



MEETING AGENDA

LODGING TAX ADVISORY COMMITTEE

VIRTUAL MEETING

Meeting Access: <https://www.cityofpa.us/984/Live-Virtual-Meetings>

May 27, 2021

3:00 p.m.

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

IV. PUBLIC COMMENT

The Lodging Tax Advisory Committee desires to allow the opportunity for public comment. However, the business of the Committee must proceed in an orderly, timely manner. At its most restrictive, Public Comment shall be limited to a total of 15 minutes.

V. ACTION/DISCUSSION ITEMS/OTHER BUSINESS

1. **Action Item: Finalize Lodging Tax Advisory Committee Goals and Priorities**
Review and consider adoption of the draft Lodging Tax Advisory Committee Vision, Goals and Priorities, with any changes as necessary.
2. **Action Item: Review Lodging Tax Advisory Committee Event and Non-Event Scoring Criteria**
Review and consider revision of the scoring criteria for annual Non-Event and Event proposals using the adopted Vision, Goals, and Priorities.

VI. STAFF UPDATES

VII. COMMITTEE MEMBER UPDATES

VIII. ADJOURNMENT

LODGING TAX ADVISORY COMMITTEE

January 21, 2021 at 3:00 p.m.

Meeting Held Virtually

MINUTES

CALL TO ORDER

Committee Chair French called the meeting to order at 3:00 p.m.

ROLL CALL

Voting Members Present: Mike French, Christine Loewe, Donya Alward

Non-Voting Members: Peter Stolinsky, Lisa Hilt, and David Mattern

Members Absent:

Staff Present: Clerk Kari Martinez-Bailey, Allyson Brekke, Sarina Carrizosa, Melody Schneider, and Ben Braudrick.

APPROVAL OF MINUTES

It was moved by Stolinsky and seconded by Alward to:

Approve the minutes from the November 2020 meeting.

The Chair asked if there was unanimous consent, hearing no opposition, the motion carried 3-0.

PUBLIC COMMENT

Sean Coleman, spoke about spoke about Erickson Park pump track.

ACTION/DISCUSSION ITEMS/OTHER BUSINESS

1. Discussion/Action Item: Review and Award Funding to Round 1 Lodging Tax Fund Application Proposals

The committee reviewed round 1 of the 2021 lodging tax application proposals and Lodging Tax Advisory Committee scoring. The Committee reviewed the scoring sheets and discussed the scores. Committee discussion followed.

It was moved by Stolinsky and seconded by Loewe to:

Extend the meeting until 5:15 p.m..

The Chair asked if there was unanimous consent, hearing no opposition, the motion carried 3-0.

The committee discussed the preliminary amounts and final allocations. After a motion was made by Stolinsky and seconded by Alward to:

Approve the following allocations with \$30,000 coming out of reserves:

- Dream Playground Foundation \$10,000
- Erickson Playfield Pump Track \$100,000
- Lincoln Park BMX \$6,700
- Tourism Commission \$28,000
- Olympic Peninsula Culinary Loop \$3,000
- Port Angeles Arts Council \$3,000
- Marketing Services \$70,000
- NW Cup Downhill MTB Race Series \$5,300
- The Dungeness Crab and Seafood Festival \$7,000
- North Olympic Discovery Marathon \$7,000
- Cyclocross 3 \$2,000
- Cyclocross 2 \$2,000
- Run the Peninsula - Elwha Bridge Leg \$2,000
- Olympic Adventure Trail Run \$1,000
- Cyclocross 1 \$1,000
- Frosty Moss Relay \$1,000
- Big Hurt \$3,000
- Great Olympic Adventure Trail Run \$500
- Juan de Fuca Festival of the Arts \$4,000

The Chair asked if there was unanimous consent, hearing no opposition, the motion carried 3-0.

ADJOURNMENT

Chair French adjourned the meeting at time 5:20 p.m.

Mike French, Chair

Kari Martinez-Bailey, Clerk



Vision, Goals and Priorities for Lodging Tax Funding Programs

Vision (For LTAC Review):

To best utilize lodging tax funds to create a welcoming and inviting community with facilities and activities ~~activities and facilities~~ that increase tourism-related revenue through a sustainable visitor experience.

Goals (For LTAC Review):

1. Foster and maintain a healthy and diverse tourism sector that continues to thrive.
2. Fully utilize and promote creative uses of existing facilities.
3. Improve the quality of experience and relationships for tourist and residents while diminishing any negative impacts from tourism-related activities and traffic.
4. Promote partnerships and increase tourism by concentrating on priorities identified by both residents and the tourism industry.
5. Focus on our unique Port Angeles assets that make us a premier destination for environmentally and fiscally sustainable recreation and tourism.
6. Encourage collaboration recognizing that Olympic Peninsula-based tourism supports and benefits all communities.

