
Key: f6324af9d3e3ac20c75d9d4ae6fb6a9d

03/09/2021

Name

Date

Shawn Swanson

Print Name

Administrative Services Sergeant

Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Tri- City Kart Club (TCKC)

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

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

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

Project to be funded: Track Expansion

Project Start Date: October 25, 2021 Project End Date: March 18, 2022

Amount of Request: \$367,500.00

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

In 2020 TCKC received the Hotel/Motel tax grant to update utilities and fencing for the facility. These utilities included electrical, water, and compressed air. TCKC was awarded a 2014 Hotel/Motel Tax grant for installing permanent lighting at the facility, to illuminates the racing track. This has enabled TCKC to hold additional evening and night events, which has drawn more participants from outside of the Tri City area.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
0	0	20	1959



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Mike Mckinney	President
2.	John McNeil	Vice PResident
3.	Don Miller	Secretary
4.	Hallie Frike	Tresurer
5.	Dustin Chisea	Member
6.	Craig Chisea	Member
7.	Rob Dutton	Member
8.	Justin Spier	Member
9.	Keith Land	Member

### 3. Project Description:

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

The project would include expanding the track about 1000' to make it possible to run and compete in different configurations. (See attached concept)This major expansion would allow the Track to attract larger out of town crowds, including national level races over a 2-3 night period.

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

*Please note these improvements may require federal, state, or city permits. Please contact .be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

No other agencies will be apart of this project.



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$350,000.00</u>	<u>95%%</u>	<u>\$367,500.00</u>

Revenue Sources

Revenue Amount

Tri City KArt Club Sponsors	\$17,500.00
City of Richland Hotel/Motel Grant	\$350,000.00

Expenditure Description

Expenditure Amount

Engineering/Permitting	\$15,250.00
Excavation, grading, utilities	\$155,300.00
Crushed Surface Base Course, Top Course	\$32,000.00
2.5	\$115,000.00
landscaping/irrigation repairs	\$10,000.00
New Fencing, gates	\$25,000.00
Concrete curbing/exit pads/stripping	\$22,000.00
safe barrier	\$7,500.00
New Lighting	\$14,250.00

**5. Projected Tourism Benefits:**

- Overall attendance: 3500
- Expected number of out-of-town attendees: 2000
  - (those who traveled more than 50 miles)
- Expected number of attendees paying for accommodations: 1500
- Expected number of attendees using unpaid accommodations: 1000
- Expected number of lodging nights: 1000
- If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? 1200
- How many increased room nights were expected to be generated? 1000

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

Project Tourism Benefits are spread across 10-12 events that take place from March through October Each year

TCKC tracks the number of out of town attendees for our annual report and through even registrations. To verify the information above we would track the number of out of town participants and compare it to years past.

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

1. With the expansion of utilities to the track infrastructure, the TCKC Board of Directors has determined our current events can be increased in size, plus the Board is committed to adding more large multiple day events per year. These larger events typically attract over 500 attendees, of which upwards of 75% are families from out of town that require typically 2-3 night's stay in Richland. The number of local attendees at events is consistent at approximately 125 people, with the balance being out of town families. The up-side potential with increasing attendees comes almost exclusively from attracting additional out of town racers.
2. TCKC is a nonprofit profit organization that is operated solely by volunteers. From our Board of Directors to Club Members that participate in track/facility maintenance everyone volunteers their time to preserve TCKC as this premier karting facility in the northwest.

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

TCKC would market events that are impacted by the grant in the following ways:

- Major Sponsorships- Les Schwab
- Local Sponsorship's- 8-9 local businesses sponsorship of the different race classes
- SWX broadcasting our Saturday Night Shootout even
- NWKA and participating regional tracks
- Facebook
- Instagram
- Posters and Print marketing material
- word of mouth



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

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

eSigned via SeamlessDocs.com  
Key: f8324af9d3e3ac20c75d94da6fb6a9d

03/12/2021

Name

Date

Christopher O'Neill

Print Name

Board Member at Large

Title

## Hotel/Motel Grant 2021 Application

Tri City Kar Club

Supplemental Information:

### 3. Project Description

Engineering and permitting would take place from now until August 2021. Once the track closes for competitions in October, construction would commence, and the new configuration would begin to take place. Construction would wrap up in Spring 2022 as asphalt plants would re-open for the year and be able to pave a fresh new asphalt surface for the track.

This would put TCKC on the map as one of the premier locations for racing on the west coast. The city of Richland would benefit greatly by the increased attendance from people around the country and even internationally.

We could break out the asphalt, irrigation repair, and safe barrier costs to 2022 to help offset the costs if all the funds of the grant aren't available for 2021.



Tiri City Karting





2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Richland Allied Arts Association

Contact Name: Phinney Brown Contact Title: Art in the Park Director

Contact Phone: (509) 396-1035 Contact Email: artinthepark.richland.wa@gmail.co

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

Project to be funded: Art in the Park 2021

Project Start Date: July 23, 2021 Project End Date: July 24, 2021

Amount of Request: \$5,000.00

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

Allied Arts Association has received funding for Art in the Park through the Hotel/Motel Tax Grant for many years.

2. Organizational Demographics:

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



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____

**3. Project Description:**

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

Art in the Park is the primary fundraiser for the Allied Art Gallery. Its resources provide gallery space, art classes and scholarships throughout the year. Art in the Park is a two day (July 23 & 24) art festival bringing in over 200 artists from around the nation, and attended by ~40,000 guests.

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

*Please note these improvements may require federal, state, or city permits. Please contact **be Schiessl** at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

No





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

Through registration and social media advertising awareness

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

Art in the Park meets the guidelines by being a premier art event in the region that attracts out-of-town artists and spectators. It is one of the most anticipated events of the year in the Tri-City area and one of the more prominent tourist attractions.

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

Bus tails, radio and TV commercials, yard signs in local and surrounding areas including Yakima and Walla Walla. Postcard and poster printing. Digital advertising including Facebook post boosts and advertisements, Google ads, etc. targeted to areas all over the state



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

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

eSigned via SeamlessDocs.com  
*Phinney Brown*

Key: f6324af9d3e3ac20c75d9d4ae6fb6a9d

03/11/2021

Name

Date

Phinney Brown

Print Name

Art in the Park Director

Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: HRMC, INC. Horn Rapids Motorsports Complex

Contact Name: Ray Coffman Contact Title: President HRMC

Contact Phone: 509 496-2958 Contact Email: ray.coffman@hornrapidsmx.com

Street Address: 3432 Beardsley Dr., Bldg A City: Richland State: WA Zip: 99354

Project to be funded: Motocross Track Facility Competition and User Group Stadium Lighting

Project Start Date: September 30, 2021 Project End Date: June 30, 2022

Amount of Request: \$300,000.00

Yes  No Has the organization received Hotel/Motel Tax funding in the past?

If yes, for which years and which projects?

