Tuesday, August 18, 2020
Lodging Tax Advisory Commission Electronic Special Meeting Agenda
6:00 PM
Meeting may be viewed at:Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSl-g/featured

Or you may call this number to listen: 1-669-900-9128 ID#917 3602 2347

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Aug 18, 2020 - Lodging Tax Advisory Commission Electronic Special Meeting Agenda
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

LTAC Members:

Byron Trop, Councilmember, Committee Chair

Steve Owens, Columbia Rural Electric

Vacant, Visit Walla Walla

Kristen Taylor, WWU Guestrooms

Dr. CherisCurrent, Vacation Rental Properties

Support Staff:

Lisa R. Neissl, CMC; City Clerk

2. Regular Agenda

Subject :	2.01 Funding Allocation Change Request
Meeting :	Aug 18, 2020 - Lodging Tax Advisory Commission Electronic Special Meeting Agenda
Category :	2. Regular Agenda
Access :	Public
Type :	Action
Recommended Action :	Motion to allow the $6,000 in Lodging Tax Funding previously awarded to the Freedom Festival be reallocated to the new Light up the Avenue concept.

Public Content

Dear Commission Members,

As I am sure you are aware, the COVID-19 Pandemic has had a drastic impact on events and tourism for the entire valley, including the City of College Place. Through an abundance of hard work and planning, our Events Coordinator has been able to hold the seasonal College Place Farmers & Artisan Market on schedule with many special COVID Mitigation measures. However, we were unable to hold the Freedom Festival, which you had so generously awarded Lodging Tax Funds For.

In light of all the event cancellations and restricted activities, the City would like to request that the allocation of Lodging Tax Funds previously awarded to the Freedom Festival be used for the inaugural Light Up the Avenue concept. In this concept, we plan to light up College Avenue and the Municipal Campus with a variety of light display for the Holidays. We would kick it off after Thanksgiving week and keep things lit up for residents and visitors to enjoy through the end of the year. I have included a presentation on the plan for your review. The thought is that we would grow this each year until it becomes a destination such as Caldwell Idaho has each winter. Once we are able to have in person gatherings again, we would incorporate the initial lighting with the Winterfest event.

I have attached guidance from Municipal Research Services Corporation on how to go about changing the allocation to a different event. The first step is to get the approval of the Lodging Tax Advisory Commission. I am asking you to consider that at this time.

Here is what Caldwell Idaho has:

https://www.cityofcaldwell.org/play/city-of-caldwell-events/winter-wonderland#ad-image-15

File Attachments

Funding_Allocation_Change_Request.pdf (333 KB)
CP_Freedom_Festival_Application_CP_Lodging_Tax_Funds-FY2020.pdf (2,979 KB)
Doc2.pdf (142 KB)
Light up the Avenue.PARbd.presentation.pdf (3,729 KB)

3. Closing Items

Subject :	3.01 Adjourn
Meeting :	Aug 18, 2020 - Lodging Tax Advisory Commission Electronic Special Meeting Agenda
Category :	3. Closing Items
Access :	Public
Type :	Procedural

City of College Place
625 S. College Avenue
College Place, Washington 99324
(509) 529-1200
FAX: (509) 525-5352

August 11, 2020

Lodging Tax Advisory Commission
City of College Place
625 S College Ave
College Place WA 99324

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Kind Regards,

Lisa R Neissl

Lisa R. Neissl, CMC
City Clerk
City of College Place

Cc: Carolyn Holm, Events Coordinator

Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 1, 2019 by 4 p.m. received at College Place City Hall.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $6,000

Organization/Agency Name: College Place Freedom Festival			
Federal Tax ID Number: 91-6001412			
Event or Activity Name (if applicable): College Place 3rd Annual Freedom Festival			
Contact Name and Title: Lisa R. Neissl, City Clerk			
Mailing Address: 625 S College Ave	City: College Place	State: WA	Zip: 99324
Phone: 509-394-8511	Email Address: lneissl@cpwa.us		
ELIGIBLE ENTITY ◉ Public Agency ○ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☑ Tourism promotion/marketing ☑ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Professional Services Agreement with the City of College Place.
- The City will reimburse costs incurred by my organization for tourism-related services according to a Scope of Work. For events/festivals, the City may advance 50% of the award prior to the event.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: Lisa R Neissl	**Title:** City Clerk
Printed or Typed Name: Lisa R. Neissl	**Date:** 10-1-19

Application Questions

1) **Provide us an overview of your tourism-related activity, event, or service.**

Freedom Festival is the Sunday before July 4th and we have vendors, fireworks and food for the public to come join together. Last year lodging tax funds were used to add live music. This will be the third year for this event. I would like to again have live music, add better advertising, and more free kid activities.

