



LODGING TAX ADVISORY COMMITTEE (LTAC)
September 23, 2021 - Thursday – 8:30 A.M.
Council Chambers (and via Zoom)

CALL TO ORDER

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

ROLL CALL (Committee members announced their presence)

Members present: **In person:** Lakewood Mayor Don Anderson, Chair; Chelene Potvin-Bird, President/CEO - Travel Tacoma; Phillip Raschke, Board member - Lakewood Playhouse; Linda Smith, President/CEO - Lakewood Chamber of Commerce. **Remote:** Jarnail Singh - Comfort Inn & Suites.

Members Absent: Asuka Ludden - Best Western Lakewood Motor Inn; Jessica Christensen - Holiday Inn

City staff present: Tho Kraus, Deputy City Manager; Manny Cristobal, Finance Supervisor; Briana Schumacher, Clerk of the Council, (part-time tech assistance).

Councilmember Belle was in the audience as observer.

PUBLIC COMMENTS - None.

MEETING MINUTES APPROVAL - The motion to approve the 2020 meeting minutes passed unanimously.

2021 GRANTS STATUS & FUND BALANCE – Tho Kraus, Deputy City Manager.

Ms. Kraus gave an overview of the City of Lakewood's (the City) 7% share of the Washington State's lodging taxes paid by lodging businesses in the City. She stated that the 7% share of lodging tax breaks down to 4% that is restricted for tourism promotion or operation of tourism-related facilities, and 3% is restricted for tourism-related capital facilities acquisition, construction or expansion. She announced that \$1,745,393 is available for allocation in 2022 (net of McGavick lease debt service requirement). Ms. Kraus explained that of the amount available, \$1,120,257 came from the 4%, which is the unrestricted portion that can also be used for capital, and \$625,136 is from the 3% that is restricted for capital purposes only. She also commented that lodging taxes have been growing in 2021 but added that bookings may be slowing down again due the renewed health restrictions caused by the pandemic resurgence, and thus revenue estimates were lowered from the prior year - \$1.00M down from \$1.16M. Chair Mayor Anderson asked to confirm that the estimates Ms. Kraus used were not too overly optimistic to which Ms. Kraus replied in agreement and added that it was also neither too pessimistic that the City misses out on opportunities.

2022 GRANT PROPOSAL PRESENTATIONS

Chair Mayor Anderson briefly summarized the rules for: (a) the lodging tax awards process conducted by LTAC, (b) allowable use of funds for operating and capital, (c) the public meeting forum for determining awards, and (d) the Council's role after the awards are submitted.

Lakewold Gardens (LG) – Susan Warner, Executive Director, Cassandra de Kanter, Grants and Resource Specialist.

Ms. Warner thanked LTAC for their support and introduced Ms. De Kanter, their grant writer. Ms. Warner then presented a pie chart of LG's planned spending allocation if awarded funds in 2022 which shows "Winter Solstice Lights" getting the bulk of the funding, followed by mission-related activities such as the nationally recognized "Music from Home." She also presented recent data on (a) number of visitors to LG by point of origin, where 78% comes from outside the City; (b) data on website traffic which shows most viewers come from Seattle, Tacoma and Lakewood, and (c) data on social media followers with most coming from Tacoma. She pointed out that the data shows the efficacy of their mission-driven programs as well as their traditional offerings like weddings. She explained that they are only allowed to hold 15 commercial wedding rentals due to their nonprofit status but can do 50 other rentals each year. She heralded their "Here Comes the Guide" publication which creates the most wedding bookings. She mentioned that LG will participate in the Flower and Garden Show this year. Ms. Warner expressed that LG is more than a venue as they generate their own programming, among them, (a) Veterans Arts Center; (b) group painting session for vets; (c) the aforementioned Music from Home, (d) local music concerts, live and virtual; (d) Harmony in Nature, this year, presents piano music linked to the wolf tree where lights change with the music; (e) in 2022, a high-tech garden lights exhibit and (f) All Hallows Eve presents the Haunting of LG; and (f) Fairyfest, which they've expanded to a multi-cultural focus. Ms. Warner stated that they are expanding their presence in social media, like Yelp and Google, and publishing their programming in Peach Jar flyer distribution and Washington Home School platforms to reach new audiences. Finally, she proudly mentioned that their goal is to make LG the center for art, music and nature in the area and is making a big difference.