Annual Funding Disbursement:

The expected outcome of the funded activities is to increase economic activity in Port Angeles through the overnight lodging of tourists, through tourism-related expenditures, and construction of tourism-related facilities in accordance with RCW 67.28.1816

Funding categories and their percentage of annual expenditure are:

- (Resolution 11-18) Tourism-related capital facilities – 25% plus 5% reserved for:
 - New construction
 - Improvement and renovation
- (For LTAC Review) Tourism-related marketing – 20%
- (For LTAC Review) Tourism-related non-profit business operations – 33%
- (For LTAC Review) Events and festivals designed to attract tourists – 12%
- (For LTAC Review) LTAC Priorities – 5%

Commented [BGB1]: Requested to set the amount lower to 20%

Commented [BGB2]: Tie Tourism Marketing to a dollar amount instead of a percentage?

Funding Priorities – Non-events (For LTAC Review):

- Fund projects for up to five years, with the right to extend on a year-by-year basis.
- Lend support to a diverse range of tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
- Assist the maintenance establishment tourism related capital facilities including:
 - Wayfinding and Interpretative Signage,
 - Public Restrooms
 - Transportation facilities, and
 - Passive recreational park facilities (benches, walkways, and lighting).
- Support efforts to improve information on attractions and facilities.
- Encourage events to become self sufficient.

Commented [BGB3]: Requirement to have an off-year (break) period after so many years of applying?

- Fund proposals that encourage and enhance tourism during the off-peak time as stated below.
- Promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts.
- Develop key community assets that function as destinations or venues for multipurpose events on a year-round basis.
- Create partnerships and synergies with existing organizations to develop and promote attractions and events for visitors.
- Develop innovative opportunities that improve the tourist/resident relationship
- Improve effectiveness of coordinated transportation and trail linkages.
- Support of organizations and projects that promote coordination and cooperation in tourism activities.

Support projects that demonstrate countywide benefit.

Funding Priorities – Events (For LTAC Review):

- Fund events and projects for up to five years to encourage self-sufficiency, with the right to extend on a year-by-year basis.
- Review events also based upon intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure.
- Lend support to a diverse range of tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
- Encourage events to become self-sufficient.
- Encourage the creation of new events that drive an increase in Lodging Tax.
- Encourage the potential growth of existing events.
- Support new, non-profit, and off-peak events over legacy events and events during peak season.
- Support of organizations and projects that promote coordination and cooperation in tourism activities.
- Develop innovative opportunities that improve the tourist/resident relationship.
- Support events that demonstrate countywide benefit.
- Support events that demonstrate regional marketing and marketing partnerships with other local/regional marketing organizations.
- Support Projects that demonstrate a clear marketing strategy, business goals, and self-sufficiency plan.
- Support projects that demonstrate countywide benefit.

Commented [BGB4]: •Discussion on whether or not to fund legacy events. Is there a cut-off for number of years?
 •Is funding an event partially worthwhile?
 •What happens if the Committee doesn't fund a major event?
 •Capping the percentage of funding towards older events
 •Age = Cap on amount able to award

Scoring Criteria for Event Grant proposals (LTAC approved 9/18/19):

1. Demonstrates a high potential, or a proven track record, to result in overnight stays by tourists in lodging establishments within the City. **(30 pts.)**
2. Occurs within non-demand periods of the year. **(20 pts.)**
3. Overall tourism impact to the City/Region. **(15 pts.)**

Commented [BGB5]: •Negative scoring criteria?
 •Need for more criteria?

Commented [BGB6]: Legacy vs Start-up? Separate funding for each defined category

4. Demonstrates high value to community and/or significant local revenue and tax generation. **(15 pts.)**
5. Achieves the LTAC priorities. **(15 pts.)**
6. Age of event—1 year = 5 pts, 1-2 years = 4 pts, etc. **(5 pts.)**

Scoring Criteria for Non-Event proposals (LTAC approved 9/18/19):

1. Overall tourism impact to the City/Region. **(30 pts.)**
2. Demonstrates a high potential, or a proven track record, to result in overnight stays by tourists in lodging establishments within the City. **(25 pts)**
3. Achieves the LTAC priorities. **(20 pts.)**
4. Demonstrates high value to community and/or significant local revenue and tax generation. **(20 pts.)**
5. Demonstrates strong relationship to supporting activity within non-demand periods of the year. **(5 pts.)**

Commented [BGB7]: Larger Point Gap based on age?