

Note: City of Richland Resolution No. 100-20 temporarily designates virtual locations for all municipal meetings. The Lodging Tax Advisory Committee will meet remotely for this meeting. Members of the public may attend this meeting remotely by calling the phone number provided.



Agenda
Lodging Tax Advisory Committee Meeting
Tuesday, November 16, 2021
Join the Zoom meeting [here](#)
Public Telephone Access: (206) 337-9723 or (253) 215-8782
Meeting ID No. 810 7082 9505

Committee Members: Chair Christensen and Committee Members Sako, Higgins and Watkins

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

Regular Meeting - 10:00 a.m. via Zoom

Call to Order/Attendance:

Approval of Minutes:

1. Approve the Minutes of the Lodging Tax Advisory Committee Meeting held April 19, 2021
- Hollie Logan, Communications & Marketing Manager

Budget Overview:

1. 2022 Lodging Tax Funding Overview
- Hollie Logan, Communications & Marketing Manager

2021 Event and Project Summary to Date:

1. 2021 Event and Project Summary
- Hollie Logan, Communications & Marketing Manager

Applications :

1. Allied Arts Association, Art in the Park
- Brandie Saint-Claire
2. Three Rivers Folklife Society, 2022 Tumbleweed Music Festival
- David Carson
3. The Rude Mechanicals, Shakespeare in the Park
- Emily Richman
4. Northwest Power Boat Association, Richland Regatta
- April Morgan
5. Tri-City Water Follies Association Columbia Cup & Air Show
- Kathy Powell

6. 2022 Wild West Bass Trail Columbia River Pro-Am
 - Dominic Falcinelli
7. West Richland Chamber of Commerce, Cool Desert Nights
 - Troy Berglund
8. City of Richland, 2022 Geocoin Challenge
 - Jen Davis
9. Special Olympics Washington, 2022 State Fall Games
 - Donna Lindsay
10. Tri-Cities Sunrise Rotary Charity Club, See3Slam
 - Terry Marie Fleischman
11. Arts Foundation of the Mid-Columbia, Rivers of Ink 2022
 - Emma Barnes

New Business:

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

Adjournment

The next Lodging Tax Advisory Committee Meeting is As Called.

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 509-942-7389.



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Approval of Minutes

Prepared By: Hollie Logan, Communications & Marketing Manager

Subject:

Approve the Minutes of the Lodging Tax Advisory Committee Meeting held April 19, 2021

Department:

Assistant City Manager

Recommended Motion:

Summary:

Fiscal Impact:

Attachments:

1. LTAC minutes 04.19.2021



MINUTES

Lodging Tax Advisory Committee Meeting

Monday, April 19, 2021

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

Meeting ID No. 878 4414 8197

Lodging Tax Advisory Committee Meeting - 2:00 p.m.

Call to Order

Council Liaison Terry Christensen called the regular Lodging Tax Advisory Committee meeting to order at 2:04 p.m.

Attendance:

Council Member Terry Christensen and Committee members, Douglas (Gus) Sako, Lara Watkins, Sara Davis and *Andrew Lucero-Montano.

Also, remotely present were Staff Liaison Hollie Logan, Communications and Marketing Manager, Gail Everett, Communication and Marketing Specialist, Hannah Throop, Executive Assistant, Brandon Allen, Finance Director and Ryan Brimacombe, Accountant.

Approval of Minutes:

1. April 1, 2020 Lodging Tax Advisory Committee Meeting Minutes

Christensen moved and Gus seconded the motion to approve the April 1, 2020 meeting minutes. The motion carried *4-0.

Budget Overview

2. Modification to an amount requested.

Communications and Marketing Manager, Logan presented a modification to the amount requested by Tri-City Kart Club. The application included a contribution of \$17,000 from their organization and they intended to request just \$350,000.

Christensen moved and Watkins seconded the motion to accept the modified amount. The motion carried *4-0.

3. Approval of Funding Recommended to Council

Communications and Marketing Manager Logan and Finance Director Allen presented an updated project and funding budget to review and approve prior to council adoption on May 4, 2021. The motion carried *4-0.

*Andrew was unable to vote as he had to leave the meeting early.

Christensen adjourned the meeting at 2:11 p.m.

Approved: _____
Council Liaison Christensen

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

Date Approved:

DRAFT



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Budget Overview

Prepared By: Hollie Logan, Communications & Marketing Manager

Subject:
2022 Lodging Tax Funding Overview

Department:
Assistant City Manager

Recommended Motion:

Summary:

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

To be considered for funding, proposals must meet criteria as established in RCW 67.28.1815 & 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.

Fiscal Impact:

Attachments:

1. 2022 Hotel Motel Fund



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: 2021 Event and Project Summary to Date

Prepared By: Hollie Logan, Communications & Marketing Manager

Subject:
2021 Event and Project Summary

Department:
Assistant City Manager

Recommended Motion:

Summary:
2021 summary of hotel motel grant recipient events and projects.

Fiscal Impact:

Attachments:

1. 2021 Grant Summary for Council
2. 2021 Summary of Hotel Motel Grant Recipient Events and Projects

2021 HOTEL/MOTEL FUND APPLICATIONS

Contract Signed Grant Am Paid/Comp Date Complete

| ORGANIZATION | PROPOSED USE OF MONEY | Contract Signed | Grant Am Paid/Comp Date Complete |
|---|--------------------------------|-----------------------|----------------------------------|
| ALLIED ARTS ASSOCIATION | ART IN THE PARK | 5/13/2021 | 5000 5K Oct 21 |
| CITY OF RICHLAND | 2021 GEOCOIN CHALLENGE | 5/20/2021 | 6500 |
| NORTHWEST POWER BOAT ASSOCIATION | RICHLAND REGATTA | 5/13/2021 | 17500 |
| RICHLAND PUBLIC FACILITIES DISTRICT | MARKETING FOR CULTURAL TOURISM | 5/13/2021 | 7500 |
| STEPHENS MEDIA GROUP | Live@5 | 5/14/2021 | 5,000 |
| THE RUDE MECHANICALS | SHAKESPEARE IN THE PARK | Cancelled 6/28 | 2,500 |
| THREE RIVERS FOLKLIFE SOCIETY | TUMBLEWEED MUSIC FESTIVAL | 5/20/2021 | 4,000 |
| TIME OF REMEMBRANCE | TIME OF REMEMBRANCE | 5/25/2021 | 15,000 |
| TRI-CITIES SUNRISE ROTARY CHARITY CLUB | SEE3SLAM | Cancelled 7/22 | 10,000 |
| TRI-CITY WATER FOLLIES | COLUMBIA CUP | 5/27/2021 | 15,000 15K Oct 21 |
| WEST RICHLAND CHAMBER OF COMMERCE | COOL DESERT NIGHTS | 5/20/2021 | 18,800 <i>In Process</i> |
| WILD WEST BASS TRAIL | WILD WEST BASS PRO-AM CIRCUIT | 5/20/2021 | 15,000 15K Sept 21 |

| |
|---|
| Cancelled |
| Event Complete - Grant Report or Payment in Process |
| Complete - Waiting For Report to Reimburse |
| Not Approved for Funding Incomplete Application |
| Event / Project In Process - Not Complete |
| Project Extension to 2022 |

| ORGANIZATION | PROPOSED USE OF MONEY | Contract Signed | Grant Amount | Paid amount | Date Complete |
|---|-----------------------------------|-----------------|--------------|-------------|---------------|
| CITY OF RICHLAND | RPD RANGE/TRAINING FACILITY UPGR | 5/24/2021 | 20,000 | | |
| FRIENDS OF BADGER MOUNTAIN | ICE AGE FLOODS INTERPRETIVE TRAIL | 6/1/2021 | 110,000 | | |
| RICHLAND BABE RUTH BASEBALL ASSOCIATION | INSTALLING TURF ON 4 INFIELDS | N/A | N/A | | |
| HORN RAPIDS MOTOR SPORTS | HORN RAPIDS MOTORCROSS LIGHTIN | 5/24/2021 | 300,000 | 185,364 | partial 10/21 |
| TRI-CITY KART CLUB (TCKC) | TCKC TRACK EXPANSION | 5/20/2021 | 350,000 | 350,000 | |

2021 Summary of Hotel Motel Grant Recipient Events and Projects

November 10, 2021



Events

Allied Arts - Art in the Park in July (Complete)

\$5,000

60,000 Attended

1500+ Traveled 50 miles or more

500+ Traveled from another state

350+ Paid for overnight lodging

36,500 Attended but didn't pay for overnight lodging.