Chair Mayor Anderson asked Ms. Warner to remind them on how much they were requesting and how they will use it. Ms. Warner responded that the amount of their request is \$85K. Ms. De Kanter reiterated that the funds will be used to expand online marketing on the various programs that were highlighted by Ms. Warner in the presentation.

Member Potvin-Bird asked about their attendance and how they fared during the pandemic. Ms. Warner mentioned that they were closed in 2020 for only 2.5 months and that when the Garden was opened they had significant attendance in person as well as great virtual participation especially with their YouTube programming.

Historic Fort Steilacoom Association (HFSA) – Joseph Lewis, Secretary

Mr. Lewis began by describing the new online activities they have deployed, such as, (a) enhancing their website, (b) using targeted emails, (c) adding social media to their communication strategy, (d) subscribing to Eventbrite for selling tickets online, (e) making a digital version of their Newsletter, and (f) using Zoom for virtual programming which helped during the COVID environment. He stated that they are requesting \$15,000 for 2022, \$3,000 more than the previous year, as they plan on hiring a videographer to do a major update of their 20-year-old orientation video to add new elements and perspectives. He added that their new president has helped them in networking, by partnering with other influential local organizations. He also announced that their biggest change came from increasing their number of board members and officers to 15 by October, which will include 6 women and 2 tribal members. Mr. Lewis thanked the board for their previous support, although they were not able to spend most of the 2020 award due to COVID closures, but they are planning on using most of the 2021 funds and he implored LTAC to provide them with the requested funds for 2022 to continue their initiatives.

Member Potvin-Bird asked how many people attend Fort Steilacoom each year. Mr. Lewis responded that the number of visitors is around the 250-level. Member Raschke followed up about potential changes in

their relationship with Western State Hospital and DSHS, to which Mr. Lewis replied that they have a good relationship with DSHS, their landlord, and remarked that we all are waiting for future developments about the recent restructuring talks.

Lakewood Sister Cities Association – International Festival - Kathleen Hoban, Vice President (proxy for Connie Coleman-Lacadie, President)

Ms. Hoban introduced herself as presenting in place of Connie Coleman-Lacadie who is out of town. She related how the pandemic has influenced them greatly with Summerfest, their major venue being cancelled. She mentioned that it was helpful to be granted the flexibility to schedule events at different times and venues and that this year they will hold it at the 25th Anniversary celebration next Saturday. She stated that they were able to use the 2021 funds to pay stipends of the international entertainment group and that they hope to get the opportunity next year to continue their mission to provide diversity through international dance, music and culture. She reiterated their request for \$5,500 for the event.

Lakewood Sister Cities Association – Gimhae Delegation – Kathleen Hoban, Vice President

Ms. Hoban next talked about their project to host the Mayor of Gimhae and delegation which they last hosted in 2019 to prepare the groundwork to become sister cities. She mentioned that due to pandemic the celebration of the memorandum of understanding to become sister cities scheduled for 2020 has been postponed to 2022. She ended by remarking that Gimhae has proven to be a staunch ally to the City of Lakewood as demonstrated by their donation of thousands of PPE and other safety equipment to the City, and also their support of the 25th Anniversary Arts Contest.

Chair Mayor Anderson noted the Gimhae donation of about \$20,000 worth of safety equipment which included good quality PPEs. He extended great appreciation to the City of Gimhae's gesture.