2) **How do your proposed services promote and enhance tourism in College Place?**

The Freedom Festival is held on the Sunday before July 4th. This is a time of year many people come to the valley to visit family for the holiday. This event will encourage people to come to the valley a few days early and kick the week off here in College Place. Thus, spending more days in local lodging facilities, and more dollars at local businesses.

3) **Have you received lodging tax before? ☑ yes ☐ no. If yes, describe the prior success of your activity/event in attracting tourists.**

The live band and free bounce house added just the right activities for people to come hang around and spend money at the vendors. With additional funding for marketing, we hope to draw more people from outside the immediate area.

4) **Who is your target market / Where are they coming from?**

This event is held for the local community as well as surrounding areas. With this being the first event of the Independence Day Celebrations, we are looking to draw people from Pendleton, Hermiston, Umatilla, Tri-Cities, LaGrande, Spokane, Seattle, Portland, etc.

5) **Describe how you will promote your event or activity.**

The majority of advertising will be through social media and radio as it is the biggest bang for the buck. We also plan to join with a local media group for marketing on radio and social media in the Columbia Basin and Eastern Oregon.

6) **Is your activity/event a partnership with other organizations? Describe the collaboration with local organizations or businesses.**

This event is a collaboration with, the College Place Public School District, College Place Farm Market vendors, various local food truck vendors. In addition, the cost of the fireworks display is sponsored by various local businesses.

7) **Is this a ticketed event?**

This is a free community event with food and goods sold by various businesses and organizations.

8) **What is the overall budget for this event/activity?**

The overall budget for this event is $12,300

9) **How will you fund this event/activity if not awarded the full amount?**

If not awarded the amount of the grant request, the event will most likely have to eliminate or greatly reduce the entertainment option(s), and advertisement may be only social media.

10) **What are your other funding sources for this event/activity?**

The majority of event funding relies on donations from community businesses. A modest amount is planned to come from the city community events budget.

11) The State of Washington Requires an estimate for the following:

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 1,000+	☐ Direct Count ☑ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
b. Attendance, 50+ Miles a. Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine attendance.	Predicted: 75	☐ Direct Count ☑ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
c. Attendance, Out of State, Out of Country a. Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 300	☐ Direct Count ☑ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
d. Attendance, Paid for Overnight Lodging a. Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: 100	☐ Direct Count ☑ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging a. Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted: 900	☐ Direct Count ☑ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate

Description of Methods

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

Application Schedule

Application Deadline: Tuesday, October 1, 2019 by 4 p.m. received at College Place City Hall.
To be eligible for consideration, your complete proposal must be received by the deadline.

Attachments to include:

1) Budget Form
2) If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3) If available, a copy o f your organization's business plan (please limit to not more than two pages) and annual budget.

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Submit a PDF and one original signed copy to:

City of College Place
Lisa R. Neissl, City Clerk
625 S College Ave
College Place WA 99324
lneissl@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2019 (2020 BUDGET)

September 2	Applications available online at www.cpwa.us
October 1	**Applications due to City by 4 p.m.**
October 7 – November 6	Internal Staff review and scheduled LTAC meeting to review applications
November 7	LTAC meeting to recommend applicants for 2019 funding
November 26	City Council discussion
December 10	City Council decision

City of College Place Lodging Tax Fund Overview

College Place's Lodging Tax Fund is the primary source of city funding for activities, operations, and expenditures designed to increase tourism. The city has elected to create a program to competitively award funds to eligible local entities. In addition, the city intends to maintain a reserve in the fund, and will assess on an annual basis how much of the fund to appropriate in a given year to the program.

The College Place City Council has created a Lodging Tax Advisory Commission (LTAC) to conduct an annual process to solicit and recommend Lodging Tax funded projects to the City Council.

PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of College Place.
- Promote the College Place area and/or events, activities, and places in the City of College Place to potential tourists from outside Whitman County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to College Place.
- Have a demonstrated history or success in College Place, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate or enhance city-owned tourism facilities or infrastructure.