September 2010 partial funding received for capital improvement project. Project consisted of construction of rider sign in and announcing tower with \$97,000.00 in partial funding from hotel/motel to complete project total of \$223,000.00.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>4</u>	<u>16</u>	<u>4</u>	<u>1998</u>

Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Ray Coffman	Pres HRMC, INC.
2.	Patti Coffman	VP HRMC, INC.
3.	Katie Arbuckle	Lead Administrator
4.	Jordan Gamble	Lead Maintenance
5.		
6.		
7.		
8.		
9.		

**3. Project Description:**

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

The project approaches HRMC with 31 events listed on the 2021 Schedule. HRMC is a Nationally Sanctioned facility through AMA (American Motorcycle Association) the lighting project will increase this facility operation by 100 days of operation and add 14 events to the Richland Area.

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

*Please note these improvements may require federal, state, or city permits. Please contact **be Schiessl** at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

Washington State Trauma Agency  
AMA American Motorcycle Association  
PRO Sanctioning Body (Pacific Racing Organization)  
Quadcross Northwest (Sanctioning Body)



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

The lighting project will bring in more customers and their families to our facility and the local area. We will have Hotel/Motel Specific Tracking Attendance Bands, Attendance Passes, Waiver Form Signatures, Web Traffic, and established Social Media reach. The lighting system will entice riders and their families to come to HRMC, because of the increased Safety with the proposed light project. We currently have a caution-light system that has helped decreased the amount of serious injuries. The proposed lights will ensure everyone's safety, not just the riders.

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

This project meets the above guidelines and criteria for Hotel/Motel Tax funding by increasing tourism by bringing in participants and spectators for overall events at this facility. It will bring tourism to the Richland Area by ways of supermarkets, gas stations, restaurants, shopping, etc., during the duration of events for those that have come to spectate. It will increase tourism for lodging rooms booked for the entire weekend stay in the area. This project allows an extended tourism operation as it will increase events and operational days. It also makes the facility appealing to outside event promoters and sanctions due to the amenities and flexibility in operation.

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

The Marketing Plan is already underway with our 18-year track record of operation in the Richland Area. Our Marketing Plan will be focused on graphic design media to integrate into our websites and established social media. We will then advertise via radio, tv, Racer MX National Magazine, AMA National Sanction Events Magazine, and our established social media pin-point targeting. We have a proven track record of being one of six full-time tracks in the entire nation. With the proposed lighting project, we will increase our hours of operation; therefore, we anticipate more customer's will travel to our facility (as most already do travel hours to come to HRMC). We are working with local hotels for room/rate packages for our customers. We have developed and maintained an exceptional reputation with our other local motorsports retail organizations. We also have local food vendors that will participate in our events. With the increase of customer's due to the lights and ability to expand our hours of normal operation, all organizations (hotel, retail, food, etc.) will benefit from this Hotel/Motel Tax Grant opportunity.



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

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

eSigned via SeamlessDocs.com  
*Raymond Coffman*

03/12/2021

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ray Coffman

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
President

\_\_\_\_\_  
Title



City of  
Richland  
Hotel/Motel  
Tax Grant  
2021



# About Us...

- The Horn Rapids ORV Sports Park operated by Horn Rapids Motorsports Complex, Inc. (HRMC) is the only off-road facility in the West Coast that operates on an open year-round schedule for training, education, and family outdoor recreation which provides an off-road experience in a controlled, safe environment.
- The park is staffed four days a week for consumer use with 22 employees. These employees oversee the daily maintenance and operations of the Horn Rapids ORV Park. The employees also provide safety and environmental management of the controlled off-road courses. These wages provide jobs for the local economy and are directly funded by the support and revenue from the current users.
- The park currently operates on a self-sustained maintenance and operation plan and has done so for the past 15-years, successfully. The need for safety lighting will help ensure our users remain a part of our continued success.





# HRMC Event

# Usual Event Day at the Horn!

These riders and their families influx our community with tourism dollars (lodging, gas, food, etc.)





HRMC full of Campers, Riders, and their Families

---

# Proposed Lighting Area





MB PHOTOGRAPHY

# Safety Lighting System

We currently have a caution-light system that has helped decrease the amount of serious injuries. The proposed lighting system will ensure everyone's safety, not just the riders.



HRMC Facility





HRMC Facility





Jesse's  
photos  
www.jessesphotos.net

**Horn Rapids MX** MOTORSPORTS COMPLEX

# 2021 RAMPAGE AT THE HORN

NORTHWEST OFF ROAD 3 X 3

*Sprint Series*

IRON END OF TRACK AVAILABLE FOR PRACTICE ON FACILITY PRACTICE SCHEDULE

ORGANIZED PRACTICE GROOMED WATERED AND SAFETY CREW. TIMED SESSIONS CAUTION & EMERGENCY SAFETY LIGHTING SYSTEM.

**FEBRUARY**  
 FEB 28<sup>TH</sup> PRACTICE TEST AND TUNE ALTA 51 SHORT COURSE

**MAY**  
 MAY 2<sup>ND</sup> PRACTICE ALTA 51 SHORT COURSE  
 MAY 22<sup>ND</sup> RACE 1 SMART COURSE SPRINTS

**JUNE**  
 JUN 12<sup>TH</sup> PRACTICE ALTA 51 SHORT COURSE  
 JUN 26<sup>TH</sup> RACE 2 SMART COURSE SPRINTS

**SEPTEMBER**  
 SEP 4<sup>TH</sup> RACE 3 SMART COURSE  
 SEP 5<sup>TH</sup> RACE 4 COMBINED GP SMART COURSE

**OCTOBER**  
 OCT 30<sup>TH</sup> RACE 5 SMART COURSE  
 OCT 31<sup>ST</sup> RACE 6 COMBINED GP SMART COURSE

**SERIES CHAMPIONS AWARDED**  
 SUNDAY OCT. 31<sup>ST</sup> AFTER GP RACE

MUST COMPETE IN 5 OF THE 6 TO QUALIFY FOR CHAMPIONSHIP AWARDS

VISIT OUR WEBSITE FOR IMMEDIATE UPDATES  
 www.hornrapidsmx.com CALL BEFORE YOU HAUL! (509) 496-2958

**RACE FEES**  
 \$60.00 1st Class  
 \$50.00 2nd Class  
 \$40.00 3rd Class

**GATE ADMISSION**  
 \$25.00 / 2 days  
 or \$15.00 per Person per Day  
 Ages 5 and Under Free  
 \*HRCM PASSES HONORED  
 \*See website for details under rider passes

**PRACTICE** \$50.00 / Person  
 \$10.00 / Spectator / Passenger

Classes: Pro Open, Production Turbo, Production 1000, Production 900, Production 800, Sportsman Elite Open, Manufacture Open, Sportsman Open, Women Open, YOUTH: Production 170 (6-12yrs), Unlimited 250 (8-16 yrs)

Gates open the night before the event until 9:00pm  
 Gates open on race day @ 7:00am  
 Practice @ 8:30am - Racing starts @ 10:00am

**OVERNIGHT CAMPING**  
 \$35.00 per RV and/or tent

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VISIT OUR WEBSITE OR JOIN US ON FACEBOOK  
 IMMEDIATE CANCELLATIONS & UPDATES

www.hornrapidsmx.com CALL BEFORE YOU HAUL! (509) 496-2958

## 2021 ORGANIZED PRACTICE & EVENTS SCHEDULE

TRACK FULLY GROOMED AND WATERED - EMTS AND FLAGGING CREW ON SITE - CAUTION & EMERGENCY SAFETY LIGHTING - SKILL BASED CLASS SEPARATION AND ROTATION IF NEEDED