Asia Pacific Cultural Center (APCC) - Faaluaina Pritchard, Executive Director

Ms. Pritchard described their experience this year as amazingly successful. She said this is the first time they did the event in the Clover Park stadium parking lot where it was well-attended. She reminded that the City's Asia-Pacific population has kept growing, now at 17%, primarily due to the presence of JBLM which has significant Asia-Pacific Islanders representation. She also informed that a lot of businesses in Lakewood are Asian-owned. She recounted that this year's event was held at different places with good participation by Asian-Pacific residents of the City. She stated that they are requesting \$15K to help put up the annual Samoan Cultural Day for next year, which will be their 12th year of holding the event. She said that they will continue streaming their activities to increase their reach and promote the City. She expressed gratitude to the LTAC for this year's award which helped them do a lot more activities.

Member Potvin-Bird asked if APCC tracks how many people attend their events to which Ms. Pritchard remarked that there are always over 300 attendees each year including visitors from Oregon, California and Samoa. Member Potvin-Bird asked if they face competition from other events in other places to which Ms. Pritchard remarked that no one else does what they do. Ms. Pritchard said that they pivoted to a food festival theme this year due to the pandemic, but because of its success they will consider incorporating it again in future celebrations.

Chair Mayor Anderson commented that he always enjoyed the APCC events. Ms. Pritchard acknowledged and added that she is thankful to Councilmember Brandstetter and State Representative Leavitt who participated at this year's event.

Travel Tacoma Mt. Rainier Tourism & Sports (TT) - Dean Burke, President/CEO

Mr. Burke started by stating basically as they go into 2022, they will be doing a reset of 2021 as conditions improve and that their 2022 target is to generate 63,500 room nights. He mentioned last year they've adopted the largest tracking platform; and, that their technology partner on this have on boarded MGM and Dollywood as new destinations. He showed the trend of annual daily visitors as impacted by the Delta variant. He also mentioned that in 2022, they are improving the geo-fence zoning for Lakewood to refine the City's actual ranking as measured in terms of POI visits. He spotlighted planned 2022 events, such as, PGA Canada tour; cross country, Glass Art Society global conference, and NCAA D2 Festival. He summarized the key things that will help everyone to navigate through the pandemic which include flexibility and adaptability and capital investments in safety.

Chair Mayor Anderson asked for more information about the planned NCAA events. Mr. Burke replied that one cross country event is planned in Pierce County. The group asked about increased capacity for hotels. Ms. Potvin-Bird, as TT representative, replied that the Marriott is now in downtown Tacoma adding to room capacity to accommodate any convention traffic increase.

Lakewood Chamber of Commerce – Tourism - Linda Smith, President/CEO

Ms. Smith began by commenting on the very challenging year and a half for the hospitality industry and that the Chamber wants to continue to be lead marketing organization for the City. She mentioned the modified travel campaign they started last year will continue through 2022. She also revealed that Lakewood and smaller cities have the advantage as visitors feel safer in them than in highly urbanized areas. She stated that their focus market continues to be Seattle- north, Eastern Washington, Idaho and Portland south. She informed that even with COVID they will continue to maintain their Visitor Information Center, which is open 7 days a week, as visitors still prefer printed materials for obtaining tourism information but also maintain a robust online presence through their website and social media. She said that they will keep producing travel videos including "Best Kept Secrets" to air online and in cable networks; and, expand their drive tour itineraries. She also plans on partnering with other tourism umbrella organizations, such as Travel Tacoma, to expand their reach. Ms. Smith then showed their website and highlighted the major sections and offerings.

Chair Mayor Anderson asked if the Chamber has any plans for collective marketing of mom-and-pop restaurants suffering from the pandemic. Ms. Smith pointed out that currently no well-known named restaurants are marketed in traditional Chamber promotions, but they focus more on the low-budget local family-operated restaurants such as those featured in their destination drive-tour videos. She agreed that there is opportunity there to identify other small restaurants and promote them.

Member Potvin-Bird asked if the Chamber generates a dining guide to which Ms. Smith replied yes, but that not all restaurants in the City participate. Ms. Potvin-Bird remarked that is beneficial to maintain an online listing which include the smaller ethnic restaurants because it's the uniqueness that makes the destination more robust.