- **Summary of Completed Event or Project**

Our 70th Annual Art in the Park was a tremendous success made possible by the generous donation and support of the City of Richland, and the Hotel/Motel grant. With your direct support, we were able to recover from two devastating years, one of which (2020) we were unable to hold our annual fundraiser- Art in the Park- which provides over 80% of our operational overhead. As a non-profit organization, we endeavor to quantify the generous resources given to us by supporting our community, and fellow non-profits in the Richland (and full Tri-City area). We are happy to be back "home". One area that did catch us by surprise, was the significant increase in operational services for the event. Every aspect of our event was dramatically affected- from security, to toilets, to publicity, we had a dramatic increase in expense from 2019.

- **Community Impact**

We were really surprised by how much our event attendance has increased since 2019; in speaking with local real estate agencies and the Richland Chamber of Commerce, we discovered that there has been a significant influx of people from California, Seattle and Portland areas moving to the Tri-Cities. We also noted how our patron base has become significantly more diverse, and we had more children and young adults than previously projected. We viewed our 70th Annual Art in the Park event as a return to tradition; providing a welcome relief from Covid-fatigue, and to help our community mentally and emotionally; to encourage beauty, self-expression, hope, and the limitless possibility of the Tri-Cities. We hope that you feel your

generous donation in support of our event was well invested, and spent. On behalf of Allied Arts Association, and the Art in the Park team.... - Thank you!

City of Richland – GeoCoin Challenge **\$ 6,500**

Event Complete - Report forthcoming

NW Power Boat Association – Richland Regatta **\$17,500**

Event Complete - Report Forthcoming

Richland Public Facilities District – Reach Museum Cultural Tourism **\$ 7,500**

Event Not Complete

Stephens Media Group – Live@5 **\$ 5,000**

Event Complete - Report Forthcoming

Tri-City Water Follies – Columbia Cup Races (Complete) **\$15,000**

40,000 Attended
5,000 Traveled 50 miles or more
1,000 Traveled from another state
5,000 Paid for overnight lodging
35,000 Attended but didn't pay for overnight lodging

- **Summary of Completed Event or Project**

The Tri-City Water Follies Association, a non-profit organization, hosted the 55th annual Columbia Cup - the region's signature summer festival featuring Unlimited Hydroplane racing on the Columbia River, the Over-The-River Air Show, Grand Prix America Hydroplane racing, Vintage Hydroplane demonstrations and 5-Liter Hydroplanes. Event attendance was significantly lower than previous years and understandably so given the pandemic resurgence and race fans concern for travel and large crowds. Attendance numbers were tracked and recorded through the pre-purchase of ticket packages and tallying on-site gate sales. Visit Tri-Cities polled area lodging and estimated 4,000 room nights. Approximately 40,000 guests enjoyed the 3-day event.

- **Community Impact**

Even with the reduced numbers, the event was successful and continues to highlight the Tri-Cities area. Feedback after the event indicated our guests were pleased with their time in the Tri-Cities. We look forward to celebrating the 56th running of the Columbia Cup in 2022!

Three River's Folklife – Tumbleweed Festival **\$ 4,000**

Event Complete - Report forthcoming

Time of Remembrance – Time of Remembrance **\$15,000**

Event Complete - Report forthcoming

Wild West Bass Tournament – Pro Am Circuit (Complete) **\$15,000**

1,000 Attended

106 Traveled 50 miles or more
 75 Traveled from another state
 102 Paid for overnight lodging
 25 Attended but didn't pay for overnight lodging.

- **Summary of Completed Event or Project**

This 3-day event was the fourth and final event in our Pro-Am Championship series, which saw a 39% increase in angler entries from 2020.

- **Community Impact**

The overwhelming majority of anglers were in Richland 2-3 days prior to the event to practice. Also, many of the anglers brought spouses and/or family to Richland during the event. We are confident the 2022 event will see an increase in anglers and spectators, as well.

WR Chamber of Commerce – Cool Desert Nights (Complete) \$18,800 (in process)

12,000 Attended
 29% Traveled 50 miles or more
(OR-17%, FL-1%, CA-2%, UT-4%, ID-5%)
 30% Traveled from another state
 Est 30% Paid for overnight lodging
 Est 70% Attended but didn't pay for overnight lodging.

- **Summary of Completed Event or Project**

This was an outstanding turnout given the short notice if COVID would behave and let us continue. We anticipate having a better turnout next year and will start advertising sooner.

- **Community Impact**

Having the event at the Uptown is a perfect place. The space is big enough and certainly gives the local businesses the exposure.

Projects

| | |
|---|------------------|
| City of Richland – Police Range/Training Facility Upgrade | \$20,000 |
| Project Not Complete | |
| Friends of Badger Mountain – Ice Age Floods Interpretive Trail | \$110,000 |
| Project Will Be Extended to 2022 | |
| Horn Rapids Motor Sports – Motorcross Lighting | \$300,000 |
| Project Nearing Completion | |

Tri-City Kart Club – Track Expansion

(Complete)

\$350,000

- **Summary of Completed Event or Project**

Project did go over our anticipated budget, but the Club took this from our reserve funds so that the paving was complete in 2021 before asphalt plants shutdown for the year. The largest expenditure was the paving, followed by the excavation and rock required prior to paving. The safety barrier, electrical and irrigation were incidental to expanding the track surface area.

- **Community Impact**

This track expansion will help make this an even more desirable track and attract many people from out of town to race here. Many people from other towns and States stay anywhere from 1 to 3 nights in Richland to attend our events. Which also produces income to local hotels and restaurants.



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Brandie Saint-Claire

Subject:

Allied Arts Association, Art in the Park

Department:

Assistant City Manager

Recommended Motion:

Summary:

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

Our mission is three fold: 1. To showcase artists and their artwork to the Tri-City community, 2. To showcase artists and artwork of Mid-Columbia Basin artists, and 3. To host a fundraiser to provide over 80% of our operation overhead for Gallery and the Park. Art in the Park will be held on July 29-30, 2022 from 9am - 8pm. Live entertainment is made available in the evenings, usually starting at 6pm. Concessions are provided by non-profit concessions where they keep 100% of the proceeds.

Fiscal Impact:

Amount Requested: \$5,000

Attachments:

1. Application

Please list the names and titles of your board members:

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

3. PROJECT DESCRIPTION:

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

Our mission is three fold: 1. to showcase artists and their artwork to the Tri-City community, 2. to showcase artists and artwork of Mid-Columbia Basin artists, and 3. to host a fundraiser to provide over 80% of our operation overhead for Gallery and the Park. This free, family-friendly, community event occurs on July 29th and 30th, from 9am - 8pm. Live entertainment is made available in the evenings, usually starting at 6pm. Concessions are provided by non-profit concessions where they keep 100% of the proceeds.

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

Please note these improvements may require federal, state, or city permits. Contact Parks and Public Facilities Director at 509-942-7578 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 at this time.

