



LODGING TAX ADVISORY COMMITTEE (LTAC)
September 22, 2022 - Thursday – 8:30 A.M.
Council Chambers (and via Zoom)

CALL TO ORDER

Chair Mayor Jason Whalen called the meeting to order at 8:44 a.m.

ROLL CALL (Committee members announced their presence)

Members present: **In person:** Lakewood Mayor Jason Whalen, Chair; Chelene Potvin-Bird, Vice President of Sales & Servicing/CEO - Travel Tacoma; DJ Wilkins, Comfort Inn and Suites

Members arriving after roll call: Linda Smith, President/CEO - Lakewood Chamber of Commerce and Jarnail Singh, President - Comfort Inn & Suites.

Members Absent: None

City staff present: Dana Kapla, Assistant Finance Director; Jennifer Posalski, CED Office Assistant.

PUBLIC COMMENTS - None.

MEETING MINUTES APPROVAL - The motion to approve the 2022 LTAC meeting minutes from September 23, 2021 passed unanimously.

OPEN PUBLIC MEETINGS ACT

City Attorney Heidi Ann Wachter provided an annual update to the Open Public Meetings Act. She discussed some of the challenges surrounding public disclosures and described their responsibilities. Once the training concluded she noted that the three people in attendance had been trained. Linda Smith joined late, and Ms. Wachter asked Ms. Smith if she was familiar with the public meetings act and if she had been trained. Ms. Smith indicated she had been through this many times. Member Potvin-Bird asked to describe voting when members have interest in the proposals. Ms. Wachter stated they could not vote if they had interest and described when members could have input and discussed the quorum. Chair Mayor Whalen noted that he has not seen or heard any audit finding related to LTAC, Ms. Wachter confirmed and said that it could say with confidence that there would not be one. Ms. Wachter noted that if the committee needed her assistance or had question to contact her.

2022 GRANTS STATUS & FUND BALANCE – Dana Kapla, Assistant Finance Director.

Ms. Kapla gave an overview of the Lodging Tax Advisory Committee process and described the breakdown of the Washington State's lodging taxes paid by lodging businesses. She provided a brief overview of the agreement with Clover Park Technical College relating to the McGavick Center and announced that \$2,575,189 is available for allocation in 2023 (net of McGavick lease debt service requirement). She stated \$1,424,384 was available 4%, which is the unrestricted portion that can also be used for capital, and \$1,150,805 is from the 3% that is restricted for capital purposes only. She pointed out that this information was located within the package along with a 2021 funding report. Chair Mayor Whalen wanted confirmation that his understanding of the presentation regarding the McGavick center contract and the fact that the city had no ownership of the McGavick Center at the time of the contract. Ms. Kapla confirmed.

2023 GRANT PROPOSAL PRESENTATIONS

Grave Concerns Association – Laurel Lemke, Chair Person

Ms. Lemke began by describing the Grave Concerns Association (GCA) and how they are dedicated to the restoration of the historic Western State Hospital Cemetery at Fort Steilacoom Park. Ms. Lemke explained a place of burial is very sacred and should be identified by a tombstone or grave marker. While there are many grave markers many have deteriorated or need replacement, GCA works to replace them. To do this they would like request funds for; a) create and distribute tri-fold brochures; b) create and distribute postcards; c) would like to work with Pretty Gritty Tours which is online. They would like to distribute additional information about the Graves Concerns Association and to add more historical markers. Pretty Gritty Tours could assist in with this goal.

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

Mr. Lewis began by describing how LTAC funding has help Historic Fort Steilacoom Association get caught up with technology. They have been able to update their website, renew membership, donate money and design and purchase tickets for tours. They use the Eventbrite Application to establish capacity for tours. They are now on social media which is one way they market in addition to publishing newsletters. They are now able to host hybrid meetings using Zoom. They use the Square for processing credit cards which provide inventory control. They are now in the process of creating videos and provided examples. Mr. Lewis displayed hats, long sleeved t-shirts, and jigsaw puzzles they now have available for advertising. He also explained how they join various events and gatherings to get their information out to the public. He stated he they only needed \$12,000 this year.

Chair Mayor Whalen asked what their goals were to attract attendance. Mr. Lewis stated they are limited by volunteers and have lost some due to COVID. They have started to attract younger people, but not available during the weeks.

Chair Mayor Whalen asked if they foresee any needs for capital money for sustainability. Mr. Lewis said yes and is aware of the discussions between DSHS and the City, but they do not own the building they are currently in. Chair Mayor Whalen stated that city was in discussions with DSHS which is similar to the transfer of Fort Steilacoom Park and provided some additional information.