**January**  
 SAT/SUN: Gates open 9am - Practice 10am-3pm  
 SATURDAY 9 16 23 30 CALL BEFORE YOU HAUL!  
 SUNDAY 10 17 24 31

**February**  
 FRIDAY: Gates open 9:30am - Practice 10am-3pm  
 SAT/SUN: Gates open 9am - Practice 10am-5pm  
 FRIDAY 5 12 19 26 FOLLOW US ON FACEBOOK FOR IMMEDIATE CANCELLATIONS & UPDATES  
 SAT/SUN 6 13 20 27 www.hornrapidsmx.com  
 SUNDAY 7 14 21 28

**March**  
 THURSDAY: Gates open 9:30am - Practice 10am-3pm  
 FRIDAY 4 11 18 25  
 SAT/SUN 5 12 19 26  
 SATURDAY 6 13 20 27 6<sup>th</sup> & 7<sup>th</sup> 27<sup>th</sup> & 28<sup>th</sup>  
 SUNDAY 7 14 21 28

**April**  
 THURSDAY: Gates open 9:30am - Practice 10am-4pm  
 SAT/SUN: Gates open 9am - Practice 10am-5pm  
 THURSDAY 1 8 15 22 29  
 FRIDAY 2 9 16 23 30 10<sup>th</sup> & 11<sup>th</sup>  
 SATURDAY 3 10 17 24 27 23<sup>rd</sup> & 24<sup>th</sup> & 25<sup>th</sup>  
 SUNDAY 4 11 18 25 29<sup>th</sup> & 30<sup>th</sup>

**May**  
 FRIDAY: Gates open 9:30am - Practice 10am-4pm  
 SAT/SUN: Gates open 9am - Practice 10am-5pm  
 THURSDAY 27  
 FRIDAY 7 14 21 28  
 SATURDAY 1 8 15 22 29  
 SUNDAY 2 9 16 23

**June**  
 FRIDAY: Gates open 9:30am - Practice 10am-4pm  
 SAT/SUN: Gates open 9am - Practice 10am-5pm  
 FRIDAY 4 11 18 25  
 SATURDAY 5 12 19 26  
 SUNDAY 6 13 20 27

VISIT OUR WEBSITE OR JOIN US ON FACEBOOK  
 IMMEDIATE CANCELLATIONS & UPDATES

www.hornrapidsmx.com CALL BEFORE YOU HAUL! (509) 496-2958

**July**  
 FRIDAY: Gates open 9:30am - Practice 10am-4pm  
 SAT/SUN: Gates open 9am - Practice 10am-5pm  
 FRIDAY 2 9 16 23 30  
 SATURDAY 3 10 17 24 31  
 SUNDAY 4 11 18 25

**August**  
 FRIDAY: Gates open 9:30am - Practice 10am-4pm  
 SAT/SUN: Gates open 9am - Practice 10am-5pm  
 FRIDAY 6 13 20 27  
 SATURDAY 7 14 21 28  
 SUNDAY 1 8 15 22

**September**  
 FRIDAY: Gates open 9:30am - Practice 10am-4pm  
 SAT/SUN: Gates open 9am - Practice 10am-5pm  
 FRIDAY 3 10 17 24  
 SATURDAY 4 11 18 25  
 SUNDAY 5 12 19

**October**  
 FRIDAY: Gates open 9:30am - Practice 10am-3pm  
 SAT/SUN: GATES OPEN 9am - Practice 10am-4pm  
 THURSDAY 1 8 15 22 29  
 FRIDAY 2 9 16 23 30  
 SATURDAY 3 10 17 24 31 9<sup>th</sup> & 10<sup>th</sup> 27<sup>th</sup> & 28<sup>th</sup>

**November**  
 FRIDAY: GATES OPEN 9:30am - PRACTICE 10am-4pm  
 SAT/SUN: GATES OPEN 9am - PRACTICE 10am-5pm  
 FRIDAY 5 12 19 26 BLACK FRIDAY CALL BEFORE YOU HAUL!  
 SATURDAY 6 13 20 27  
 SUNDAY 7 14 21 28

**December**  
 FRIDAY: Gates open 9:30am - Practice 10am-4pm  
 SAT/SUN: GATES OPEN 9am - Practice 10am-5pm  
 FRIDAY 3 10  
 SATURDAY 4 11 CALL BEFORE YOU HAUL!  
 SUNDAY 5 12

TRACK CLOSES FOR SEASON DEC 13<sup>TH</sup> TRACK REOPENS JAN 10<sup>TH</sup> 2022

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**Horn Rapids MX** MOTORSPORTS COMPLEX

# BLACK WIDOW STACYC CHAMPIONSHIPS

## 2021 SCHEDULE

17<sup>th</sup> 18<sup>th</sup> 7<sup>th</sup> 8<sup>th</sup> 28<sup>th</sup> 29<sup>th</sup>

1 2 3 4 5 6  
 ROUND ROUND ROUND ROUND ROUND ROUND

SEPT. 25<sup>th</sup> 26<sup>th</sup> OCT. 23<sup>rd</sup> 24<sup>th</sup> NOV. 13<sup>th</sup>

7 8 9 10 11  
 ROUND ROUND ROUND ROUND ROUND

BBQ OF CHAMPIONS

\*MUST RUN 8 OF 10 ROUNDS TO QUALIFY FOR CHAMPIONSHIPS AWARDS

www.hornrapidsmx.com

VISIT OUR WEBSITE FOR IMMEDIATE UPDATES  
 www.hornrapidsmx.com CALL BEFORE YOU HAUL! (509) 496-2958

**Horn Rapids MX** MOTORSPORTS COMPLEX

# BLACK WIDOW

**GATE ADMISSION:** \$25.00 / 2 days or \$15.00 per Person per Day  
 Ages 5 and Under Free Unless Riding  
 \*HRCM PASSES HONORED  
 \*See website for details under rider passes

**CLASS FEES / Per Rider**  
 \$40.00 1st Class  
 \$35.00 2nd Class  
 \$30.00 3rd Class  
 \$25.00 STACYC

RV SPOTS - ELECTRICAL & WATER HOOK UP \$35/RV AND/OR TENT  
 \*HOT SHOWERS & BATHROOMS ON SITE

Gates open the night before the event until 9:00pm  
 Gates open on race day @ 7:00am  
 Practice @ 8:30am - Racing starts @ 10:00am  
 ANY DOUBLE DAY EVENTS MUST PAY FOR BOTH DAYS IF NOT STARTING THE WEEKEND  
 REFUNDS SAT BY 7:00PM \*MUST HAVE BANDS FOR REFUND TO DEPOSIT