4. PROJECT BUDGET:

| | | |
|-------------------|--|--------------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$5,000.00</u> | <u>13%%</u> | <u>\$33,000.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|---|--------------------|
| <u>Sponsorship at \$10,000</u> | <u>\$10,000.00</u> |
| <u>Sponsorship at \$5,000</u> | <u>\$5,000.00</u> |
| <u>Hotel/Motel Grant (if awarded) \$5,000</u> | <u>\$5,000.00</u> |
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Expenditure Description:

Expenditure Amount:

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|--|--------------------|
| <u>Security</u> | <u>\$8,500.00</u> |
| <u>Port o'lets</u> | <u>\$5,500.00</u> |
| <u>Marketing/Publicity</u> | <u>\$10,000.00</u> |
| <u>Printing</u> | <u>\$4,500.00</u> |
| <u>Volunteer refreshments (water, and sports drinks for hydration)</u> | <u>\$800.00</u> |
| <u>Misc. expenses (like paper, pen, tapes, paint for park mapping)</u> | <u>\$4,500.00</u> |
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5. PROJECTED TOURISM BENEFITS:

| | |
|---|---------------|
| a. Overall attendance: | <u>55,000</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>500</u> |
| c. Expected number of attendees paying for accommodations: | <u>250</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>250</u> |
| e. Expected number of lodging nights: | <u>3</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>0</u> |
| g. How many increased room nights were expected to be generated? | <u>2</u> |



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

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

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

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

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

PS Media will be coordinating our advertisement.

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

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

eSigned via SeamlessDocs.com
Brandie Saint-Claire
Key: f96d201eb002681889d8da82646e5632

Name

10/15/2021

Date

Brandie Saint-Claire

Print Name

Director of Art in the Park

Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: David Carson

Subject:

Three Rivers Folklife Society, 2022 Tumbleweed Music Festival

Department:

Assistant City Manager

Recommended Motion:

Summary:

The Tumbleweed Music Festival is an annual, free, open-air music festival taking place in Howard Amon Park on Labor Day weekend. The 2022 Tumbleweed will be our 26th annual event and, after having to be presented as a virtual, online festival in 2020 and 2021 due to the Covid-19 pandemic, 3RFS is planning for a live, in-person festival to take place once again in Howard Amon Park.

Tumbleweed, when presented as a live event, opens with a free concert on Friday evening of Labor Day weekend, then from 11:00am to 6:00pm on Saturday and Sunday a new act every 40 minutes on our 5 outdoor stages and two indoor stages, and two workshop rooms. The entire weekend, for which our standard estimate is approximately 4,000 total attendees, is free and open to the public, except for two events: a Saturday night Tumbleweed Benefit concert, and a Sunday night Contra Dance (live band and caller) for which admission is charged.

Fiscal Impact:

Amount Requested: \$4,000

Attachments:

1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

1. CONTACT INFORMATION:

Organization Name: Three Rivers Folklife Society

Contact Name: David M. Carson Contact Title: 3RFS Board Member-at-Large

Contact Phone: 509.539.8090 Contact Email: davidmcarson14@gmail.com

Street Address: 1618 Alamosa Ave. City: Richland State: Zip: 99352

Project to be funded: Tumbleweed Music Festival

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$4,000.00

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

3RFS has received Grant funding for the Tumbleweed Music Festival numerous times since 1997, making the City of Richland a permanent co-sponsor of the festival.

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>12</u> | <u>1996</u> |

4. PROJECT BUDGET:

| | | |
|-------------------|-------------------------------------|-----------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$4,000.00</u> | <u>9.5%%</u> | <u>\$38,000.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|---|--------------------|
| <u>Donations, Grants, & Scholarships</u> | <u>\$20,700.00</u> |
| <u>Programming income (i.e., concert & dance tickets)</u> | <u>\$4,850.00</u> |
| <u>Product Sales</u> | <u>\$7,000.00</u> |
| <u>Vendor Fees</u> | <u>\$3,200.00</u> |
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Expenditure Description:

Expenditure Amount:

| | |
|---|--------------------|
| <u>Publicity (Local and Out-of-Town)</u> | <u>\$7,650.00</u> |
| <u>Programming (i.e., Stipends, Prizes, License & Fees)</u> | <u>\$10,025.00</u> |
| <u>Merchandise</u> | <u>\$3,000.00</u> |
| <u>Rentals</u> | <u>\$11,000.00</u> |
| <u>Services</u> | <u>\$2,250.00</u> |
| <u>Hospitality</u> | <u>\$1,000.00</u> |
| <u>Postage</u> | <u>\$200.00</u> |
| <u>Miscellaneous</u> | <u>\$600.00</u> |
| | |
| | |

5. PROJECTED TOURISM BENEFITS:

| | |
|---|--------------|
| a. Overall attendance: | <u>4,000</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>200</u> |
| c. Expected number of attendees paying for accommodations: | <u>50</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>150</u> |
| e. Expected number of lodging nights: | <u>100</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>N/A</u> |
| g. How many increased room nights were expected to be generated? | <u>N/A</u> |



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

We have survey forms printed and available at every stage, workshop room, and our information desk. Stage MCs and our roaming button sellers ask people to fill out these surveys. After the festival, the surveys are analyzed and used to chart improvements for the coming year; lodging status is one of the entries on the survey form.

Similar forms are available online for the virtual festivals, and will remain so, as we intend to maintain a virtual element for the 2022 festival.

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

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, potential covid restrictions would likely mean reduced numbers for the 2022 festival.

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 festival will focus on the following. :

- Weekends Around the Northwest -syndicated radio interview- \$500
- Northwest Public Broadcasting – regional/statewide radio & TV - \$1,700
- Print & Online - Tri-City Herald - \$700
- Print - The Inlander (Spokane)– \$500
- Online Ads and Broadcasts (Facebook, Eastern Oregonian, others) - \$500
- Radio – (Portland, Seattle, stations to be determined) - \$1,000

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 Carson
Key: f66d201eb002681889d8da82646e5632

Name

10/20/2021

Date

David Carson

Print Name

3RFS Board Member

Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Emily Richman

Subject:

The Rude Mechanicals, Shakespeare in the Park

Department:

Assistant City Manager

Recommended Motion:

Summary:

Our plan is to create a new tourism-focused event that will become one of Tri-Cities major annual events. We plan to produce an outdoor Shakespeare show that will be appropriate for most ages and families to enjoy the great Tri-Cities weather and be entertained. We have not solidified dates at this time but will be aiming for late summer/early fall when the weather is still nice but not overbearing.

Fiscal Impact:

Amount requested: \$5,000

Attachments:

1. Application

Please list the names and titles of your board members:

| | Name | Title |
|---|-----------------|----------------|
| 1 | Emily Richman | President |
| 2 | Adam Critchlow | Vice President |
| 3 | Nick Clark | Treasurer |
| 4 | Emma Barnes | Secretary |
| 5 | Justin Jones | Trustee |
| 6 | Melissa Michael | Trustee |
| 7 | Art Klym | Trustee |
| 8 | Cody Miller | Trustee |
| 9 | Rick Richardson | Trustee |

3. PROJECT DESCRIPTION:

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

Our plan is to create a new tourism-focused event that will become one of Tri-Cities major annual events. We plan to produce an outdoor Shakespeare show that will be appropriate for most ages and families to enjoy the great Tri-Cities weather and be entertained. We have not solidified dates at this time but will be aiming for late summer/early fall when the weather is still nice but not overbearing.

- 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. Contact Parks and Public Facilities Director at 509-942-7578 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 have not officially partnered with other organizations but hope to invite food trucks/mobile food vendors if possible to increase local business involvement and provide food options for the audience.



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, 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 further broaden our reach. Several members of our theatre have relationships with theatre artists across the country, whose involvement could create even more excitement about this 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:

Google Ads, social media, and other digital advertising (statewide), TV and radio (regional, including Yakima Valley and Walla Walla), print advertising within Eastern Washington in major print resources as well as independent papers throughout the PNW (Tumbleweird, The Stranger, The Inlander, etc.)