Member Potvin-Bird asked how they are tracking attendance over 50 miles. Mr. Lewis said their attendance is less than 20% and described how they might obtain this information.

Member Potvin-Bird asked where they get their additional funding. Mr. Lewis stated they obtain revenue from tickets, merchandise, donations, and Nisqually tribe.

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

Ms. Pritchard said the APCC could not take place without LTAC support. She noted that the Pacific Islander population has continued to increase over the years in this area. She presented information on the activities in 2022 and stated how they want to instill the language and culture on the younger generation so that their culture and language will go on. She provided an overview of the activities and stated that it is a wonderful event for people from all over. She thanked the committee and hoped they would continue to support them.

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

Mr. Burke started by stating they have a lot to look forward to 2023. They are making a 42% jump in stay within the county. 2022 had a delivery goal of 63,000 in 2022 and will go to 105,000 in 2023. He explained they are seeing an increase in attendance via the Geodata tool they currently use to track information. He listed priority events such as golf, cyclocross, cross county, baseball, SummerFEST Lakewold Gardens, Colonial Plaza Asia Pacific Cultural Center, Geo-Targeting complains, and have increased capacity for larger conventions. He mentioned they are requesting a very modest increase for 2023 with the leanest team ever and setting the highest ROI values ever. Using Geodata reports, he shared many trends over time such as trips, locations/ranges from area, celebrations attendance numbers, state visitation, and demographic information, with/such as age groups, income, education and ethnicity.

Chair Mayor Whalen asked what Lakewood is missing to increase tourism. Mr. Burke stated he would love to discuss offline as the questions is very complicated.

Chair Mayor Whalen asked what he was seeing regarding to meeting size/place/attendance and that are in demand. Mr. Burke stated this is a complex question because of the pandemic recovery, but what he is seeing at the moment he is smaller meetings. However, while the big national meetings are recovering this number could increase.

Member Wilkins asked what their plans were for the Colonial Plaza. Mr. Burke said there is detail in the proposal, but their plan for 2023 is to paint a larger narrative on the larger itineraries.

Lakewold Gardens - Tourism – Susan Warner, Executive Director, Robin Echtle, Contract Grant Writer. Ms. Warner thanked LTAC for their support. Ms. Warner presented a slide showing the breakdown of the requested \$100,000, which she announced was similar to last year. She then stated that their goal is to be a “garden of all seasons”. Ms. Warner presented slides with current trends for visitors, demographics, web presence, and social media. She introduced the Black Splendor series, explained their wedding series, their presence at the local farmer’s markets and State fairs. Ms. Warner introduced new exhibition series programs such as Rainbow to the Anthropocene, Artist Series, painting programs for veterans, and explained how they are a Blue Star Museum which attracts veterans. She was happy to announce their concert programs are selling out and presented information on their Halloween series, scavenger hunt, solstice lights, big nature flag, micro nature, Mayfest/Mother’s Day, and Fairyfest.

Chair Mayor Whalen asked if they had flyers available for the hotels and motel. She responded yes.

Lakewold Gardens - Capital – Susan Warner, Executive Director, Robin Echtle, Contract Grant Writer. Ms. Warner explained that the capital was for the restoration of the carriage house on the property which is the first building the visitor’s encounter. She stated that it is in need of rehabilitation and is the oldest building on the property. This building houses admission and their garden shop. She provided the history of the building and provided a rendering of their design. This new space would continue to contain admissions and garden shop, but then would also include exhibition space, education studio, and greeting rooms. The space would be flexible for community use. The total cost of renovation will be \$3.2M and was happy to say that they are over \$2M in their fund raising. The State’s Heritage Capital Fund is investing approximately \$800,000. She explained that this restoration will be available not only for the communities but for our schools. She show drawing for new restrooms, meeting rooms, activity rooms, new greenhouse, large doors that open to outdoor space, garden shop, admission office, upstairs/roof area. Ms. Warner asked that the City support this endeavor as an investment of \$400,000 over 4 years and in exchange the City would have access to this building for City use, similar to Clover Park.

Member Potvin-Bird asked how they plan to cover other costs. Ms. Warner stated they have increased their budget to support these new projects and have many foundations approaching them to support and described the other current funding.

Chair Mayor Whalen added that the rationale in building the facility increases their sustainability by having these new programs. Chair Mayor Whalen explained the need for this mid-size space. Committee then discussed space size further.

