



**SNOHOMISH COUNTY**  
Tourism Promotion Area

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## **Minutes of TPA Board Meeting, dated April 17, 2018**

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Present : Shawn Walker – Chair, Lodging at Large  
Debbie Burton (Emge) – Member, Non-Lodging Dist. 5  
Greg Willie – Member, Lodging at Large  
Jim Ballew – Member, Non-Lodging Dist. 1  
Rick Comeau – Member, Non-Lodging Dist. 2  
Georgia Borg-Leon – Member, Lodging Rep. Dist. 3  
Jennifer Caveny – Member, Lodging Rep. Dist. 1  
Tammy Dunn – SCTB Sports Commission  
Amy Spain – SCTB Director

Absent Jay Ohm – Member, Lodging at Large – no proxy vote assigned  
Andrew Heelas – Member, Lodging Rep. Dist. 4 – proxy vote assigned to Shawn Walker  
Dale Gellner – Member, Non-Lodging Dist. 3 – proxy vote assigned to Jim Ballew

Staff : Tom Teigen – Department Head  
Bridgid Smith – Division Manager  
Carol Peterson – Tourism Promotion Coordinator

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on March 20, 2018
- City of Marysville and Seattle Skating Club applications
- Request for proposal documentation for market analysis/feasibility study
- Notes on past Spartan Race events

### **Opening**

Meeting called to order at 3:00 p.m.

#### **1. Introductions**

#### **2. Grant Application/s Reviewed**

Tara Mizell from the City of Marysville presented her application for the Marysville Opera House Marquee which has been registered as a historical landmark since 1982. She is requesting \$24,000 in financial assistance to help purchase and install the corner mount marquee on the Marysville Opera House. The City of Marysville acquired the Opera House in January 2017 which is now utilized as a special event venue for concerts, weddings, memorials, girls get aways, Women's Expo, corporate events, etc. For 2018 they have 125 events already booked. They do the majority of marketing through Twitter, Facebook, news channels, and magazine articles, targeting the WA, Oregon, Idaho and British Columbia areas. This marquee sign is the key focal point in the re-development of the waterfront that is planned for the City of Marysville, due to its visibility from both I-5 and Hwy 528. Along with the renovation, three new hotels are coming to Marysville, continuing to increase tourism and overnight stays to Marysville and Snohomish County. The City is currently implementing iCapture software that will collect and analyze visitor data that will provide valuable information on tourism in years to come.

Erin Kendrick and her co-chair Sanju, from the Seattle Skating Club, presented their application for the 2020 NW Pacific Regional Figure Skating Championships which will be held October 2019. This will be a four day competition event with an additional day beforehand open for practice ice. This event is for skaters from Alaska, Idaho, Montana, Oregon, Washington & Wyoming competing in beginners, juvenile, intermediate, junior & senior categories. They are requesting \$15,000 in funding to help with facility ice costs, marketing/promotion to draw spectators, and transportation costs to/from the airport and

food/beverage costs for the US Figure Skating Officials. The Seattle Skating Club and the Snohomish County Sports Commission will be submitting a bid proposal (due April 30, 2018) to host the 2020 Championships. They are expecting a total of 1,665 attendees and 240 room nights over the four day event.

Further discussions were held on the Spartan Race 2019 application presented at last month's meeting. The 2018 race was just held last weekend with approximately 6500 competitors on Saturday and 3500 Sunday. The big issue was the parking conditions – cars were getting stuck in the mud, the shuttle service was cancelled three weeks prior to the race, and terrible congestion on the roads getting into Monroe. Fairgrounds had about 600 parking spots available and could have been utilized. The TPA Board discussed specific measurables they would like to have stated for the 2019 Spartan Races. Last year 1700 room nights were projected and they are estimating 2000 for the 2019 races. Spartan Race Inc really likes the location at MeadowWood and is locked in with the same place for 2019.