Committee Considerations

In developing its recommendations, the LTAC considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year College Place Lodging Tax funded proposals, if any.
- Projected economic impact within the City of College Place, in particular projected overnight stays in College Place lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.

Reporting Requirements

Organizations funded for tourism promotion or tourism-related operations will provide quarterly written reports with their funding reimbursement requests. A final written report will be provided to the LTAC and large funding recipients may be asked to make an oral presentation to the City Council near the end of the year.

Organizations funded for individual events, festivals or activities funds will provide a written and oral presentation 30 days after the event and an oral presentation to council near the end of the year.

Actual data estimated in the application table will be required at the end of the year.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

a. Tourism marketing;
b. The marketing and operations of special events and festivals designed to attract tourists;
c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or Municipal Corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

ATTACHMENT

Budget

List approximate amount and status of funding from all other sources you anticipate receiving or are requesting for the activities/events proposed. Add additional rows as needed.

Amount	Source	Confirmed (Yes or No)
5000	Private Donation	No
300	Vendor Fees	No
1000	City Staff Time	Yes

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel		500	500
Administration		500	500
Marketing/Promotion	2000	300	2300
Travel	0	0	0
Consultants	0	0	0
Other (identify)	1500 - Kid Zone	500 - Restrooms	2000
Entertainment	2500 - Live Band(s)	4500 - Fireworks	7000
TOTAL	6000	6300	12300

Can lodging tax allocations be changed or rescinded?

Published June 23, 2020

Both the use and the dollar amount of lodging tax allocations that have been approved by the legislative body may be changed, but the use of funds must always be consistent with RCW 67.28.1816 and as defined in RCW 67.28.080. Lodging tax funds are *restricted resources* that must be used according to state statute, regardless of the pandemic and its attendant financial challenges. Limits on the use of these restricted resources have not been waived by any of the Governor's proclamations to date.

Changing the use or dollar amount of lodging tax awards

As an example, let's say your agency has awarded the local chamber of commerce $10,000 in lodging tax funds for events, but the events have been cancelled and the chamber now wants to use the money for operations. To avoid potential audit issues for local governments, MRSC tends to take a conservative approach, so the most transparent option for either a change in funding amount (see a 2016 informal opinion from the Attorney General's Office) or use would be to follow the procedure and timeline in RCW 67.28.1817(2) outlined below.

1. Applicant or legislative body proposes a revised amount or the revised use of previously awarded funds.
2. Lodging Tax Advisory Committee (LTAC) reviews the request, makes comments on the proposal, and submits it to the legislative body.
3. Legislative body approves the requested amount/use or awards a different amount (or a different use). The legislative body's decision is final.

(If your municipality has a population below 5,000, there is no requirement for an LTAC, and the entire awards process may be handled by the legislative body.)

Rescinding lodging tax awards for cancelled events

One way to address this could be for the legislative body to pass a resolution rescinding all awards for which a contract has not been executed. If funds have not been disbursed yet and the recipient intends to hold the event in the next fiscal year or next award cycle, the applicants should reapply for the funds for that period. If a recipient requests reimbursement for expenses already incurred, the municipality is under no obligation to reimburse those expenditures if no contract has been executed.

For those cases in which your agency has executed contracts, each contract should be reviewed by your agency's attorney and other relevant staff for next steps. MRSC cannot provide detailed advice on executed contracts.

City of College Place

Light up the Avenue

College Avenue

- Snowflake lights on poles from 13th Street to Rose (22 snowflakes)
- Choosing a variety of the snowflakes below.