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

Ms. Scott presented the members with their latest newsletter about museums and introduced Mr. Raschke. Mr. Raschke started by providing a brief history of the museum and presented photos of their history, renovation, and changes. He then presented photos of their welcome flag, theater history show casing motion activated film, historic cabin with QR code, introduced the one-room Byrd School which was the beginning of the Clover Park School District, described how the buffalo soldier influenced Lakewood's growth, and introduced Lakewood's first mayor, Lt. Ret. William Harrison. Mr. Raschke stated how their current 8 volunteers (no paid staff) plan, maintain, conduct fundraising events, and operate the museum with a total operating cost of \$60,950 per year. He detailed their revenue and described how they would still have an operating shortfall of \$32,500. Their current goal is to host 10 historical events, place 2 historical markers, publish 4 publications (Prairie Gazette), maintain current paid memberships, increase their board, and refresh and maintain the museum. He then described a few of their featured stories, historical markers, historical films, and book program.

Lakewood Arts Festival Association – Phil Raschke, Vice Chair

Mr. Raschke provided a brief history. He stated that when they started with the Lakewood Art Commission they wanted to do something with film therefore they created a film festival in Lakewood. It started as the Asian FilmFest which was then combined with International FilmFest. This is how Film and Art and Book (FAB) was born. They had an overwhelming response which led to creation of a presence on Facebook, website and email. Mr. Raschke presented information on the 6th Annual Lakewood Festival (FAB) and told stories of visiting authors and special guests. He explained FAB is a one-of-a-kind festival with a unique combination of creative endeavors which has peaked interest from a broad section to the public. Mr. Raschke stated that their copy right brand "FAB" has proven to be a superb marketing technique. He then went on to describe the schedule for the 10th Annual Festival and the films, authors, musicians, presentations, displays, and award ceremony that have been included in this festival. Mr. Raschke then described some of the expenses they would use with City's funding such as maintain current schedules, international films, juried of fine arts/arts/graphics, marketing, and add a military art display, local tribal displays, a 3-dimensional art, youth art displays and REEL LIFT 96.

Chair Mayor Whalen asked what their attendance is. Mr. Raschke stated there was an approximately 20,100.

Member Potvin-Bird ask how do they track attendee zip code. Mr. Raschke stated they collect upon entry.

Chair Mayor Whalen suggested incentivizing free registration to track information where people come from.

Chair Mayor Whalen stated he understood admission is free and at what point will you be charging to recoup money. Mr. Raschke stated that because they are in growing stage they are not ready. Discussion occurred on ways to grow attendance.

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

Ms. Smith stated they will be focused on the individual consumer (leisure) traveler through 2023. They serve travelers driving to Lakewood to overnight, shop, dine and tour the area while their focus market is Seattle-north, eastern Washington, Idaho and Portland south. Ms. Smith stated they would like to maintain operation of the information center 7 days a week, create and distribute informational publications, maintain online presence, produce destinations videos/guides and commercials, and partner with umbrella organization such as Travel+Tacoma. She presented information about the center, brochures, calendar-of-events, visitor guides/directory, and their website. She described what can be found on their website such as antiques, zoos, dining, accommodations, churches, parks, B&Bs, historical information, local attractions, events, tours, and a page for each of their partners. Here one can share information and provide reviews for travelers. Ms. Smith presented information on the “Continue to Drive Tour Ad Campaign”, their visitor guide, foodie road trip, international road trip, seasonal ads. She presented their concept for next year which is “Our Best Kept Secrets”.

Chair Mayor Whalen asked to if the City had any missing links. Ms. Smith stated Lakewood has a plethora of beauty but not many indoor attractions for all year around.

Member Potvin-Bird stated how the industry needed more resources to support tourism.

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 presented a history of the origins of the blue lights. She explained it started with decorating the Colonial Plaza theatre and how people travelled from all over to see the blue lights. This tradition was kept alive through the 70s and began to wane. The blue lights blazed again after the tragedy in Lakewood November 29, 2009. Ms. Smith would like to, once again, propose that Lakewood be branded as City of Blue lights this holiday season. She presented photos of some of the 55 businesses that took part in the past year’s event. The Chamber had lights installed for 38 businesses. Ms. Smith stated that they plan to kick off the event with an outdoor gathering prior to the Christmas Parade.

Chair Mayor Whalen asked what they do with the funds. Ms. Smith stated that the funds are used for marketing, materials, and labor to install the lights for the business that request the lights.