**2021 UPCOMING EVENTS**

**FEBRUARY**  
 RAMPAGE SHORT COURSE PRACTICE #1

**MARCH**  
 MAR 10<sup>TH</sup> P.A.R.A. Pacific Region Qualifier: RND #1 & 2  
 27<sup>TH</sup> TEAM TORTOSE NORBIS Northwest Off Road & Country Series  
 P.A.R.A. Pacific Racing Organization: RND #3 & 4

**APRIL**  
 APR 10<sup>TH</sup> WINGJAMA LORETTA LYNN AREA QUALIFIER  
 QUADROSS NORTHWEST Qualifier 2021 Practice Day Mt. Rainier  
 2021 QUADROSS NW

**MAY**  
 MAY 2<sup>ND</sup> RAMPAGE SXS SHORT COURSE Practice #2  
 RAMPAGE SHORT COURSE RACE RND #1  
 2021 WOTMIX NATIONALS  
 22<sup>ND</sup> OPEN ONLY FOR DEBUTANTS

**JUNE**  
 JUN 12<sup>TH</sup> RAMPAGE SXS Practice #3  
 RAMPAGE SXS RND #2

**JULY**  
 JUL 11<sup>TH</sup> MUD FACTOR SXS  
 BLACK WIDOW MIX CHAMPIONSHIP SERIES/STACYC SERIES RND #1 & 2

**AUGUST**  
 AUG 7<sup>TH</sup> BLACK WIDOW MIX CHAMPIONSHIP SERIES/STACYC SERIES RND #3 & 4  
 28<sup>TH</sup> RAMPAGE SXS SHORT COURSE RND # 3 & 4 SXS League/Flash Combined GP RND #4  
 29<sup>TH</sup> BLACK WIDOW MIX CHAMPIONSHIP SERIES/STACYC SERIES RND #5 & 6  
 30<sup>TH</sup> RAMPAGE SXS SHORT COURSE RND # 3 & 4 SXS League/Flash Combined GP RND #4

**SEPTEMBER**  
 SEP 4<sup>TH</sup> RAMPAGE SXS SHORT COURSE RND # 3 & 4 SXS League/Flash Combined GP RND #4  
 5<sup>TH</sup> WOTMIX NATIONALS

**OCTOBER**  
 OCT 9<sup>TH</sup> 8<sup>TH</sup> ANNUAL WINGJAMA MINI YOUTH NATION MIX CHALLENGE  
 16<sup>TH</sup> WOTMIX NATIONALS  
 23<sup>RD</sup> BLACK WIDOW MIX CHAMPIONSHIP SERIES/STACYC SERIES RND #7 & 8  
 30<sup>TH</sup> RAMPAGE SXS SHORT COURSE RND #5  
 SXS SHORT COURSE/NORTH COMBINED GP RACE RND #6  
 (SCHEDULE SUBJECT TO FOLLOW CORONA CHAMPIONSHIP)

**NOVEMBER**  
 NOV 13<sup>TH</sup> OPEN SXS PRACTICE AND BBQ OF CHAMPIONS FOR BLACK WIDOW MIX SERIES  
 30<sup>TH</sup> BLACK FRIDAY - 8<sup>TH</sup> ANNUAL PRACTICE DAY

**DECEMBER**  
 DEC 13<sup>TH</sup> CLOSED FOR 2021 SEASON (REOPEN JAN 19<sup>TH</sup>-19<sup>TH</sup> 2022) winter practice

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# 2021 Upcoming Events

**AMATEUR NATIONAL MOTOCROSS**  
*Lucetta Lynn's* **AMA**  
**AMATEUR NATIONAL MOTOCROSS**

Sign up online available at [www.hornrapidsmx.com](http://www.hornrapidsmx.com)  
 3 WEEKS FROM THE EVENT

**TRACK HOTLINE: (509) 496-2958**

**ORGANIZED PRACTICE**  
 Thurs April 10<sup>th</sup> 10am-3pm - Gates open until 7pm  
 Friday April 11<sup>th</sup> 10am-3pm Gates open until 7pm  
 \$50.00 per rider \$100.00 per Spectator  
 Classes will be broken down as Combined plus Mixed based riding sessions.  
 MAX 40 RIDERS ON TRACK / CLASS  
 Classes & Eventing safety training - Program, DMV & officiation info

**RACE FEES**  
 \$49 AMA Membership also has great benefits to AMA  
 Includes participation as competitor or day of free races  
 \$10.00 Lucetta Lynn Competitor Fee  
 \$55.00 per class - AMA DISCOUNTS APPLY  
**GATE:** \$25.00 per person / 2 Day  
**ENTRY:** \$15.00 per person / 1 Day

**DETAILS**  
**RACING SAT-SUN APRIL 10<sup>th</sup> & 11<sup>th</sup> 2021**  
 Saturday STOCK CLASSES  
 Sunday MODIFIED CLASSES  
**MUST PAY BOTH DAYS FOR GATE ENTRY**  
**REFUNDS IF NOT STAYING SUN BY 7 O'CLOCK SAT NIGHT**  
**MUST HAVE HAND TO RECEIVE REFUND.**  
 \* Please see back for class race days and details  
 \* Rider sign up Friday Evening 7-9pm. Gates open until 10:00pm  
 \* Gates open Sat Sun 10:00am. Gates close 1:00pm  
 \* Rider sign up Sat & Sun 8:00am Race Practice  
 \* Practice starts 8:00am. Must have practice ticket and band for each class Practice.  
 \* Plenty of RV Camping available. Electrical Hookups. Water on site. Hot Showers.  
 \* Hospital Facilities. Camping (hookups \$15.00 per night)  
 \* UP Race Fuel, Air & MIRC Towing Gear available on site  
 \* Must have AMA Membership. membership can be purchased @ HRCM Any of race or go online to [www.ama.com](http://www.ama.com) or [www.hornrapidsmx.com](http://www.hornrapidsmx.com)

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**AMATEUR YOUTH HRCM NATIONAL QUALIFIER 2021**  
**LORETTA LYNN QUALIFIER CLASS STRUCTURE**  
**AMATEUR CLASSING & MACHINE REQUIREMENTS**

CLASS	CLASS NAME	MACHINE REQUIREMENTS
AM 101	OPEN	125-OPEN CC
AM 102	125 L LIMITED	125-OPEN CC
AM 103	250	250-OPEN CC
AM 104	4	125-OPEN CC
AM 105	5*	170 CC. 40-115 LIMITED
AM 106	6	125-OPEN CC
AM 107	7	400-4 LIMITED
AM 108	8	250-OPEN CC
AM 109	9	125-OPEN CC
AM 110	10P	125CC-125-110-800
AM 111	11*	125-OPEN CC
AM 112	12P	125-OPEN CC
AM 113	13	125-OPEN CC
AM 114	14	125-OPEN CC
AM 115	15	125-OPEN CC
AM 116	16	125-OPEN CC
AM 117	17	125-OPEN CC
AM 118	18	125-OPEN CC
AM 119	19	125-OPEN CC
AM 120	20	125-OPEN CC
AM 121	21	125-OPEN CC
AM 122	22	125-OPEN CC
AM 123	23	125-OPEN CC
AM 124	24	125-OPEN CC
AM 125	25	125-OPEN CC
AM 126	26	125-OPEN CC
AM 127	27	125-OPEN CC
AM 128	28	125-OPEN CC
AM 129	29	125-OPEN CC
AM 130	30	125-OPEN CC
AM 131	31	125-OPEN CC
AM 132	32	125-OPEN CC
AM 133	33	125-OPEN CC
AM 134	34	125-OPEN CC
AM 135	35	125-OPEN CC
AM 136	36	125-OPEN CC
AM 137	37	125-OPEN CC
AM 138	38	125-OPEN CC
AM 139	39	125-OPEN CC
AM 140	40	125-OPEN CC

