



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated September 21, 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
Sara Blayne – Member, Non-Lodging, Dist. 3
Julio Cortes – Member, Non-Lodging, Dist. 2
Teresa Bitner – Member, Lodging, Dist. 5
Jeff Bae – Member, Lodging, At-Large
Virginia Olsen – Member, Non-Lodging, Dist. 4
Doug Hobbs – Member, Non-Lodging, Dist. 5
Adrienne Hall – Member, Non-Lodging, Dist. 1
- Members Absent : Lindsey Machon – Member, Lodging, At-Large (assigned proxy)
Emily Mitchell – Member, Lodging, Dist. 4 (assigned proxy)
- 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 : Eventuris – 2022 Everett 3on3 Basketball Application, Rick Steltenpohl
Snohomish County Sports Commission (SCSC), Tammy Dunn
- 2022 USA Gymnastics US Classics
- 2022 US Trail Running Conference
- 2022 ACL Pro Shootout & Open Competition
- 2022 National Beard & Moustache Championship
Washington State Gymnastics Foundation – 2022 WA State Boys Gymnastic Championship, Tylan Elliot
- Documents:
- Meeting Agenda
 - Draft TPA Advisory Board Meeting Minutes 09.21.2021
 - Eventuris – 2022 Everett 3on3 Basketball Application
 - SCSC - 2022 USA Gymnastics US Classics Application
- 2022 US Trail Running Conference Application
- 2022 ACL Pro Shootout & Open Competition Application
- 2022 National Beard & Moustache Championship Application
 - 2022 WA State Boys Gymnastics Championship Application
 - 2022 TPA Business Plan
 - 2021 TPA Grant Application
 - 2021 TPA Board By-laws
 - August 2021 SCSC Dashboard

a. Opening:

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

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

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b. Welcome and Introductions:

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

c. Grant Application Reviewed:

Rick Steltenpohl with Eventuris, presented on the 2022 Everett 3on3 Basketball Tournament. Rick was previously Executive Director of Spokane Hoopfest for 25 years. Seven years ago, Rick started his own company, Eventuris, to begin hosting high level events across the country. At this time, Eventuris does not have any events in Western Washington, and has selected Everett as an ideal location to hold a 3on3 basketball tournament. Eventuris has begun conversations with local stakeholders around logistic planning and permitting for a kickoff event in July 2022. Eventuris expects about 300 teams to register the first year with a registration fee of about \$120 per team. Rick explained that he expects overnights for the first year to be low. However, long term, Rick anticipates this event to grow and become a large annual event pulling significant room nights to Snohomish County.

Tammy Dunn, Executive Director of the Snohomish County Sports Commission (SCSC), presented on four 2022 sport related grant applications, which included the USA Gymnastics USA Classics, the US Trail Running Conference, the ACL Pro Shootout & Open Competition, and the National Beard & Moustache Championship. The Sports Commission submitted a bid on September 6th for the 2022 USA Gymnastics USA Classics. Their TPA Application is requesting funds for marketing to increase spectators coming to the event and staying in county hotels. A bid was submitted on September 10th by the SCSC for the 2022 US Trail Running Conference. This is a national event, bringing trail runners from across the country. SCSC has contacted a number of local venues to host this event. Brooks Running, Inc. out of Seattle has also committed to contributing in-kind support. The TPA application for this event requests funds to help cover venue costs. The third SCSC application is for the 2022 National Beard & Moustache Championship Application. Staff is currently looking into venues and is asking for TPA support to help cover facility costs. The last application submitted by the SCSC is the 2022 American Cornhole League (ACL) Pro Shootout. Staff clarified that the revenues generated by this event are used to build out and expand future events across the country. The prime location for this event would be the Angel of the Winds Arena, which has offered to wave the facility fee. The TPA Application is requesting support with guest services including service fees for the two-day event at the Arena. Depending on when the shootout occurs, SCSC staff has reserved the Gary D. Weikel Center as a backup venue. If Snohomish County can secure the ACL event in 2022, the event will return in 2023.

Tammy Dunn presented on behalf of the Washington State Gymnastics Foundation on the 2022 WA State Boys Gymnastic Championships. The foundation often brings competitors and spectators from across the states. The estimated generation of one thousand room nights is based on previous events held a few years ago in Snohomish County. The application is requesting 10,000 in facility costs and to help cover costs of judges which include room nights and a stipend. The gymnasium at Edmonds Community College has been secured for this event.

d. Board Business:

• Grant Applications – Recommendations and Votes:

Eventuris		
2022 3on3 Everett Basketball Tournament - \$25,000 (full funding)	12 yes, 0 no	Approved
Snohomish County Sports Commission		
2022 USA Gymnastics US Classics - \$15,000 (full funding)	12 yes, 0 no	Approved
2022 US Trail Running Conference - \$15,000 (full funding)	12 yes, 0 no	Approved
2022 ACL Pro Shootout & Open Competition - \$25,000 (full funding)	12 yes, 0 no	Approved
2022 National Beard & Moustache Championship - \$3,000 (full funding)	12 yes, 0 no	Approved
Washington State Gymnastics Foundation		
2022 Washington Boys 2022 USA Gymnastics US Classics - \$3,000 (full funding)	12 yes, 0 no	Approved

• Approval of Meeting Minutes:

- Matthew Rosenthal made motion to approve minutes of the August 17, 2021 meeting, Sara Blayne seconded; motion carried unanimously.

• Business Plan Review

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e. Staff Report:

- Tom Teigen spoke to the diversity of assets within Snohomish County, and how the TPA Grant projects will help highlight these assets in 2022.
- Tammy Dunn presented the Quarter 3 report for the SCSC. Summer 2021 was a successful season due to several large outdoor sporting events in the county. Room nights for 2021 are down significantly from 2018 and 2019, but staff still feels positive about the recovery progress that has made throughout the year. Staff gave an update on definite and tentative room nights booked through 2024. SCSC has booked 29 new sports events during 2021 and 2022, which will help increase room nights in the coming years as they grow more traction. A couple of these events are working closely with County Parks staff to secure county owned property for their event venues. Sports Commission staff also have four sports conferences planned in late 2021 and early 2022.

f. Meeting adjourned at 4:10 p.m.

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