Lakewood Arts Foundation, Lakewood Community Playhouse dba Lakewood Playhouse and Lakewood Institute of Theatre – Paige Hansen – Vice President

Ms. Hansen gave thanks for the support and provided a history of Lakewood Playhouse. She stated that the Playhouse has been operating for 84 seasons. She described the uniqueness of their round theatre. People come from all over to see a show with the unique setting and the type of shows they present. She provided information about some of their shows, talent, directors, and attendees. Their mission statements states that they nurture students of all ages, at all stages, by offering a variety of education and performance opportunities, and empowers life skill through the experience of theatre. Ms. Hansen stated the pandemic effected their season, but plans to consolidate and rebuild. Their 2022 season will be shortened and plan to announce shows shortly. She was happy to announce they have received an angel donor that will help to support the Playhouse. She thanked the committee for prior support and hope they will continue their support and would it go to advertising. There is a population of approximately 876,000 in Pierce County and they estimate only 6,000 know about the Playhouse. They plan to reach a larger population through marketing and quality shows.

Member Wilkins ask what are some of the strategies they have for the new funding source. Ms. Hansen said they plan to put up large posters, create more press releases, advertise among a larger area, and by the word of mouth.

Chair Mayor Whalen asked how their facilities are holding up. Ms. Hansen stated the donation from the angel donor will be addressing issues with the side shed, roof, yard, storage, lobby refreshment, backstage and dressing room.

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

Ms. Martinez started by showing an advertisement for the event. She stated that radio ads are the key component for getting their information out. Sponsors Amazon and TwinStar Credit Union were new sponsors for 2021. Ms. Martinez stated because radio ads are expensive she has obtained the radio stations as sponsors to reduce this cost, which included 186 commercials heard by over 1 million people. Free advertising was also provided by Seattle Ballooning Company, Museum of Glass Hot Shop and other vendors. Ms. Martinez presented a variety of marketing reports, photos, and event information. With their sponsorship, and 25,000 people attending in attendance in 2021 Ms. Martinez says they are in their sweet spot. Based on their space and parking they do not want the festival larger or smaller. Ms. Martinez stated that it's important they have resources for print, radio, digital, posters, signs, banners, sticker, and swag for their marketing campaign. She presented information and videos from some of the entertainment and activities they had in 2021 and described how they had "something for everyone". Lastly, she presented photos of some of the 185 vendors, visitors, support, the drone show, and announced July 15, 2023 will be SummerFest 2023.

Member Potvin-Bird noted LTAC funding has increased and wanted to know what her expectation moving forward was. Ms. Martinez stated she now knows what is needed and that this should be the last increase to operate fully.

Chair Mayor Whalen asked how much money was used from the general fund subsidy. Ms. Martinez stated \$23,000 from the City, along with support from LTAC and sponsorships.

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

Ms. Martinez opened by stating this last season was beyond successful. She thanked the committee for their sponsorship. She stated the market was moved from the parking lot to the grounds and could tell it was successful due to the increased attendance. In 2022, she estimates that she get 5,000 visitors a day which has increased sales. Ms. Martinez presented slides that support the growth of the market and believes it was due to funding increase. This year's market added SNAP and EBT, which brings money to our vendors but has increased the need for additional staff. She presented photos from this year's market. The location adjustment has provided vendors and attendees with more trees for shade, more room for Food Trucks, additional seating, more parking, and linear walkways for better accessibility and near the pavilion for the Concert Series. She provided many photos and videos from the event and provided a list of the type of vendors you can find at the market along of views of the market and diversity of the attendees.

Member Potvin-Bird asked how many people attend this year. Ms. Martinez stated 4K to 5K and will not change locations again as this is perfect.

Chair Mayor Whalen ask what their total cost was. Ms. Martinez said it was \$67,000 due to additional staffing. The city subsidizes \$20,000 plus LTAC funding and vendor fees. Ms. Martinez stated she will continue the marketing strategy and conduct surveys to obtain information from attendees.

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

Ms. Martinez stated she did not need to ask for additional money as this is the right amount. She presented a video of the concert series and photos of the attendees and the artists. She noted that attendees are from all different backgrounds and having a great time. Ms. Martinez stated she has already booked the 6 or 7 bands for next year.

Chair Mayor Whalen asked why bands were not playing in the pavilion. Ms. Martinez stated the artists preferred outside of the pavilion due to the sound baffling problems. Mayor Whalen stated this is a good opportunity to ask for capital funding and may need to request for it next year.

