



CITY OF EVERETT

Lodging Tax Advisory Committee (LTAC)

LTAC Meeting Minutes

Date: February 16, 2021

Time: 4:00 – 5:00 p.m.

- **LTAC members present**
 - Scott Murphy, Chair
 - Gael Gebow, YMCA
 - Kimberlee Valvick, Imagine Children’s Museum
 - Sheldon Johnson, Delta Hotel
 - Brenda Stonecipher, Budget Committee liaison
 - Julio Cortes, Staff Liaison
- **LTAC members absent**
 - Bryan Harmon, Hampton Hotel
- **Review and vote on round one LTAC applications**
 - LTAC Chair, Scott Murphy gave an overview of the five applications submitted. Discussion followed.
 - Schack Art Center – Request: \$21,276
 - Everett Jets FC – Request: \$10,000
 - Everett Arboretum Visibility Project – Request: \$7,500
 - 2021 Gymnastics State Championship – Request: \$16,000
 - Historic Everett Theater – Request: 102,500
 - Total requests: \$156,776 - Total budget available: \$50,000
 - Staff liaison, Julio Cortes provided additional information.
 - Schack Art Center
 - The Schack Art Center is requesting \$21,276 for marketing and promotion of the center as a safe tourist destination via digital marketing channels. Events leading up to 5/31 will be promoted keeping COVID safety regulations in mind.
 - The Schack Art Center was identified by multiple committee members as a great tourist attraction to downtown.
 - Everett Jets FC
 - Everett Jets FC is requesting \$10,000 for the first half of their inaugural season with the Evergreen Premier League of Washington. They are requesting \$4,000 for marketing and \$6,000 for facility rental and operation.

- Staff Support, Deb Williams provided additional events previously supported by LTAC dollars including Everett Jets FC last year. Due to COVID they were not able to have their events.
 - Staff Liaison, Julio Cortes will clarify with applicant regarding additional locations for games.
 - Everett Arboretum Visibility Project
 - The Everett Arboretum is requesting \$7,500 for improving the gateway to the location including adding signage produced by an artist, making landscape improvements, adding a bike rack and welcome kiosk, and \$500 for marketing.
 - Staff liaison, Julio Cortes informed committee that a portion of the request does not qualify for LTAC dollars however there may be additional marketing expenses.
 - 2021 USA Gymnastics State Championship
 - USA Gymnastics is requesting \$16,000 for facility rental at Angel of the Winds Arena.
 - Committee members noted this would be a great event that would bring hotel stays to the City.
 - Historic Everett Theater
 - The Historic Everett Theater is requesting a total of \$102,500 for general operation, production and marketing of Everett Theater events.
 - Staff informed committee that some of the proposed spending would not qualify for LTAC funding and that this was a general ask for funds versus a specific event.
 - Committee members shared that the Everett Theater was a great attraction to downtown and had many benefits.
- LTAC Chair, Scott Murphy asked LTAC members for any final questions or thoughts regarding the applications.
- Council President Stonecipher asked about the possibility of some of the events requesting funds at the County level.
 - Committee member, Sheldon Johnson noted that County funds are plentiful and that these events may have a good chance of receiving needed funding if they applied to the Snohomish County Tourism Promotion Area board.
 - Staff support, Deb Williams noted that some of the events may not be aware of the County opportunity.
 - Staff Liaison, Julio Cortes made a note that he will inform applicants of the County opportunity.
- LTAC Chair, Scott Murphy asked committee for any thoughts on allocation of funds, reminding members that the total request for grants comes out to \$156,776 but the available grant total is \$50,000.
- Committee member, Sheldon Johnson made a motion to partially fund all of the applicants, LTAC Chair, Scott Murphy made an amendment. Discussion followed.
 - Final proposed grant allocation was as follows:
 - Schack Art Center



- Requested: \$21,276
 - Proposed award: \$15,000
 - Everett Jets FC
 - Requested: \$10,000
 - Proposed award: \$6,000
 - Everett Arboretum
 - Requested: \$7,500
 - Proposed award: \$2,000
 - 2021 Gymnastics State Championship
 - Requested: \$16,000
 - Proposed award: \$12,000
 - Historic Everett Theatre
 - Requested: \$102,000
 - Proposed award: \$15,000
 - **Motion:** LTAC Chair, Scott Murphy to approve all proposed grants
 - **Moved by:** Committee member, Sheldon Johnson
 - **Second by:** Committee member, Gael Gebow
 - **Votes**
 - **Yays:**
 - Sheldon Johnson
 - Gael Gebow
 - Kimberlee Valvick
 - Scott Murphy
 - **Nays:** none
 - **Absent:** Bryan Harmon
 - **Follow ups needed:**
 - Staff Liaison, Julio Cortes will follow up with Everett Jets FC contact to confirm location of home games
 - Staff Liaison, Julio Cortes will follow up with Everett Arboretum on marketing expenditure plans
- Round two LTAC application timeline
 - Application opens April 26 at 5 p.m.
 - Application closes May 14 at 5 p.m.
 - Round two application review meeting June 1st from 4-5 p.m.
- Adjourn

