



## CITY OF EVERETT

# Lodging Tax Advisory Committee (LTAC)

## LTAC Meeting Minutes

Date: June 1, 2021

Time: 4:00 – 5:00 p.m.

- **LTAC members present**
  - Scott Murphy, Chair
  - Gael Gebow, YMCA
  - Sheldon Johnson, Delta Hotel
  - Brenda Stonecipher, Budget Committee liaison
  - Julio Cortes, Staff Liaison
- **LTAC members absent**
  - Bryan Harmon, Hampton Hotel
  - Kimberlee Valvick, Imagine Children's Museum
- **Applicants present**
  - Kimberly Shelton – Jetty Island Days
  - Frank Stilwagner - Village Theater
  - Ryan Weber – Delta Art & Garden Festival
  - Gael Gebow – Yankee Doodle Dash
- **2021 First round overview**
  - LTAC Chair, Scott Murphy welcomed everyone, gave an overview of round one grant awards and reminded the committee that for round one we had five applicants who received funds for a total of \$50,000.
- **Second round of LTAC Funding**
  - Chair Murphy informed the LTAC that there are ten applications to review for round two with a total ask of \$334,363 and that this year's available funds are lower than previous years due to the pandemic.
  - Second round funding information was shared:
    - For events happening between June 1 and December 31, 2021
    - Funds available: \$150,000
    - Must meet current COVID-19 restrictions and safety standards
- **Application review**
  - Chair Murphy suggested the committee go through all ten applications to briefly review and discuss before allocating any funds. Committee agreed and went through the grant applications in alphabetical order for general discussion.
- **General discussion of applications**
  - Cruzin To Colby Car Show

- Chair Murphy informed the committee that the ask is for \$30,000 and requested information on the history of grant allocation for this event. Staff provided information of funds received in the past and there was discussion on the date of the event.
- Delta Art & Garden Festival
  - Chair Murphy informed the committee that the ask is for \$3,500 and provided information on location and date of event.
- Fisherman’s Village Music Festival
  - Chair Murphy informed committee members that the ask is for \$30,000 and asked who the non-profit partner was. Staff informed the committee that the partner is the Snohomish County Music Initiative. LTAC member Johnson asked if this event has had grant requests in the past. Staff provided historical information on past grant awards from LTAC.
- Fourth of July
  - Chair Murphy, informed that this request is submitted by the City of Everett to provide additional programming to the Fourth of July celebration. Request is for \$30,000. LTAC member Johnson asked for clarification on what the funds are going to be used for. Staff informed committee that the funds would be used to add music performances, beer garden and programming to the event including equipment rental.
- Historic Everett Theatre
  - Chair Murphy informed the committee that this applicant was granted funds in round one for \$15,000. The request for round two is for \$20,000. LTAC member Johnson requested information on the impact of the round one funds. Staff informed committee that there are no reports on round one allocations yet.
- Jetty Island Days
  - Chair Murphy informed the committee that the ask is for \$57,696 to support Jetty Island programing for the summer. Chair Murphy provided historical information on the Jetty Island program and information on the new partnership between the City of Everett, Port of Everett and Snohomish County which includes a nominal fee and a reservation system. LTAC member Johnson asked about the \$12,697 designated as ‘other’ in the expenses section. Staff provided information and noted that Kimberly Shelton is in the meeting and will be able to provide further details.
- Schack Art Center 2021 Promotion of Exhibits & Online Learning
  - Chair Murphy informed the committee that the ask is for \$79,467 to provide marketing and promotion support. Information was also provided on historical awards to this applicant including the grant awarded in round one.
- Upper Left Beerfest & Food Truck Festival
  - Chair Murphy informed committee that the ask is for \$39,500. Information was provided on historical grant allocations to this event.
- Village Theatre’s Return to Producing
  - Chair Murphy informed committee that the ask is for \$40,000 to support returning to producing shows during the summer and fall seasons. Historical LTAC award information was provided.
- Yankee Doodle Dash