Lakewood Chamber of Commerce – Nights of Blue Lights

Ms. Smith mentioned that this event is the way to brand the community for the holiday season. She then narrated the history of the origins of the blue Lights which started with decorating the Colonial Plaza theatre and that the exhibit was brought back by the Chamber in 2019 and has received popular recognition. She propose that Lakewood be branded as City of Blue lights this holiday season. She also mentioned that last year veteran roofers were involved in installing the blue lights. This year the event will be kicked off by an outdoor community event at Colonial Plaza with fireworks added to the finale.

Chair Mayor Anderson asked how many businesses participated last year. Ms. Smith answered 23 businesses worked with the Chamber for installing blue lights on their buildings but many more put their own lights up. Chair Mayor Anderson follow by asking if there are sources of blue lights available to businesses and the general public. Ms. Smith replied that they have a limited inventory but the current world-wide supply chain crunch has made supplies difficult to obtain but they are ready to help out businesses that reach out to them.

Lakewood Historical Society (LHS) - Phil Raschke, Board member; Sue Scott, President; Glenn Spieth, Board member

Mr. Raschke introduced Ms. Scott, LHS President and Mr. Speith, Board member. He started by providing a brief history of the museum. He then reflected on the prior year experience of being closed most of the year but announced that they are back on track. He highlighted their move to their new location in Colonial Plaza which they renovated using their own resources. He mentioned that LHS is run primarily by volunteers a paid consultant. He added that their total annual operating cost is \$61K supported by \$6K from membership, \$12K in donations, \$8K in grants and special events but expect a \$35K shortfall which they expect to be covered by their requested funds. He informed that their goal is to conduct 10 historical events, and that they've already done 2, this year. He mentioned they are now employing technology in their operations, such as, motion-activated exhibits and use of QR codes to provide supplemental exhibit information. He informed that they are open 2 days a week, noon to 4 but that right now it's hard to draw "docents" in due to COVID. Mr. Raschke mentioned that they publish the Prairie Gazette which continually highlights the history of the City of Lakewood. He added that they installed window designs that highlight historical events. He mentioned that renovation also added a great sound system that can be used for multiple events. He recounted their July 17 opening ceremony this year which was well attended. He mentioned the showing of a classic movie in August which was sold out. He then continued to announce upcoming programs expected to be popular. Finally, he heralded the museum's motto: preserving yesterday, educating tomorrow, and how important the museum is to the City.

Chair Mayor Anderson commented on the latest Prairie Gazette issue. Mr. Raschke pointed out that of all the Gazette issues, this one captures the history of Lakewood.

City of Lakewood Communications – Imaging Promotions 2022 –Becky Newton, Economic Development Manager and Jim Kopriva, Communications Manager

Ms. Newton reflected on their 2020 program were they had to pivot due to the pandemic and was not able to use all the funding. She highlighted their new "Nearcation" project that was born from the prior year experience, with the new focus on golf, food, amenities and history. She demo'ed their website and walked through some of its features.

Mr. Kopriva discussed their approach to marketing for 2021 and future years. He emphasized that continued funding will support raising the level of awareness of Lakewood and its attractions, create economic activity in terms of retail sales, and increase events attendance and hotel-motel overnight stays. He stated that the key metric is cost per mille (per thousand impressions) and showed current CPM numbers on popular Lakewood events. He stressed that the requested funds for 2022 will be spent on creating impressions to attract attention and increase tourism, building on and promoting previous investments in content. Finally, Mr. Kopriva characterized their goal for this request as SMART (**S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**imely)

Ms. Potvin-Bird commented that they, in Travel-Tacoma, face the same challenge of proving that their marketing campaign is delivering an ROI and she appreciates the mention that other indirect measures of engagement, attendance, and information by zip codes are important to determine reach.

Chair Mayor Anderson noted the increasing number of impressions needed to effect a desired result.

