

LODGING TAX ADVISORY COMMITTEE
JANUARY 24, 2019 12:00 P.M.
EVERETT CITY COUNCIL CHAMBERS

In attendance: Council member Scott Murphy, Chair, Council member Brenda Stonecipher, Committee members: Greg Willie, Laurie Dunlap, Kristy Kentch and Brian Harmon.

Purpose of funds described. Grant funds available, \$650,000. Because we did not receive a request for the total funds available, a second round will be available due March 7. You can submit for a new event but cannot turn in for the same event.

Long-term obligations recommended. Multi-Purpose Facility \$150,000. Moved by Greg Willie, seconded Brian Harmon. All in favor.

Everett Tourism Marketing Plan \$150,000. Julio Cortes provided 2019 Tourism Plan with a request to increase award to \$200,000. Moved by Kristy Kentch for \$200,000, seconded by Greg Willie. Julio stated he would be able to identify results of additional \$50,000.00 requested. The committee will continue to review the Plan at \$200,000 annually as long as funds are available. If funds are not available, request will revert to \$150,000.

VILLAGE THEATRE PROMOTING 5 SHOWS, STARTING WITH Matilda \$40,000.00 Same amount awarded 2018. Moved by Laurie Dunlap, seconded by Kristy Kentch. All in favor.

PROMOTION OF THE SCHACK ARTS CENTER AND 2019 EXHIBITS AND EVENTS. \$96,000.00 – Awarded \$86,500 in 2018. Excellent project adds to stay. Match is significantly more than request. Moved by Greg Willie, Seconded by Brian Harmon. All in favor.

UPPER LEFT BEERFEST \$29,500.00 - Awarded \$20,000. Cannot pay for taster glasses. Can pay for staffing and security. \$31,100. Match is \$51,400. Second year for this event. Moved by Greg Willie for \$31,100, seconded by Kristy Kentch. All in favor.

IMAGINE THE HOLIDAYS \$15,000.00 – Laurie Dunlap recused herself did not participate. Awarded \$14,840.00 last year. Great event. Off Season. Request exceeds amount of the match. Moved by Kristy Kentch, seconded by Greg Willie. All in favor.

THE EVERETT QUILT SHOW - \$29,364.00 – Amount awarded last year \$20,000. Cannot use motel funds to pay for Liability insurance. Moved by Kristy Kentch to award \$28,864.00, seconded by Brian Harmon. All in favor.

THE HISTORIC EVERETT THEATRE \$80,000.00 – Last year requested \$50,345.00, was awarded \$14,025.00. Removed the \$20,000 Live at Historic Everett line item does not qualify. Second year, Mr. Shriner really worked hard to produce what he showed in regards to application. Match is significant. Reimbursable grants only pay for itemized receipts. Suggested he work with Julio Cortes to better identify the hotel stays. Both hoteliers stated room nights appear high. Need better documentation for stays. Moved by Greg Willie for \$60,000.00 seconded by Brian. All in Favor.

EVERGREEN ARBORETUM AND GARDENS SOCIETY \$1300.00 – New Event. Staff spoke with Renee Greenleaf. Partners with Children’s museum. Request is modest in comparison. Reasonable request. Moved by Laurie Dunlap, Second by Brian Harmon. All in favor.

YANKEE DOODLE DASH \$4500.00 – Kristy Kentch recused herself and did not participate. Requested \$4000. Received \$3885.00 last year. Moved by Scott Murphy for \$4500.00, Seconded by Greg Willie, All in favor.

FISHERMANS VILLAGE MUSIC FESTIVAL PRIORITY #1 \$35,000.00 Awarded same amount last year. Works diligently with reports. Great event generates many stays. Off the summer peak. Moved by Kristy Kentch, seconded by Laurie. All in favor.

WILD COYOTE MUSIC FESTIVAL PRIORITY #2 \$10,000.00 – New event. Ryan Crowther second application. Off peak time. Commitment to use questionnaire specifically to find out if folks are spending the night. Moved by Brian seconded by Greg Willie. All in favor.

EVERETT’S COLORS OF FREEDOM FOURTH OF JULY \$30,000.00 Same amount awarded last year. Itemized list for expenditures with a much higher match. Great event. MRSC opinion this year that fireworks are an allowable expense. Hotel stays well documented. Moved by Greg Willie seconded by Brian Harmon. All in favor.

SORTICULTURE EVERETT’S GARDEN ARTS FESTIVAL \$30,000.00 – Same amount awarded last year. Charter bus not eligible. Remove \$2500 for charter buses and apply Rentals and security at \$7500. Moved by Brian for \$35,000., Seconded by Laurie Dunlap. All in favor.

2019 OLYMPIC BALLET FOR NEW WORKS & THE NUT CRACKER \$8,000.00 – Awarded \$5000. Last year. Would like clarification of how videography used Marketing or fundraising to recoup their cost. Annual challenge with reporting and receipts. Encourage marketing on line. Performs at Everett Performing Arts Center. Off-season. Smaller amount awarded last year due to lack of funding. Does encourage foot traffic in city and restaurants. Moved by Greg Willie for \$8000. Seconded by Kristy Kentch. All in favor.

EVERETT FOOD TRUCK FESTIVAL & YUM RUN – Downtown Everett Association - \$40,000 – new event. Came from Live in Everett working with Downtown Everett Association. Truck festival previously ran by another party. Difficult to identify funding. Not enough detail. Great event. Concerned with lack of detail on marketing and advertising. Partnership with Downtown Everett, Live in Everett and City of Everett. The city is to assist where they can, as this is a new experience for Live in Everett. Can they successfully put on Fun Run at that time? Budget Narrative identifies partnership with Milltown Creative Company to market the event. Committee concerned with marketing and advertising from their own sister company. Moved by Scott Murphy for \$20,000 on a understanding that reimbursable ad placement, printing invoiced by third party company, by someone other than their own company. Mill Town Creative shown as the match. Seconded by Laurie Dunlap. All in favor.

THE JETTY ISLAND PROGRAM - \$125,000 – Application received after deadline not included.

Next meeting scheduled for Thursday March 14, 2019 at 1200 p.m. to review new round of applications due March 7. No further discussion. Chair Murphy thanked all for participating and serving on the committee