



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated June 15, 2021

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
Doug Hobbs – Member, Non-Lodging, Dist. 5
Emily Mitchell – Member, Lodging, Dist. 4
Julio Cortes – Member, Non-Lodging, Dist. 2
Adrienne Hall – Member, Non-Lodging, Dist. 1

Members Absent : Sheldon Johnson – Vice Chair, Lodging, Dist. 2
Teresa Bitner – Member, Lodging, Dist. 5
Jeff Bae – Member, Lodging, At-Large
Virginia Olsen – Member, Non-Lodging, Dist. 4 (assigned proxy)

Staff : Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Trudy Soriano – TPA Fund Coordinator
Tammy Dunn - Snohomish County Sports Commission (SCSC)
Dan Olson – Snohomish County Sports Commission (SCSC)
Terry Musgraves – Snohomish County Sports Commission (SCSC)

Applicants : Schack Art Center: 2021 Fresh Paint, A Festival of Artists at Work & the Float Find
Schack Art Center: Exhibition Lighting Upgrade
Gold Creek Equine Rescue: 2022 & 2023 Gold Creek Horse Show

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on May 18, 2021
- Schack Art Center – 2021 Fresh Paint, A Festival of Artists at Work & the Float Find
- Schack Art Center – Exhibition Lighting Upgrade
- Gold Creek Equine Rescue – 2022 & 2023 Gold Creek Horse Show
- SCSC May 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 June 2021 TPA Board Meeting. Formal introductions were made to welcome the new TPA Board members.

c. Grant Application Reviewed:

Carol Thomas, Advancement Development Director of the Schack Art Center, presented an application for the 2021 Fresh Paint, A Festival of Artists at Work & the Float Find. The applicant requested one year of funding at \$15,000. This year will be the 25th anniversary of the Fresh Paint Festival and will be held at the Everett Marina. The festival takes place over two days and will be held on August 21-22, 2021. At this time, the Schack Art Center has 116 vendors signed up to participate. All participants in the festival are asked to demonstrate how they create their art, which makes the festival very engaging. In previous years, the festival has had about 10-12 vendors coming from 50+ miles and stay three nights at local hotels. Carol anticipates the event

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

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usually attracts at least 8,000 attendees, with 10 percent (or 800 guests), coming from 50+ miles away and staying at least one night in local hotels. Carol Thomas clarified that Schack Art Center was able to track where visitors were coming from through tracking zip codes after art purchases as well as surveys throughout the event.

Carol Thomas also brought forward an application for an Exhibition Lighting Upgrade for the Schack Art Center. County staff clarified that the TPA does not fund capital projects, and the application was taken off the table for discussion.

Patti Gable, with Gold Creek Equine Rescue, presented an application for the 2022 and 2023 Gold Creek Horse Show. The applicant requested two years of funding for their event, at \$4,000 per year, and total ask of \$8,000. Gold Creek Equine Rescue, located in Woodinville, WA, rescues and rehabilitates abused horses throughout the State. The inaugural Gold Creek Horse Show fundraiser is scheduled to take place in 2022 and is anticipated to become Gold Creek's major annual fundraising event in future years. Gold Creek Equine Rescue has committed to hosting the Horse Show event at the Evergreen State Fairgrounds for 2022, 2023 and 2024. Patti Gable anticipates that, following the initial year, the event will grow into a multi-day event to help increase overnight stays in the county.

d. Board Business:

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

Schack Art Center:			
2021 Fresh Paint, A Festival of Artists at Work & the Float Find -- \$15,000	9 yes, 1 no	Approved	
Gold Creek Equine Rescue:			
2022 & 2023 Gold Creek Horse Show – \$8,000 (\$4,000 per year)	10 yes, 0 no	Approved	

- **Approval of Meeting Minutes:**

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

- **Board Vacancy and Roles**

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

e. Staff Report:

- Anniqne Bennett reported on the County DMO spring marketing push. The campaign was successful, with overall 106,000 people interacting with the campaign. Website traffic and Flight Markets were both up over 2020 as well as pre-pandemic 2019 numbers. Using STR hotel data in the county, the tourism team was able to estimate hotel attribution from the spring marketing campaign. Based on these numbers, ADR during the campaign was \$84.93 and the cost per room night was \$23.86. We hope to see the cost per room night to continue to get smaller over time. Lastly staff reported on the PR work in the county. Several travel journalists have visited the destination and published stories promoting their experiences.
- Tammy Dunn reported on quarterly metrics from the Sports Commission. All the numbers were as of June 15, 2021. To date, SCSC efforts have resulted in 5,532 room nights which translates to \$9.7 million in economic impact. While room nights are slightly behind the previous year, in looking at the full year picture, SCSC staff are optimistic that 2021 overall will be a successful year for room nights booked in Snohomish County. Staff also reported on recent and upcoming conferences Sports Commission staff would be attending throughout 2021.

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

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