**YOUTH CLASSING ATTEND YOUTH REGIONAL**

CLASS	CLASS NAME	MACHINE REQUIREMENTS
AM 141	141	125-OPEN CC
AM 142	142	125-OPEN CC
AM 143	143	125-OPEN CC
AM 144	144	125-OPEN CC
AM 145	145	125-OPEN CC
AM 146	146	125-OPEN CC
AM 147	147	125-OPEN CC
AM 148	148	125-OPEN CC
AM 149	149	125-OPEN CC
AM 150	150	125-OPEN CC
AM 151	151	125-OPEN CC
AM 152	152	125-OPEN CC
AM 153	153	125-OPEN CC
AM 154	154	125-OPEN CC
AM 155	155	125-OPEN CC
AM 156	156	125-OPEN CC
AM 157	157	125-OPEN CC
AM 158	158	125-OPEN CC
AM 159	159	125-OPEN CC
AM 160	160	125-OPEN CC

Loretta Lynn's / AMA rules and information: [www.rtsxsports.com](http://www.rtsxsports.com)

Full open class apply  
 \* Spectator's Pro license restrictions apply. See Supplemental Rules for details.  
 \* Riders may attempt to qualify in more than one class, but may only enter one class at the National.  
 \* These classes run Saturday & Sunday and are NOT PART OF THE AMA QUALIFIER PROGRAM.

**LUCAS OIL**  
**PRO OF MOTOCROSS CHAMPIONSHIP**  
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**2021 SCHEDULE**

DATE	EVENT	LOCATION
MAY 29	FOX RACEWAY NATIONAL	PALA, CA
JUN 5	THUNDER VALLEY NATIONAL	LAKEWOOD, CO
JUN 19	HIGH POINT NATIONAL	MT. MORRIS, PA
JUN 26	SOUTHWICK NATIONAL	SOUTHWICK, MA
JUL 3	REDBUD NATIONAL	BUCHANAN, MI
JUL 17	SPRING CREEK NATIONAL	MILLVILLE, MN
JUL 24	WASHOUGAL NATIONAL	WASHOUGAL, WA
AUG 14	UNADILLA NATIONAL	NEW BERLIN, NY
AUG 21	BUDDS CREEK NATIONAL	MECHANICSVILLE, MD
AUG 28	IRONMAN NATIONAL	CRAWFORDSVILLE, IN
SEP 4	PALA NATIONAL	PALA, CA
SEP 11	HANGTOWN NATIONAL	SACRAMENTO, CA

[PROMOTOCROSS.COM](http://PROMOTOCROSS.COM)

FOX RACEWAY NATIONAL  
 AMA PRO RACING  
 NBC  
 MAVTV  
 peacock

# 2021 Upcoming Events



Building the Future!  
#IAMTHEFUTURE



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: The Rude Mechanicals

Contact Name: Phinney Brown Contact Title: Executive Director

Contact Phone: (509)396-1035 Contact Email: phinney@rmtheatre.org

Street Address: 1942 Newhaven Loop City: Richland State: WA Zip: 99352

Project to be funded: Shakespeare in the Park Tri-Cities

Project Start Date: July 01, 2022 Project End Date: July 04, 2022

Amount of Request: \$10,000.00

Yes  No Has the organization received Hotel/Motel Tax funding in the past?

If yes, for which years and which projects?

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
<u>0</u>	<u>2</u>	<u>30</u>	<u>2015</u>



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Emily Richman	President
2.	Adam Critchlow	Vice President
3.	Nick Clark	Treasurer
4.	Justin Jones	Member at Large
5.	Arthur Klym	Member at Large
6.	Cody Miller	Member at Large
7.	Melissa Michael	Member at Large
8.		
9.		

**3. Project Description:**

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

We plan to offer an annual outdoor performance of one to four Shakespeare productions in one weekend. Our plan is to create a new tourism-focused event that will become one of Tri-Cities major annual events. Tentative dates for our inaugural year are July 1-4, 2022, but sooner if possible.

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

*Please note these improvements may require federal, state, or city permits. Please contact Be Schiessl at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

No



**4. Projected Budget:**

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

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Ticket Sales	\$8,000.00
Sponsorship	\$2,000.00
This grant funding if we receive it	\$10,000.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Lights, sound, stage rental	\$10,000.00
Costumes, props, set, tech operators, production advertising	\$10,000.00

**5. Projected Tourism Benefits:**

- Overall attendance: 500
- Expected number of out-of-town attendees: 200
  - (those who traveled more than 50 miles)
- Expected number of attendees paying for accommodations: 100
- Expected number of attendees using unpaid accommodations:
- Expected number of lodging nights: 3
- If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? 0
- How many increased room nights were expected to be generated? 0



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

Ticket sales, digital advertising responses, informal survey

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

This project is designed to offer an entertainment event that doesn't currently exist in our region. We plan to advertise all over the state and hope to bring in attendees from all parts of the state, but also would like to bring in guest production staff and/or performers to hopefully make our reach even more broad.

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

Google Ads and other digital advertising (statewide), TV and radio (regional, including Yakima and Walla Walla), print advertising (possibly national, depending on the theatre publications we can work with)



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

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

eSigned via SeamlessDocs.com  
*Phinney Brown*

03/12/2021

Name

Date

Phinney Brown

Print Name

Executive Director

Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Tri City Sunrise Rotary Charity Club

Contact Name: Terry Marie Fleischman Contact Title: Public Relations Chair

Contact Phone: (509) 947-1106 Contact Email: terry@see3slam.com

Street Address: 1321 Hains Avenue City: Richland State: WA Zip: 99354

Project to be funded: See3Slam 3-on-3 Basketball Tournament / Jam@theDam

Project Start Date: July 09, 2021 Project End Date: July 11, 2021

Amount of Request: \$10,000.00

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

2016 See3Slam Inaugural Year @ \$2,000
2017 See3Slam 2nd Annual Year @ \$5,000
2018 See3Slam 3rd Annual Year @ \$10,000
2019 See3Slam 4th Annual Year @ \$10,000

2. Organizational Demographics:

Table with 4 columns: Number of full time staff (0), Number of part time staff (1), Number of volunteers (85), Year organization incorporated (1982)

Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Bill Dunwoody	President
2.	Todd Shepherd	President Elect
3.	Steve Simmons	Treasurer
4.	Robert Taylor-Manning	Secretary
5.	Karyl Whitely	Trustee
6.	Terry Marie Fleischman	Public Relations Chair
7.	Troy Woody	Foundation Chair
8.	Christy Rasmussen	Community Chair
9.	Maureen Astley	Club Chair

**3. Project Description:**

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

Tri City Sunrise Rotary partners with the City of Richland to present the See3Slam event which includes a 3-on-3 basketball tournament for ALL ages, food, entertainment, exhibition games, clinics and contests commencing the evening of July 9 through July 11.

