



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated April 20, 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
Julio Cortes – Member, Non-Lodging, Dist. 2
Sara Blayne – Member, Non-Lodging, Dist. 3
Virginia Olsen – Member, Non-Lodging, Dist. 4
Reshma Singh-Chand – Member, Lodging, At-Large
Maia Kalehua – Member, Lodging, At-Large
Adrienne Hall – Member, Non-Lodging, Dist. 1

Members Absent : Doug Hobbs – Member, Non-Lodging, Dist. 5
Jeff Bae – Member, Lodging, At-Large

Staff : Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Carol Peterson – Interim Tourism Promotion Coordinator
Tammy Dunn - Snohomish County Sports Commission (SCSC)
Trudy Soriano – Public Involvement Associate, Parks, Recreation & Tourism

Applicants : City of Everett – 2021 Sorticulture Garden and Arts Festival
Snohomish Running Co – 2021 The Snohomish Block Part
Snohomish County Parks – 2021 Track Lighting Project at Evergreen Speedway
Snohomish County Sports Commission – 2021 American Cornhole League Pro Shootout

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on March 16, 2021
- City of Everett – 2021 Sorticulture Garden and Arts Festival
- Snohomish Running Co – 2021 The Snohomish Block Party
- Snohomish County Parks – 2021 Track Lighting Project at Evergreen Speedway
- Snohomish County Sports Commission – 2021 American Cornhole League Pro Shootout
- Vacant Board Member Applications
- SCSC March 2021 Dashboard
- TPA By-Laws

a. Opening:

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

b. Welcome and Introductions:

Trudy Soriano welcomed Board members and staff to the April 2021 TPA Board Meeting. She reminded everyone that this virtual ZOOM TPA board meeting was being recorded.

c. Grant Application Reviewed:

Tyler Chism, the Placemaking Coordinator with the City of Everett, presented an application for the 2021 Sorticulture Garden and Arts Festival. The application is a one-year request for \$30,000. This event is an annual festival that brings 150 artists selling handmade garden art and outdoor living products. The event is set to take place the second weekend in June 2021. This is the 24th year, and the event, which is usually held at Normandy Park, is moving this year to Downtown Everett, which will allow for

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

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safer social distancing practices. Year over year attendance ranges from about 16,000 – 18,000 people. The event is estimated to bring in about 130-160 overnight stays. The City of Everett developed three marketing strategies to help increase overnights which included moving campaign content from the City of Everett to the tourism website, Visit Everett, messaging around the festival being a weekend event, and partnering with hotels for packages for guests. The City of Everett is hoping to attract a Millennial/Gen Z audience and will be marketing to people living in apartments/condo. Most of the planned marketing campaigns are digital. In case of any state restriction rollbacks, this makes it easy to turn off marketing efforts. Tyler clarified that this event usually goes to the City of Everett LTAC, however funds are limited due to decreased travel during COVID-19. If the County were to change phase restrictions, the City of Everett has a contingency plan to move the date of the event.

Grant Harrington, with Snohomish Running Co., presented on the 2021 Snohomish Block Party occurring August 20-22, 2021. This application included a one year ask for \$10,000, with an anticipated 300 nights drawn with TPA support. Room night estimates were based off conversations with similar music festivals in the state. Each of the three days of the event will have a different theme, with Friday targeted toward shopping, Saturday will have live music, and Sunday's theme centered around kids and food. A focus for this event is to bring a diversity of visitors to Snohomish, WA. Grant clarified that the projected revenue from this event would be around \$100,000.

Jeremy Husby, Division Manager with Snohomish County Parks, oversees the Evergreen State Fair Park. Jeremy presented an application for the 2021 Track Lighting Project at the Evergreen Speedway, which is a part of the County Park. This application is a one year ask of \$25,000. The Evergreen Speedway has been trying to bring in the Truck Series to Snohomish County. Updating the speedway track lighting is a necessary step toward this goal. In 2017, the TPA awarded the Evergreen Speedway a grant which was used to replace half of the new lighting. This application is a request to replace the other half of the speedway lighting.