Lakewood Playhouse - James Venturini – Interim Managing Artistic Director

Mr. Venturini stated that the Playhouse has been operating for 83 years and have received LTAC marketing support for a long time. He showed their 2021-22 brochure which will be distributed in kiosks throughout the Puget Sound area supplemented by weekly ads in Tacoma News Tribune, ads on Facebook and other social media, email newsletters, and posters,. He stated that their current website promotes their 83rd season as well as the City. He described their journey back from the COVID pause and emphasized that they did not want to do anything different, but rather return to previous normal. He recounted that they worked hard to keep playhouse open despite the pandemic and how they've gotten support from Feds, State, Pierce County Arts Commission, Tacoma Community Foundation, Seattle ARTS fund, other organizations and individual contributions helped them stay afloat through the pandemic. He stressed that marketing support is much needed now to attract back audiences and keep them going. He declared that since they are just opening now, they will not be able to use up all the funds awarded in 2021. He mentioned that they are requesting \$25K to be used on online ads, display ads and video production in 2022.

Member Raschke inquired about their Youth theater operations during the previous year under COVID. Mr. Venturini explained that they did maintain an active youth theater online with minimum production offerings. He described the difficulty of getting productions on Zoom, but it was important as far as it kept the LPH name in the public's attention. He said that now they are ready to show what they do with their first full production show scheduled to open tomorrow. He mentioned that they typically have 7 full production shows, and some special events per year.

Chair Mayor Anderson clarified the amount the LPH is requesting. Mr. Venturini confirmed that they are requesting \$25,000 for 2022. (A typo on the amount requested schedule was subsequently corrected).

Lakewood Arts Festival Association - Robert Lawrence, Chairman

Mr. Lawrence, also president of the LPH Board, opened by recognizing Mr. Venturini for his effective handling of the Playhouse's HR issue and financial difficulties in 2020. He then thanked the LTAC for considering the Arts Festival Association's grant application. He mentioned that this year is their 9th annual production and they are doing film, art and books in a 3-day event and the combination of all 3 makes it unique. He stated that the festival now goes by the acronym FAB (for film, arts and books) and they have copyrighted their new logo. He added that they plan on showing 7 films and having an art contest. He alerted, however, that the Association is still facing headwinds due to the health emergency with people being required to sign in and have proof of vaccination, but noted that people are starting to come back to their events. He also stated that they partnered with TNT Center and put out 37K emails and 35K posts to social media. He emphasized their goal to create an artistic festival in Lakewood, attracting visitors from the State as well as nationwide, and that this is attainable because of easy access to I-5, close to international airport, affordable lodging, great restaurants and free parking.

Chair Mayor Anderson asked about their anticipated attendance. Mr. Lawrence recalled that they had 1,200 in 2019 but only expect 800-900 this year due to the COVID resurgence, and 2022 will depend on the health situation. He stressed that what's positive is the synergy between the FAB, Playhouse and Historical Society which contributes to mutual success.

City of Lakewood PRCS – Farmers Market - Sally Martinez, Parks and Recreation Coordinator

Ms. Martinez opened by describing the “amazing journey” that they had despite the pandemic. She narrated that they moved the venue to Fort Steilacoom Park which afforded increased social distancing, Vendor sales this year reached close to \$50K double that in 2020 and quadruple that of 2019. Thousands more people attended. Strategy of making it a one-stop shop. Noted that this is due to shopping outside being safer than inside. She stated that she brought games for kids, so parents can shop while kids play, dogs were allowed and entertainment provided. The market added had 22 new crafters and food vendors this year. She emphasized the numerous women and veteran owned vendors. She also presented survey results which showed that visitors appreciated the vendors, location, food, time, community and the staff, majority of attendees are women age 31-60, 13% are from outside the 50 mile radius and from out of state, 46% stated that it was their first time visiting the market and that 62% said the Farmers Market is their primary reason for being in the area on Fridays.

City of Lakewood PRCS – SummerFEST - Sally Martinez, Parks and Recreation Coordinator.

