



LODGING TAX ADVISORY COMMITTEE (LTAC)

**September 14, 2018 - Friday – 8:30 A.M.
Lakewood City Hall, 6000 Main Street SW
Mt. Rainier Conference Room, 3rd Floor**

CALL TO ORDER

Chair Don Anderson called the meeting to order at 8:45a.m.

ROLL CALL

Members Present: Present: Lakewood Mayor Don Anderson, Chair; Jackeline Juy - Best Western Lakewood Motor Inn; Chelene Potvin-Bird, Travel Tacoma; Phillip Raschke - Lakewood Playhouse; and Linda Smith - Lakewood Chamber of Commerce

Members Absent: Asuka Ludden – Best Western Lakewood Motor; Brandi Lynn Hesson-Bullard, Candlewood

Staff Present: Tho Kraus, Assistant City Manager/Administrative Services Director; Dana Kapla, Finance Supervisor

PUBLIC COMMENTS

None.

MEETING MINUTES APPROVAL

The motion passed unanimously.

2018 GRANTS STATUS & FUND BALANCE

Assistant City Manager/Administrative Service Director Tho Kraus provided the breakdown of funds available for 2019. The 2018 hotel/motel lodging tax revenue was estimated at \$775,520 available for allocation, and is after the allocation of \$101,850 for the Clover Park Technical College McGavick Center.

Ms. Kraus provided an update on the projected lodging tax revenue based on activity through second quarter 2018. She stated the \$800,000 revenue estimate could be increased to \$970,000 to \$1,075,000.

Chair Mayor Don Anderson discussed the capital and non-capital restrictions on the funds and reiterated that the capital amount is restricted funds.

2018 GRANT PROPOSAL PRESENTATIONS

Lakewold Gardens

Cassandra de Kanter, Grants & Resources Specialist, explained Lakewold Gardens has partnered with South Sound Garden to expand their ability to attract more tourists. This partnership attempts to expand tourist stay by visiting all the gardens in the area.

She thanked LTAC for past funding and described how requested funds will be used for media and advertising.

Questions from the committee prompted the following information:

- The partnership with South Sound Gardens hopes to draw more people to hotels this year as they visit all the gardens.
- Cassandra discussed other funding sources and listed various events. She discussed how they have not been promoting weddings, despite having held 4 or 5 this season, as they are in the middle of a capital campaign to improve the house and grounds and they just hired an events specialist. The committee encouraged weddings as they draw many stays.
- Currently, they do not have a dedicated way to track stay, but has a formal partnership with Best Western and Best Value Inn.

Historic Fort Steilacoom

Joseph Lewis, Secretary, began by discussing three markers and the purpose of each marker. In addition he provided additional historical information on Historic Fort Steilacoom. He described their new mission statement, and how they provide guided tours, and hold special lectures. They plan to revamp their websites, continue social media, create brochures, and continue to be a part of the Steilacoom Street Fair.

He thanked the committee for their support and asked for continued support so visitors can visit the “past lanes”. He discussed the idea of working with other museums to have a weekend event for people to hit a few museums, as to encourage people to stay overnight.

Asia Pacific Cultural Center (APCC)

Faaluaina Pritchard, Executive Director, thanked the committee for their support and urged them to support \$10K or the full 15K because LTAC is their major funding support.

Faaluaina discussed how Asian Pacific people are growing every year due to the military. She discussed their Samoa Cultural Day, along with dates, and mentioned if they are unable get funding they many need to move to another area where they can get support.

Faaluaina describe how they began the tradition of playing the game and how Cricket has grown in their community.

Tacoma Regional Convention + Visitor Bureau (TRCVB)

Chelene Potvin-Bird, Interim President + CEO and Jaime Vogt, thanked the committee for their support and continued partnership. She mentioned they were the only destinations international accredited organization in Lakewood. They presented information on hotel stays, up-coming changes, and reported how other regions may be seeing decreased in overnight stays while Lakewood and surrounding areas are still increasing. They discussed marketing strategies in Pierce County and how they plan to improve website via a Google partnership. She described how Trip Advisor is the #1 place a visitor looks before visiting a city.

They displayed social media posts and described past marketing strategies and said 2019 will be focused on tracking overnight stay using new reporting tools. They currently compile county wide data and is striving to get city data. They explained how people who read their magazine/guides tend to spend more money in the area they visit because they know more about the area.

Chelene reported County LTAC funding decreased and described how they adjusted their funding pots by eliminating all meeting funding and focusing more on events marketing and recruitments. This change in marketing targets a much broader area. She reported they have created a sporting events division (CEO position is open) which will bring them much closer to the sports commission.