**3. Reviewed grant applications and voted upon as follows:**

- Spartan Race, Inc. 2019 – full funding 0 no, 9 yes, approved
  - The Board is requesting the following conditions with this approval:
    - 1) The board would like to develop a “sweepstakes” offer to help collect emails from applicants, and the board would like the Spartan Race to work with the Sports Commission by sending out an email through their database promoting the sweepstakes offer which will be created by the Sports Commission.
    - 2) Provide the Sports Commission with videos/photos of the races to use for B role creation and advertising.
    - 3) Continue to provide “recaps” of social media measurements from Facebook, Live Broadcast, Twitter, Instagram, etc.
    - 4) All Spartan Race staff members need to stay in Snohomish County hotels.
    - 5) Partner with the Sports Commission on a Plan B for parking/shuttle service, etc for inclement weather and finalizing decisions, and/or find alternate location that is more centrally located within Snohomish County which has on-site, easy access parking and will keep participants inside Snohomish County.
    - 6) Provide survey results which include hotel stays and locations of where participants stayed while in Snohomish County.
- Seattle Skating Club 2020 Regional Championships - full funding 0 no, 9 yes, approved
  - Board recommended that Tammy Dunn present for these small clubs in the future.
- City of Marysville Opera House Marquee – full funding 8 no, 0 yes, 1 abstained, not approved
  - Board recommends looking at the County LTAC grant, this is not a TPA type project.

**4. Motion** – Jennifer Caveny moved to approve minutes from the March 20, 2018 meeting, Shawn Walker 2<sup>nd</sup>, minutes minutes approved.

**5. Board Positions** – Andrew Heelas has stepped down from his position at Extended Stay America and will be managing the Woodspring Suites in Everett. Therefore the board has approved his move from District 4 Lodging to District 2 Lodging.

**6. Next steps for \$1.00 TPA Rate Increase:**

- **Initiate a market analysis/feasibility study** – Tammy Dunn presented a sample of a Request for Proposal (RFP) the SCTB will be posting for a possible market analysis and feasibility study for an indoor/outdoor sports facility. She has reached out to other agencies that have been through this process including Indiana, Alabama, and Oregon. Lacey is also doing an RFP for a facility/RAC Center that will be approximately 45,000 sq. feet which is what we already have and is fairly small. We want to create something bigger and different. A location and cost analysis will also be needed, so Tammy is looking at \$100,000 request on her application for next month's Board meeting. Once proposals come in a closer estimate will be identified. Tammy knows of at least seven companies out there currently that have done facilities like this in the last five years. SCTB will maximize their reach in posting the RFP to make sure it is open to everyone.
- **Timeline** – If TPA Board approves this RFP, then the SCTB will work to get it posted early next week. Consultants would then need four weeks for their work and proposal. The projected deadline for RFP submittals will be noon

on May 22, 2018. Proposals would be presented to the Board at the May 22, 2018 TPA Board meeting. A review committee will be needed with members from TPA, Sports Commission, Tourism, Parks, etc. Since this will be funded by TPA, any TPA Board members that want to be involved with the review process, should be allowed. Once the finalists are selected, then in person interviews will take place. This may push off timeline a bit, but we want to make sure it's done right.

- **Questions to consider** – Can we work simultaneously on the interlocal agreement with cities and the feasibility study/market analysis? Or do we need to wait until proposals come in? Would we be able to get all the city LTACs together at one time, instead of individual visits? Do we realistically think the \$1.00 increase can start on January 1, 2019? It may be more realistic to say July 1, 2019. How long will it take to get the collection process set up with Department of Revenue once the interlocal agreement is signed by all the cities? Staff will look into this and provide answer at next board meeting.

7. Meeting adjourned 4:55 p.m.

8. NOTE: On April 26<sup>th</sup> it was noticed that a formal motion was not stated at the board meeting for the board to move forward with the process of increasing the TPA rate from \$1.00 to \$2.00, so an email was sent out to all the board members. Through email, Jay Ohm made the motion to move forward with the process of increasing the TPA rate from \$1.00 to \$2.00, and Jim Ballew 2<sup>nd</sup> the motion. A second email was then sent out on April 27<sup>th</sup> to all the board members, requesting their YES or NO vote in favor of the motion. All nine current board members replied back with a unanimous vote of YES to move forward. (Email correspondences are attached.)

**Snohomish County Tourism Promotion Area**

Snohomish County Economic Development, 3000 Rockefeller Avenue MS 411, Everett, WA 98201