Cost Analysis for Snowflakes on College Avenue

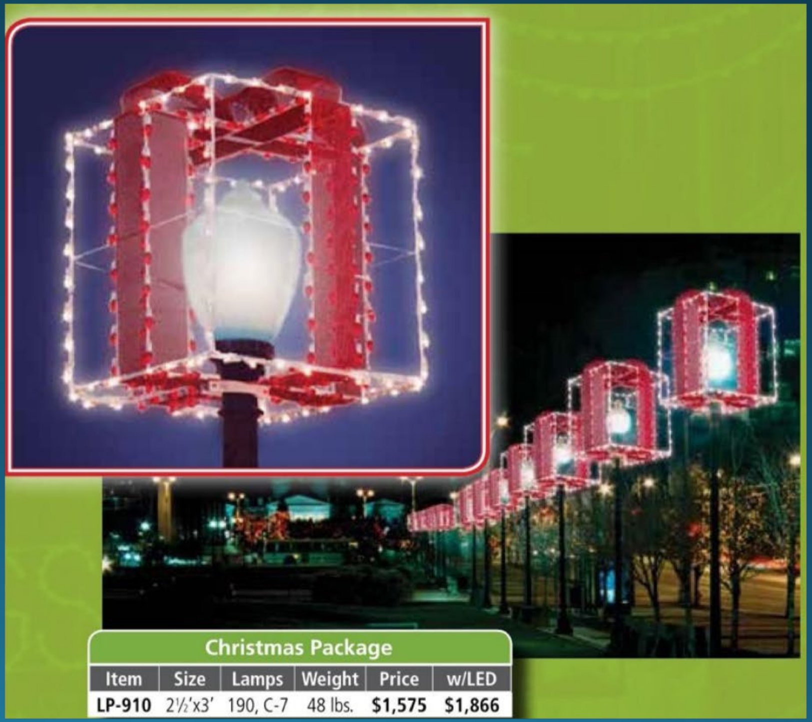
Snowflake variety for 22 poles on College Avenue

Option A (mix of snowflake lights)	LED 3'	total
Temple Spiral Snowflake (4 each)	$ 547.00	$ 2,188.00
Silhouette Snowflask (3 each)	$ 470.00	$ 1,410.00
Diamond Snowflake (3 each)	$ 437.00	$ 1,311.00
Winterfest Snowflake (3 each)	$ 505.00	$ 1,515.00
Presidential snowflake (3 each)	$ 542.00	$ 1,626.00
		$ 8,050.00
20% discount (purchase by 8/31/2020)		$ 1,610.00
Total if purchased by 8/31/2020		$ 6,440.00

Option B (pick one type of the snowflake for a total of 22)	**3' LED**	**total**
Temple LED Spiral Snowflake 3'	$ 547.00	$12,034.00
20% discount (purchase by 8/31/2020)		$ 2,406.80
Total if purchased by 8/31/2020		***$ 9,627.20***
Temple LED Silhouette Snowflake 3'	$ 470.00	$10,340.00
20% discount (purchase by 8/31/2020)		$ 2,068.00
Total if purchased by 8/31/2020		***$ 8,272.00***
Temple LED Diamond Snowflake 3'	$ 437.00	$ 9,614.00
20% discount (purchase by 8/31/2020)		$ 1,922.80
Total if purchased by 8/31/2020		***$ 7,691.20***
Temple LED Winterfest Snowflake 3'	$ 505.00	$11,110.00
20% discount (purchase by 8/31/2020)		$ 2,222.00
Total if purchased by 8/31/2020		***$ 8,888.00***
Temple LED Presidential snowflake 3'	$ 542.00	$11,924.00
20% discount (purchase by 8/31/2020)		$ 2,384.80
Total if purchased by 8/31/2020		***$ 9,539.20***

Municipal Campus

- 5 light poles in parking lot. Two of the poles are twin lights and this may not work well for Christmas packages. Alternative plan is to do Burst of Stars on the twin light poles.

