



**SNOHOMISH COUNTY**  
Tourism Promotion Area

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## Minutes of TPA Advisory Board Meeting, dated July 20, 2021

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Members Present : Matthew Rosenthal, Chairperson – Lodging, Dist. 1  
(By ZOOM conf) Maia Kalehua – Member, Lodging, At-Large  
Sara Blayne – Member, Non-Lodging, Dist. 3  
Reshma Singh-Chand – Member, Lodging, Dist. 3  
Lindsey Machon – Member, Lodging, At-Large  
Emily Mitchell – Member, Lodging, Dist. 4  
Julio Cortes – Member, Non-Lodging, Dist. 2  
Adrienne Hall – Member, Non-Lodging, Dist. 1  
Teresa Bitner – Member, Lodging, Dist. 5  
Jeff Bae – Member, Lodging, At-Large  
Virginia Olsen – Member, Non-Lodging, Dist. 4

Members Absent : Doug Hobbs – Member, Non-Lodging, Dist. 5 (assigned proxy)

Staff : Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism  
Trudy Soriano – TPA Fund Coordinator, Parks, Recreation & Tourism  
Neepaporn Bounjaktha -- Senior Executive Management Analyst, Executives Office  
Tammy Dunn - Snohomish County Sports Commission (SCSC)  
Dan Olson – Snohomish County Sports Commission (SCSC)  
Terry Musgraves – Snohomish County Sports Commission (SCSC)

Applicants : Everett Music Initiative: 2021 Fisherman’s Village Music Festival  
Geek Fortress Games: 2021 Puget Sound Battleground  
Trilogy Events: 2022 The Spirit Championships

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on June 15, 2021
- Everett Music Initiative -- 2021 Fisherman’s Village Music Festival
- Geek Fortress Games -- 2021 Puget Sound Battleground
- Trilogy Events -- 2022 The Spirit Championships
- SCSC July 2021 Dashboard

**a. Opening:**

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

**b. Welcome and Introductions:**

Trudy Soriano welcomed Board members and staff to the July 2021 TPA Board Meeting.

**c. Grant Application Reviewed:**

Ryan Crowther, Founder of the Everett Music Initiative, presented an application for the 2021 Fisherman’s Village Music Festival. The applicant requested one time of funding at \$35,000. This year will be the 8th anniversary of the music festival. In 2021, the applicant expects about 10,000 visitors to come to Everett over the three day festival. The Everett Music Initiative will be partnering with Alaska Airlines, KEXP, Funko, Sub Pop Records, Elysian Brewing, Tito’s Vodka and more to sponsor the festival. Marketing for the festival will go out through news outlets such as the Seattle Times, Settle Met, Seattle Magazine, 1077 THE END, KEXP, and Evening Magazine. The application included funding for partnered advertising agreement through

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

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KEXP as well as a targeted digital and social marketing campaign through Everett Music Initiative’s major label BMG Records. Target audiences included those who listen to similar music in the Pacific Northwest as well as Colorado. Everett Music Initiative also requested assistance for covering costs to secure the major show headliner, Built to Spill. This event is anticipated to bring 700 overnights which includes artists as well as spectators. Ryan clarified that, with the TPA marketing and headliner support, he hopes to increase this overnight number.

Dylan Jupp, owner of Geek Fortress Games, presented an application for the 2021 Puget Sound Battleground event. This application included a one time request for \$20,000. This is Geek Fortress Games first time applying for TPA funding. The 2021 Puget Sound Battleground is a Magic the Gathering card game tournament and will be an expanded version of a similar event that was held in 2019. Currently, the 2021 tournament is the largest event of this kind moving forward on the west coast since COVID-19. The event is free to go to, but in order to play, participants must pay for tickets. Funds are used for referees as well as cash prizes for winners. Dylan clarified that the Geek Fortress was looking for assistance with marketing efforts to spread the word about the event and increase visitation to the county.

Tammy Van Vleet, with Trilogy Events, presented an application for the 2022 Spirit Championships. This application included a onetime request for \$15,000. Trilogy Events is an international organization, which hosts dance and cheer competitions around the world. In a new city, Trilogy Events starts by bringing a one day event to the destination and using this event to market to customers in the region, with the hopes of returning with a multi-day event the following year. The 2022 Spirit Championship application requests assistance with venue rental costs at the Angel of the Winds Arena, which are particularly high for a one day event. Tammy explained that Everett is an appealing location for a return event because of the local airport, which they could advertise to California competitors. Tammy also anticipates the Everett event would include bids for future worlds level events, which would further draw in out of state competitors.

**d. Board Business:**

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

Everett Music Initiative 2021 Fisherman’s Village Music Festival -- \$22,500 (partial funding)	12 yes, 0 no	Approved
Geek Fortress Games: 2021 Puget Sound Battle Ground – \$2,500 (partial funding)	12 yes, 0 no	Approved
Trilogy Events: 2022 Spirit Championships -- \$ 15,000	12 yes, 0 no	Approved

- **Approval of Meeting Minutes:**

- Matthew Rosenthal made motion to approve minutes of the June 15, 2021 meeting, Adrienne Hall seconded; motion carried unanimously.

- **Board Vacancy and Roles**

- The TPA Board has two board vacancies - one At-large Lodging position and one District 2 Lodging position. Staff requested that board members send any recommendations to fill the position to Trudy Soriano.

**e. Staff Report:**

- Annique Bennett introduced Lauren Rogers, an account representative from SeeSource, the data company the County DMO has been using to track visitation to the county as well as launch targeted digital marketing efforts. Lauren used past sporting events held in Snohomish County as examples for the potential event reporting that could be available through SeeSource data moving forward. SeeSource data can show strong correlation between event attendees and hotel stays. Using device counts over specific dates and correlating those data points with Smith Travel Research (STR) data would allow us to calculate average daily rates (ADR) or revenue per available room (RevPAR) per event.

**f. Meeting adjourned at 5:05 p.m.**

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