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

*Please note these improvements may require federal, state, or city permits. Please contact [be Schiessl](mailto:be.schiessl@richland.wa.gov) at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

Tri City Sunrise Rotary has partnered with the City of Richland on this project. Rotary is responsible for the design, promotion, logistical operations, financial backing, volunteer manpower and overall execution of the event, while the City of Richland has taken both an advisory and active role in supporting logistics, physical operations, tournament regulations, promotion and community networking. We are also partnered with multiple community agencies, businesses, school districts, sport and volunteer organizations including Spokane Hoopfest, TCVCB, CBC, and a other regional 3-on-3 events.



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$10,000.00</u>	<u>16.6%%</u>	<u>\$60,000.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Court sponsorship	\$12,000.00
Beverage sales @ event	\$1,000.00
Vendor fees	\$2,000.00
Sponsorships	\$45,000.00
In-kind services value	\$30,000.00
Contest fees	\$1,000.00
Team registration fees	\$35,000.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Registration software	\$5,000.00
Signage	\$4,000.00
Sanicans	\$2,000.00
Tech Support	\$3,000.00
Officiating Fees	\$6,000.00
T-shirts/printing	\$10,000.00
Web Site	\$5,000.00
Marketing	\$25,000.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>3500</u>
• Expected number of out-of-town attendees:	
• (those who traveled more than 50 miles)	<u>750</u>
• Expected number of attendees paying for accommodations:	<u>150</u>
• Expected number of attendees using unpaid accommodations:	<u>600</u>
• Expected number of lodging nights:	<u>300</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>750</u>
• How many increased room nights were expected to be generated?	<u>300</u>

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

- (1) Data base of registered participants identifying need for accommodations
- (2) Lodging partners collected data on accommodations provided for event
- (3) Visit Tri Cities hotel/motel collected data
- (4) Mandatory one-to-one survey at time of registration check-in

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

TC Sunrise has now experienced FOUR successful years of respectable success and anticipates confidence for future growth; but more importantly TC Sunrise Rotary and City of Richland met their mutual vision to provide a sustainable family friendly, professionally managed 3 on 3 tourney that (1) mirrors the quality and atmosphere of the Spokane Hoopfest for the greater Mid Columbia Region, (2) promotes healthy fun for adults and youth alike; and (3) increases awareness to Rotary and its charitable efforts such as the Gifting the Gift of Sight Foundation. The 2019 event registered 270 teams demonstrating a 68% growth over the event's inaugural year in 2016. We anticipate a steady yearly increase of 10-15% for future years; and the event has the current infrastructure to support a target registration of 450 teams without additional capital equipment expense -- although an additional 4 hoops is under consideration for purchase to enhance court layout with the inclusion of more practice courts for athletes. Financial focus will target improved professional measures to ensure a high-standard, quality game and enhanced marketing strategies to draw player audience from the greater PNW. Efforts are currently underway for year-round promotion to maintain regional awareness with additional social media outreach campaigns specifically targeted for Spokane, Boise, Seattle and Portland. Collaborative strategies are in development for drawing larger audiences from surrounding larger metro regions including "triple pass" discounts and mutually reciprocal sponsorships and marketing with other major...

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

Sara Nelson Design marketing collateral/TCVCB \$2,000  
KVEW-TV/Phase 3 Digital Promotion \$14,000  
Townsquare Radio/Digital Promotion \$1,500  
Cherry Creek Radio: Hispanic & Talk Radio \$1,500  
Spokane Hoopfest Sponsorship (web/social media ) \$5,000  
Red Lion Columbia Center Reader Board \$1,000



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

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

eSigned via SeamlessDocs.com  
*Terry Marie Fleischman*

Key: f9324af9d3e3ac20c75d9d4ae6fb6a9d

03/12/2021

Name

Date

Terry Marie Fleischman

Print Name

Public Relations Chair

Title



## **See3Slam 2021 Project Description**

*Tri City Sunrise Rotary partners with the City of Richland to present See 3 Slam. This exciting event includes a 3-on-3 basketball tournament for ALL ages, food, entertainment, exhibition games, clinics and incredible contests including shoot outs to win cash prizes and a vehicle from premier sponsors. [www.see3slam.com](http://www.see3slam.com)*

*Tentative Schedule:*

### **Friday, July 9**

*5p-8p Registration Check-in at Holiday Inn Richland on the River  
8p-10p Movies in the Park: John Dam Plaza*

### **Saturday, July 10**

*6a-8a Registration Check-in at Holiday Inn Richland on the River  
9a-8p 3 on 3 Tournament Play on George Washington Way  
10a-4p Contest shoot outs and Center Court Activities  
3p-10p Beer Garden Street Dance at John Dam Plaza*

### **Sunday, July 11**

*9a-2p 3 on 3 Tournament Play on George Washington Way  
12p-4p Finals on Center Court*

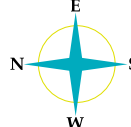
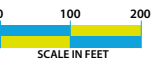
# SEE3SLAM TOURNAMENT

SEE3SLAM.COM

## SITE MAP

### MAP KEY

- 3-ON-3 COURTS
- HEADQUARTERS
- TEAM CHECK-IN
- PARKING
- SPECIAL NEEDS PARKING
- S SCORE CENTRAL
- i INFORMATION
- ★ DINING

SCALE IN FEET

This event map brought to you by **Abadan**  
See3slam official print sponsor



# HOOPS & COURT SPONSORS

ABADAN  
 BIG 5  
 CBRC  
 CENTER VISION CLINIC  
 CHINOOK HOME HEALTH CARE  
 DESERT FOOD MART  
 DURASHINE CLEAN  
 DUTCH BROS COFFEE  
 ELITE CONSTRUCTION & DEV  
 FASTSIGNS  
 HEALTH SOURCE OF PASCO  
 HOT SOLAR SOLUTIONS  
 JIMMY JOHN'S  
 KADLEC  
 LEGACY JIU JITSU  
 MOON SECURITY  
 NUMERICA  
 PACIFIC STEEL  
 RDO  
 SYLVAN LEARNING  
 TIRE FACTORY  
 TOTAL CARE CLINICS  
 VEOLIA  
**TRI·CU CREDIT UNION**

## GRATITUDE GALLERY

**TRI CU CREDIT UNION** - Premier Event Sponsor, \$1000 Cool Cash Splash and Champion Host  
**WEST COAST AUTO DEALER** - for generous contribution of 2018 Nissan Versa SV and host of WCAD Shoot Out  
**VEOLIA** - Jam @ The Dam sponsor  
**COCA-COLA** and **BODY ARMOR** - Beverage host and court infrastructure  
**ABADAN** - Official Print and Score Central Sponsor  
**DUTCH BROS** - Court Officials Sponsor  
**ELITE CONSTRUCTION & DEV** - Volunteer Sponsor  
**SUNBELT** - Host of the Sunbelt Chill Zone  
**KVEW** - Media Sponsor  
**RED LION HOTELS** - Official Lodging Host  
**JIMMY JOHNS** - #1 Sandwich Host  
**PHYSICIANS IMMEDIATE CARE** - Provider of Onsite Medical Services  
**FASTSIGNS** - Event Signage  
**KADLEC** - Registration packs  
**NUMERICA, VEOLIA** and **DUTCH BROS** - Underwriting sponsors of CJMSO Academy and youth teams



**Did you know that \$50 will pay for one cataract surgery in Africa?**

Your team entry fee just gave two blind people the gift of sight! Thank you for supporting Tri Cities Sunrise Rotary local charities and Gifting the Gift of Sight!



