



ADVISORY BOARD ANNOTATED AGENDA

Tuesday, April 18, 2023
3:00 p.m. to 5:00 p.m.

Location – Hybrid:

Link posted on TPA website for public access

Snohomish County Executive Office:

Lynnwood Event Center

Meeting called by: Advisory Board Chair

Please review: March 21, 2023 Meeting Minutes

3:00 p.m.

Welcome

Roll Call

- Board Members Present:
 - Jeff Bae – absent
 - Teresa Bitner – Vice Chair, Lodging, Dist. 5 - present
 - Nikki Brame - PRESENT
 - Jennifer Caveny – Secretary/Treasurer, Lodging, Dist. 1 - present
 - Danielle Cavoto - present
 - Tyler Chism – absent Doug is proxy
 - Sarah Cho - Member, Non-Lodging, Dist. 1 - present
 - Doug Hobbs – Member, Non-Lodging, Dist. 5 - present
 - Janet Pope – Member, Non-Lodging, Dist. 3 - present
 - Mike West – Chair, Lodging, Dist. 2 – present
 - Kiel Whitney – present
- Staff Present:
 - Simreet Dhaliwal – Snohomish County Executive's Office
 - Trudy Soriano – Snohomish County Executive's Office
 - Tammy Dunn - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Nathan Caferro – Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Rachel Lane – Sports Marketing Specialist
 - Christian Folk – DVA – DMO Agency of Record
 - Amy Coelsch– DVA – DMO Agency of Record
- Presenters Present:
 - Jen Smith – Pro Gymnastics
 - Maura Fox – Pro Gymnastics
 - Dorian Lair – Snohomish County FC
 - Marco Mummey – Everett Jets
 - Dan Feldstein - JLL

3:10 p.m. – 3:50 p.m.

Grant Applications:

- Women's Pro Gymnastics Event
 - Maura Fox gave an overview of the professional women's gymnastics events. Project would be serving the athletes, fans, and the sport itself. Applicants amended application to add story-telling segments to include athlete profiles and where the event is occurring.
 - Jen Smith: Last time room nights was a question. They have done research on how similar events have impacted room nights across the country. Usually saw that participants and attendees stayed throughout the week. We'd like to make this our annual, reoccurring location for our event.
 - Janet Pope: There are 1150 hotel room nights, of which 1000 is from TPA. Do the funds go to Gymnastic City or the marketing?
 - Maura: we are focused on room nights. We are driving sales to the merchant city. Maybe we will be doing a sponsorship that is more storytelling.
 - Jen: TPA funds will be used for marketing to increase room nights.
 - Mike West: Is this written in a way where the \$100k is a sponsorship?
 - Maura: We will use the 100k for the ad buys and engaging them in activities that will result in room nights. We can extend messages to include those who might be focused on destination focused.
- Snohomish County FC
 - Dorian Lair made changes to application to say where the funds will go to. Gave overview of mission, values, and strategy of organization. With digital marketing and live-streaming technology for marketing. There will be no more print and merchandise and focused on marketing content now. They will be launching a Media Day that will occur twice a day. Social Media and website redesign will also be included.
 - Janet Pope: How does the TPA request is to attract more fans for the hotel room nights work? Is there a formula that x social media results in x room nights?
 - Tammy Dunn: It will be creating the ads to market to fans and other teams to in other regions such as Wenatchee. Looked at where the games are occurring and where the teams and their families are coming from. The Sports Commission doesn't have the data to track where the guests are coming from yet.
 - Dorian: example of spending \$300 to boost ads for an event that occurred today
 - Nikki Brame: Are you attached to a home location in the county?
 - Dorian: The team is not attached to one city. Currently, they train in Lynnwood, Mill Creek, and Smokey Point, and Snohomish. Looking towards to one day having a home location but that is not currently fiscally feasible.
- Everett Jets
 - Marco Mummey gave an overview of application. They get about 200 fans average. The team will be playing all home matches in Mariner HS in Everett. There is a drum line, half time shows, and food trucks. Teams will come from Olympia, Bellingham, Vancouver, and others. All of those will have overnight stays need. They will be doing hotel coordination with Away Teams and do tracking to poll for the number of overnight stays.
 - Mike West: in the breakdown, you've got \$2000 for marketing and the rest is for facilities and transportation

- Marco Mummy: Yes, we are doing billboards now so that's part of the marketing strategy. Doing digital and traditional marketing, including doing a sign blast. If we can't have venue, we'll have no one to attract to the county. Travel cost will be used for buses to go to away games.
-

3:50 p.m. – 5:00 p.m.

