



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated October 19, 2021

Members Present : Matthew Rosenthal, Chairperson – Lodging, Dist. 1
(By ZOOM conf) Reshma Singh-Chand – Member, Lodging, Dist. 3
Maia Kalehua – Member, Lodging, At-Large
Julio Cortes – Member, Non-Lodging, Dist. 2
Jeff Bae – Member, Lodging, At-Large
Virginia Olsen – Member, Non-Lodging, Dist. 4
Doug Hobbs – Member, Non-Lodging, Dist. 5
Emily Mitchell – Member, Lodging, Dist. 4

Members Absent : Sara Blayne – Member, Non-Lodging, Dist. 3
Lindsey Machon – Member, Lodging, At-Large (assigned proxy)
Teresa Bitner – Member, Lodging, Dist. 5
Adrienne Hall – Member, Non-Lodging, Dist. 1

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

Applicants : Spartan Race, Inc., Cherie Bortnick
- 2022 Tough Mudder
- 2022 Spartan Trifecta Weekend
Snohomish Running Company, 2022 Snohomish Running Company, Grant Harrington
NSA Western World Series, Tammy Dunn
SCSC, 2022 Sports Commission Budget, Tammy Dunn

Documents:

- Meeting Agenda
- Draft TPA Advisory Board Meeting Minutes 09.21.2021
- Spartan Race, Inc., Cherie Bortnick
 - 2022 Tough Mudder Application
 - 2022 Spartan Trifecta Weekend Application
- Snohomish Running Company Application
- NSA Western World Series Application
- 2022 Sports Commission Budget Application
- 2022 TPA Business Plan
- Mike West TPA Board Application
- Rashed Kanaan TPA Board Application

a. Opening:

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

b. Welcome and Introductions:

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

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

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c. Grant Application Reviewed:

On behalf of Spartan Race, Inc., Cherie Bortnick presented on both the Tough Mudder and Spartan Trifecta Weekend applications. Cherie explained that the two obstacle races, one being a team race and the other an individual race, had two very different participant demographics. Tough Mudder historically on average brought in around 8,000 attendees, who tended to have a higher average income of about \$144,000. In looking at the 2019 Tough Mudder event held in Washington, the audience was largely regional, with a strong draw from counties south of Snohomish County. Spartan Races on average attract about 9,000 attendees, coming from a larger spread across the USA. Many of the races occur in the early morning, so participants will stay the night prior to their races, even those coming from Seattle. The total room night goal for these events is 8,000 room nights.

Grant Harrington, Executive Director of the Snohomish Running Company presented on the 2022 Snohomish Running Company Marketing application. Annually, Snohomish Running Company hosts ten separate running events. Six of the ten events occur within Snohomish County. As part of the 2022 application, Snohomish Running Company requested assistance in creating videos and ad buys that would showcase the County’s scenery and tourist attractions. The new creative assets would be used to attract participants from outside the county, and as a result increase overnight stays within the county. Currently, Snohomish Running Company events draw on average 1,500 per event, with approximately 25% of participants traveling from outside Snohomish County.

Tammy Dunn, Executive Director of the Sports Commission, presented on the 2022 NSA Western World Series. This application is requesting \$10,000 in facility rental fees. Facility costs in Snohomish County tend to be higher than other regions NSA hosts their events, and this event has not been hosted in the county since 2015. NSA is anticipating 100 teams to participate in the Western World Series. Teams will be coming from across the country and will be booking hotel room nights several months prior to the event.

Tammy Dunn presented the 2022 Snohomish County Sports Commission (SCSC) Budget request. The SCSC requested \$408,950 for their 2022 operating budget, which will include advertising, marketing, development, wages & benefits, operations, and tradeshows & travel. The outlined operating budget will allow SCSC staff to continue their work in making Snohomish County a premier sports destination and set the county up to be competitive in the sports tourism industry. Tammy made note that part of the 2022 budget included fees for moving the Sports Commission from Willis Tucker Park to a new location (TBD). Tammy outlined 2022 tradeshows SCSC planned to attend, as well several sporting events her team was working to bring to the County.

d. Board Business:

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

Spartan Race, Inc.		
2022 Tough Mudder - \$75,000 (full funding)	9 yes, 0 no	Approved
2022 Spartan Trifecta Weekend - \$75,000 (full funding)	9 yes, 0 no	Approved
Snohomish Running Company		
2022 Marketing – no funding	9 yes, 0 no	Approved
Snohomish County Sports Commission		
2022 NSA Western World Series- \$10,000 (full funding)	9 yes, 0 no	Approved
2022 SCSC Budget Proposal – \$408,950 (full funding)	9 yes, 0 no	Approved
Trail Running Conference		
Addition of 2023 Trail Running Conference	9 yes, 0 no	Approved
Reallocation of existing budget	9 yes, 0 no	Approved

- **Approval of Meeting Minutes:**

- Matthew Rosenthal made motion to approve minutes of the September 21, 2021 meeting, Doug Hobbs seconded; motion carried unanimously.

- **Review TPA Board Member Applications**

- The board reviewed and approved two board applications, which will fill the two lodging position vacancies:

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| ▪ Mike West – Hotel Indigo (District 2, Lodging) | 9 yes, 0 no | Approved |
| ▪ Rashed Kanaan – Innventures (At Large, Lodging) | 9 yes, 0 no | Approved |

- **Business Plan Review**

- Staff reminded the board that the 2022 TPA Business Plan would be formally voted on at the November 2021 meeting
- Board members requested that staff make a formal presentation and funding request for Datafy event reports.

e. **Staff Report:**

- Tom Teigen spoke to the transition of the Tourism Department from the Department of Conservation and Natural Resource to the Executive Office. In addition, he spoke to the fact that the Tourism Department would be hiring several staff in late 2021 and early 2022.
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f. **Meeting adjourned** at 4:35 p.m.

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