# PRESENTED BY

**Rotary**   
 Tri-Cities Sunrise  
**Richland**   
**TRI·CU CREDIT UNION**  
**WEST COAST AUTO DEALERS**  **VEOLIA**  
**Coca-Cola** **Abadan**  
**DUTCH BROS**  
**kview 12** **ELITE CONSTRUCTION & DEVELOPMENT**  
**RED LION HOTELS** **SUNBELT MENTALS**  
**BODYARMOR SuperDrink**  
**FASTSIGNS** More than fast. More than signs. **physicians** Immediate Care & Medical Centers  
**NUMERICA CREDIT UNION** **TRI·CU CREDIT UNION** **KADLEC**  
**STRIPE RITE** **DAN BURNS PRODUCTIONS** **BROADMOOR SuperStore**  
**PRE MIX** **Oldcastle** **BLUE Room**

Hundreds of dedicated volunteer hours and generous contributions from these sponsors significantly underwrite the operation expenses of the TC Sunrise Rotary See3slam Weekend Experience so that we can proudly announce that player entry fee revenue exclusively supports local charities and special service projects like Gifting the Gift of Sight as seen to the left! We appreciate their generosity.

*"Service above self"*

**VEOLIA**  
PRESENTS



**BEER • FOOD  
LIVE ON STAGE**

THE MUSIC OF PINK FLOYD  
performed by THE FLOYDIAN PULSE

**SAT. JULY 13**  
**JOHN DAM PLAZA**  
Beer Garden opens at Noon  
Live music 7-11 pm



## WEEKEND EXPERIENCE SCHEDULE

**FRIDAY JULY 12**

5:00 pm - 8:00 pm **LOCAL PLAYERS CHECK-IN**  
Richland Red Lion Hanford House

6:00 pm **GEORGE WASHINGTON WAY CLOSURE;**  
**COKE SEMIS AT NEWTON, KNIGHT AND LEE BLVD**

8:00 pm **FAMILY MOVIE IN THE PARK: CAPTAIN MARVEL**  
John Dam Plaza

**SATURDAY, JULY 13**

6:30 am - 8:00 am **OUT-OF-TOWN PLAYERS CHECK-IN**  
Richland Red Lion Hanford House

7:00 am - 11:00 am **WR LIONS CLUB PANCAKE BREAKFAST**  
John Dam Plaza

9:00 am - 8:00 pm **3-ON-3 TOURNAMENT PLAY**  
Courts 1 - 24 on George Washington Way

9:00 am - 8:00 pm at See3Slam Center Court:

**TriCU COOL CASH SPLASH**  
\$5 entry to Win \$1000

**WEST COAST AUTO DEALERS SHOOT OUT**  
\$5 entry to Win a 2018 Nissan Versa SV

**\$1 ENTRY BODYARMOR FREE THROW SHOT**

**\$1 ENTRY DUTCH BROS HALF COURT AND 3 POINT SHOT**

**\$1 ENTRY JIMMY JOHN'S POP SHOT AND EATING CONTEST**

Noon - 11:30 pm **VEOLIA COOL SPOT BEER GARDEN**  
John Dam Plaza

3:00 pm - 4:00 pm **SLICK WATTS YOUTH DEMO CLINIC**  
See3Slam Center Court

7:00 pm - 11:00 pm **VEOLIA PRESENTS JAM@DAM**  
featuring the music of **PINK FLOYD** performed by  
**THE FLOYDIAN PULSE**  
John Dam Plaza

**SUNDAY, JULY 14**

7:00 am - 11:00 am **WR LIONS CLUB PANCAKE BREAKFAST**  
John Dam Plaza

9:00 am - 5:00 pm **3-ON-3 TOURNAMENT PLAY**  
Courts 1-24 on George Washington Way

9:00 am - 5:00 pm **SELECT TEAM FINALS AND CHAMPION AWARDS**  
See3Slam Center Court



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: West Richland Area Chamber of Commerce

Contact Name: Troy Berglund Contact Title: Past President

Contact Phone: 509-967-0521 Contact Email: wrcc@westrichlandchamber.org

Street Address: 331 S 41st Ave City: West Richland State: WA Zip: 99353

Project to be funded: Cool Desert Nights Classic Car & Motorcycle Show

Project Start Date: September 30, 2021 Project End Date: October 03, 2021

Amount of Request: \$18,800.00

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

The West Richland Area Chamber was awarded \$18,800 for the 2019 Cool Desert Nights event.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
1	2	150	1955



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	<u>Darrell Tombs</u>	<u>President</u>
2.	<u>Troy Berglund</u>	<u>Past President</u>
3.	<u>AJ Hill</u>	<u>1st Vice President</u>
4.	<u>Mike Mahaffey</u>	<u>2nd Vice President</u>
5.	<u>Mandy Wallner</u>	<u>Secretary</u>
6.	<u>Westin Mick</u>	<u>Treasurer</u>
7.	<u>Dan I'Neill</u>	<u>Director</u>
8.	<u>Joey Edminster</u>	<u>Director</u>
9.	<u>Paul Madsen</u>	<u>Director</u>

**3. Project Description:**

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

Cool Desert Nights is a four-day tourism event with classic cars, street rods and motorcycles that brings in people from all over the Northwest to Richland and the Tri-Cities. The event spans four days with the marquee event being the show in shine on Saturday at Uptown.

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

*Please note these improvements may require federal, state, or city permits. Please contact [be Schiessl](mailto:be.schiessl@richlandwa.gov) at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

N/A



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$18,800.00</u>	<u>23%%</u>	<u>\$985,800.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Sponsors	\$45,000.00
Registrations	\$22,000.00
Vendors	\$10,000.00
City of Richland Hotel-Motel Funds	\$18,800.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Advertising	\$18,800.00
Sanitation	\$3,100.00
Vendors	\$300.00
Permits	\$3,000.00
Equipment, signs, supplies, postage	\$12,500.00
Volunteers & Security	\$6,200.00
Awards	\$3,500.00
Car Registration	\$2,000.00
Event Management	\$32,000.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>15000</u>
• Expected number of out-of-town attendees:	
● (those who traveled more than 50 miles)	<u>1000</u>
• Expected number of attendees paying for accommodations:	<u>500</u>
• Expected number of attendees using unpaid accommodations:	<u>500</u>
• Expected number of lodging nights:	<u>1500</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
• How many increased room nights were expected to be generated?	<u>450</u>



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

We will use registration information and work with Visit Tri Cities to collect and verify the projected tourism benefits.