Ms. Martinez started by reporting that this year’s festival was cancelled as in the prior year but that the 2022 event has been penciled for 7/23/22 to be held at Fort Steilacoom Park. She presented a deck showing the 2019 event and described their strategy for 2022 of retelling their story to successfully make a comeback from the pandemic closures. She stressed their need for resources for paid advertising in JBLM guides and programs, school newsletters, and Connections magazine. She also mentioned that they have secured new sponsorships, including a new radio sponsor, and currently have received pledges of over \$30k. She stressed that these sponsors advertise to their constituents and exponentially increase the awareness of the event.

City of Lakewood PRCS – Summer Concert Series - Sally Martinez, Parks and Recreation Coordinator

Ms. Martinez reported that the Summer Concert was cancelled due to COVID although they did the planning activities this year. She mentioned that they were able to invite and schedule seven bands in different music genres before the cancellation. She stated that they are looking forward to the 2021 event and that their venue, the Pavilion at Fort Steilacoom Park, will allow them to comply with COVID restrictions. She shared a slideshow from last year which showed the activities that they created for their guests and stated that these events are needed by the community especially at this time. She reminded the committee that these concerts are free to the community; old to younger, all cultures and with all abilities. She next mentioned that they engage with Asia Pacific Cultural Center to provide entertainment and bring in food trucks. She closed by stating that they are constantly exploring ideas on how they can pivot in terms of event offerings under this environment.

City of Lakewood PRCS – Saturday Streets Festival – Sally Martinez, Parks and Recreation Coordinator

Ms. Martinez opened by stating that this is a first time event series with plans for having six Saturday events during the months of May-October at the Motor Ave/Colonial Plaza outdoor event space. She described that each event will be differently themed but will have the same core elements of food, dance, music, cultural element, art element, and teen element. She expressed delight in highlighting the beautiful Colonial plaza and creating a new event series that is in line with the City Councils' Goals of "celebrating, valuing and supporting the cultural diversity of the community through ... events." And to "continue to improve the quality of life for all residents, businesses and visitors."

City of Lakewood PRCS – Reel Life 96 – Linda Mcdermott, Chair - Lakewood Arts Commission

Ms. Mcdermott presented their project, Reel Life 96, a short film contest that has been an important part of the Lakewood Independent Film Expo. She described it as a short film competition that brings together storytellers of every generation and ethnicity to write, shoot and edit a 4-minute film of their own making in the time of 96 hours. She stated that “Reel Life 96” celebrates and supports the uniqueness and diversity of storytellers through the creative medium of film. She announced that the screening gala and awards

will be held at the McGavick Center. She also heralded the project's fostering of community engagement with various local arts and other tourism organizations.

Rise Against Racism – The organization pre-announced that they will have no presenters in attendance.

GRANT FUNDING DECISIONS

(LTAC deliberations commenced to determine the amount of grants to be awards).

Basis for Awards and Other Recommendations

- Lakewood Historical Society – The committee granted the full amount requested of \$35,000.
- Lakewold Gardens – Members noted the increase in activity and the boost to tourism of LGs new offerings. They decided to grant the full amount requested of \$85,000.
- Historic Fort Steilacoom Association - The members talked about the issues that the organization faced last year and appreciated their move to more online ads and programming to improve attendance. They awarded the full amount requested of \$15,000.
- Asia Pacific Cultural Center – Members noted that the activity is important to the City as far as encouraging diversity in the community. They decided to grant the full amount requested of \$15,000.
- Travel Tacoma (TT) – LTAC acknowledged the importance of TTs visitor tracking application and its benefits to other organizations. Member Potvin-Bird remarked that at some point a measurement of the ROI of the program would be nice to have for future decisions. The committee awarded the full amount requested of \$100,000.
- Lakewood Sister Cities: International Festival – The committee approved the full amount requested of \$5,500.
- Lakewood Sister Cities: Gimhae Delegation – LTAC noted last year's cancellation of the delegation visit and the donation of PPE by the City of Gimhae. The committee granted the full amount requested of \$20,550.
- Lakewood Arts Festival – LTAC noted their strategy of combining film, arts and books. They granted the full amount requested of \$20,500.
- Lakewood Playhouse – LTAC noted the Playhouse's difficulties in the previous two years. They granted the full amount requested of \$25,000.
- Chamber of Commerce - Night of Lights – LTAC noted the increase in participation of the event and the lighting equipment supplies issue. The committee approved the full requested amount of \$25,000.
- Chamber of Commerce (CC) - Tourism – LTAC member Raschke stressed the important role of the CC with its involvement with the City. The committee approved the full requested amount of \$100,000.
- Rise Against Racism – LTAC reviewed the application and noted missing requirements, such as, a balance sheet, organizational budget and E-verify acknowledgment. They also noted the absence of a