City of Lakewood Communications – Media Promotion

Brynn Grimley, Communications Manager, describe how their focus is on a cohesive brand while improving the city perception. They are focused on recruiting weekend events and presented an event overview (i.e., SummerFest, Truck and Tractor Day).

She discussed how their marketing goal is to reach people, through targeted advertising and positive perception. She also discussed their communication plans and microsites.

Proposed funding is to be used for an imaging campaign, advertising, professional photography, videography, and graphic designer.

Committee member Chelene recommended they contact TRCVB to assist with the communication of their campaigns and events.

They discussed the use of images produced for City of Lakewood and how others may take advantage of the images.

Lakewood ArtsFest

Susan Baker, Chairman, discussed the 6th Annual Film Art Book (FAB) Festival. She provided a preview of the 2018 Lakewood Arts Festival and explained how FAB is a unique, creative endeavor at the Sharon McGavic Center Sept 28-30, showing 8 films and art & photographer exhibit. They will have 40 visiting authors (some award winners) that will come from all over.

Some of FAB's activities will include: juried art with \$1500 in prize money, frame program display, an Amelia Earhart Exhibit, harp players, Philippine Scouts Display, craft vendors, and more. Tami Oldham Ashcraft, the author and co-star of the hit movie "Adrift" will be signing and answer/questions, which will be a big deal for their audience. Susan also reported that Lee Oskar, acclaimed artist and cofounder of Rock – Soul group WAR, will be attending FAB on Saturday and Sunday. This harmonica player will be bringing some painting and will be a vendor.

Their 2019 proposal includes an expansion of our Film-Art Book Festival by having more visiting authors, which will increase art vendors, youth art displays, and will market state wide. Attendance expected to 700 to 800, past years has been around 400.

She described their future super goal is to host a national event that is close to the airport, and has affordable lodging and great restaurants.

Tacoma-Pierce County Sports Commission

Dean Burke, Executive Director, presented their annual scorecard. He discussed how they have been putting 40-50 events on per years within Pierce County. He's projecting funding will down slightly from last year, but still plans to have nine events in Lakewood.

His discussion was focused on cyclocross and cross country running as they are the biggest in Lakewood. Venue tour assessment campaign is in January and mentioned how permits are now requiring zip codes which will allow him to provide more data in the future. He also discussed current funding, possible upcoming events, and described how spectator draw differs from Nation to Regional competitions.

He talked how he proposal request was a bit higher due to the Dec 10-15, 2019 cyclocross in Lakewood. They estimate 2500 riders/participants, 10K spectators and 5K room nights (12 to 15K total). The extra funding request is for event costs, marketing, and advertising.

Lakewood Chamber of Commerce – Blue Nights

Linda Smith, President/CEO, started off describing how Lakewood does not have many shoulder month activities and is working on how to draw people into Lakewood during this time. She provided a brief history of the Lakewood Colonial Center, the first suburban shopping center on the west side, and how the owners of this center started a holiday tradition of using blue lights. She went on to explain that continuing this tradition (and to continue honoring our officers of 2009) would be a wonderful opportunity for Lakewood to begin a holiday tradition. She mentioned that this holiday tradition could started with a Christmas parade at the Colonial Plaza/Motor Avenue to the City Hall in 2020 and would coordinate with Christmas tree lighting events.

Funds would be used for marketing, and Lakewood Chamber would match the costs. She also discussed how hotel nights would probably not happen in the first year but would build as the tradition grew.

Lakewood Chamber of Commerce - Tourism

Linda Smith, President/CEO, described how funding would go to the Visitor Center which is open 24 hours, 7 days a week. Here they provide information and encourage people to shop or stay here in Lakewood. She described how visitors come to the Visitor Center after they have already decided where to stay here, but encourages longer stay by interesting them in other activities within the city.

Linda reviewed website data, described marketing, partnerships, and discussed how JBLM military as important to Lakewood, and how Lakewood would be a good partnership with the State fair.

Lakewood Playhouse

James Venturini, Associate Artistic Director, and Jon Munn, Artistic Director, provided their new play schedule that they distribute. They mentioned they use passive advertising with brochures and market via advertisements, programs, and are phone friendly. They reported they send out 5,200 to 5,400 electronic announcement per week. They also described how they are attracting a younger demographic, while maintaining their current members. This has increased their memberships. They discussed how their talent comes from all over the state.

They thanked the committee for their support and reported, that because of the funding, their tickets sales increased from 11,100 tickets to 15,000.