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

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

eSigned via SeamlessDocx.com
Emily Richman
Key: f66d201eb002691889d8da82646e5632

Name

10/21/2021

Date

Emily Richman
Print Name

Board President
Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: April Morgan

Subject:

Northwest Power Boat Association, Richland Regatta

Department:

Assistant City Manager

Recommended Motion:

Summary:

No Change from prior year.

Boat Race Event at Howard Amon Park featuring a selection of classes (1, 2, 2.5 Stock & Mod, 5 Liter, SE and Vintage). These classes have a loyal fan base and are family oriented. It brings a significant # of owners/teams/family/fans from all over Washington. There will be food vendors, and a beer garden with security. We average around 13,000 in attendance and 40 boat teams.

THRS - Set Up & Registration

FRI-SUN - Racing

SUN - tear down & clean up

Fiscal Impact:

Amount requested: \$17,500

Attachments:

1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

1. CONTACT INFORMATION:

Organization Name: Northwest Powerboat Association

Contact Name: April Morgan Contact Title: Treasurer

Contact Phone: 509-727-7638 Contact Email: amorgan@paynewest.com

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

Project to be funded: Richland Regatta

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$17,500.00

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

2021 Awarded \$17,500
 2020 - no event due to Covid
 2019 Awarded \$15,000
 Prior years unknown as I was not involved at that time and the boardmember handling the application process passed away this year.

2. ORGANIZATIONAL DEMOGRAPHICS:

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

Please list the names and titles of your board members:

| | Name | Title |
|---|------------------|------------------|
| 1 | John Mostoller - | President |
| 2 | Charlie Grigg | VP |
| 3 | Paul Herod | Pit Operations |
| 4 | Terry Thrall | AVP |
| 5 | Tracy Davisson | Secretary |
| 6 | April Morgan | Treasurer |
| 7 | Rita Hazard | Beer Garden Lead |
| 8 | Chris Denslow | IT |
| 9 | John Culver | Past Presidnet |

3. PROJECT DESCRIPTION:

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

No Change from prior year.
 Boat Race Event at Howard Amon Park featuring a selection of classes (1, 2, 2.5 Stock & Mod, 5 Liter, SE and Vintage). These classes have a loyal fan base and are family orinated. It brings a significate # of owners/teams/family/fans from all over Washington. There will be food vendors, and a beer garden with security. We average around 13,000 in attendance and 40 boat teams.

THRS - Set Up & Registration
 FRI-SUN - Racing
 SUN - tear down & clean up

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

Please note these improvements may require federal, state, or city permits. Contact Parks and Public Facilities Director at 509-942-7578 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.

Not seeking fund collaboration, however many agencies come together to operate the event to include USCG, RPD, RFD, City of Richland Parks & Recs.

4. PROJECT BUDGET:

| | | |
|--------------------|-------------------------------------|-----------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$17,500.00</u> | <u>35%%</u> | <u>\$50,000.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|---------------------|--------------------|
| <u>Sponsorship</u> | <u>\$35,000.00</u> |
| <u>Beer Garden</u> | <u>\$5,000.00</u> |
| <u>Merchandise</u> | <u>\$3,000.00</u> |
| <u>Registration</u> | <u>\$7,000.00</u> |
| | |
| | |
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| | |
| | |
| | |

Expenditure Description:

Expenditure Amount:

| | |
|-----------------------------|--------------------|
| <u>Advertising</u> | <u>\$15,000.00</u> |
| <u>City</u> | <u>\$2,000.00</u> |
| <u>Beer Garden - Supply</u> | <u>\$2,200.00</u> |
| <u>Park Cost - Rentals</u> | <u>\$5,000.00</u> |
| <u>APBA Fees</u> | <u>\$1,000.00</u> |
| <u>Volunteers - meals</u> | <u>\$2,000.00</u> |
| <u>PA - Announcer</u> | <u>\$2,000.00</u> |
| <u>Security</u> | <u>\$2,500.00</u> |
| <u>Office/Merchandise</u> | <u>\$5,000.00</u> |

5. PROJECTED TOURISM BENEFITS:

| | |
|---|--------------|
| a. Overall attendance: | <u>13500</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>1000</u> |
| c. Expected number of attendees paying for accommodations: | <u>400</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>0</u> |
| e. Expected number of lodging nights: | <u>4</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>n/a</u> |
| g. How many increased room nights were expected to be generated? | <u>0</u> |



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

Participant Registration Roster
Designated Hotel Room Code Report

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

Bringing in a fan base to Howard Amon Park who will use local facilities such as hotels, restaurants, grocery and gas. All race families continue to promote the event as a favorite with accolades on set up, course, and operations. All teams except one are from out of town and we continue to support the event both in attendance and recognition among the racing communities.

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

We are a low budget, volunteer organization, providing a free, family friendly event for our community. We work with multiple media organizations (TV primary is KNDU & FOX, Radio primary is KONA per Michael McDonalds, Print, Internet) to promote. Prior to the event we will run ads, interviews, post fliers and other promo materials to encourage attendance. During the race we invite out local TV reporters to attend with Pit access, and have live announcer promoting our sponsors and organizers. Teams are given the preferred hotel and event code.

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

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

eSigned via SeamlessDocs.com
April Morgan
Key: f66d201eb002681889d8da82646e5632

Name

Date

April Morgan
Print Name

Treasurer
Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Kathy Powell

Subject:

Tri-City Water Follies Association Columbia Cup & Air Show

Department:

Assistant City Manager

Recommended Motion:

Summary:

The Tri-City Water Follies Association, a non-profit organization, will host a premier weekend festival that includes Unlimited Hydroplane racing on the Columbia River, an over-the-river air show and additional boat class racing as well as various shoreline activities. The event is scheduled for July 29 through July 31, 2022.

Fiscal Impact:

Amount Requested: \$15,0000

Attachments:

1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

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 Columbia Cup & Air Show

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$15,000.00

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

I am aware of funding 2007 - present. Tri-City Water Follies Columbia Cup

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>38+</u> | <u>1966</u> |

Please list the names and titles of your board members:

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

3. PROJECT DESCRIPTION:

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

The Tri-City Water Follies Association, a non-profit organization, will host a premier weekend festival that includes Unlimited Hydroplane racing on the Columbia River, an over-the-river air show and additional boat class racing as well as various shoreline activities. The event is scheduled for July 29 through July 31, 2022.

- 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. Contact Parks and Public Facilities Director at 509-942-7578 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.

Will be provided as supplemental information.

4. PROJECT BUDGET:

| | | |
|--------------------|-------------------------------------|-----------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$15,000.00</u> | <u>2%</u> | <u>\$800,000.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|---------------------------|---------------------|
| <u>Sponsorships</u> | <u>\$250,000.00</u> |
| <u>Gate Sales</u> | <u>\$180,000.00</u> |
| <u>Pre-Sales</u> | <u>\$300,000.00</u> |
| <u>Parking</u> | <u>\$25,000.00</u> |
| <u>Concessions</u> | <u>\$20,000.00</u> |
| <u>Souvenirs</u> | <u>\$20,000.00</u> |
| <u>General Operations</u> | <u>\$5,000.00</u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

Expenditure Description:

Expenditure Amount:

| | |
|-----------------------|---------------------|
| <u>Air Show</u> | <u>\$100,000.00</u> |
| <u>Boat Racing</u> | <u>\$300,000.00</u> |
| <u>Venue Expense</u> | <u>\$250,000.00</u> |
| <u>Marketing</u> | <u>\$50,000.00</u> |
| <u>Administration</u> | <u>\$100,000.00</u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

5. PROJECTED TOURISM BENEFITS:

| | |
|---|--------------|
| a. Overall attendance: | <u>60000</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>15000</u> |
| c. Expected number of attendees paying for accommodations: | <u>10000</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>5000</u> |
| e. Expected number of lodging nights: | <u>6000</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>N/A</u> |
| g. How many increased room nights were expected to be generated? | <u>2000</u> |



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

We have help from Visit Tri-Cities to survey local hotel/motels for room night information. We will also use information from presales.

