



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Board Meeting, dated January 16, 2018

Present : Shawn Walker – Chair, Lodging at Large
Jennifer Caveny – Member, Lodging Rep. Dist. 1
Georgia Borg-Leon – Member, Lodging Rep. Dist. 3
Dale Gellner – Member, Non-Lodging Dist. 3
Debbie Burton (Emge) – Member, Non-Lodging Dist. 5
Greg Willie – Member, Lodging at Large
Andrew Heelas – Member, Lodging at Large
Jay Ohm – Member, Lodging at Large

Absent : Jim Ballew – Member, Non-Lodging Dist. 1 – assigned to Jennifer
Bria Miller – Member, Lodging Rep. Dist. 2
Rick Comeau – Member, Non-Lodging Dist. 2

Staff : Tom Teigen – Department Head
Bridgid Smith – Division Manager
Carol Peterson – Tourism Promotion Coordinator

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on November 21, 2017
- Wakeboard Nationals, Masters Marathon, US Youth Soccer, Pro Aerial Drone Racing, and Jet City Roller Derby applications
- Approved 2018 TPA Business Plan
- Sports Commission 2017 Dashboard Report
- Updated Boards & Commissions Training Schedule

Opening

Meeting called to order at 3:00 p.m.

1. Introductions

2. Debbie Burton moved to approve minutes from November 21, 2017 meeting, Andrew Heelas seconded. Approved.

3. Grant Application/s Reviewed

Chris Bischoff and Cory Wilson, from *The World Wakeboard Association* called in and presented their application for the Nautique WWA Wakeboard National Championships. This is a four day event and will be taking place at Lake Tye in Monroe on July 22-29, 2018. This will be their first time in the NW for the event, and they are asking for \$30K of TPA Support for overall marketing. Their goal is to have the event shown on NBC Sports Network. Twenty-five different states are being represented with 2,500 estimated room nights booked from the competitors, setup/takedown crew, film crew, etc. This is based off of their research from past events. They try to hold the event at the same location for two consecutive years.

Grant Harrington, from *Snohomish Running Company* presented his application for the 2018 USATF Masters Marathon National Championships in Snohomish. The Snohomish Running Company has been awarded the bid for the Masters Marathon, to run alongside the Snohomish River Run race on October 14, 2018. There is a required \$10K prize purse, plus medals, shirts, etc. They are requesting TPA support to help with these, as well as transportation and other marketing expenses. This race is a certified qualifier for the Boston and NY marathons, and Olympic trials, and should draw a large attendance due to how flat and open the course is. Those that run the race usually bring partners with them, and come a day or two before the race to acclimate to the conditions, and stay a day or two afterwards. He is asking for \$9,310 of TPA Support.

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Snohomish County Economic Development, 3000 Rockefeller Avenue MS 411, Everett, WA 98201

Hal Uderitz, from the Snohomish Youth Soccer Association and Tammy Dunn from the Snohomish County Tourism Bureau (SCTB) presented their application for the 2020 US Youth Soccer National Presidents Cup. They need to put in a bid proposal in February to try and host this event. There will be 48 teams participating, all regional qualifiers. They had put in a bid proposal for the 2019 Presidents Cup last year, but were not awarded the bid. In researching it further, they discovered that those who won the bid last year, stated that they would provide funds for the Players' Party event. Hal and Tammy strongly agree that if they offer to fund the Players' Party for 2020, they have a much better chance of being awarded the event. They estimate approximately 4000 room nights over this four day event. They are asking for \$24,855 of TPA Support for the Players' Party event, facility rental fees, and equipment rentals.

Scott Whiteker, from the Professional Aerial League Inc., presented his application for the Pro Aerial League Team Drone Racing event at the Angels of the Winds Arena in Everett. He has taken the advice of the TPA Board from the last time he presented, and is now focusing on off-season events. Instead of hosting the event in August when hotels are already booked, he is holding the drone racing event March 17, 2018, and the league will run from October through April each year. His event last August provided a lot of support/followers and the Professional Aerial League was also awarded the 2017 StartUp of the Year by the International Drone Racers, which gives them national exposure. In August he had 550 paid attendees for his event, and this year he is looking for 1800 with added marketing funds, longer time period to advertise the event, and working closely with the SCTB on advertising. He is asking for \$5,000 in TPA Support.

Melissa Bernum, from Jet City Roller Derby, presented her application for the Jet City Roller Derby Tournament being hosted June 15-17, 2018. She explained how most players are frugal with their money and drive long distances instead of staying in hotels for matches. She is hoping to get TPA Support to provide a stipend for the visiting teams to encourage overnight stays in hotels. They are hosting the tournament at Everett Community College with three teams currently participating, with approximately 15 players per team, plus coaches. They will be charging spectators for the event, but this will barely cover the facility rental costs. The maximum number of teams allowed at the Everett Community College track is six teams.

Reviewed grant application and voted upon as follows:

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| ▪ WWA Wakeboard National Championships – full funding | 8 no | 1 yes, not approved |
| ○ Partial funding at \$20K | 0 no | 9 yes, approved |
| ▪ USATF Masters Marathon – full funding | 0 no | 9 yes, approved |
| ▪ Aerial League Drone Racing – full funding | 0 no | 9 yes, approved |
| ▪ US Youth Soccer Nationals Presidents Cup – full funding, yes, but board is suggesting to give even more in the hopes it would show seriousness of our desire to host - \$35,000 | 0 no | 9 yes, approved |
| ▪ Jet City Roller Derby Tournament – full funding | 8 no | 1 yes, not approved |
| ○ Board agreed to ask them to come back at February meeting to provide answers to additional questions the Board has in regards to Jet City's marketing plan, usage of the stipend, etc. | | |
4. Board members asked Tammy Dunn about hotel listings on the SCTB website. Board wants to make sure that the people accessing the website know there are more places available, and want the website to provide navigation to all other hotels in Snohomish County.
 5. **Sports Commission 2017 Year-End Report:** Tammy Dunn presented a dashboard report with 2015, 2016, and 2017 comparisons for total room nights, definite economic impact, off-season sports events, number of definite sports events, total sports events serviced, overnight & total visitors, etc. Tammy explained the lower numbers in 2017 and contributed that to her staffing changes in 2015. Events they are bringing in now are for two to three years out – so low staffing in 2015 is now reflected in lower numbers for 2017. The board was very receptive of this new dashboard report style and Tammy has agreed to come in and provide a similar dashboard report for each quarter. Board members did ask for more trending information (chart form) to see a rolling twelve month information to see dips as quickly as possible.
 6. Board agreed to push the following items to next month's board meeting:
 - Next steps for \$1.00 TPA Rate Increase
 - i. Possible Sub-Committees w/ dedicated time for specific projects
 - Trade basis costs vs cash basis costs for TPA Reimbursements
 - County Emails and Training sessions
 7. Meeting adjourned 5:15pm.

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