Lakewood Historical Society

President Sue Scott, Becky Hubert, Darrell Owens, and Glen Speack spoke of their appreciation for the past LTAC support. They reported on how they receive funding and described some of their fundraisers efforts (i.e. historic calendar, flapjack fundraiser). They thanked the Mayor & Denny Heck for giving the historian award at an event.

They announced Darrell Owns will be taking over marketing plans next year and discussed marketing strategies and explained how they have expanded through Facebook, E-blast, print media, and ads within

magazines. They reported that the “please bring in this ad to receive a free gift” campaign within their ads have been effective. They also mentioned that their website would get an overhaul and they provide 6 to 8 unique community events per year.

They have signed a 5 year lease at the Lakewood Terrace Restaurant (first floor only) to expand square footage. It will take several months to convert and move but plan to be completed by spring (May 1st).

Questions from the committee prompted the following information:

- They described how they are not an “all day” museum and would like to partner with other museums for a “loop tour” to encourage overnight stay. In addition they have been working with reunion groups.
- They reported they have 12 people visit that was from out of town and reported Sister Cities will be coming next Saturday, providing swag bags.
- They utilize sign-up sheets to report how the visitor has found out about them.
- They will have to think outside the box to figure out how they are going to bring in more bed tax.

Buffalo Soldiers Museum

Jackie Jones-Hook, Executive Director, talked about military history and described how this funding would go towards supporting the 4th annual celebrity golf tournament in August at the Home Course Golf Course. This tournament would support and celebrate the military service and military families. She explained how this could bring family and friends to stay the night in our area.

Jackie described the Buffalo Soldier Museum as a small museum with approximately 100 visitors, 50 of which traveled 50 miles or more (i.e. Bellevue, Seattle). She would like to include a musical activity that brings families together and noted Seahawks alumni would be in attendance.

She reported other funding will come from SSMCP and corporate sponsors.

Lakewood Sister Cities

Connie Coleman-Lacadie, President, announced it was their 20th year for the festival and their participation has doubled since partnering with Summerfest.

She discussed how funding would be used for canopies, dressing rooms, additional sanitary stations, and travel costs for the sister city group, which brings entertainment to the festival. She also described how including the sister city for entertainment increases hotel stay as they tend to bring support, family, and friends.

City of Lakewood PRCS – Gateways

Mary Dodsworth, Director, presented the history of the Gateway program. She presented the “First Impression” campaign by showing the locations and status of many gateways.

She described how funding would go to support two gateways; Steilacoom Blvd and Far West Drive, which she is partnering with Pierce College, and Nottingham and North Fort Road. Mary discussed why first impressions matter sign and noted gateways are not a “one time thing”, but that they last for years.

City of Lakewood PRCS – SummerFEST

Sally Martinez, Parks and Recreation Coordinator, started by thanking the committee for their support. She reported the attendance grew from 30K last year to 42K this year due to their marketing & branding campaign. They have added new radio ads, and included posters, TV commercial, and pitching stories. They have created a distinct look and feeling for the festival. She also reported they had reached 188K on

Facebook and received 13K responses. She estimated she has 2,100 visitors from a 50 miles radius, while the triathlon brought 30 visitors from a 50 miles radius.

She detailed how they had increased food booths from 15 last year to 26 this year, while the highest earning food truck reported that they made \$10,000. New vendors included; PNW volleyball, MotoX Areal Show, and they had their 3rd annual logo contest.

She discussed requested funding would go towards additional port-a-potties, parking assistances, water stations, and digital reader boards.

City of Lakewood PRCS – Farmers Market

Sally Martinez, Parks and Recreation Coordinator, announced it was their 7th Annual Farmers Market and sales grew from 175K to 227K. They had many new vendor trucks and listed them. She reported that those that attend the Farmers Market, on average, spend \$15-\$30 and provided many statistics.

She described her vision to have “Lunch in Lakewood” and described how farmers and vendors due to this event. She reported they brought in \$20K of revenue this year and discussed how market hours are based on farmers are available to attend.

City of Lakewood PRCS – Summer Concert Series

Sally Martinez, Parks and Recreation Coordinator, announce this would be the first year with the new pavilion, which is a great gathering spot and can accommodate large crowds.

She listed the bands that attended and announced they are planning to schedule eight concerts next year. She described they will recruit bands that have more than 12K followers on Facebook so they bring their fans down to generate night stays. Because of this her proposal request was higher than previous years.

City of Lakewood PRCS – Harry Todd Park

Mary Dodsworth, Director, described how investing in infrastructure will support larger events, thus bringing in more visitors. She displayed a map of Harry Todd Park and described how this infrastructure will solve various logistical problems and improve aging infrastructure. Included in the funding requests is updating finger piers and restrooms to meets all requirements.

She describe how rowing events (national championships), annual regattas, and fishing within our area would bring in overnight visitors as both rowing starts first thing in the morning. She described how PLU and UPS does regattas and how they can draw people from Oregon and/or Canada. They start early in the morning and goes two days.

City of Lakewood PRCS – Fort Steilacoom Park Angle Lane

Mary Dodsworth, Director, described how her request to improve Fort Steilacoom Park Angle Lane is to support the events and activities held at the park. More activities here would generate hotel stays and longer stays.

She described how the size and number of events have grown over the years. This improvement would be great for non-peak seasons activities such as cross country and cyclocross.

Funding would go to improve parking on Elwood Drive, trail heads, trailhead restrooms buildings, signs, include new trees, and cleanup/replace paths.

GRANT FUNDING DECISIONS

Group discussion ensued on setting their 2019 recommendations:

LAKESWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2018 Requests for 2019 LTAC Grant Funds Applicant	Total Project Cost	Funding Request		Recommended Funding	
		Non-Capital	Capital	Non-Capital (4%)	Capital (3%)
		Available Balance		\$ 547,857	\$ 399,513
Asian Pacific Cultural Center	\$ 37,500	\$ 15,000	\$ -	\$ 5,000	\$ -
Buffalo Soldiers Museum	\$ 14,700	\$ 2,700	\$ -	\$ -	\$ -
Friends of Lakewood/Lakewood Gardens	\$ 50,000	\$ 45,000	\$ -	\$ 30,000	\$ -
Historic Fort Steilacoom Association	\$ 14,000	\$ 12,000	\$ -	\$ 8,000	\$ -
Lakewood Arts Festival Association	\$ 25,000	\$ 17,500	\$ -	\$ 17,500	\$ -
Lakewood Chamber of Commerce - Blue Lights	\$ 20,000	\$ 20,000	\$ -	\$ 20,000	\$ -
Lakewood Chamber of Commerce - Tourism	\$ 90,000	\$ 90,000	\$ -	\$ 90,000	\$ -
Lakewood Historical Society	\$ 95,400	\$ 35,000	\$ -	\$ 20,000	\$ -
Lakewood Playhouse	\$ 24,986	\$ 23,000	\$ -	\$ 23,000	\$ -
Lakewood Sister Cities Association	\$ 22,600	\$ 22,600	\$ -	\$ 13,000	\$ -
Tacoma Pierce County Sports Commission	\$ 869,500	\$ 75,000	\$ -	\$ 75,000	\$ -
Travel Tacoma + Pierce County	\$ 2,345,000	\$ 50,000	\$ -	\$ 50,000	\$ -
CoL - Farmers Market	\$ 55,200	\$ 35,000	\$ -	\$ 20,000	\$ -
CoL - Fort Steilacoom Park Angle Lane	\$ 1,100,000	\$ -	\$ 250,000	\$ -	\$ 209,870
CoL - Gateway Improvements	\$ 100,000	\$ -	\$ 100,000	\$ -	\$ 80,000
CoL - Harry Todd Park	\$ 1,200,000	\$ -	\$ 300,000	\$ -	\$ 200,000
CoL - Media Production	\$ 44,000	\$ 44,000	\$ -	\$ 30,000	\$ -
CoL - Season Concert Series	\$ 16,900	\$ 10,000	\$ -	\$ 6,000	\$ -
CoL - SummerFEST	\$ 99,000	\$ 55,000	\$ -	\$ 50,000	\$ -
	\$ 6,223,786	\$ 551,800	\$ 650,000	\$ 457,500	\$ 489,870
		Subtotal	\$ 1,201,800	Subtotal	\$ 947,370
CPTC McGavic Center (Committee, Annual Payment)	\$ 101,850	\$ -	\$ 101,850	\$ -	\$ 101,850
	\$ 6,325,636	\$ 551,800	\$ 751,850	\$ 457,500	\$ 591,720
		Total	\$ 1,303,650	Total	\$ 1,049,220

Committee member made a motion to accept budget and another committee member second the motion. No discussion, motion passed.

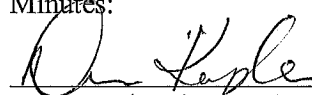
OTHER BUSINESS

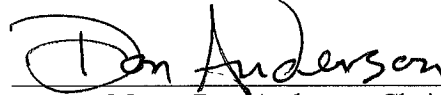
None

ADJOURNMENT

Chair Anderson thanked LTAC for their service. Chair Don Anderson adjourned the meeting at 6:45 p.m.

Minutes:


 Dana Kapla, Finance Supervisor (Preparer)


 Mayor Don Anderson, Chair