

LODGING TAX ADVISORY COMMITTEE AGENDA

April 24, 2019 2:00-3:30 p.m.
City Hall Council Chambers
321 E. Fifth Street, Port Angeles, Washington

- I. Call to Order
- II. Approval of Minutes
- III. Public Comment
- IV. Presentations
 - a. Roles & Responsibilities - Open Public Meetings Act / Ethics / Public Records Act
 - b. History and Background of Lodging Tax Administration
- V. Action Items
 - a. Interim Scoring Criteria
 - b. Master Plan Update
- VI. Staff Updates
 - a. Tentative 2019 Committee Schedule
- VII. Adjournment

LODGING TAX ADVISORY COMMITTEE (LTAC)

March 28, 2019

City Council Chambers, City Hall

Port Angeles, Washington

3:00 p.m.

CALL TO ORDER

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

Chair Bruch asked that each of the members of the committee introduce themselves to the group.

Voting Members Present: Chair Sissi Bruch, Donya Alward, Christine Loewe, and Cody Coughenour

Non-voting Members Present: David Mattern

Members Absent: Kim Reynolds.

Staff Present: Nathan West, Ben Braudrick, and Kari Martinez-Bailey.

Citizen Participation: Randy Johnson, Jeri Weinhold

APPROVAL OF MINUTES

It was moved by Loewe, and seconded by Coughenour.

The committee unanimously approved the minutes from the December 14, 2018 meeting.

PUBLIC COMMENT

Chair Bruch opened the public comment period. Chair Bruch invited Port Angeles resident Jeri Weinhold to participate in the meeting.

City Manager Nathan West welcomed the new members to the committee, and reminded the committee staff were advertising for the two open seats remaining on the committee. He shared that staff will provide Open Public Meetings Act (OPMA) training at the next meeting and shared a reminder that OPMA pertains to emails. He said it is necessary the committee use their open public meetings to conduct business.

Chair Bruch provided notes from the recent Tourism Summit held in Port Angeles, hosted by the Olympic Peninsula Tourism Commission.

Group discussion followed.

West spoke to the resolution voted on by Council that directs policy as it pertains to Lodging Tax funding, adding that it would be beneficial to have the committee on a master plan approach as it applies to allocation.

The Committee discussed grant applications, and considered information to be included on future applications.

Planning Manager Ben Braudrick outlined the event grant calendar which included dates pertaining to allocation.

The Committee expressed interest in participating in a future County Lodging Tax Committee meeting as well as the County's master plan.

ADJOURNMENT

Chair Bruch adjourned the meeting at 4:53 p.m.

Sissi Bruch, Chair

Kari Martinez-Bailey, City Clerk



Date: April 24, 2019
To: Lodging Tax Advisory Committee
From: Ben Braudrick, *Assistant Planner*
Subject: Lodging Tax Fund and Event Request for Proposals (RFP) Committee Scoring Guidelines

Background / Analysis:

The Lodging Tax Advisory Committee (LTAC) manages the distribution of annual non-event Lodging Tax Fund proposal funding and separate event proposal funding based upon criteria developed through City Council policy, Committee proposal, and Staff support. In 2018 the City Council developed policy for fund distribution in Resolution 11-18, including funding allocation to capital facilities, right of way use, and the priority given to events from mid-October to mid-May.

In their March 28, 2019 meeting the LTAC requested staff assist in reviewing and establishing revised criteria that better address the equitable and rational decisions that determine funding distribution.

Prior scoring includes:

Non-Event Lodging Tax Fund RFP (100 pt. Total)

The non-event Lodging Tax Fund criteria are derived directly from the State Joint Legislative Audit and Review Committee review criteria cited in RCW 67.28.1816.

1. Overall attendance at your proposed activity/facility (20 pts)
2. Number of people who will travel more than 50 miles for your event/activity (10 pts)
3. Of the people who travel more than 50 miles, the number of people who will travel from another country or state (10 pts)
4. Of the people who travel more than 50 miles, the number of people who will stay overnight in Port Angeles or the Port Angeles area (15 pts)
5. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Port Angeles or Port Angeles area (20 pts)

Event RFP (100 pt. Total)

1. Application completeness and appropriateness for LTAC Event Grant funding. (10 pts.)
2. Event date in relation to peak tourist season of Mid-May to Mid-October. (20 pts)
3. Have a proven or high potential to result in overnight stays by tourists from 50 miles away or more in lodging establishments within the City. (30 pts.)
4. Number of individuals attending or anticipated attending from 50 miles or further. (20 pts.)
5. Value of event based on grant request and anticipated local revenue and tax generation (20 pts.)

Discussion:

Staff has provided the following items for the Committee's consideration in its discussion of review criteria that could also inform proposal application questions:

Non-Event Lodging Tax Fund RFP

- Capital Facility Considerations
 - Is the proposal an annual or multi-year project?
 - Is the proposal supported by other City budgeted funds?
 - Is the proposal listed in the 2020-2025 Capital Facilities Plan?
 - Will the proposal have a direct or indirect effect on lodging numbers?
 - Will the proposal support non-peak season lodging numbers?
 - Is the proposal an essential facility?
- Non-Event Fund Considerations
 - Is the proposal supported by other funding?
 - How is the proposal measuring its impact on lodging?
 - What would happen if the proposal was not funded?
 - How does the proposal impact overall community economic development?

Event Fund RFP

- Direct Lodging Impact
 - How many proposed attendees is the event proposing, and how does this differ from years prior?
 - Is the event within or outside the peak mid-May to Mid- October tourism season?
 - Does this event take place over multiple days or provide incentive for overnight attendee stays?
 - Does this event have the capacity for growth that will positively affect overnight stays in Port Angeles?
 - Is this event Port Angeles specific or taking place in multiple locations/jurisdictions?
- Proposed Budget
 - Does the proposal include new ways to engage growth in overnight attendance?
 - What is the overall percentage of budget devoted to event operations and marketing
 - Does the proposal include discrete marketing techniques?
 - How old is the event?
 - How much has the event grown over the last 5 years?
 - What is the overall impact of the event to local economic development?



Date: April 24, 2019
To: Lodging Tax Advisory Committee
From: Ben Braudrick, *Assistant Planner*
Subject: 2020 Tentative Lodging Tax Non-Event and Event Funding RFP Timelines

Background / Analysis:

The Lodging Tax Advisory Committee (LTAC) reviews proposals for all Lodging Tax Fund expenditures. The initial review includes all non-event related expenditures, including capital facility and marketing and operation of businesses related to increasing overnight stays within Port Angeles. The initial review also includes the total budget allocation for event related funding. The second review includes funding for individual events based on total allocated event funding.

Each year Staff has managed to roll back the RFP Timelines in response to event maker request due to better budget predictability for the following year, with special consideration to those events that occur during the winter/spring shoulder season.

The following tentative dates would maintain the previous year's review schedule:

<u>General Date</u>	<u>Non-Event Step</u>	<u>Event Step</u>
August 19-23	RFP Issuance	
September 16-20	Proposals Due	
Sept. 30-Oct. 4	LTAC Consideration	
October 14-18	City Council Consideration	RFP Issuance
November 11-15		Proposals Due
December 2-6		LTAC Consideration
December 17		City Council Consideration