- Chair Murphy informed committee that the ask is for \$4,200 for marketing. Chair also noted that LTAC member Gebow is employed by the Y and would not be able to vote on this application. Historical information was provided on this applicant.
- **Allocation discussion**
  - After general discussion, LTAC members discussed allocations for each applicant. Chair Murphy informed the committee that if distributed evenly, each applicant would receive approximately 45% of their ask. If more than 45% was awarded to any one applicant, it would take away from others. After that note, the LTAC moved to discuss allocations.
  - Cruzin To Colby Car Show
    - Chair Murphy shared his experience with the event and noted it was a strong event for Everett. LTAC member Johnson highlighted that this event raises the city's profile in the region and will communicate that Everett is open for business. LTAC member Johnson proposed \$20,000 to match the match the event was receiving from other sources. LTAC member Gebow proposed \$10,000 to cover marketing expenses. Chair Murphy suggested to award \$15,000. After final numbers were discussed an award of \$17,500 was agreed upon.
  - Delta Art & Garden Festival
    - LTAC member Johnson suggested \$2,000 award and LTAC member Gebow suggested \$1,200 to cover marketing expenses. Budget Committee Liaison Brenda Stonecipher agreed with LTAC member Gebow to award a grant in the amount of marketing expenditures. She also suggested to keep in mind the events happening in the off seasons. After final discussions \$1,500 was agreed upon.
  - Fisherman's Village Music Festival
    - LTAC member Gebow proposed \$30,000 because of the events ability to entice people from out of the area to visit Everett. LTAC member Johnson agreed to fund at \$30,000. After final numbers were discussed \$30,000 was agreed upon.
  - Fourth of July
    - Chair Murphy asked to unmute applicant Kimberly Shelton for questions on the fourth of July event. Kimberly noted she was not the applicant for this specific ask but did share information based on her experience with this event. Chair Murphy asked what would happen if LTAC does not fund this at all. Kimberly responded that the festival side of the celebration would have to be scaled back to bare bones operations. Partial funding may allow for some programming. LTAC member Johnson noted the event would allow people to spend funds in the city. LTAC member Gebow noted there is no parade this year, so she likes the idea of a festival being tied to the fireworks. Chair Murphy agreed and suggested funding a portion of the ask. LTAC member Johnson noted this event may be our big breakout event since the pandemic. Budget Committee Liaison Stonecipher agreed that this event would be the first big event allowed since the pandemic and asked the committee to be aware of the community's



readiness for an event of this size. After final numbers were discussed an award of \$15,000 was agreed upon.

- Historic Everett Theatre
  - Chair Murphy noted that the ask is for a number of events, some during the off season. Staff provided further historical information on past awards from LTAC. Chair Murphy suggested an award of \$10,000, committee agreed.
- Jetty Island Days
  - Chair Murphy asked applicant Kimberly Shelton to be unmuted and asked for a break down of costs. Kimberly responded that it would be mostly for seasonal staff and programming as described in the application. She noted there was no funding in the 2021 city budget, but that a partnership with the Port of Everett and County was developed. The Port of Everett is taking on the cost of the ferry and the County is taking on the new reservation system. Chair Murphy asked how many seasonal staff the grant would pay for, Kimberly responded that 6-8 temporary staff would be used for 7-8 weeks. They will be assisting people as they come to the kiosk with getting ready to board the ferry, ensure capacity restrictions are followed, provide tours and facilitate return trips and programmatic support for visitors. LTAC member Johnson suggested to fund at \$30,000 and LTAC member Gebow suggested to fund at \$20,000. Chair Murphy suggested to partially fund at \$25,000 which was agreed upon by committee.
- Schack Art Center 2021 Promotion of Exhibits & Online Learning
  - LTAC member Johnson asked for information on what the applicant did with the \$15,000 award from round one. Staff responded that there is no report yet but the application submitted suggested they promoted socially distant events and online events. Chair Murphy noted that the ask was for marketing purposes and reduced funding would affect the marketing strategy. Chair Murphy noted that LTAC would not be able to fully fund this application but suggested to partially fund. LTAC member Johnson suggested to fund at the same level as round one. The committee agreed on a \$15,000 award.
- Upper Left Beerfest & Food Truck Festival
  - Chair Murphy noted that reduced funding would have an effect on event/product. Chair Murphy asked about costs designated as 'other' in the expenses section, staff informed committee that the 'other' costs would be for operational costs like security. LTAC member Johnson suggested an award of \$15,000 due to the uncertainty of hotel stays. Staff noted that this year, the event would be partnering with the Food Truck festival to create a larger experience for visitors. LTAC member Gebow suggested a \$17,000 award and Chair Murphy also suggested \$17,000. After final discussions, an additional \$1,000 was awarded and \$18,000 was agreed upon.
- Village Theatre's Return to Producing
  - Chair Murphy noted the ask was for a few events during the summer and some during the offseason as Budget Committee Liaison Stonecipher noted should be highlighted. Chair Murphy also noted all of the funding would be for marketing



