



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated May 18, 2021

Members Present : Matthew Rosenthal, Chairperson – Lodging, Dist. 1
(By ZOOM conf) Sheldon Johnson – Vice Chair, Lodging, Dist. 2
Tim Cordodor – Secretary, Lodging, At-Large
Sara Blayne – Member, Non-Lodging, Dist. 3
Reshma Singh-Chand – Member, Lodging, Dist. 3
Maia Kalehua – Member, Lodging, At-Large
Lindsey Machon – Member, Lodging, At-Large
Teresa Bitner – Member, Lodging, Dist. 5
Jeff Bae – Member, Lodging, At-Large
Doug Hobbs – Member, Non-Lodging, Dist. 5
Virginia Olsen – Member, Non-Lodging, Dist. 4

Members Absent : Julio Cortes – Member, Non-Lodging, Dist. 2
Emily Mitchell – Member, Lodging, Dist. 4
Adrienne Hall – Member, Non-Lodging, Dist. 1

Staff : Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Anniqne Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Carol Peterson – Interim Tourism Promotion Coordinator
Tammy Dunn - Snohomish County Sports Commission (SCSC)
Dan Olson – Snohomish County Sports Commission (SCSC)
Terry Musgraves – Snohomish County Sports Commission (SCSC)

Applicants : Northwest Aerials: 2022 USA Gymnastics XCEL State Championships
Northwest Aerials: 2022 USA Gymnastics Compulsory State Championships
Northwest Aerials: 2023 USA Gymnastics Level 7-10 DP Regionals

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on April 20, 2021
- Northwest Aerials – 2022 XCEL or 2022 Compulsory
- Northwest Aerials – 2023 USA Gymnastics DP Regional Championships
- SCSC April 2021 Dashboard

a. Opening:

Meeting called to order at 3:05 p.m.

b. Welcome and Introductions:

Carol Peterson welcomed Board members and staff to the May 2021 TPA Board Meeting. Formal introductions were made to welcome the three new TPA Board members.

c. Guest Presentation

Shawn Walker, previous TPA Board Member and Chair, introduced guest speaker Paul Pukis to present on a potential private-public partnership as an avenue to build a large indoor sporting complex within the Snohomish County. Paul has met with the SCSC as well as Tom Teigen with DNCR. In this situation, a public entity would provide the land and a private entity would help build and run the operation. Paul anticipates this project would bring in 66,000 room nights to the county and generate \$36

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Snohomish County Department of Parks, Recreation & Tourism, 6705 Puget Park Drive, Snohomish, WA 98296

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million in economic impact to the community. The current plan is for a 100,000 square foot building, which would include basketball courts, volleyball courts, beach volleyball courts, as well as space for weight and skill training.

d. Grant Application Reviewed:

Patti Gable, Director of the Northwest Aerials, presented on two state competition for 2022, the 2022 USA Gymnastics XCEL State Championships and the 2022 USA Gymnastics Compulsory State Championships. Both applications were for one year of funding at \$15,000. Gable explained that Northwest Aerials were in the process of submitting bids to the state board, who will review submissions and award the event to the best bid they receive. These two events are being presented together, because Northwest Aerials only has the option to be awarded one of the two championships. In early June, Northwest Aerials will know whether they have been awarded one of the championships. The 2022 Compulsory State Championships will be three days of 800-900 competitors. The 2022 XCEL State Championships are larger, with two events combined into one. There are currently 17-20 clubs that come from outside a 50 mile radius. Attendance is estimated at about 2,000 spectators. Both events would be held at the Price Center at Everett Community College. Funding would be used to cover cost of the venue. Based on previous events, Northwest Aerials anticipates that these events will bring around 350 room nights to the county.

Patti Gable, Director of Northwest Aerials, also presented an application for the 2023 USA Gymnastics Level 7-10 DP Regionals. The application was for one year of funding at \$40,000. The event would be hosted at the Angel of Winds Arena. Patti Gable believed choosing this venue would increase their chances of being awarded the event, due to its proximity to the freeway and airports. This event would bring teams from Washington, Oregon, Idaho, Alaska, Montana, and Hawaii. The competition also requires 17 officials, at least half of which come from out of state. This event would bring at least 400 room nights to Snohomish County. Patti Gable explained that by continuing hosting regional events, this would increase their chances to host a Western Regional Meet with USA Gymnastics, which would include states west of the Mississippi River, and bring in a larger number of people from outside the county.

e. Board Business:

● **Review of TPA Grant Fund**

- Staff Carol Peterson reviewed committed funds for projects in 2021 and 2022. Staff Bridgid reviewed the Tourism Promotion Fund 5-Year plan. Projections are based off pre-COVID19 numbers, from 2019. Staff explained that during 2020, COVID-19 hit but the TPA assessment also increased by \$1.00 effective July 2020. With the addition of that other dollar, current revenue projections are at about 77 percent of pre-COVID19. Staff also spoke to the Opportunity Fund and Administration/ Overhead cost of 9.5 percent.

● **Grant Applications – Recommendations and Votes:**

- Northwest Aerials: 2022 USA Gymnastics XCEL State Championships or 2022 USA Gymnastics Compulsory State Championships -- \$15,000 11 yes, 0 no Approved
- Northwest Aerials: 2023 USA Gymnastics Level 7-10 DP Regionals -- \$40,000 11 yes, 0 no Approved

● **Approval of Meeting Minutes:**

- Virginia Olsen made motion to approve minutes of the May 16, 2021 meeting, Matthew Rosenthal seconded; motion carried unanimously.

● **Public-Private Partnership Presentation**

● **Board Vacancy and Roles**

- The May 2021 Board meeting was Tim Cordodor’s last meeting. Maia Kalehua volunteered to take the role of TPA Board Secretary.

f. Staff Report:

- Tom Teigen returned to the topic of the potential sports facility. He spoke to the issue of whether this project will be a new development or reuse of current county assets. Tom Teigen stressed the fact that it would be optimal for the county to partner with a city.
- Annique Bennett reported that the county contracted data company, SeeSource, could do a presentation to the TPA Board, in order to review data. As a group, it would be beneficial to do a look back at past events, to look at how many visitors attended as well as where they came from. Next, we should flag dates of upcoming events to track moving forward. Bennett updated the TPA Board that the LTAC had awarded the County DMO additional funds to

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use for programmatic. Staff explained that the County DMO was starting to increase marketing to fly markets and will be restarting Connected TV flights, which had been successful in the past.

- Tammy Dunn reported that the SCSC brought in 442 room nights for the month of April 2021. This translated to \$35,000 in hotel revenues. In May, SCSC had several events scheduled including with USA Football. Tammy Dunn also updated the Board on her progress looking into other ACLU events throughout the country, which the board had asked her to do at the last meeting. Tammy informed the board she would be reconnecting with the Arena before returning with the application.
- Carol Peterson informed new board members that she would be sending out a board training. Members are asked to go through the training and then email staff when completed.

g. Meeting adjourned at 4:15 p.m.

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