Tammy Dunn presented on the American Cornhole League Pro Shootout event application. Tammy explained that the Snohomish County Sports Commission, along with the Angel of the Winds Arena, submitted a bid proposal for the opportunity to host the American Cornhole League (ACL). The ACL responded that they were very interested in coming to Snohomish County, however due to scheduling issues, the event was moved from 2021 to 2022. Besides the date of the event, the application would not change from year to year, thus the board gave Tammy Dunn permission to continue with the application presentation. The event would be aired on television, which would give exposure to both the City of Everett and the County. The application was a one year ask of \$30,000 and estimated to bring 300 overnights to the County. Tammy clarified that the Angel of the Winds Arena would be covering the \$33,300 in rental costs. This event is a reoccurring event, with the potential to bring the ACL back int 2023.

d. Board Business:

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

- City of Everett: Sorticulture Garden & Arts Festival – partial funding of \$15,000 9 yes, 0 no Approved
- Snohomish Running Co. – Snohomish Block Party – no funding 9 yes, 0 no Approved
- Snohomish County Parks – Track Lighting Project at Evergreen Speedway
 - Board requested to resubmit application with a focus on the Truck Series no vote on application
- SCSC – American Cornhole League Pro Shootout
 - Board requested that Tammy Dunn investigate how the ACL has negotiated similar events with other counties no vote on application

• **Approval of Meeting Minutes:**

- Tim Cordodor made motion to approve minutes of the March 16, 2021 meeting, Julio Cortes seconded; motion carried unanimously.

• **Board Member Vacancies**

- Carol Peterson reviewed board vacancies, and the three applications received to potentially fill those positions. One of the applications was for an At-Large position, but currently there are no At-Large positions open. There is the potential to have a qualified current board member move from At-Large to District 3 to open a position. Reshma Singh-Chand offered to move from At-Large to District 3 Lodging.
- Currently have three board vacancies – District 3, 4, and 5 Lodging
 - Lindsey Machon – Courtyard Marriott (At-Large) 9 yes, 0 no Approved
 - Emily Mitchell – HEI in Bothell (District 4) 9 yes, 0 no Approved
 - Teresa Bitner – Embassy Suites (District 5) 9 yes, 0 no Approved

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- **Clarification on Board Member Attendance**
 - Staff reviewed TPA By-Law Sections 3.2 and 3.3 which covered meeting attendance requirements.

e. Staff Report:

- **DVA Advertising & PR Update**
 - Advertising campaigns have had to be nimble due to efforts to stay consistent with phase appropriate messaging. During this time, DVA had the time to build out an entire campaign, acquire creative assets, and edit the Seattle NorthCountry website.
 - Website traffic tends to be a good indicator of how marketing campaigns are performing. For the last year, Seattle NorthCountry has focused on building general brand awareness and consumer confidence so, when things do open, they are ready to book now in the county. Across the board, performance is doing well in comparison to industry standards.
 - Recently, Seattle NorthCountry launched its first call to action for hotel booking campaign. This is the first opportunity the team has had to do this kind of campaign. Booking engines are now on every regional specific page, which will help ease the user experience.
 - The County DMO is partnering with a new visitor data platform, SeeSource, which has become an integral part of building out our marketing audience. The County DMO will have the ability to target visitors who have been to the county in the last three years, as well as look-a-like audiences.

Tammy Dunn introduced the Sports Commissions' new Sports Development staff member, Dan Olson. Dan grew up in Snohomish County, went to Everett Highschool.

Tom Teigen updated the TPA on CARES Act funding and offered to provide a future update to board members once parameters clearly outlined for applicants.

The next LTAC meeting is going to be held on May 18, 2021. The Zoom link will be provided.

f. Meeting adjourned at 5:15 p.m.

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