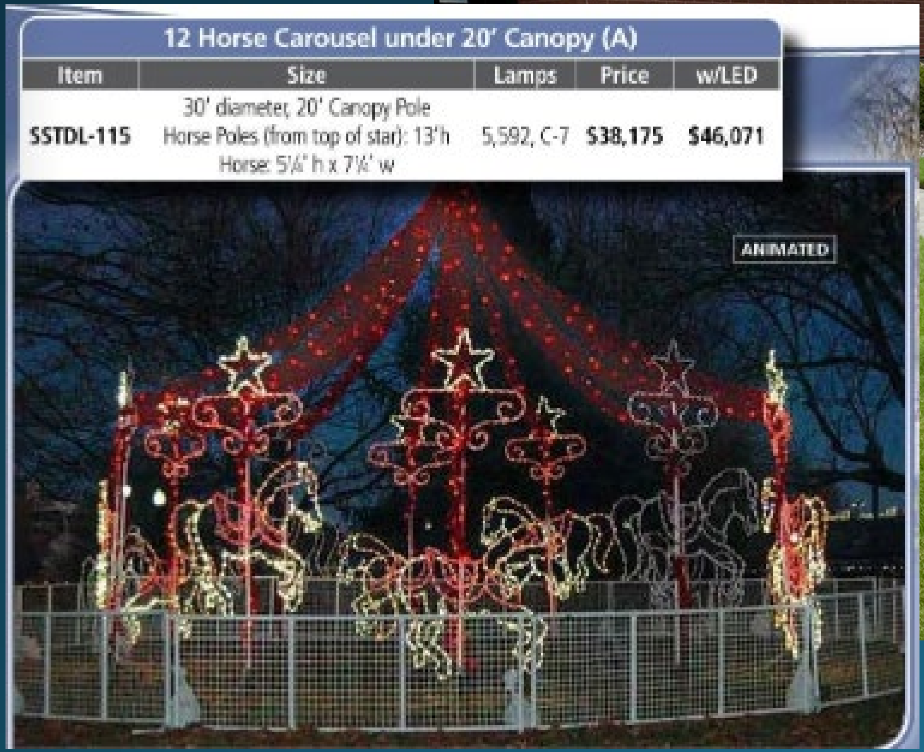


Cost Analysis for Christmas package light in parking lot

Parking lot light poles (5 quantity)	price/each	total
Christmas package light w/LED (3)	$ 1,866.00	$ 5,598.00
burst of starts for twin light poles (4 lights) (2 poles)	$ 1,409.00	$ 5,636.00
	$ 3,275.00	$11,234.00
20% discount (purchase by 8/31/2020)		$ 2,246.80
Total if purchased by 8/31/2020		$ 8,987.20

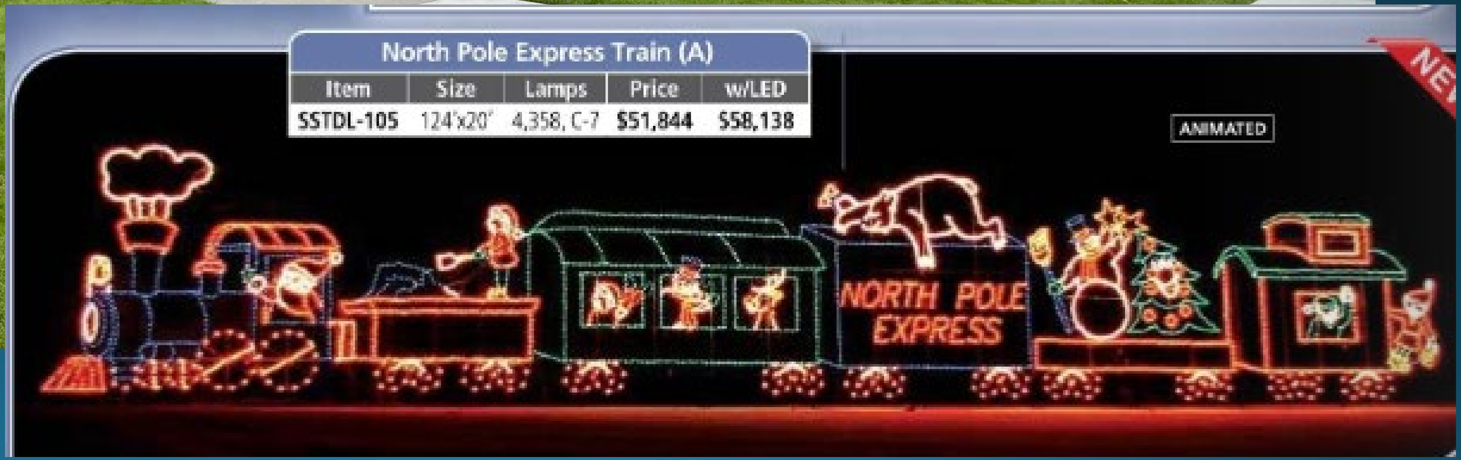
Municipal Campus –string lights

Municipal Campus –front lawn



12 Horse Carousel under 20′ Canopy (A)

Item	Size	Lamps	Price	w/LED
SSTDL-115	30′ diameter, 20′ Canopy Pole Horse Poles (from top of star): 13′h Horse: 5¼′ h x 7¼′ w	5,592, C-7	$38,175	$46,071



North Pole Express Train (A)

Item	Size	Lamps	Price	w/LED
SSTDL-105	124′x20′	4,358, C-7	$51,844	$58,138

Municipal Campus readerboard

Lions Park lighting-after renovation

Light up the Avenue

- Sponsors so far…
  - Community Bank $2,000.00
  - Pacific Power and Light $1,000.00
  - City funds…

  - Questions?