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

The cool desert night event and the promotions leading up to, during and after the event will increase tourism in the Richland community and therefore meet the guidelines and criteria. The advertising and promotions will be strategically placed to reach the desired demographic throughout the Northwest. We made a significant increase in online and social media advertising and promotions in 2019, which allowed us to be cost effective and maximize our reach outside of the area. We will expand these efforts in 2020 to continue to increase attendance to the event.

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

Significant advertising, including Entertainer, Tri City Herald, Yakima Herald, East Oregonian, Cruzin Magazine, Public Radio, Radio Tri Cities, KNDO-KNDU (Spokane & Tri Cities). Posters, flyers, and miscellaneous marketing giveaways. Web (cooldesertnights.com, westrichlandchamber.org), social media (primarily Facebook)



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

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

eSigned via SeamlessDocs.com  
*Troy Lance Berglund*

03/16/2021

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Troy Berglund

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Past President

\_\_\_\_\_  
Title



2021 HOTEL/MOTEL TAX FUND APPLICATION FORM

1. Contact Information:

Organization Name: Three Rivers Folklife Society

Contact Name: Gene Carbaugh Contact Title: President, Three Rivers Folklife Society

Contact Phone: (509) 946-0504 Contact Email: ecarbaugh2b@charter.net

Street Address: 803 Birch Ave City: Richland State: WA Zip: 99352

Project to be funded: Tumbleweed Music Festival

Project Start Date: September 02, 2021 Project End Date: September 06, 2021

Amount of Request: \$4,000.00

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

The City of Richland has co-sponsored the Tumbleweed Music Festival for 24 consecutive years (1997-2020) with financial support from the Hotel/Motel Tax fund.

2. Organizational Demographics:

Number of full time staff:	Number of part time staff:	Number of volunteers:	Year organization incorporated:
0	0	100	1990



Please list the Names and Titles of your Board Members:

	<u>Name</u>	<u>Title</u>
1.	Eugene Carbaugh	President
2.	Terri Widergren	Vice-President
3.	Steve Ghan	Treasurer
4.	Frank Cuta	Secretary
5.	Jim Honeyman	Member-at-Large
6.	Bob Lewis	Member-at-Large
7.	Micki Perry	Member-at-Large
8.	Dave Carson	Member-at-Large
9.		

**3. Project Description:**

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

The planned 2021 Tumbleweed Music Festival is a virtual online event beginning Labor Day weekend with over 100 performances of acoustic music, dance, and folk arts. Some in-person activities may occur in Howard Amon Park if restrictions allow. For 23 years the festival was held over Labor Day week

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

*Please note these improvements may require federal, state, or city permits. Please contact [be Schiessl](mailto:be.schiessl@richland.com) at 942-7578 prior to submitting this application to determine if permits are required for the type of work you are proposing.*

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

Each year since 1997, the City of Richland has been our generous co-sponsor. The Richland Parks and Recreation Department supports this event and their staff look forward to working it. We anticipate fewer grant and business sponsorships this year due to covid-induced economic conditions. Community organizations that have actively participated as volunteers in past in-person festivals have included the Tri-Tech School for staffing our open mic stage, and a local Boy Scout troop providing park litter cleanup. Visit Tri-Cities helps publicize our event locally and regionally.



**4. Projected Budget:**

Amount Requested:	As a percent of total project cost:	Total project Budget:
<u>\$4,000.00</u>	<u>25%%</u>	<u>\$17,000.00</u>

<u>Revenue Sources</u>	<u>Revenue Amount</u>
Donations by Patrons	\$7,000.00
Grants	\$6,000.00
Program (limited ticket sales for an online benefit concert)	\$500.00
Product Merchandise sales (mostly online)	\$700.00
Funding from 3rfs organization reserves	\$2,600.00

<u>Expenditure Description</u>	<u>Expenditure Amount</u>
Publicity	\$5,500.00
Program (performer fees and awards)	\$2,500.00
Merchandise for resale and donor incentives	\$2,300.00
Rentals	\$800.00
Services (website support and streaming)	\$4,700.00
Postage	\$500.00
Miscellaneous	\$500.00

**5. Projected Tourism Benefits:**

• Overall attendance:	<u>2000</u>
• Expected number of out-of-town attendees:	
• (those who traveled more than 50 miles)	<u>200</u>
• Expected number of attendees paying for accommodations:	<u>50</u>
• Expected number of attendees using unpaid accommodations:	<u>150</u>
• Expected number of lodging nights:	<u>100</u>
• If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town?	<u>0</u>
• How many increased room nights were expected to be generated?	<u>0</u>

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

For the virtual festival, online metrics will be obtained through the Vimeo hosting service. Data will include number of loads, plays, and finishes, and a breakdown by geographic location of user. To the extent an in-person event is held, voluntary surveys will be requested from the attendees to include data on accommodations, home city of attendee,

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

Each of the performances will be preceded by video of Howard Amon Park and an emcee in the park introducing the festival and performer. Performers will also welcomed the viewers with comments of appreciation of the Festival, its Richland/Howard Amon Park venue, the successful effort to stage a virtual festival, and encouragement to attend next year's festival in Richland. There will also be welcoming comments from festival staff and the Richland Parks Department. Like the 2020 festival which went live Sept 3 at <https://tumbleweedmusicfestival.org/> and will remain online until mid-August, the 2021 festival will remain active for a year showcasing the talent attracted to the Richland-sponsored event and highlighting the welcoming and family-friendly atmosphere of the festival. The 2020 virtual festival generated approximately 10,000 loads over the immediate 7 days surrounding Labor Day, with some 7,000 plays. Past experience with the in-person festival shows that the festival is a destination event generating 4,000 attendees and easily 150 lodging-nights. However, anticipated covid restrictions likely mean significantly reduced numbers for any live 2021 event.

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

The basic marketing plan for the virtual festival will focus on the following.  
\$ 500 Weekends Around the Northwest -syndicated radio interview  
\$1,700 Northwest Public Broadcasting - regional radio & TV  
\$ 700 Print & Online - Tri-City Herald  
\$ 500 Print - The Inlander (Spokane)  
\$ 500 Online Ads and Broadcasts (Facebook, Eastern Oregonian, others)  
\$ 1,000 Radio - (Portland, Seattle, stations to be determined)



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

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

eSigned via SeamlessDocs.com  
*Eugene H Carbaugh*  
Key: f9324af9d3e3ac20c75d9d4ae6fb6a9d

03/23/2021

Name

Date

Eugene H. Carbaugh

Print Name

President, 3RFS

Title



## LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 4/1/2021

Agenda Category: New Business

Prepared By: hlogan hlogan, Communications & Marketing Manager

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**Subject:**  
Grant Funding Recommendations to Council

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**Department:**  
Assistant City Manager

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**Recommended Motion:**

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**Summary:**  
The Lodging Tax Advisory Committee will review and consider each application and determine their 2021 funding recommendations to City Council.

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**Fiscal Impact:**

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**Attachments:**