and suggested funding \$15,000 for this ask which was agreed upon by committee.

- Yankee Doodle Dash
  - Chair Murphy noted the ask was all for marketing, LTAC member Johnson suggested \$3,000 which was agreed upon.
- While discussing final allocations, there was \$3,500 left to award. LTAC member Gebow suggested awarding the remaining funds to the Upper left Beerfest event, LTAC member Johnson suggested awarding the remainder to the Cruzin Colby event and Budget Committee Liaison Stonecipher suggested awarding the remaining funds to events occurring during the off season. After further discussion, it was agreed upon to split the remaining \$3,500 – The Cruzin Colby event received an additional \$2,500 bringing its total to \$17,500 and the Upper Left Beerfest received an additional \$1,000 bringing its total to \$18,000.

Final proposed grant allocation was as follows:

- Cruzin To Colby Car Show
  - Requested: \$30,000
  - Proposed Award: \$17,500
- Delta Art & Garden Festival
  - Requested: \$3,500
  - Proposed Award: \$1,500
- Fisherman’s Village Music Festival
  - Requested: \$30,000
  - Proposed Award: \$30,000
- Fourth of July
  - Requested: \$30,000
  - Proposed Award: \$15,000
- Historic Everett Theatre
  - Requested: \$20,000
  - Proposed Award: \$10,000
- Jetty Island Days
  - Requested: \$57,696
  - Proposed Award: \$25,000
- Schack Art Center 2021 Promotion of Exhibits & Online Learning
  - Requested: \$79,467
  - Proposed Award: \$15,000
- Upper Left Beerfest & Food Truck Festival
  - Requested: \$39,500
  - Proposed Award: \$18,000
- Village Theatre’s Return to Producing
  - Requested: \$40,000
  - Proposed Award: \$15,000
- Chair Murphy suggested making a separate vote for Yankee Doodle Dash individually to allow LTAC member Gebow to vote on the other applications. LTAC member Johnson moved to vote on the proposed allocations except for the Yankee Doodle event.
  - **Moved by:** LTAC member Johnson
  - **Second by:** Chair Murphy



- **Yays:** Chair Murphy, LTAC member Johnson, LTAC member Gebow
  - **Nays:** none
  - **Abstained:** none
- Separate vote for the Yankee Doodle Dash Event
  - Yankee Doodle
    - Requested: \$4,200
    - Proposed Award: \$3,000
      - **Moved by:** Chair Murphy
      - **Second by:** LTAC member Johnson
        - **Yays:** Chair Murphy, LTAC member Johnson
        - **Nays:** none
        - **Abstained:** LTAC member Gebow
- There were no further comments or questions. Chair Murphy thanked the committee members for their time and attention to this important work. Chair Murphy also stated that the committee's recommendations will be summarized and forwarded to the City Council for final action.
- Adjourn: 5:14pm.