Project title: 2020 Hotel Motel Grant Awards

Project: Hotel Motel Grant Awards
Partner/Supplier: 
Location: City wide
Preceding action: LTAC/Budget 12/10/19, 1/27/20
Fund: 138 Hotel Motel Tax

DETAILED SUMMARY STATEMENT: As required by RCW, the Lodging Tax Advisory Committee met to review the annual long-term obligations of the Hotel Motel Fund. These long-term obligations include the Multi-Purpose Facility $100,000 and Everett Tourism Marketing Plan $150,000. The committee recommends $50,000 increase Marketing Plan to $200,000 for a total allocation of $300,000 for long-term obligations. The Lodging Tax Advisory Committee along with the Budget and Finance committee also reviewed and discussed all applications received on or before November 14, 2019 to recommend the best allocation of current Lodging Tax revenues in an amount not to exceed $500,000. The Total amount of grant recommendations in an amount not to exceed $650,000.00 is as follows:

- Village theatre Promoting 5 shows starting with “Guys and Dolls” $40,000.00
- Everett’s Colors of Freedom Fourth of July $40,000.00
- Serticulure Everett’s Garden Arts Festival $35,000.00
- Schack Arts Center 2019 Exhibits and Events $100,000.00
- Upperleft Beer Fest $32,000.00
- Imagine the Holidays Imagine Children’s Museum $20,000.00
- Fisherman’s Village Music Festival Priority 1 $35,000.00
- Classic Rock 4th of July, Priority 2 $2,500.00
- Everett Quilt Show $28,000.00
- Jetty Island Days $109,033.00
- Community Perspectives Outreach Exhibit Everett Museum of History $15,000.00
- Cruizin’ To Colby $20,000.00
- 2020 Fed Cup US vs. Latvia $35,000.00
- Skyfair 2020 $14,500.00
- Everett Jets FC Semi Pro Soccer $9,000.00
- PNW Sugar Art Show $36,000.00
- Total $621,033.00

Recommendation (exact action requested of Council):
Concur with the recommendation of the Lodging Tax Advisory Committee and the Budget Finance Committee to accept the long-term obligations of the Hotel Motel Tax listed above and to allocate grant funding as designated in an amount not to exceed $621,033.00 and Authorize the Mayor to sign the contracts.
In Attendance: Council member Scott Murphy, Chair, Kimberlee Valvick, Kristy Kentch, Brian Harmon and Sheldon Johnson.

Council member Stonecipher absent.

Chair Murphy asked for introductions and welcomed newest member Sheldon Johnson, Delta Marriott.

Moved to approve the December 10, 2019 minutes. All in favor, none opposed.

Reviewed follow up requested on the Applications. Due to several new applications, with a total amount of ask of $761,371 the committee discussed the applications and put a placeholder amount until all information has been received on December 10, 2019. Follow up meeting scheduled for January 27, 2020 to review follow up materials and make final recommendations.

SKYFAIR 2020 – **Recommend $14,500.** Ask was $31,172 with a match of only $17,585 for a total cost of $117,000. Committee recommended the $14,500 designated for marketing. All in favor none opposed.

EVERETT JETS FC SEMI PRO SOCCER – **Recommend $9,000.** Ask was $10,000 with no match for a total cost of $25,150. Committee recommended $9,000 designated for field rentals.

PNW SUGAR ART SHOW - **Recommend $36,000.** Ask was $72,000 with a match of only $214,500 for a total cost of $286,500. Committee would like to follow up on last year’s contract, a breakdown of the total costs and the profit and loss statements. Staff confirmed this is a new 501c3. They did not have contracts last year nor any financial statements. All in favor none opposed.

FISHERMANS VILLAGE MUSIC FESTIVAL PRIORITY #1 - **Recommend $35,000.** Ask was $35,000 with a match of $85,000 for a total cost of $120,000. Committee would like to see financial statements or profit and loss.

CLASSIC ROCK 4TH OF JULY 3RD PRIORITY 2 **Recommend $2,500.** Ask was $10,000 with a match of $30,000 for a total cost of $40,000. Committee would like to see financial statements or profit and loss and year-end report. Received Financial statements. All in favor none opposed.

CRUZIN TO COLBY CAR SHOW - **Recommend $20,000.** Ask was $30,000 with a match of only $16,400 for a total cost of $46,400. Committee would like to see specific marketing details. All information received. All in favor none opposed.
JETTY ISLAND DAYS - **Recommend $109,033.** Ask was $124,033 with a match of only $118,411 for a total cost of $242,444. Committee would like to know what the additional revenue of $57,800 represents. Email sent to Kimberly Shelton for more information. All in favor none opposed.

VILLAGE THEATRE PROMOTING 5 SHOWS, STARTING WITH GUYS AND DOLLS **Recommend $40,000.** Ask was $50,000 with a match of $1,621,705 for a total cost of $1,671,705. All in favor none opposed.

PROMOTION OF THE SCHACK ARTS CENTER AND 2020 EXHIBITS AND EVENTS **Recommend $100,000.** Ask was $125,801 with a match of $1,429,199 for a total cost of $1,555,000. All in favor none opposed.

2020 FED CUP US VS. LATVIA - **Recommend $35,000.** Ask was $50,000 with a match of $898,000 for a total cost of $948,000. Committee would like to see revenue statements. All information received. All in favor none opposed.

COMMUNITY PERSPECTIVES OUTREACH EXHIBIT EVERETT MUSEUM OF HISTORY - **Recommend $15,000.** Ask was $50,000 with a match of $81,922 for a total cost of $193,422. All in favor none opposed.

SORTICULTURE EVERETT’S GARDEN ARTS FESTIVAL- **Recommend $35,000.** Ask was $35,000 with a match of $91,000. for a total cost of $126,000. Committee would like to see list of last year’s expenses. All in favor none opposed.

EVERETT’S COLORS OF FREEDOM FOURTH OF JULY - **Recommend $40,000.** Ask was $31,172 with a match of only $17,585 for a total cost of $117,000. All in favor none opposed.

UPPER LEFT BEERFEST AND FOOD TRUCK FESTIVAL - **Recommend $32,000.** Ask was $33,000 with a match of only $47,200 for a total cost of $80,200. Committee would like to follow up. Need to confirm tax status. Would like to see profit and loss for this event not the Downtown Business Association. Received all information. All in favor none opposed.

THE EVERETT QUILT SHOW - **Recommend $28,000.** Ask was $33,139 with a match of 53,244 for a total cost of $86,383. All in favor none opposed.

IMAGINE THE HOLIDAYS - **Recommend $20,000.** Ask was $22,175 with a match of only $13,246 for a total cost of $35,241. 2,175 pulled as listed as entertainment which does not qualify. Kimberlee is an employee of Imagine Children’s and recused herself from this action. All in favor none opposed.

The committee also recommended an additional $50,000 to the long-term expenditure for the Tourism Marketing request from Julio Cortes. Information on what it would be used for received. All in favor none opposed.

Total of all pending recommendations - $621,033. Leaving a balance of $28,967 to be available should the committee decide to do a second round of hotel motel grants.

Chair Murphy thanked everyone for their time and commitment to this committee. Grant recommendations to full Council on February 5, 2020 at 630 p.m.

Meeting adjourned.