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

The Tri-City Water Follies is a 3-day water sport event drawing a significant number of visitors from outside the Tri-City area. The event highlights our greatest assets, the Columbia River, many days of sunshine and a warm and welcoming community. It is expected that over 60,000 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. Economic impact studies show that the Tri-City Water Follies adds more than \$2.5 million to the Tri-Cities economy each year. Hotels and restaurants experience one of the highest sales weekends.

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 Tri-City Water Follies will continue to use a full service advertising agency to assist with selecting and combining different methods of marketing targeting Washington, Oregon and Idaho.

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

Key: f06d201eb002681889d8da82646e5632

Name

10/25/2021
Date

Kathy Powell
Print Name

Event Director
Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Dominic Falcinelli

Subject:

2022 Wild West Bass Trail Columbia River Pro-Am

Department:

Assistant City Manager

Recommended Motion:

Summary:

The event will be a 3-day bass fishing tournament with mandatory pre-tournament angler check-in and rules meeting on August 4th at Sportsmans Warehouse. Launch and weigh-in will be held at Columbia Point Park Marina, August 5-7. Covid-19 precautions in effect as required by the state of Washington.

Fiscal Impact:

Amount requested: \$15,000

Attachments:

1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

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: 2021 Wild West Bass Trail Columbia River Pro-Am

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$15,000.00

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

2019 Wild West Bass Trail Columbia River Pro-Am: June 21-23, 2019
2020 Wild West Bass Trail Columbia River Pro-Am: July 31 - August 2, 2020
2021 Wild West Bass Trail Columbia River Open: July 30 - August 1, 2021

2. ORGANIZATIONAL DEMOGRAPHICS:

| | | | |
|----------------------------|----------------------------|-----------------------|---------------------------------|
| Number of full-time staff: | Number of part time staff: | Number of volunteers: | Year organization incorporated: |
| <u>5</u> | <u>14</u> | <u>4-8</u> | <u>7</u> |

Please list the names and titles of your board members:

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

3. PROJECT DESCRIPTION:

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

Event will be a 3-day bass fishing tournament with mandatory pre-tournament angler check-in and rules meeting on August 4th at Sportsmans Warehouse. Launch and weigh-in will be held at Columbia Point Park Marina, August 5-7. 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. Contact Parks and Public Facilities Director at 509-942-7578 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. PROJECT BUDGET:

| | | |
|--------------------|-------------------------------------|-----------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$15,000.00</u> | <u>9.9%%%</u> | <u>\$151,000.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|------------------------------------|---------------------|
| <u>Visit Tri-Cities Washington</u> | <u>\$15,000.00</u> |
| <u>Angler Registration Fees</u> | <u>\$128,500.00</u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
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| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

Expenditure Description:

Expenditure Amount:

| | |
|---|---------------------|
| <u>Prizes and Awards (95% of Participant Registration Fees)</u> | <u>\$122,000.00</u> |
| <u>Multi-media Film / Production / Final Film Edit</u> | <u>\$13,000.00</u> |
| <u>Social Media Package</u> | <u>\$5,000.00</u> |
| <u>Staff Pay</u> | <u>\$8,500.00</u> |
| <u>Staff Lodging</u> | <u>\$1,000.00</u> |
| <u>Staff Meals</u> | <u>\$1,500.00</u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

5. PROJECTED TOURISM BENEFITS:

| | |
|---|------------|
| a. Overall attendance: | <u>525</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>210</u> |
| c. Expected number of attendees paying for accommodations: | <u>158</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>53</u> |
| e. Expected number of lodging nights: | <u>263</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>0</u> |
| g. How many increased room nights were expected to be generated? | <u>180</u> |



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

Mandatory angler check-in and rules meeting is on Thursday, July 29. At check-in, we request from each angler the number of room nights booked and location. Also, we receive a report from Hector Cruz of Visit Tri-Cities following the event.

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

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

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

Prior to the event, we send representatives to Richland to meet with local businesses, groups, and media to promote event to Tri-Cities community. Also, we send representatives to our 2022 team tournaments in Northern California, Southern California, Nevada, Arizona, and (NEW) Washington/Oregon to promote this event to our anglers.

Prior to event, we plan to have a local professional angler interviewed by Tri-City Herald and KEPR. Dave Kromm's interviews prior to 2019 Pro-Am are available on the Tri-City Herald and KEPR websites. In 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 CEO.

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: f06d201eb002681889d8da82646e5632

Name

10/26/2021

Date

Dominic Falcinelli

Print Name

Director of Partner Relations

Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Troy Berglund

Subject:

West Richland Chamber of Commerce, Cool Desert Nights

Department:

Assistant City Manager

Recommended Motion:

Summary:

Cool Desert Nights is a three-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 West Richland Chamber took over the event in 2019 and is making strides to bring the event back to its peak. COVID-19 caused us to delay the 2021 event until late September/early October. The exact date for 2022 will be determined at the Chamber board retreat on November 9th, but it is likely to be the 3rd or 4th weekend of June. Here is the list of activities:

Thursday - Show n Shine at Dairy Queen on Jadwin & Registration all day

Friday - Car Cruise & Registration

Saturday - Car & Motorcycle show at Uptown Plaza, Band, Vendors, Kid Zone, Slow Drag, Uptown Poker Walk

Fiscal Impact:

Amount Requested: \$18,800

Attachments:

1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

1. CONTACT INFORMATION:

Organization Name: West Richland Area Chamber of Commerce

Contact Name: Troy Berglund Contact Title: Board Past President/Event Chair

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

Street Address: 6095 W Van Giesen City: West Richland State: WA Zip: 99353

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

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$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 in 2019 and in 2021 for the Cool Desert Nights events.

2. ORGANIZATIONAL DEMOGRAPHICS:

| | | | |
|----------------------------|----------------------------|-----------------------|---------------------------------|
| Number of full-time staff: | Number of part time staff: | Number of volunteers: | Year organization incorporated: |
| <u>1</u> | <u>2</u> | <u>150</u> | <u>1955</u> |

Please list the names and titles of your board members:

| | Name | Title |
|---|----------------|--------------------|
| 1 | Darrell Toombs | President |
| 2 | Troy Berglund | Past President |
| 3 | AJ Hill | 1st Vice President |
| 4 | Mike Mahaffey | 2nd Vice President |
| 5 | Mandy Wallner | Secretary |
| 6 | Westin Mick | Treasurer |
| 7 | Dan O'Neill | Board Member |
| 8 | Joey Edminster | Board Member |
| 9 | Paul Madsen | Board Member |

3. PROJECT DESCRIPTION:

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

Cool Desert Nights is a three-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 West Richland Chamber took over the event in 2019 and is making strides to bring the event back to its peak. COVID-19 caused us to delay the 2021 event until late September/early October. The exact date for 2022 will be determined at the Chamber board retreat on November 9th, but is likely to be the 3rd or 4th weekend in June. Here are the list of activities:

Thursday - Show n Shine at Dairy Queen on Jadwin & Registration all day
 Friday - Car Cruise & Registration
 Saturday - Car & Motorcycle show at Uptown Plaza, Band, Vendors, Kid Zone, Slow Drag, Uptown Poker Walk

- 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. Contact Parks and Public Facilities Director at 509-942-7578 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. PROJECT BUDGET:

| | | |
|--------------------|-------------------------------------|-----------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$18,800.00</u> | <u>23%%</u> | <u>\$95,800.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|------------------------------------|-------------|
| Sponsors | \$45,000.00 |
| Registrations | \$22,000.00 |
| Vendors | \$10,000.00 |
| City of Richland Hotel/Motel Funds | \$18,800.00 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Expenditure Description:

Expenditure Amount:

| | |
|-------------------------------------|-------------|
| Advertising | \$18,800.00 |
| Sanitation | \$3,200.00 |
| Vendors | \$300.00 |
| Permits | \$3,000.00 |
| Equipment, Signs, Supplies, Postage | \$15,000.00 |
| Volunteers & Security | \$6,200.00 |
| Awards | \$4,000.00 |
| Car Registration | \$2,000.00 |
| Event Management | \$30,000.00 |

5. PROJECTED TOURISM BENEFITS:

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



Explain how your organization will collect and verify the Projected Tourism Benefits identified above (i.e., surveys, registrations, 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 Nights 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 continue to expand our web and social media promotions to increase our cost effectiveness in reaching people outside the area.