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

Ms. Martinez thanks the committee for their funding. She stated they had 4 events which were May through September. She highlighted the Jazz night and Car Show and presented information on awards activity, roaming entertainment, face painting, games, market vendors, live music, crafts, fire department, food trucks, and great partners. She also provided detail on the Fiesta la Familia event and proceeded to present the entertainment, food, sponsors, and activities that were included in the event.

Chair Mayor Whalen stated there are not a lot of activities during the shoulder months and wanted to know if she'd consider having a night market. Ms. Martinez stated it was hard to get food and vendor trucks during this time as they their regular day markets and didn't think a night market would work, but suggested perhaps a food truck rally could work. Discussion on night market or other types of events continued. After some discussion they concluded another market might be able to take place and Ms. Martinez could look into it.

Lakewood Sister Cities Association – Gimhae Delegation– Connie Coleman-Lacadie, President

Ms. Coleman-Lacadie introduced herself and thanked the committee for their support. Their sister cities are Okinawa, Japan; Bauang, Philippines; Gimhae, South Korea; and Danzhou, People's Republic of China, and mission is to promote relationships with international cities by providing cultural, social, educational, and governmental opportunities and encouraging trade, tourism, and economic development. Due to the pandemic they were unable to meet in person in 2021 and 2022 but did conduct meetings virtually. She stated that in 2021 the City of Lakewood hosted an art contest that included 80 submissions from Gimhae students, which one made the cover of Lakewood's Connection magazine. The City will host a commemorating ceremony to become a Sister City with Gimhae December of 2022. She thanked the committee for being flexible with the funding support due to the pandemic and travel adjustments due to the pandemic.

Chair Mayor Whalen asked if we pay for their lodging for their visits. Ms. Coleman-Lacadie stated they pay for all the travel to our city except for the airfare to the US. In turn, when we visit them, they do the same.

Chair Mayor Whalen asked if the Lt Governor has been included. Ms. Coleman-Lacadie stated state government has been invited (and attended) along with the Chamber, school districted, and City officials.

Lakewood Sister Cities Association — International Festival Kathleen Hoban, Vice President

Ms. Coleman-Lacadie stated that the international festival was their largest event. They have hosted 15 years at Sharon McGavick Center & Fort Steilacoom Pierce College to support student exchange. The students from the student exchanged helped created posters promoting the international festival, host calligraphy and origami booths, volunteer in the community and complete an internship in the field of

study with local businesses. In 2016 they jointed SummerFest which increased attendance by over 5,000 and continues to grow each year they participate. She presented photos, activities, entertainment, and other information from past events. Ms. Coleman-Lacadie noted that they have increased the request because of increased costs and the increased participation. She thanked the committee again for their support.

Chair Mayor Whalen asked if they work with or issues with the timing with the Asian Pacific Cultural Center. Ms. Coleman-Lacadie stated they had not except for one hiccup when they both had entertainment programs at once, but not since then. She said she has worked with the Asian Pacific Cultural Center for many years and they work well together.

City of Lakewood Communications – Imaging Promotions 2022 –Brynn Grimley, Communications Manager

Ms. Grimley stated they are requesting funding to continue the Nearcation campaign. The Nearcation campaign was created from the pandemic which is consistent with the City Council vision and goals. The LTAC support would go to support website management, content development focused on promoting Lakewood as a destination for special event, park exploration, restaurant crawls, business visits, and overnight stays. Ms. Grimley presented the marketing and promotion history and provided highlights from the current campaign, such as 523K video views, 3,799 total clicks, 360K YouTube impressions, and 163K Facebook impressions from paid ads. Goals for 2023 are to generate new content, increase outreach, and focus on overnight stays and attendance to local events. She stated beneficiaries will be residents, businesses, and others by raising awareness of Lakewood’s attractions, spurring development to create more economic activity, and increase tourism.

Member Potvin-Bird stated that Nearcation, like Travel+Tacoma, they are marketing for extended stays.

GRANT FUNDING DECISIONS

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

Basis for Awards and Other Recommendations

- Asian Pacific Cultural Center - The committee granted the full amount requested of \$15,000.
- Grave Concerns - The committee granted the full amount requested of \$5,000.
- Historic Fort Steilacoom Association - The committee granted the full amount requested of \$12,000.
- Lakewold Gardens - Capital - The committee granted the full amount requested of \$400,000 spread evenly over 6 years under the condition it is allowable.
- Lakewold Gardens - Tourism & Promotions - The committee granted the full amount requested of \$100,000.
- Lakewood Arts Book Festival Association - The committee granted the full amount requested of \$23, 000 and asks they track attendance.
- Lakewood Chamber of Commerce - Nights of Lights - The committee granted the full amount requested of \$25,000.
- Lakewood Chamber of Commerce - Tourism - The committee granted the full amount requested of \$100,000.
- Lakewood Historical Society & Museum - The committee granted the full amount requested of \$32,500.
- Lakewood Playhouse - The committee granted the full amount requested of \$25,000.
- Lakewood Sister Cities Association - Friendship Delegation - The committee granted the full amount requested of \$21,500.
- Lakewood Sister Cities Association - International Festival - The committee granted the full amount requested of \$9,000.
- Travel Tacoma - The committee granted the full amount requested of \$115,000.
- CoL - Communications - The committee granted the full amount requested of \$60,000.
- CoL - SummerFEST - The committee granted the full amount requested of \$135,000.
- CoL - Farmers Market - The committee granted the full amount requested of \$57,000.
- CoL - Summer Concert Series - The committee granted the full amount requested of \$30,000.
- CoL - Saturday Street Festivals on Motor Ave - The committee granted the full amount requested of \$30,000 and added an additional \$7,500 under the condition a one "night event" be added to their schedule during the off-season for a total of \$37,500.

LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2022 Requests for 2023 LTAC Grant Funds

Applicant	Funding Request			Recommended Funding			Notes
	Non-Capital	Capital	Total	Non-Capital (4%)	Capital (3%)	Total	
Asian Pacific Cultural Center	\$ 15,000	\$ -	\$ 15,000	15,000	-	15,000	
Grave Concerns	5,000	-	5,000	5,000	-	5,000	
Historic Fort Steilacoom Association	12,000	-	12,000	12,000	-	12,000	
Lakewold Gardens - Capital	-	400,000	400,000	-	400,000	400,000	Total award to be spread evenly over 4 years (\$100,00/yr) under the condition it is allowable.
Lakewold Gardens - Tourism & Promotions	100,000	-	100,000	100,000	-	100,000	
Lakewood Arts Book Festival Association	23,000	-	23,000	23,000	-	23,000	Ask that they track attendance.
Lakewood Chamber of Commerce - Nights of Lights	25,000	-	25,000	25,000	-	25,000	
Lakewood Chamber of Commerce - Tourism	100,000	-	100,000	100,000	-	100,000	
Lakewood Historical Society & Museum	32,500	-	32,500	32,500	-	32,500	
Lakewood Playhouse	25,000	-	25,000	25,000	-	25,000	
Association - Friendship Delegation	21,500	-	21,500	21,500	-	21,500	
Association - International Festival	9,000	-	9,000	9,000	-	9,000	
Travel Tacoma	115,000	-	115,000	115,000	-	115,000	
CoL - Communications	60,000	-	60,000	60,000	-	60,000	
CoL - SummerFEST	135,000	-	135,000	135,000	-	135,000	
CoL - Farmers Market	57,000	-	57,000	57,000	-	57,000	
CoL - Summer Concert Series	30,000	-	30,000	30,000	-	30,000	
CoL - Saturday Street Festivals on Motor Ave	30,000	-	30,000	37,500	-	37,500	An additional \$7,500 was added under the condition a one "night event" can be added in the off-season
	\$ 795,000	\$ 400,000	\$ 1,195,000	802,500	400,000	1,202,500	
CPTC McGavic Center (Committee, Annual Payment)	\$ -	\$ 101,850	\$ 101,850	-	101,850	101,850	
	\$ 795,000	\$ 501,850	\$ 1,296,850	802,500	501,850	1,304,350	

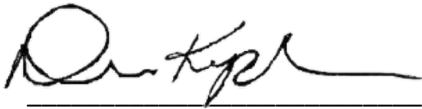
It was moved and seconded that the final allocation be approved.

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

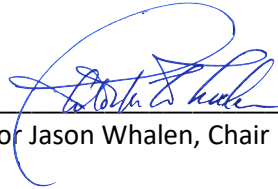
ADJOURNMENT - Chair Mayor Whalen adjourned the meeting at 4:32 p.m.

For the full video of this meeting go to the [City of Lakewood YouTube channel](https://www.youtube.com/channel/UC8xg2AfoA) and visit the following link: <https://www.youtube.com/watch?v=MtC8xg2AfoA>

Minutes:



Dana Kapla, Asst. Finance Director (Preparer)



Mayor Jason Whalen, Chair