presenter to discuss the project and answer questions about the event. The decision was made not to grant an award.

- Summerfest – LTAC noted the 2-year closure of the event and the prospects for the return of the popular event in 2022. The committee approved the full amount requested of \$80,000.
- Farmer’s Market – LTAC commended the success of the event despite the pandemic conditions. They decided to award the full amount requested of \$35,000.
- Summer Concert Series – LTAC noted the popularity of the event and the successful return this year. They awarded the full amount requested of \$20,000.
- Media Communications – LTAC appreciated the marketing approach of the City and the use of online technology. Member Potvin-Bird commented that a measure of ROI will be necessary at some point to assess future requests. The committee granted the full amount requested of \$50,000.
- Lakewood Saturday Festival Series (Streets Festival) – LTAC noted that this is a start-up project and deliberated on the size of the request in that context. Members talked about what measure can be used to estimate the attendance. Chair Mayor Anderson asked about alternatives if they don’t get the requested amount. Members pointed out that they will likely supplement through more sponsorships. The LTAC decided to award the reduced amount of \$30,000.
- Lakewood Film Festival (Reel Life 96) – LTAC noted the historical popularity of the event. The committee granted the full requested amount of \$17,100.

A summary of the award determinations is given below.

LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2021 Requests for 2022 LTAC Grant Funds Applicant	Funding Request		Recommended Funding	
	Non-Capital	Capital	Non-Capital (4%)	Capital (3%)
	Available		\$ 441,607	\$ 726,986
Lakewood Historical Society	\$ 35,000	\$ -	\$ 35,000	\$ -
Lakewood Gardens	85,000	-	85,000	-
Historic Fort Steilacoom Association	15,000	-	15,000	-
Asian Pacific Cultural Center	15,000	-	15,000	-
Travel Tacoma- Mt Rainier Sports	100,000	-	100,000	-
LSCA- International Festival	5,500	-	5,500	-
LSCA- Gimhae Delegation	20,550	-	20,550	-
Lakewood Arts Festival Association	20,500	-	20,500	-
Lakewood Playhouse	25,000	-	25,000	-
Chamber of Commerce - Nights of Lights	25,000	-	25,000	-
Chamber of Commerce - Tourism	100,000	-	100,000	-
Rise Against Racism	28,500	-	0	-
CoL – SummerFEST	80,000	-	80,000	-
CoL – Farmers Market	35,000	-	35,000	-
CoL – Summer Concert Series	20,000	-	20,000	-
CoL – Media Communications	50,000	-	50,000	-
CoL - Love Lakewood Festival Series, First Saturdays	60,000	-	30,000	-
CoL - Lakewood Film Festival, REEL Life96	17,100	-	17,100	-
	\$ 737,150	\$ -	\$ 678,650	\$ -
	Subtotal	\$ 737,150	Subtotal	\$ 678,650
CPTC McGavic Center (Committee, Annual Payment)	\$ -	\$ 101,850	\$ -	\$ 101,850
	\$ 737,150	\$ 101,850	\$ 678,650	\$ 101,850
	Total	\$ 839,000	Total	\$ 780,500

It was moved and seconded that the final allocation be approved.

With no further discussions, the motion to approve the recommended amounts was passed unanimously.

ADJOURNMENT - Chair Mayor Anderson adjourned the meeting at 4:00 p.m.

Minutes:

D Kapla for M Cristobal

Manny Cristobal, Finance Supervisor (Preparer)

Mayor Don Anderson, Chair