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

The chamber will continue to expand our cost effective promotions in social media to maximize the reach of our dollars invested. We will also continue to use traditional media and promotions, such as radio and print advertising, as well as posters and swag distributed both locally and regionally. We are working with a marketing company to handle much of our marketing for this event.

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

TB 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 Berglund
Key: f06d201eb002681889d8da82646e5632

Name

10/29/2021

Date

Troy Berglund

Print Name

Past President

Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Jen Davis

Subject:

City of Richland, 2022 Geocoin Challenge

Department:

Assistant City Manager

Recommended Motion:

Summary:

The 2022 Tri-Cities Geocoin Challenge will be held at Columbia Point Marina Park in Richland. 40 new geocaches are placed throughout Tri-Cities with approximately 10 in each city. Event participants ("geocachers") are required to find all of the geocaches to earn the geocoin. Our theme for 2022 will be "Land of the Three Rivers." 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.

Fiscal Impact:

Amount requested: \$6,500

Attachments:

1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

1. CONTACT INFORMATION:

Organization Name: City of Richland

Contact Name: Jen Davis Contact Title: Recreation Coordinator

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

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

Project to be funded: 2022 Geocoin Challenge

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$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) |
| Geocoin Challenge (2021) | \$6,500 |

2. ORGANIZATIONAL DEMOGRAPHICS:

| | | | |
|----------------------------|----------------------------|-----------------------|---------------------------------|
| Number of full-time staff: | Number of part time staff: | Number of volunteers: | Year organization incorporated: |
| <u>5 Recreation</u> | <u>2 Recreation</u> | <u>40</u> | <u>1958</u> |

Please list the names and titles of your board members:

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

3. PROJECT DESCRIPTION:

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

The 2022 Tri-Cities Geocoin Challenge will be held at Columbia Point Marina Park in Richland. 40 new geocaches are placed throughout Tri-Cities with approximately 10 in each city. Event participants ("geocachers") are required to find all of the geocaches to earn the geocoin. Our theme for 2022 will be "Land of the Three Rivers." 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. Contact Parks and Public Facilities Director at 509-942-7578 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 Geocoin planning committee has a representative from Visit Tri-Cities, City of Richland, Pasco, Kennewick, West Richland, as well as other community members from across the Tri-Cities.

4. PROJECT BUDGET:

| | | |
|-------------------|-------------------------------------|-----------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$6,500.00</u> | <u>45%</u> | <u>\$14,900.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|---|-------------------|
| <u>Lodging Tax</u> | <u>\$6,500.00</u> |
| <u>City of Kennewick</u> | <u>\$1,300.00</u> |
| <u>City of Pasco</u> | <u>\$1,300.00</u> |
| <u>City of Richland</u> | <u>\$1,500.00</u> |
| <u>City of West Richland</u> | <u>\$1,300.00</u> |
| <u>Revenue from Commemorative Coins</u> | <u>\$3,000.00</u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

Expenditure Description:

Expenditure Amount:

| | |
|--|-------------------|
| <u>Geocoins - participants (quantity 550 - \$15/coin)</u> | <u>\$8,250.00</u> |
| <u>Kid Coins</u> | <u>\$500.00</u> |
| <u>Marketing (Staff/Volunteer Shirts)</u> | <u>\$300.00</u> |
| <u>Geocache Supplies</u> | <u>\$1,500.00</u> |
| <u>Commemorative Coins to be sold (quantity 250 - \$15/coin)</u> | <u>\$3,750.00</u> |
| <u>Marketing (Advertising)</u> | <u>\$200.00</u> |
| <u>Mailing (Postage & Supplies) Commemorative Coins</u> | <u>\$300.00</u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

5. PROJECTED TOURISM BENEFITS:

| | |
|---|------------|
| a. Overall attendance: | <u>786</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>450</u> |
| c. Expected number of attendees paying for accommodations: | <u>450</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>200</u> |
| e. Expected number of lodging nights: | <u>450</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>0</u> |
| g. How many increased room nights were expected to be generated? | <u>50</u> |



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

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

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

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

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

eSigned via SeamlessDocs.com

Key: f06d201eb002681889d8da82646e5632

Name

Date

Jen Davis
Print Name

Recreation Coordinator
Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Donna Lindsay

Subject:
Special Olympics Washington, 2022 State Fall Games

Department:
Assistant City Manager

Recommended Motion:

Summary:
Special Olympics Washington's (SOWA) Fall State Games are the largest competition in Washington for athletes to demonstrate their athleticism and talent. For the 2022 Fall Games, 650 athletes from across the state are expected to be competing in one of five events: flag football, volleyball, bowling, Unified Robotics, and gymnastics from November 18 – November 20, 2022. In addition to competitions, the event includes Opening Ceremonies with Law Enforcement Torch Run, the Athlete Victory Dinner/Dance, free athlete medical screenings, and other activities to promote inclusion. SOWA is the primary organizer for activities and events at the local, regional, and state level across the state of Washington. Locally, SOWA partners with the Arc of Tri-Cities for program development and support. SOWA hopes to partners once again with local venue hosts from 2019, Chiawana High School. Numerous hotels in the area housed athletes and families for the event.

Fiscal Impact:
Amount requested: \$10,000

Attachments:
1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

1. CONTACT INFORMATION:

Organization Name: Special Olympics Washington

Contact Name: Donna Lindsay Contact Title: Director of Development

Contact Phone: 206 456 0201 Contact Email: dlindsay@sowa.org

Street Address: 2815 2nd Avenue ST 370 City: Seattle State: WA Zip: 98121

Project to be funded: 2022 Special Olympics Washington Fall Games - TriCities, WA

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$10,000.00

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

Special Olympics Washington and The Arc of Tri-Cities received City of Richland Hotel/Motel Funding in Fund Year 2019 for the Special Olympics Washington statewide Fall Games held in the Tri-Cities in November 2019.

2. ORGANIZATIONAL DEMOGRAPHICS:

| | | | |
|----------------------------|----------------------------|-----------------------|---------------------------------|
| Number of full-time staff: | Number of part time staff: | Number of volunteers: | Year organization incorporated: |
| <u>28</u> | <u>0</u> | <u>10000</u> | <u>1976</u> |

Please list the names and titles of your board members:

| | Name | Title |
|---|------------------|--------------------------|
| 1 | Chris Morgan | Board Chair |
| 2 | Kelly Campbell | Incoming Board Chair |
| 3 | Erik Mickels | Finance Chair |
| 4 | Teri Chudzik | Technology Chair |
| 5 | Sheehan Sullivan | Governance & Engagement |
| 6 | Wayne Milner | Governance & Engagement |
| 7 | Crystal Womak | Athlete Experience Chair |
| 8 | Renee McGanhan | Fundraising Chair |
| 9 | Barri Rind | At Large |

3. PROJECT DESCRIPTION:

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

Special Olympics Washington's (SOWA) Fall State Games are the largest competition in Washington for athletes to demonstrate their athleticism and talent. For the 2022 Fall Games, 650 athletes from across the state are expected to be competing in one of five events: flag football, volleyball, bowling, Unified Robotics, and gymnastics from November 18 – November 20, 2022. In addition to competitions, the event includes Opening Ceremonies with Law Enforcement Torch Run, the Athlete Victory Dinner/Dance, free athlete medical screenings, and other activities to promote inclusion. SOWA is the primary organizer for activities and events at the local, regional, and state level across the state of Washington. Locally, SOWA partners with the Arc of Tri-Cities for program development and support.