Board Business:

- Grant Applications
 - Women's Pro Gymnastics Event
 - Doug Hobbs: That's a lot of money to generate 5500 visitors. It's gonna go on without our support. They're only generating 150 stays without TPA support.
 - Janet Pope: I agree with that. If they don't get our funding, are they going to do Gymnastics City?
 - Tammy Dunn: with all the coaches, staff, and families, it is 150. Without the funds, it's hard to measure or hard to track that they will be bringing in room nights from outside the area. 1000 is not a lot but Skate America brought in 2000 room nights even though only 600 was estimated. They haven't signed a deal with a venue but would really like to have this be the location. They are meeting with potential sponsors as well. Gymnastics City is a way to get local partners and sponsors.
 - Jennifer Caveny: They don't breakout where the TPA money is going toward.
 - Doug: The money they are spending on marketing could buy a tri-state area. How do you put \$2.5 million that only generates 5500 people?
 - Mike West: it's a very big ask for very little return. Are we paying for a sponsorship, or do they have a title sponsor currently? It's still not clear what we are getting for this.
 - Tammy Dunn: TPA is not paying for a sponsorship. This funds would allow the TPA to be considered an associate sponsor.
 - Jennifer Caveny: Is the \$100k, which things are we paying for exactly?
 - Mike West: Is \$100k something we even feel comfortable with? Or should we do \$17,950?
 - Doug Hobbs: numbers are all over the board and we're still not sure what we're paying for. Partial funding is a good idea.
 - Jennifer Caveny: too much for an unknown quantity.
 - Janet Pope: do 30k to show level of interest. I'd also like an After-Action Report
 - Teresa Bitner: total for marketing is \$40,450, and make a stipulation for not incentivized marketing
 - Mike West: that makes sense to me since it is broken down
 - Teresa to move award \$40,450, Doug second. Motion passes unanimously
 - Snohomish County FC
 - Janet Pope: I feel uncomfortable on having the applicants watch each other's applications. What's the bang for our buck when it comes to the two different soccer clubs?

- Tammy Dunn: A lot of marketing ideas are new and innovative with help from SCSC. High schools are expensive. Other Ideas slides is not directly related to funding request.
 - Janet Pope moved to support for \$10k, Jennifer seconded. Motion passes unanimously.
 - Everett Jets
 - Jennifer Caveny: \$2k is the only eligible costs. Coupon mailers and some of the other things will not get over nights.
 - Janet Pope: Economic impact was still towards players and their families. The intent might be to attract, but \$2k isn't enough to attract fans.
 - Doug Hobbs approve \$2k for social media marketing only, Janet Pope seconded. Motion passes unanimously
- Opportunity Fund Proposal
 - Mike West introduced a proposal DVA brought to the TPA Advisory Board for the Opportunity Fund. The 2023 Business Plan discussed several ways the Opportunity can be used in ways that can achieve the TPA's goal of promoting tourism and business in the County. DVA, as the DMO agency of record, is here with a proposal on how we expand marketing efforts as part of the broader initiative and ongoing efforts.
 - DVA gave a proposal of Connected TV that puts ads in Smart TVs and devices. This is part of an existing media mix. Let to over 300 room nights observed so far. This specific ask will generate 150+ rooms and a total of 620 room nights. Production for the assets is being funded through the DMO and ARPA through the Numbers Campaign.
 - Doug Hobbs: This is a 5-month campaign, is this all OTT? What is the cost per thousand?
 - Christian Folk: CTV is around 35 to 50 dollar range depending on your audience. Looking at around 1.9 million impressions.
 - Amy Coelsch: This would be running in connection with a very robust digital marketing.
 - Mike West: Taking a look at the markets, why are those markets chosen?
 - Christian Folk: We already have a fair amount of marketing happening in Portland. The intent was to see what markets are showing up already and are direct flight markets. Those are higher value visitors.
 - Janet Pope approves the motion; Nikki Brame seconded. Motion passes unanimously.
- Lynnwood Event Center Master Plan and Overview
 - Dan Feldstein and Janet Pope gave an overview of the PFD Master Plan. Lynnwood Event Center will be the door to the downtown Lynnwood core. There is a new operator onboard and KPIs that drive efforts and to look at the economic impact. Doubling the size of the Event Center and developing the area to include indoor/outdoor space and multi-family housing. The idea is to sell and market Lynnwood and Snohomish County.
- March Board Meeting Minutes
 - Doug Hobbs made motion, Jennifer Caveny second. Motion passes unanimously.