SOWA hopes to partners once again with local venue hosts from 2019, Chiawana High School. Numerous hotels in the area housed athletes and families for the event.

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

Please note these improvements may require federal, state, or city permits. Contact Parks and Public Facilities Director at 509-942-7578 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.

Special Olympics Washington will work in collaboration with the Arc of Tri-Cities for all planning, volunteer recruitment, and venue managements. We will also be requesting financial support from Visit Tri-Cities Hotel/Motel Commission, City of Kennewick, and City of Richland.

4. PROJECT BUDGET:

| | | |
|--------------------|--|--------------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$10,000.00</u> | <u>7.67%%</u> | <u>\$130,325.00</u> |

Revenue Sources:

| |
|--|
| Grants and Foundations |
| Corporate Support |
| Individual Support |
| |
| Special Olympics Washington is a registered 501(c)3 non profit supported entirely by individual, corporate, and foundation donations. All athletes participate free of charge. |
| |
| |
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| |

Revenue Amount:

| |
|-------------|
| \$25,000.00 |
| \$55,000.00 |
| \$50,325.00 |
| |
| |
| |
| |
| |

Expenditure Description:

| |
|------------------|
| Housing |
| Meals |
| Facilities |
| Program Supplies |
| Equipment |
| |
| |
| |
| |

Expenditure Amount:

| |
|-------------|
| \$45,000.00 |
| \$8,850.00 |
| \$62,020.00 |
| \$10,850.00 |
| \$3,650.00 |
| |
| |
| |
| |

5. PROJECTED TOURISM BENEFITS:

| | |
|--|-----|
| a. Overall attendance: | 800 |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | 750 |
| c. Expected number of attendees paying for accommodations: | 740 |
| d. Expected number of attendees using unpaid accommodations: | 50 |
| e. Expected number of lodging nights: | 700 |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | 0 |
| g. How many increased room nights were expected to be generated? | 0 |



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

Attendance will be verified through individual and team registrations through Special Olympics Washington. Hotel rooms will be verified through the Visit Tri-Cities post-event hotel report.

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

This Special Olympics Washington Fall Games brings athletes, coaches, and their families from across the state of Washington to the Tri-Cities for three days of sports competitions and celebrations. The out of town participants stay at local hotels and eat at local restaurants. Lunches and the Saturday night Victory dinner use local caterers. The 2019 Fall Games generated 700 room nights in Tri-Cities hotels including more that 240 in Richland hotels.

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

Special Olympics Washington athletes are selected for participation through their local teams, the 13 area areas across the state, and regional competitions in the North West, Southwest, and East Regions of the State. The Fall Games are promoted primarily through the Special Olympics Washington website, local press release, social media, and e-newsletters.

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

DL 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
Donna Lindsay
Key: f06d201eb002681889cd8da82646e5632

Name

10/28/2021

Date

Donna Lindsay

Print Name

Director of Development Operations

Title



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Terry Marie Fleischman

Subject:

Tri-Cities Sunrise Rotary Charity Club, See3Slam

Department:

Assistant City Manager

Recommended Motion:

Summary:

Tri City Sunrise Rotary partners with the City of Richland to present the See3Slam family fun event which includes a 3-on-3 basketball tournament for ALL ages, exhibition games, clinics, contests, food vendors and entertainment commencing the evening of July 8th, 2022 and ending late afternoon on Sunday, July 10th, 2022.

Fiscal Impact:

Amount requested: \$10,000

Attachments:

1. Application
2. See3Slam Site Map



City of Richland 2022 Hotel/Motel Tax Fund Application

1. CONTACT INFORMATION:

Organization Name: Tri City Sunrise Rotary Charity Club

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

Contact Phone: 509.947.1106 Contact Email: terry@see3slam.com

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

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

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$10,000.00

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

2016 See3Slam Inaugural Year @ \$2000
2017 See3Slam 2nd Year @ \$5000
2018 See3Slam 3rd Year @ \$10,000
2019 See3Slam 4th Year @ \$10,000
2020 See3Slam 5th Year @ \$10,000 but event cancelled and award revoked in total due to Covid-19
2021 See3Slam 5th Year @ \$10,000 but event cancelled and award returned in total due to Covid-19

2. ORGANIZATIONAL DEMOGRAPHICS:

| | | | |
|----------------------------|----------------------------|-----------------------|---------------------------------|
| Number of full-time staff: | Number of part time staff: | Number of volunteers: | Year organization incorporated: |
| <u>0</u> | <u>1</u> | <u>85</u> | <u>1982</u> |

Please list the names and titles of your board members:

| | Name | Title |
|---|------------------------|------------------------|
| 1 | Todd Shepherd | President |
| 2 | Christy Rasmussen | President-elect |
| 3 | Steve Simmons | Treasurer |
| 4 | Robert Taylor-Manning | Secretary |
| 5 | Karyl Whitely | Trustee |
| 6 | Terry Marie Fleischman | Public Relations Chair |
| 7 | Maureen Astley | Community Club Chair |
| 8 | Joe Peterson | Membership Chair |
| 9 | Troy Woody/Eric Smith | Foundation Chairs |

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 family fun event which includes a 3-on-3 basketball tournament for ALL ages, exhibition games, clinics, contests, food vendors and entertainment commencing the evening of July 8th, 2022 and ending late afternoon on Sunday, July 10th, 2022.

- 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. Contact Parks and Public Facilities Director at 509-942-7578 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 since its inception in 2016. Rotary is responsible for the design, promotion, logistical operations, financial support, volunteer manpower and overall execution of the event. 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 other regional 3-on-3 events.

4. PROJECT 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> |

Revenue Sources:

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

Revenue Amount:

Expenditure Description:

| | |
|--------------------------------|--------------------|
| <u>Registration software</u> | <u>\$5,000.00</u> |
| <u>Sanicans</u> | <u>\$2,000.00</u> |
| <u>Tech Support</u> | <u>\$3,000.00</u> |
| <u>Signage</u> | <u>\$4,000.00</u> |
| <u>Officiating fees</u> | <u>\$6,000.00</u> |
| <u>T shirts/screenprinting</u> | <u>\$10,000.00</u> |
| <u>Web site</u> | <u>\$5,000.00</u> |
| <u>Marketing/promotional</u> | <u>\$25,000.00</u> |
| <u> </u> | <u> </u> |

Expenditure Amount:

5. PROJECTED TOURISM BENEFITS:

| | |
|---|-------------|
| a. Overall attendance: | <u>3500</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>750</u> |
| c. Expected number of attendees paying for accommodations: | <u>150</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>600</u> |
| e. Expected number of lodging nights: | <u>300</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>750</u> |
| g. 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, registrations, hotels, etc.):

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

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

TC Sunrise Rotary has experienced FOUR successful years of respectable success & anticipates confidence in future event growth; and furthermore, TC Sunrise Rotary and City of Richland continues to meet their mutual vision of providing 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 of the Rotary mission and its charitable efforts. The 2019 event registered 270 teams demonstrating a 68% growth over the event's inaugural year 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. Focus will target enhanced marketing strategies drawing player audience from the greater PNW with additional social media outreach campaigns specifically targeting Spokane, Boise, Seattle & Portland

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

KVEW-TV/Phase 3 Digital Promotion \$14,000
 Townsquare Radio/Digital Promotion \$1500
 Cherry Creek Radio/Hispanic & Talk Radio \$1500
 Spokane Hoopfest Sponsorship (web/social media) \$5,000
 Red Lion Columbia Center Reader Board \$1000
 Sara Nelson Design marketing collateral/TCVCB \$2000

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.

| | |
|---|---|
| <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; font-size: 8px;"> eSigned via SeamlessDocs.com <i>Terry Marie Fleischman</i> Key: f06d201eb002681889c8da82646e5632 </div> <hr style="border: 0.5px solid black;"/> <p style="text-align: center; margin: 0;">Name</p> <hr style="border: 0.5px solid black;"/> <p style="text-align: center; margin: 0;">Terry Marie Fleischman</p> <p style="text-align: center; margin: 0;">Print Name</p> <hr style="border: 0.5px solid black;"/> <p style="text-align: center; margin: 0;">Public Relations Chair</p> <p style="text-align: center; margin: 0;">Title</p> | <hr style="border: 0.5px solid black;"/> <p style="margin: 0;">10/29/2021</p> <hr style="border: 0.5px solid black;"/> <p style="margin: 0;">Date</p> |
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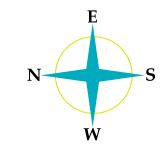
SEE3SLAM TOURNAMENT

SEE3SLAM.COM

SITE MAP

MAP KEY

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



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



PUBLIC PARKING

Richland Fire Dept.

Showtime Subs

Wendy's

NEWTON ST LOCAL TRAFFIC ONLY

★ Sterling's

PRIVATE PARKING

Red Lion Hotel

PRIVATE PARKING

PUBLIC PARKING

Baan-Khun Ya

★ Dugout Bar & Grill

LOCAL TRAFFIC ONLY

GEORGE WASHINGTON WAY

★ Burger King

★ Taco Time

★ Jimmy John's

PUBLIC PARKING

SPECIAL NEEDS PARKING

JOHN DAM PLAZA

Richland Police Dept.

Frost Me Sweet

THE PARKWAY

★ Graze

★ Porter's BBQ

★ Stone Soup

★ Miss Tamale

★ Foodie's

★ Casa Mia

JADWIN AVE.

SWIFT BLVD.

PUBLIC PARKING

MANSFIELD ST.

Richland Federal Building

PUBLIC PARKING

KNIGHT ST.

Dax's Bar & Grill

Monterosso's

Chapala Express

LEE BLVD.

PUBLIC PARKING

★ 3 Margaritas

★ Apollo Greek

★ Atomic Ale Brewpub & Eatery

Post Office

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
JIMMY JOHN'S
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



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: Applications

Prepared By: Emma Barnes

Subject:
Arts Foundation of the Mid-Columbia, Rivers of Ink 2022

Department:
Assistant City Manager

Recommended Motion:

Summary:
We are relaunching AFMC's "Rivers of Ink", our area's only writers and literary-art focused conference. It is a two-day event hosted at the Richland Public Library. The annual conference has been on hiatus since the COVID-19 pandemic and we are planning to re-establish the event. This is a two-day event that covers various genres of literature and writing workshops aimed to help writers of all levels be enriched, learn, and network. Each day is packed with 8 hours of speakers and workshops, all followed by social events in the evening.

Fiscal Impact:
Amount requested: \$2,500

Attachments:
1. Application



City of Richland
2022
Hotel/Motel Tax Fund Application

1. CONTACT INFORMATION:

Organization Name: Arts Foundation of the Mid-Columbia (AFMC)

Contact Name: Emma Barnes Contact Title: President

Contact Phone: (509) 643 - 1663 Contact Email: admin@artsfoundationmc.org

Street Address: P.O. Box 2296 City: Richland State: WA Zip: 99352

Project to be funded: Rivers of Ink 2022

Project Start Date: 01/01/2022 Project End Date: 12/31/2022

Amount Requested: \$2,500.00

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

n/a

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>10</u> | <u>2011</u> |

Please list the names and titles of your board members:

| | Name | Title |
|---|------------------------|--------------|
| 1 | Emma Barnes | President |
| 2 | Walter Timmons | Treasurer |
| 3 | Dennis Cresswell | Secretary |
| 4 | Cassandra Mehlenbacher | Board Member |
| 5 | Rebeka Seemann | Board Member |
| 6 | Pam Raisner | Advisor |
| 7 | Emile Cooper | Youth Member |
| 8 | | |
| 9 | | |

3. PROJECT DESCRIPTION:

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

We are relaunching AFMC's "Rivers of Ink", our area's only writers and literary-art focused conference. It is a two-day event hosted at the Richland Public Library. The annual conference has been on hiatus since the COVID-19 pandemic and we are planning to re-establish the event. This is a two-day event that covers various genres of literature and writing workshops aimed to help writers of all levels be enriched, learn, and network. Each day is packed with 8 hours of speakers and workshops, all followed by social events in the evening.

- 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. Contact Parks and Public Facilities Director at 509-942-7578 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 utilizing space at the Richland Public Library as they are hosting the entirety of our conference, including workshops. We are also working with the Holiday Inn - Richland on the River to block out rooms for our guests.

4. PROJECT BUDGET:

| | | |
|-------------------|-------------------------------------|-----------------------|
| Amount requested: | As a percent of total project cost: | Total project budget: |
| <u>\$2,500.00</u> | <u>50%</u> | <u>\$5,000.00</u> |

Revenue Sources:

Revenue Amount:

| | |
|---|------------|
| Tickets | \$3,500.00 |
| Donations (based on historical data) | \$500.00 |
| Sponsorships (based on historical data) | \$1,000.00 |
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Expenditure Description:

Expenditure Amount:

| | |
|------------------------|------------|
| Speaker Fees | \$2,500.00 |
| Travel / Lodging Costs | \$2,000.00 |
| Marketing | \$500.00 |
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5. PROJECTED TOURISM BENEFITS:

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|---|-----------|
| a. Overall attendance: | <u>50</u> |
| b. Expected number of out-of-town attendees (those who traveled more than 50 miles): | <u>20</u> |
| c. Expected number of attendees paying for accommodations: | <u>6</u> |
| d. Expected number of attendees using unpaid accommodations: | <u>6</u> |
| e. Expected number of lodging nights: | <u>2</u> |
| f. If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? | <u>0</u> |
| g. How many increased room nights were expected to be generated? | <u>6</u> |

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

For our event, attendees must pre-register through our website before the event. Part of that registration includes a brief questionnaire about each attendee as well as general data that will provide relevant information regarding tourism.

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

Our Rivers of Ink conference meets the criteria as it directly promotes and encourages tourism in Richland. We are working with a local hotel and a library as well as planning events ('social hours') that encourage spending and dining at local businesses in Richland. Based on historical data, anywhere between 30% to 40% of our attendees are from out-of-town (50+ miles) from the Tri-Cities.

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

We have an extensive marketing plan for this conference. We plan on advertising via traditional print media, like the Tri-Cities Herald, Yakima Herald, Walla Walla Bulletin, and Tumbleweird (Richland-based) as well as online platforms. Facebook, Instagram, free-online calendars, and government/city websites, are all places we are planning to advertise in as the event comes closer. In addition, we are planning to do local posting of flyers throughout the Tri-Cities as we come closer and closer to the event.

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

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

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|---|---|
| <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> <small>eSigned via SeamlessDocx.com</small>  <small>Key: f66d201eb002681889c8da82646e5632</small> </div> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">Name</p> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">Emma Barnes</p> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">Print Name</p> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">President</p> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">Title</p> | <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">10/26/2021</p> <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">Date</p> |
|---|---|



LODGING TAX ADVISORY COMMITTEE AGENDA ITEM ITEM COVERSHEET

Meeting Date: 11/16/2021

Agenda Category: New Business

Prepared By: Hollie Logan, Communications & Marketing Manager

Subject:
Grant Funding Recommendations to Council

Department:
Assistant City Manager

Recommended Motion:

Summary:
The Lodging Tax Advisory Committee will review and consider each application and determine their 2022 funding recommendations to City Council.

Fiscal Impact:

Attachments: