



City Council Workshop Agenda

March 12, 2024 at 6:30 PM

City Hall Council Chambers - 210 W. 6th Ave and Virtual

The City of Kennewick broadcasts Council meetings on the City's website at
<https://www.go2kennewick.com/CouncilMeetingBroadcasts>.

Public comment is not heard at workshop meetings.

1. CALL TO ORDER
2. VISIT TRI-CITIES 2023 ANNUAL REPORT AND 2024 WORK PLAN
3. LIGHT INDUSTRIAL AREA UPDATE
4. ADJOURN

Council Agenda Coversheet	Agenda Item Number: 2. Agenda Item Type: Presentation Subject: Visit Tri-Cities 2023 Annual Report and 2024 Work Plan Department: Finance	Council Date: 3/12/2024 Category: Info Only
	Summary Kevin Lewis, President and CEO of Visit Tri-Cities, is scheduled to deliver the annual report for 2023, and also plans to detail the objectives, strategies, and funding requirements for 2024. A funding request will be presented at an upcoming Council meeting for review and official decision-making. As part of the presentation, Mr. Lewis will showcase a video accessible at the following link: https://vimeo.com/875274195?share=copy . Please note that the video cannot be distributed as an attachment to the official workshop packet document.	
Attachments: 1. Reserves 2. 2023 Report 3. 2024 Work Plan		



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February 29, 2024

Ms. Lisa Beaton
City of Kennewick
P.O. Box 6108
Kennewick, WA 99336

Dear Ms. Beaton:

Thank you for the opportunity to present the Visit Tri-Cities 2023 Annual Report, 2024 Work Plan and to make a request to utilize Tourism Promotion Area (TPA) reserve funds to the Kennewick City Council on Tuesday, March 12, 2024.

On behalf of the Tri-City Regional Hotel-Motel Commission, Visit Tri-Cities would like to request the transfer of \$176,100 from Tourism Promotion Area Reserve Account to be reinvested in additional tourism marketing projects.

As a result of careful resource management and conservative budgeting, our TPA reserve account currently has \$992,174 in funds available for reinvestment. These funds are in addition to the minimum reserve requirement of \$500,000. The minimum balance was determined by the City Managers who participate at Commission meetings as Ex-Officios. It is the Commission's position that once the reserve account reaches \$500,000, any additional funds should actively be used to promote the Tri Cities as a destination, creating increased visitor spending in the community. In addition, capital investments and funding for destination development are often included in reserve requests. The projects under consideration this year accomplish these goals.

Earlier this year, the Commissioners of the Tri-City Regional Hotel-Motel Commission voted in favor of re-investing \$176,100 of the surplus revenues, for projects that include: high-end photo and video production, digital mapping, tourism education, promotions to increase leisure travel stays and funds to secure new conventions and sports tournaments. A summary of the projects and the associated expenditures is attached for your review.

Again, thank you for your consideration and support of the tourism industry. I am available for any questions or comments you may have.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin Lewis", is written over a light blue horizontal line.

Kevin Lewis
President and CEO

Enclosure

2024 Proposed TPA Reserve Investments

Media FAMs

\$15,000

Familiarization (FAM) Tours serve as highly effective public relations tool for Visit Tri-Cities. Historically, these tours have primarily involved traditional media travel writers. However, there has been a shift towards including social media travel influencers in these tours. Collaborating with influencers presents a valuable opportunity to connect with new audiences on a personal level and convey an authentic and relatable perspective. Travel providers are increasingly partnering with influencers and exploring innovative ways to leverage the influence of bloggers, tastemakers, and lifestyle gurus to enhance their brand presence. In 2024, we have planned 12 FAMs, with 50% of them involving social media influencers. These tours will take place during the spring and summer. It is important to note that influencers typically expect most of their trip expenses to be covered by the host in exchange for promoting their experience. Consequently, working with influencers tends to be more costly compared to traditional media trips.

Digital Mapping

\$15,000

Wander Maps is an innovative provider of interactive digital mapping services, collaborating with over 50 Destination Marketing Organizations (DMOs) throughout the United States. Currently, Visit Tri-Cities' website lacks a sophisticated mapping solution. Both visitors and locals have a strong affinity for maps, and an interactive map would greatly enhance their ability to discover attractions, plan their experiences, and explore the area. This map allows users to create itineraries, share them with others, click on points of interest, and zoom and pan for a more immersive experience. Wander Maps will integrate with SkyNav, a current platform on Visit Tri-Cities website, to offer an impressive mapping experience. By incorporating this solution into the organization's website, numerous benefits can be expected, including an enhanced user experience, valuable map analytics, increased engagement, informative experiences, and improved location-based marketing capabilities. valuable map analytics, increased engagement, informative experiences, and improved location-based marketing capabilities.

Creative Production

\$75,000

In 2023, the allocated funds for creative production were used to film and create videos for the Annual Meeting. We successfully produced and presented our main manifesto, along with four videos showcasing different experience categories. This marked the beginning of Visit Tri-Cities' new strategic direction. We plan to continue using these videos, or parts of them, to promote our new experience categories. This year, we have identified all the necessary photo and video content to effectively support our five experience categories, as well as sports sales and convention/meeting sales. To obtain this content, staff will hire professional photographers and videographers on a quarterly basis. They will capture events, activities, and scenic shots during their respective times and seasons. These assets will be utilized for future use over an extended period.

TEAMS Conference

\$10,000

Visit Tri-Cities is attending the 2024 TEAMS Conference & Expo in Anaheim, CA. This is the largest sports events industry tradeshow VTC staff attends with approximately 1,200 destinations, suppliers, and event rights holders. Staff is seeking to have a larger presence by upgrading the booth size, materials and

visual aids. City parks and recreation staff have confirmed their attendance to join the Visit Tri-Cities team to connect with prospective clients and promote the area's venues. With both staff and city partners attending this year, the booth upgrade will give the Tri-Cities team an appropriate space to conduct one-on-one meetings, network and create more brand exposure.

Meeting Planner FAM

\$20,000

The Convention Department will host an in-person Familiarization (FAM) Tour in the Tri-Cities for qualified meeting planners. Qualified planners will be invited to apply. Selection preference will be given to: 1) New Business i.e., events that are new to the Tri-Cities or have not taken place for more than five years; 2) Business taking place in shoulder season; and/or 3) Business large enough to impact multiple lodging facilities.

State of Washington Tourism 2025 Conference

\$25,000

State of Washington Tourism (SWT), the official state tourism office, hosts an annual conference each year where Washington's tourism industry professionals can convene for professional development, topical panel discussions, industry breakout sessions and networking. SWT is seeking an enthusiastic host destination for their 2025 Conference. Visit Tri-Cities will be submitting a bid to host the 2025 Conference. Destination host responsibilities include serving on the planning committee, arranging area Familiarization (FAM) Tours including transportation, arranging transportation for speakers and attendees, and coordinating for local art, culture and attractions to be showcased during the event. Hosting the conference in Tri-Cities gives us the opportunity to showcase our destination while educating key tourism partners on the unique attractions and assets we offer, as well as building on future opportunities for collaboration.

Washington Society for Association Excellence (WSAE) Bid Fees

\$7,500

In 2018, the Tri-Cities was selected to host the 2021 WSAE Annual Convention, however due to COVID, the convention was postponed to 2024. Increasing the VTC original bid fee fund of \$15,000 to \$22,500 will enable Visit Tri-Cities to cover the rising costs of services required to sponsor the offsite reception and dinner. WSAE represents more than 225 association executives, staff specialists, and industry partners. The WSAE Annual Convention will provide VTC with an opportunity to showcase the Tri-Cities as a premier meeting and convention destination in the state.

Airport Tourism Information Kiosk & Digital Signage Updates

\$8,600

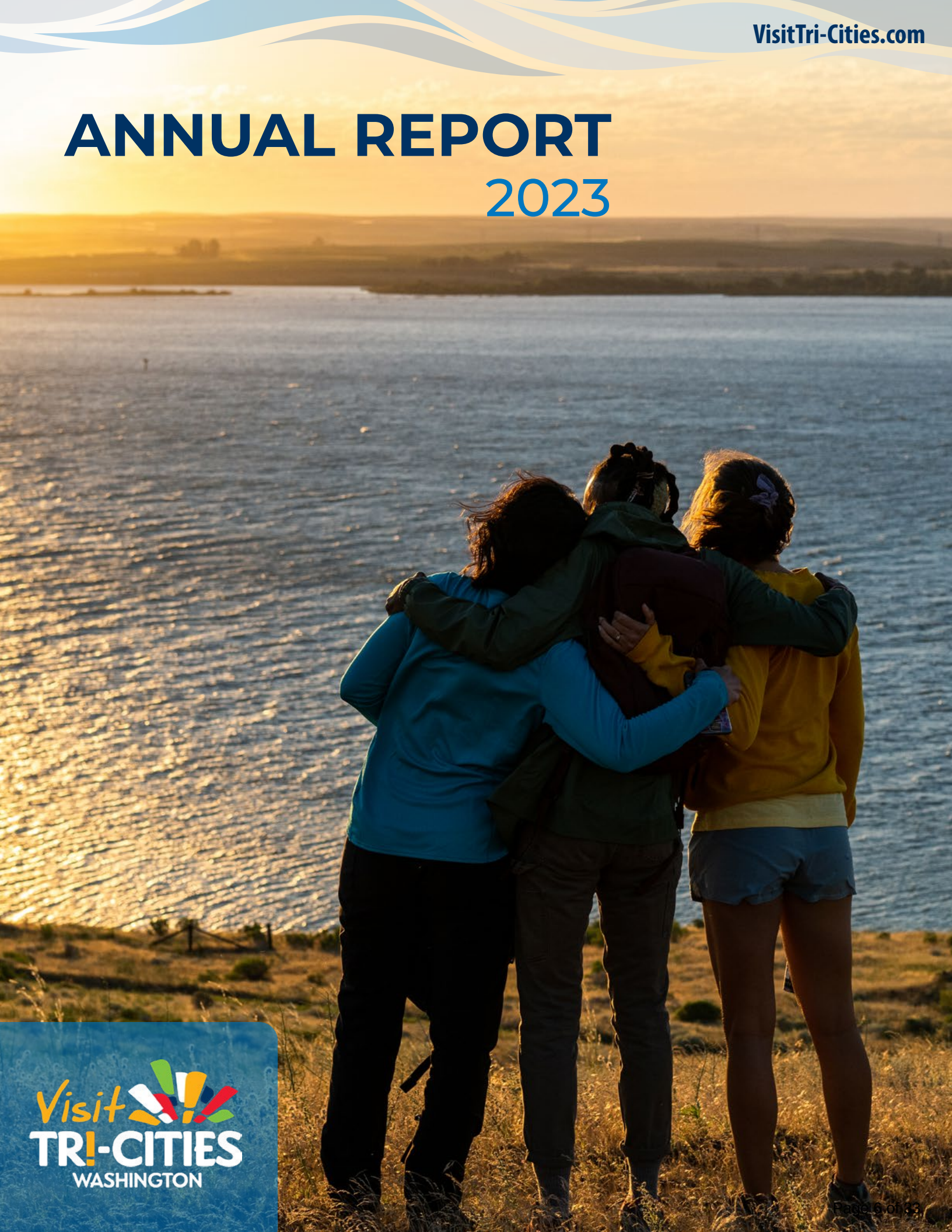
Utilizing kiosks as part of Visit Tri-Cities' in-market destination strategy has proven to be effective. These kiosks serve as virtual concierges, offering visitors real-time information. To fully optimize our airport kiosk and digital signage, it is necessary to update the visuals and incorporate real-time upgrade capabilities.

Total All Requests:

\$176,100

ANNUAL REPORT

2023



A MESSAGE FROM THE PRESIDENT & CEO AND THE CHAIR OF THE BOARD

Dear Tourism Partners,

It's exciting to feel the energy of our team as they enthusiastically work to fuel transformational growth in the Tri-Cities through tourism. 2023 was a year of significant transition. With the support of dedicated partners and community leaders, we called on our leadership team to maintain essential functions while building a platform for greater success. I'm pleased to report we accomplished those objectives, and we're excited to share some exciting opportunities ahead.

Visitors spend nearly \$600 million in the Tri-Cities each year. That spending creates more than 5,700 jobs in the area and generates more than \$74 million in local tax revenue. Nationally, travel demand was weaker in 2023 with seven straight months of decline. Although hotel occupancy was essentially flat in the Tri-Cities, rising just 0.9% in 2023, average hotel rates were up 7.4% (almost twice the national average). The Tri-Cities saw a 2.5% increase in total visitor trips, the number of new visitors to the area rose nearly 9.2%, and hotel tax revenues increased by \$161,436. In 2023, year-over-year increases in average daily rate and revenue per available room in the Tri-Cities were among the highest in the state.

In recent months, consumer confidence has risen due to slower inflation and anticipation of lower interest rates ahead. Travel sentiment seems to be improving as well. In the Q4 our sales teams capitalized on some significant opportunities to increase our projected hotel group revenues by 57%.

In 2023 we were thrilled to be selected as host for two new signature events coming in 2024: The inaugural IRONMAN 70.3 Washington Tri-Cities race, and the National Horseshoe Pitcher's World Tournament. In addition to bringing millions in outside revenue into our economy, these events will bolster workforce recruitment and business development by showcasing the destination to a global audience of active, successful people. With IRONMAN, our communities are now connected to one of the most globally recognized endurance and lifestyle brands.

One of the most significant team accomplishments in 2023 is the evolution of our messaging strategy. We've refined our Vision and Mission statements and restructured all of our strategic messaging to enhance our brand position. This messaging strategy provides a foundation to authentically celebrate the key destination drivers that make our communities distinct. Every potential visitor is on a path of discovery and our goal is to meet them where they are on the path and lead them down the decision-making funnel to discover why this destination is such a great fit. In 2024, our messaging will focus on the five key experience categories that we've identified as the true drivers of visitation. Internally, our efforts will align with five strategic pillars that support the foundation and purpose of our organization.

As our team embraces the essence of our Vision and Mission statements and works to accomplish our strategic objectives, we are excited to push the boundaries a bit. With creative marketing initiatives, new signature events, and community collaboration, we'll meet potential visitors on the path of discovery and invite them to celebrate with us. It is rewarding to collaborate with the forward-thinking leaders in our communities to facilitate such positive influence in the area. We're definitely enthusiastic about the transformational impacts in store.



Kevin Lewis

Kevin Lewis
President & CEO
Visit Tri-Cities



Buck Taft

Buck Taft
Chair of the Board
Visit Tri-Cities

OUR VISION & MISSION

OUR VISION

Inspire, reward, and celebrate the spirit of exploration and discovery.

OUR MISSION

Fuel transformational growth in the Tri-Cities through tourism.

OUR DESTINATION DRIVERS



These are the key experiences that authentically define and celebrate the unique aspects of the destination. As we focus on these core experiences, we elevate the destination brand and guide visitors to the experiences they are seeking.

OUR STRATEGIC PILLARS



TOURISM ECONOMIC IMPACT

Tourism in the Tri-Cities generates employment opportunities, visitor expenditures, and tax revenues that positively impact the city and its residents.

DIRECT SPENDING creates a positive economic cycle that begins as visitors bring money into the local economy from outside the area. Millions of dollars are infused into our communities directly through visitor spending. These dollars ignite a flame that fuels additional positive economic impacts.

INDIRECT IMPACTS come from labor income, suppliers and support businesses, construction, engineering, and other professional services that support the hospitality industry.

INDUCED IMPACTS are derived through employee spending, business output, new business development, and enhancements to the quality of life through development of visitor related attractions and services.

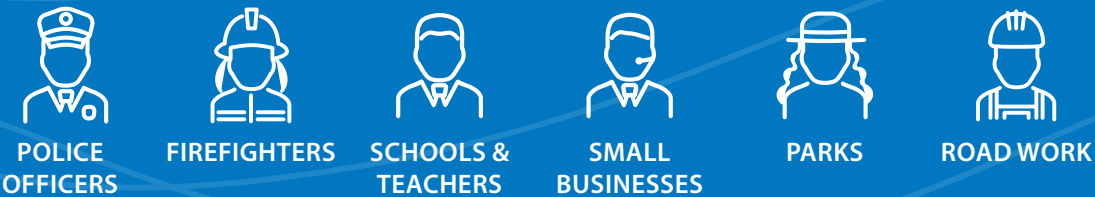
TAX REVENUES from each of these revenue sources support local services and provide tax relief to residents.

Tourism saved each household **\$581** in annual taxes

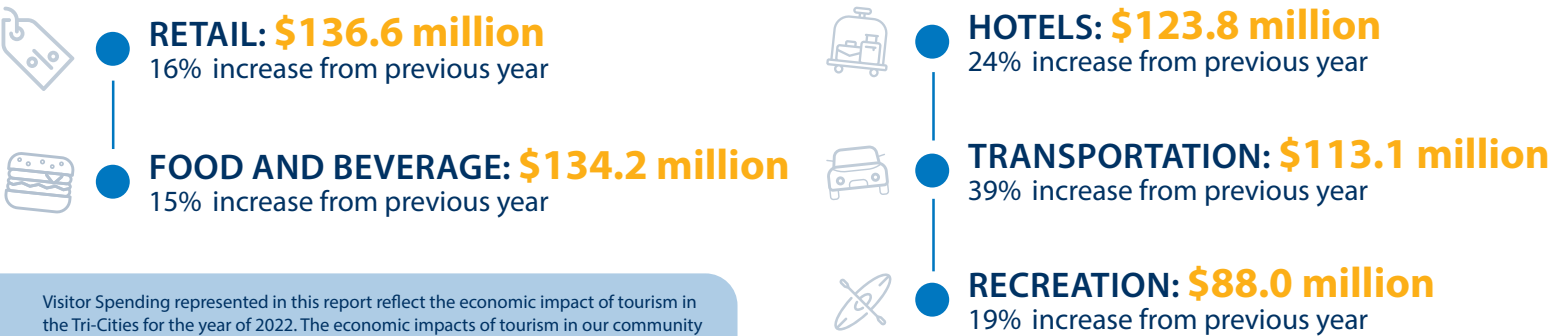
Annual Tourism Benefits to the Tri-Cities



Visitor spending helps support local:

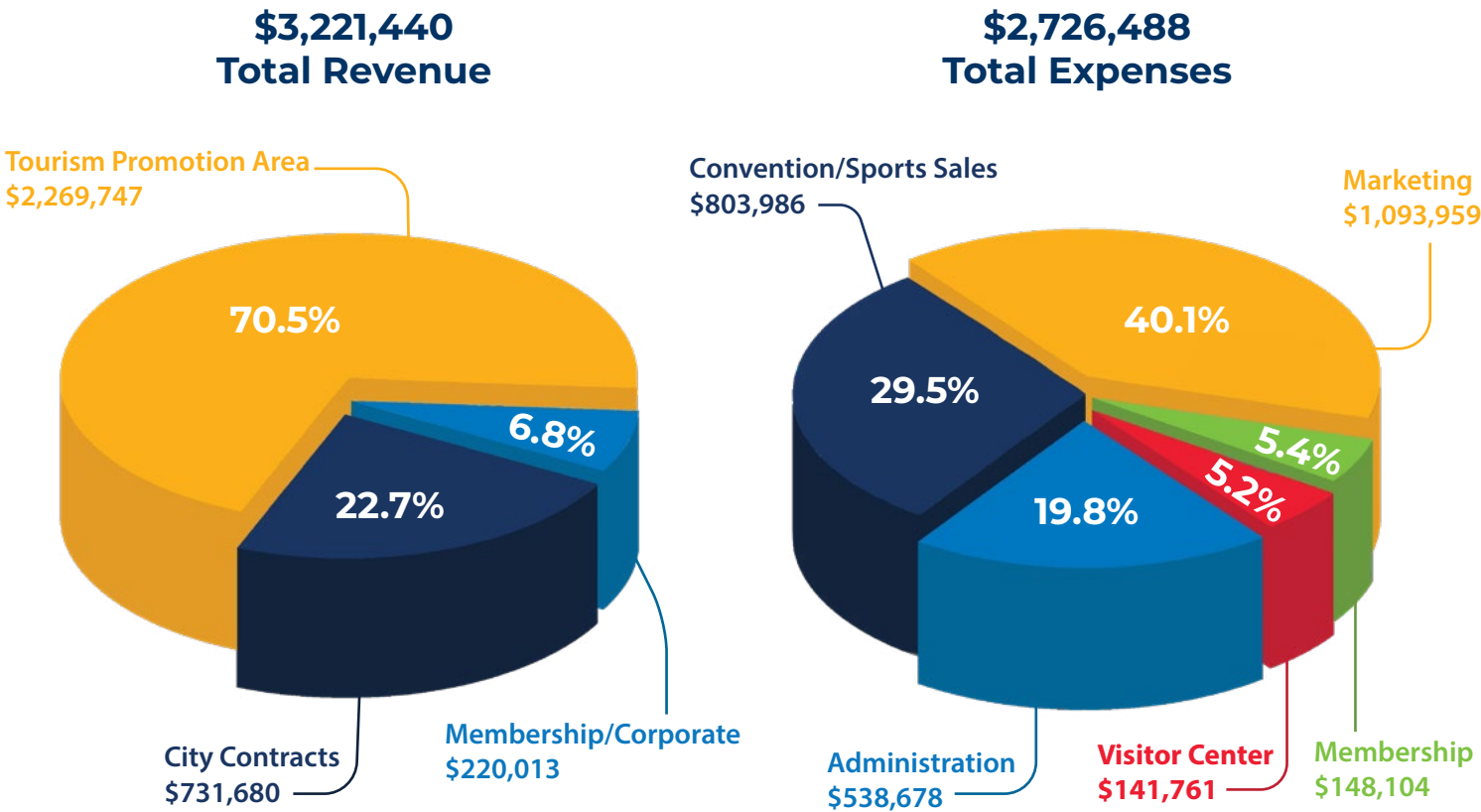


VISITOR SPENDING BREAKDOWN



Visitor Spending represented in this report reflect the economic impact of tourism in the Tri-Cities for the year of 2022. The economic impacts of tourism in our community for 2023 are not yet available. Percentage increase stated is based off of 2021 numbers. Source: Tourism Economics

FINANCIAL PICTURE



HOTELS

Hotel tax revenue is up \$161,436 from previous year, and ADR is up 28.6% from 2021 and up 7.4% from 2022. Hotel occupancy levels rose 0.9% from 2022.

3,670 Hotel guest rooms available

HOTEL-MOTEL TAX REVENUE				
	Kennewick	Pasco	Richland	Totals
2020	\$277,886	\$151,941	\$270,733	\$700,560
2021	\$502,862	\$332,854	\$581,566	\$1,417,282
2022	\$672,025	\$440,350	\$733,662	\$1,846,037
2023	\$714,098	\$498,162	\$795,213	\$2,007,473

Hotel Revenue up \$161,436

ADR up 28.6% from 2021
ADR up 7.4% from 2022

Occupancy up 0.9%

TRI-CITY REGIONAL HOTEL-MOTEL COMMISSION

- KENNEWICK**

 - Nickolas Woody, SureStay Plus Hotel by Best Western Kennewick Tri-Cities
 - Mark Blotz, Clover Island Inn
 - Marie Mosley, Ex Officio, City of Kennewick
- PASCO**

 - Monica Hammerberg, Hampton Inn & Suites Pasco/Tri-Cities
 - Jerry Beach, A-1 Hospitality
 - Adam Lincoln, Ex Officio, City of Pasco
- RICHLAND**

 - Lacey Stephens, Home2 Suites by Hilton
 - Yesenia Galvez, Holiday Inn Richland on the River
 - Jon Amundson, Ex Officio, City of Richland

STRATEGIC SALES

The sales department's primary focus is to market to convention, sports, and group meeting planners through direct sales contacts, targeted marketing, and attending industry events. These activities mean "heads in beds" that generate significant tax revenues for our community.

2023 PROGRAM HIGHLIGHTS

- **156** Conventions, sports & group activities
↓ Down **2%** from previous year
- **121,048** Visitors attracted
↑ Up **9%** from previous year
- **\$26,774,874** Convention and sports spending to region
↑ Up **6.3%** from previous year



HIGHLIGHTS

Sales & Client Relationship Building

- Hosted Spring Olympia Sales Blitz & Customer Appreciation Luncheon reaching 39 meeting planners
- Conducted 18 appointments at the Fall Olympia Sales Blitz
- Hosted hospitality sales training for hotel/venue partners
- Hosted Sports Customer Appreciation Event in Portland
- Attended seven industry related events to meet with meetings and sports planning professionals

Secured Major Events

- 2024-2026 IRONMAN Triathlon
- 2024 & 2027 National Horseshoe Pitchers Association World Championships
- 2024-2027 WIAA State Cross Country Championships
- 2024 Convention of Jehovah's Witnesses – four weekends (July/August)
- 2025 International Cherry Symposium
- 2024-2027 Washington Association for Pupil Transportation Conference and Trade Show
- 2024 Washington Elementary Chess Championships
- 2023 Latino World Series (softball) – United States Specialty Sports Association
- 2024 US Tennis Association PNW Mixed 40 & Over and Mixed 55 & Over Section Championships

2024 & BEYOND

- **121** Future conventions, meetings and sports events booked
- **140,765** Future visitors
- **\$49,464,202** Future visitor spending



COMING IN 2024

*see back cover for more details



EFFECTIVE MARKETING

Each year, Visit Tri-Cities creates and implements a comprehensive marketing strategy aimed at increasing brand recognition and attracting visitors to the Tri-Cities region. To ensure maximum reach among potential visitors, Visit Tri-Cities employs a range of effective tactics, including digital advertising, media relations, social media, and print. This multi-faceted approach allows for broad and diverse audience engagement, ultimately raising awareness of the Tri-Cities destination.

CAMPAIGN HIGHLIGHTS

Tourism campaigns deployed in 2023 earned:

- **23,257,277** Impressions
- **105,543** Click throughs

WEBSITE HIGHLIGHTS

829,097 Pageviews
54% Increase from previous year

312,709 Unique Visitors
13% Increase from previous year

MEDIA OUTREACH

- **32,597** Facebook Followers
9% increase from previous year
- **14,443** Instagram Followers
20% increase from previous year
- **2,877** LinkedIn Followers
21% increase from previous year
- Hosted **12** successful FAM tours with **16** media representatives
- **56** Pieces of coverage
- **215K** Views
- **27.4 million** in audience reach

VISITOR CENTER INQUIRIES

786 Telephone calls
1,353 in 2022

573 In-person Visitors
760 in 2022



2023 HIGHLIGHTS

- Launched 2023 Visitor Guide
- Launched seven digital marketing campaigns
- Achieved \$100:\$1 return on investments with Datafy digital ad campaigns
- 12% increase in social media followers through organic content since July 2023
- Created Destination Manifesto video
- Created videos for Four Key Visitor Experience Categories
- Refreshed marketing Brand Book & Style Guide to support messaging strategy
- Directed rework of 2024 Visitor Guide to support messaging strategy
- Incorporated HTML animated digital ads for dynamic content
- Upgraded booth presence at Taste Washington Trade Show



COLLABORATIVE DESTINATION DEVELOPMENT

RIVER SHORE ENHANCEMENT PROJECTS

A subcommittee of the Tri-Cities Rivershore Enhancement Council (TREC), a program of Visit Tri-Cities, is collaborating with community members and various jurisdictions, including the Cities of Kennewick and Pasco, Ports of Kennewick and Pasco, Benton PUD, and Franklin PUD, to update the Cable Bridge lighting. An interlocal agreement has been drafted, serving as the initial step to initiate fundraising and discuss project funding. The updated lighting will feature a modern control system, allowing remote management, and will showcase the Tri-Cities community by illuminating the Cable Bridge with different color patterns.



HIGHLIGHTS

Tri-Cities Rivershore Enhancement Council (TREC) Initiatives

- Hosted USACE Walla Walla District Commander for meeting and field tour with partnering jurisdictions
- Cable Bridge Lighting Subcommittee – finalized Interlocal Agreement for council/commissions review

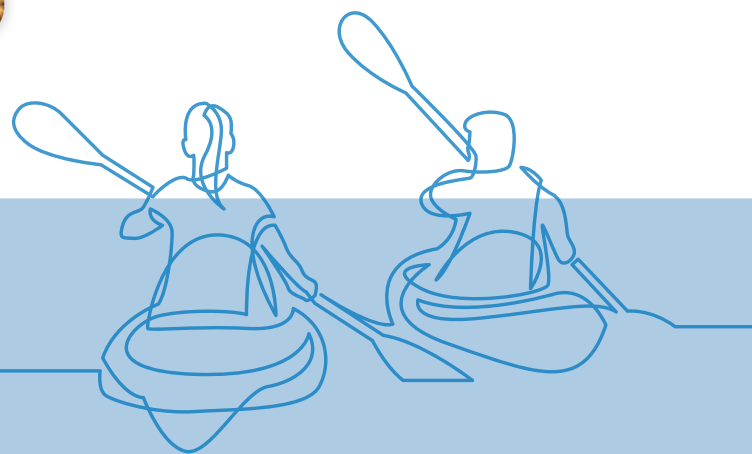
Tri-Cities National Park Committee Initiatives

- Attended and presented at the Energy Community Alliance (ECA) MAPR Peer Exchange in Los Alamos, NM with site community leaders and representatives from the National Park Service (NPS) and Department of Energy (DOE)
- Coordination of the Administrative Subcommittee
 - Developing a virtual strategy for B Reactor Tour shutdown (virtual tours)
 - Working with NPS, DOE, and ECA to establish a Friends of the Park Group that can support donations
 - Created Hanford/Tri-Cities community presentation for the ECA Peer Exchange



VISIT TRI-CITIES COUNCILS

Tri-Cities Rivershore Enhancement Council
Tri-Cities Sports Council
Tri-Cities Wine Tourism Council
Tri-Cities National Park Committee



PROACTIVE COMMUNITY ENGAGEMENT

2023 TOURISM CHAMPION AWARD

Congratulations to the **Tri-Cities Airport** team who received the prestigious Kris Watkins Tourism Champion Award this year. The forward-looking leadership at the Airport continues to make it a significant contributor to our visitor economy through renovations, collaborations, and promotion of local arts and sports. Thanks to Washington River Protection Solutions for sponsoring this award.



2023 EXCELLENCE IN SERVICE AWARD

Another huge shout out goes to **Oatis Outdoor Adventure Rentals**, recipient of the Annual Excellence in Service Award sponsored by Battelle. Oatis provides easy to access recreational opportunities in the area, and they do it with the genuine blend of helpful enthusiasm. Oatis is a perfect representation of the excellence in service visitors hope for in a destination.

AMERICAN WWII HERITAGE CITY DESIGNATION

Visit Tri-Cities, in partnership with the Tri-Cities National Park Committee and community partners, proudly celebrates the esteemed recognition of being designated as a National Park Service (NPS) American World War II Heritage City. This prestigious designation acknowledges the region's significant historical contributions during this pivotal era.



HIGHLIGHTS

Annual Meeting Showcase

- Engaged the community in the launch of our new messaging strategy showcasing core visitor experience categories with new video assets and highlights from individuals in the community with more than 450 attendees

Engagement Initiatives

- Manhattan Project National Park and World War II Heritage
 - American WWII Heritage City Designation Campaign
 - Launched dedicated webpage showcasing community assets related to WWII, the Manhattan Project, and the Manhattan Project National Historical Park
 - Produced a WWII Heritage City window cling for local organizations and businesses to display
 - VTC support for Ride with a Ranger
 - Staff participated in Manhattan Project educational tour
 - Coordination of the Tri-Cities National Park Committee and related efforts

- Chaired the Tri-Cities Legislative Council
 - Engaged with representatives to support community initiatives
 - Testified at Legislative Session on tourism initiatives
- Community Collaboration
 - Annual and Mid-Year Reports to City Councils
 - Collaboration with communities and agencies on tourism development issues
 - Presentations for civic groups, Washington Roundtable CEO Tour, and others
 - Board representation: Tri-City Water Follies, Bike Tri-Cities, TRIDEC, Tri-City Regional Chamber of Commerce, Pasco Chamber of Commerce, Benton-Franklin Council of Governments, and WSDMO
 - Committee representation: Kennewick, Pasco, and Richland Lodging Tax Advisory Committees
 - Formed the Tri-Cities Strategic Alliance bringing together Visit Tri-Cities, TRIDEC, Tri-City Regional Chamber of Commerce, and Benton-Franklin Council of Governments to advance the region through collaborative initiatives that support the individual mission of each organization



INNOVATIVE & MEANINGFUL OPERATIONS

HIGHLIGHTS

Strategic Vision and Leadership

- Strategic assessment to evaluate and enhance the organization's focus and approach
- Directed efforts on core strategies that boost visitation, enhance visitor experiences, and positively impact the Tri-Cities' economy
- Established a clear foundation for our messaging strategy that provides focus and consistency for long-term success
- Prioritized and maintained existing programs, campaigns, and goals while working through significant staffing changes
- Streamlined leadership and organizational structure
- Refined contracts with service providers
- Fully staffed and energized the VTC team

Financial Strength

- Maintained robust fiscal stability with significant reserve balances and year-end revenues expected to exceed budget by over \$161,000
- Continued and built upon healthy relationships with key financial partners including City Councils, TPA Commissioners, and hotel partners

Innovative Tools & Platforms

- VTC Dashboard Creation:
 - Implementation of a comprehensive dashboard for efficient performance tracking
- BrandFolder Integration:
 - Streamlining asset management and distribution for marketers and creatives
- Sprout Social Utilization:
 - Harnessing the power of an all-in-one social media management platform for holistic marketing strategy enhancement
- Meltwater Insights:
 - Leveraging Meltwater's suite of solutions to uncover valuable insights and drive desired results
- Asana Work Management:
 - Implementation of a web and mobile platform to help the team organize, track, and manage their work effectively

Staff Honors

- Destinations International: 30 Under 30 Award
- Six Destination International PDM Certifications
- Destinations International: Acceptance into to Certified Destination Marketing Executives (CDME) Program
- Washington Society of Association Excellence: Associate of the Year



VISIT TRI-CITIES GOVERNANCE

2023 EXECUTIVE COMMITTEE

- Chair: **Corey Pearson**, Three Rivers Campus
- Past Chair: **Rob Roxburgh**, CPCCo
- First Vice Chair: **Buck Taft**, Tri-Cities Airport/Port of Pasco
- Vice Chair: **Vijay Patel**, A-1 Hospitality
- Vice Chair: **Staci West**, Bechtel
- Vice Chair: **Amy Johnson**, Purple Star Winery
- Treasurer: **Ron Hue**
- Legal Counsel: **John Raschko**, Miller Mertens & Comfort, P.L.L.C.
- CPA: **Monte Nail**, CPA

VISIT TRI-CITIES STAFF

- **Kevin Lewis**, President & CEO
- **Hector Cruz**, Vice President of Development & Community Engagement
- **Gretchen Guerrero**, Vice President of Finance & Operations
- **Julie Woodward**, Vice President of Marketing & Creative Services
- **Austin Wingle**, Marketing Manager, Advertising, Design & Creative Analysis
- **Corbin Harder**, Marketing Manager, Website & Multi-Media
- **Lillian Martin**, Media Relations Manager
- **Kirsten Finn**, Convention Development Manager Team Lead
- **Natalie Clifton**, Sports Development Manager
- **Michele York**, Business Development Manager
- **Kaiya Bliss**, Convention Development Manager
- **Reagan Thompson**, Convention Development Manager
- **Linda Tedone**, Sales Administrative Assistant
- **Samantha Galbraith**, Operations Manager/Executive Assistant
- **Abby Hedges**, Visitor Services Specialist

OVERVIEW

- **Founded:** 1969 as non-profit organization
- **Staff:** 15 full-time employees
- **Structure:** Governed by a 42 member Board of Directors
- **Members:** 412
- **Website:** VisitTri-Cities.com

2023 BOARD OF DIRECTORS

- Councilmember **Loren Anderson**, City of Kennewick
- **Deborah Barnard**, Barnard Griffin Winery
- **Jerry Beach**, A-1 Hospitality
- **Troy Berglund**, West Richland Chamber of Commerce
- **Mark Blotz**, Clover Island Inn
- Washington State Senator **Matt Boehnke**
- **Phinney Brown**, Arts Center Task Force
- Washington State Representative **April Connors**
- **Jennifer Cunningham**, Q Home Loans
- **Karl Dye**, TRIDEC
- Councilmember **David Fetto**, City of West Richland
- **Robert Franklin**, B-Reactor Museum Association
- **Colleen French**, Department of Energy
- **Brisa Guajardo**, Tri-Cities Hispanic Chamber of Commerce
- **Mike Hall**, Ice Harbor Brewing Company
- **Monica Hammerberg**, Hampton Inn + Suites Pasco
- **Colin Hastings**, Pasco Chamber of Commerce
- **Sandra Haynes**, WSU Tri-Cities
- **Trish Herron**, Battelle
- Commissioner **Ken Hohenberg**, Port of Kennewick
- **Diahann Howard**, Port of Benton
- **Brian Lubanski**, Ben Franklin Transit
- **Lori Mattson**, Tri-City Regional Chamber of Commerce
- **David McClain**, TC Black
- Commissioner **Will McKay**, Benton County
- **Brent Miles**, Tri-City Dust Devils
- Commissioner **Rocky Mullen**, Franklin County
- **Dara Quinn**, Emerald of Siam
- **Cliff Reynolds**, Courtyard by Marriott Columbia Point
- Mayor Pro Tem **Theresa Richardson**, City of Richland
- Councilmember **Zahra Roach**, City of Pasco
- **Gus Sako**, The Octopus' Garden
- **Rosana Sharpe**, The REACH Interpretive Center
- **Lacey Stephens**, Home2Suites
- **Vivian Terrell**, Honey Baked Hams Co.
- **Matt Watkins**, Pasco Public Facilities District
- **Rebekah Woods**, Columbia Basin College

OUR MEMBERSHIP

Visit Tri-Cities’ ability to attract visitors to our region is made possible by the investment and support of our member organizations. Visit Tri-Cities members and partners provide unique and inclusive opportunities that are of interest to travelers and help build a better quality of life for residents. Their dedicated, unwavering support is the foundation of our work. In turn, it is our duty, obligation, and pleasure to continue the promotion and celebration of our members and our dynamic community through tourism marketing, high quality publications, destination advertising, educational forums, creative digital content, and destination development. In 2023, Visit Tri-Cities’ membership total reached **412 tourism businesses**.

ECONOMIC DEVELOPMENT PARTNERS

City of Kennewick
City of Pasco
City of Richland
Tri-City Regional Hotel Motel Commission

DIAMOND

Battelle
Bechtel National
Central Plateau Cleanup Company
Hanford Mission Integration Solutions
Toyota Center
Three Rivers Convention Center
Washington River Protection Solutions

PLATINUM

Ben Franklin Transit
Benton County
Benton PUD
City of West Richland
Energy Northwest
Franklin County
Franklin PUD
Port of Benton
Port of Kennewick
Port of Pasco
The HAPO Center

GOLD

Best Western Premier Pasco Inn & Suites
Clover Island Inn
Comfort Suites Kennewick at Southridge
Courtyard by Marriott Richland Columbia Point
Hilton Garden Inn Kennewick
Holiday Inn Express & Suites Pasco Tri-Cities
Holiday Inn Richland on the River
Red Lion Hotel & Conference Center Pasco
Red Lion Hotel Kennewick Columbia Center
Richland Riverfront Collection by Ascend
SpringHill Suites by Marriott Kennewick

SILVER

Baymont Inn & Suites
Best Western Kennewick Tri-Cities Center Hotel
Best Western Plus Kennewick Inn
Comfort Inn
Courtyard by Marriott Pasco Tri-Cities Airport
Fairfield Inn
Hampton Inn & Suites Pasco/Tri-Cities
Hampton Inn Kennewick at Southridge
Hampton Inn Richland
Holiday Inn Express Hotel & Suites Richland
Home2Suites by Hilton
Homewood Suites by Hilton - Richland
Kennewick Inn & Suites
La Quinta Inn & Suites
My Place Hotel-Pasco/Tri Cities, WA
Red Lion Inn & Suites Kennewick Tri-Cities
Sleep Inn Pasco Tri-Cities
Super 8 Kennewick
The Lodge at Columbia Point
TownePlace Suites by Marriott
Woodspring Suites

Standard Membership

14 Hands Winery
3 Eyed Fish Kitchen + Wine Bar
3 Rivers Folklife Society
4 Whistles Winery
A & A Motorcoach
Above The Curve Vineyard
Academy of Children’s Theatre
Ace Jewelry & Loan
Adventures Underground
Airfield Estates
AJ’s Edible Arts, Inc.
Alaska Airlines
Alexandria Nicole Cellars
Alexandria Nicole Cellars Destiny
Ridge Tasting Room
Allied Arts Association - Gallery at the Park
Anelare Winery
Angel Brook Christmas Tree Jubilee
Angel Brook Farm Market and Produce
Stands - Kennewick
Angel Brook Farm Market and Produce
Stands - Richland
Angel Brook Ice Cream
Anthology Event Venue by Castle
Event Catering

Anthony’s at Columbia Point
Arlene’s Flowers & Gifts
Art on the Columbia
Art Work Northwest
Art YOUR Way
Arts Center Task Force
Aspen Limo Tours
At Michele’s
Atomic Ale Brewpub & Eatery
Atomic Bowl & Jokers Lounge & Casino
Atomic Escape Rooms
Aub’s Bananza Bread
Avennia Red Mountain Tasting Room
AXE KPR Axe Throwing
Azteca
B Reactor Museum Association (BRMA)
Badger Mountain Vineyard/Powers Winery
Barnard Griffin Winery
Bartholomew Winery
Baum’s
Bella Italia Restaurant
Bennett Rentals
Benton County Fairgrounds
Bergan’s Timeless Treasures
Bergstrom Aircraft, Inc.
Bingo Boulevard

Black Heron Spirits, LLC
Blankslate
Blossom Cups & Cakes, LLC
Bob’s Burgers and Brew - Kennewick
Bob’s Burgers and Brew - Richland
Boiada Brazilian Grill
Bombing Range Brewing Company
Bon Cafe Co
Bougie Brunch
Brady’s Brats
Brewminatti
Brick House Pizza
Bristle Art Gallery
Brother’s Cheese Steaks
Budd’s Broiler by Anthony’s Restaurants
Buds and Blossoms too
Burger Ranch
Burger Ranch - Pasco
Canyon Lakes Golf Course
Catering to You
CBC Arts Center
Cedars at Pier 1
CG Public House & Catering
Chandler Reach Vineyards
Chapala Express
Cherry Chalet Bed & Breakfast

OUR MEMBERSHIP

Chic & Unique Furniture Kennewick
Chic & Unique Furniture Richland
Chuck E. Cheese
Chukar Cherries
Cigar Savvy Shop, LLC
Clover Island Marina
Col Solare Winery
Columbia Basin BMX
Columbia Basin College
Columbia Basin Racquet Club
Columbia Center
Columbia Crest Winery
Columbia Park Golf Tri-Plex
Columbia Point Golf Course
Columbia Sun RV Resort
Community Concerts of the Tri-Cities
Convergence Zone Cellars
Copper Top Tap House
Cora’s E-bike Shop
Cougar Cave Espresso
Country Mercantile
Country Mercantile - Pasco
Coyote Bob’s Roadhouse Casino
Coyote Canyon Mammoth Site
Coyote Canyon Winery
Crazy Moose Casino
Cupcakes Bakery & Deli
D’s Wicked Cider
D-Bat Columbia Basin
Del Sol Lavender Farm
DermaCare Desert Food Mart (Conoco)
Desert Wind Winery
Divots Golf
Dog Haus Biergarten - Pasco
Don Rubio’s
Dovetail Joint Restaurant
DownUnderSportFishing
DrewBoy Creative
Earth Spirit Shop
East Benton County Historical Society & Museum
Eastern Washington Transportation
Elk Haven Winery
Emerald of Siam Thai Restaurant & Lounge
Encanto Arts
Europa Italian & Spanish Cuisine
Events at Sunset
Experience 46 Degrees
Farmhand Winery
Fast and Curryous
Fat Olives Restaurant & Catering
Fidélitas Wines
Five Guys Burgers & Fries
Float Euphoria
Foodies Kennewick
Foodies on the Go
Foodies Richland
Franklin County Historical Society & Museum
Franklin County RV Park
Fresh Leaf Co
FreshPicks WA Smoothies
Frichette Winery
Friends of Sacajawea State Park
Frost Me Sweet Bakery & Bistro
Fujiyama Japanese Steak House & Bar

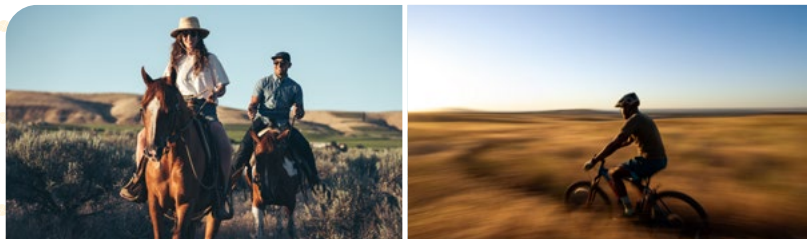
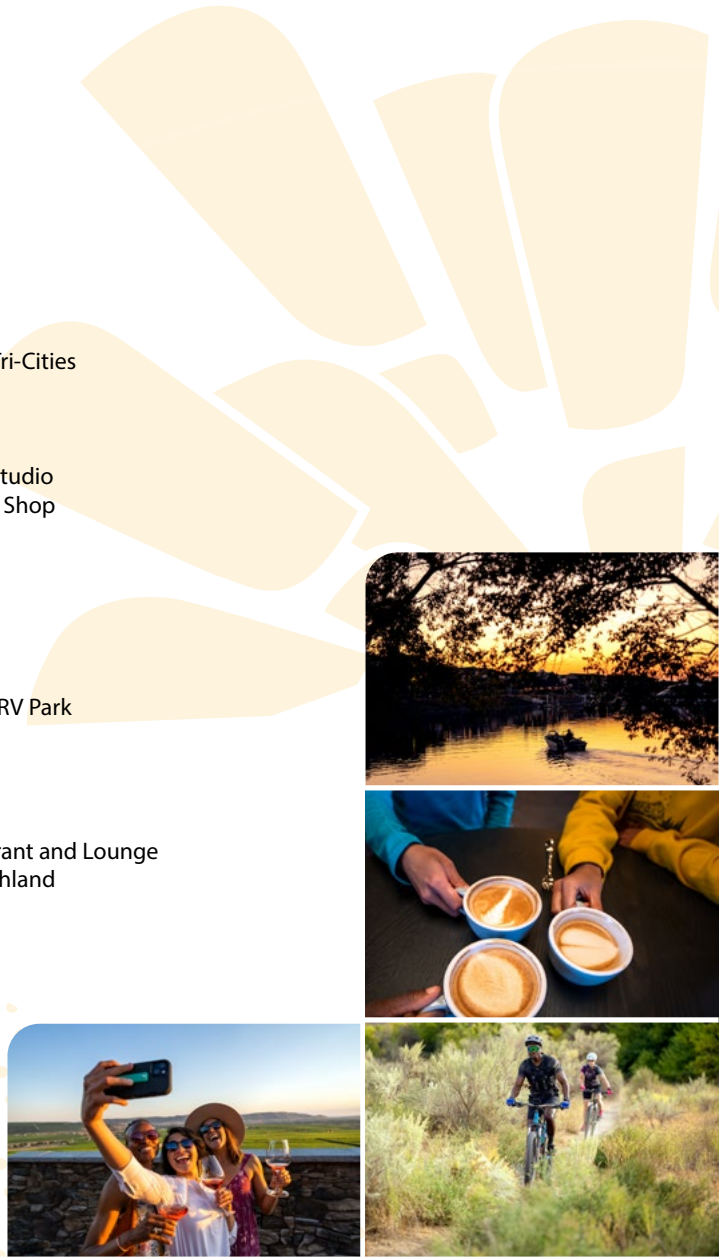
Garden Hot Pot
Gesa Carousel of Dreams
Glass Studio at Barnard Griffin Winery
Goose Ridge Estate Vineyard & Winery
Gordon Estate Winery
GRAZE - ‘a place to eat’
Great Harvest Bread Company Kennewick
Greenies
Griggs Ace Hardware
Ground Support Coffee
Guadalajara Style Mexican Food LLC
Hamilton Cellars
Havana Café
Hedges Family Estate
Hightower Cellars
HoneyBaked Ham Café
HOOKED SEAFOOD BOIL & BAR
Hope Outfitters
Hops n Drops
Hops n Drops - Kennewick
Horn Rapids Golf Course
Horn Rapids RV Resort & Mini Mart
Hot Tamales, LLC
How Sweet It Is
Ice Harbor Brewing Co.
Ice Harbor Brewing Company at the Marina
Iconic Brewing
IHOP Restaurants
Indaba Coffee
InterMountain Alpine Club
iplay Experience
It’s All in the Details
J&S Dreamland Express
J. Bookwalter
Just Juice LLC
KayakBateman.com
Kickstand Tours
Kindred Spirits
Kiona Vineyards and Winery
Kitzke Cellars
La Bella Vita Kitchen and Bar
Lakeside Gem and Mineral Club
Layered Cake Artistry
Lencanto Grass
LIGO Hanford Observatory
Longship Cellars
Love Curry Indian Cuisine
Lower Columbia Basin Audubon Society
LU LU Craft Bar + Kitchen
Lucky Flowers
Magill’s Restaurant & Catering
Market Vineyards
Martinez & Martinez Winery
Masala Indian Cuisine
Master Gardener Foundation of
Benton-Franklin County
McDonald’s Restaurants
Mercer Wine Estates
Mid-Columbia Ballet
Mid-Columbia Libraries
Mid-Columbia Mastersingers
Mid-Columbia Musical Theatre
Mid-Columbia Symphony
Middleton Farms

Milbrandt Vineyards/Ryan Patrick Wines
MillerTime Fishing
Miss Tamale
Mocha Express on Canal
Mocha Express TriCities
Modern Medical Spa
Monarcha Winery
Moniker Bar
Monterosso’s Italian Restaurant
Moonshot Brewing
Moonshot Brewing Pub at the Park
Muret-Gaston Winery
National Charter Bus Richland
Nothing Bundt Cake
Nouveau Day Spa
OATIS Outdoor Adventure Rentals
Octopus’ Garden
OH SUSHI
Opportunity Kitchen - Federal Building
Opportunity Kitchen - Public Market at CRW
Pacific Shorz Powersports
Pasco Aviation Museum
Pasco Goffland
Pasco Specialty Kitchen
Peacock Coffee Roasting Co
Pedego Electric Bikes Tri-Cities
Perfect Circle Brewing
Philocaly Lingerie Boutique
Picante Mexican Taqueria
Polka Dot Pottery
Popcorn Northwest
Porter’s Real BBQ Kennewick
Porter’s Real BBQ Pasco
Porter’s Real BBQ Richland
Poutine, Eh?
Power Up Arcade Bar
Preszler’s Guide Service, LLC
Price 4 Limo
Proof Gastropub
Public Market at Columbia River Warehouse (CRW)
Purple Star Wines
Ranch & Home
Rattlesnake Mountain Harley - Davidson
REACH Museum
Reborn Bike Shop
Red Dot Paintball
Red Lobster
Red Mountain AVA Alliance
Red Mountain Event Center
Red Mountain Trails
Red Mountain Trails Winery
Restaurante El Chapala
Rewster’s Craft Bar & Grill - Horn Rapids Golf Course
Richland Players
RideNow Powersports Tri-Cities
Roads2 Travel Company
Rocco’s Pizza Kennewick
Rocco’s Pizza Pasco
Rock Shop
Rollarena Skating Center
Rolling Hills Chorus
ROMA House
Roscoe’s Coffee
Round Table Pizza - Kennewick

OUR MEMBERSHIP

Round Table Pizza - Leslie
Round Table Pizza - Pasco
Round Table Pizza - Richland
Runners of the Sage
Sacajawea State Park
Sage Brewing Company
Sageland Center
Salud Bar and Kitchen
Sandollar Farms & Alpacas
Sandy's Fabrics & Machines
Seoul Fusion Korean Restaurant
Shade Cafe
Sheep's Clothing
Shelby's Floral & Gifts
Simplified Celebrations
Skippers Seafood n' Chowder
Sleeping Dog Wines
Soi 705
Solar Spirits Distillery
Somer Mediterranean Food and Bakery LLC
Southern Cross Winery
Spare Time Lanes
Spencer Carlson Furniture & Design
Sporthaus
Summer's Hub of Kennewick
Sun Willows Golf Course
Sundance Aviation
Sunken Treasures Games
SunWest Sportswear
SuperMex El Pueblo Market
Swadee Thai Cuisine
Swampy's BBQ Sauce & Catering
Swigg Coffee Bar
Tagaris Winery
Take a Break Tri-Cities
Tapteal Greenway
TC Black
TC Cider House
Terra Blanca Winery & Estate Vineyard
The Bradley
The Bubbly Boba
The Crazy Crab Place
The Educated Cigar, LLC
The Endive Eatery
The Garden TriCities
The Grain Bin Flower Farm & Inn
The Human Bean
The Medusa Tap House
The Moore Mansion
The Olive Garden
The Pub
The Rude Mechanicals
The Spa Traveler
The Teal Box
The Tinte Red Mountain Retreat
Thurston Wolfe Winery
Tip Pit BBQ
Transient Coffee Company
Trejo's Mexican Restaurant
Trejo's Taco Factory
Tri-Cities Newcomers Club
Tri-Cities Tackle
Tri-Cities Wine Society
Tri-City Americans Hockey

Tri-City Dust Devils
Tri-City Tappers
Tucannon Cellars
Tulipe Lifestyle Shop
Tumbleweeds Food Truck
Tumbleweeds Mexican Flair
Twigs Bistro & Martini Bar
Twist Clothing Co.
Uncle Sam's Saloon
Upchurch Vineyard
Uptown Antique Market
Urban Grounds LLC
US Army Corp of Engineers
VISTA Event Space
Washington State University Tri-Cities
Water2Wine Cruises
Wautoma Springs
West Richland Golf Course
Wet Palette Uncork + Create Studio
Wheelhouse Community Bike Shop
White Bluffs Brewing
White Bluffs Quilt Museum
Wine Social
Wingstop Pasco
Wisdom Books LLC
WIT Cellars
Wright's Desert Gold Motel & RV Park
Xenophile Books
X-Golf Kennewick
Z Place Salon & Spa
Zintel Creek Golf Club
Zintel Creek Golf Club Restaurant and Lounge
Zullee Mediterranean Grill Richland



OUR SPONSORS

HANFORD MISSION INTEGRATION SOLUTIONS

The **Media Outreach Sponsorship** is paramount to the success of Visit Tri-Cities' mission of driving visitor spending. The funds secured through the media relations sponsorship allows our organization to work in unison with outside public relations firms to bring in travel writers, national news organizations, and provides the national media attention our great community deserves. Additionally, the sponsorship complements other marketing endeavors such as social media, digital, OTT, television, and print ads. In doing so, we bring value to our partners and community members while creating a positive image of our community for local employers recruiting efforts and employee retention.



BECHTEL

The **Tri-Cities Rivershore Enhancement Council (TREC)** is a multi-jurisdictional program, coordinated by Visit Tri-Cities, which is helping the community rediscover its river shores and is working to emphasize restoration, development, and enhancement activities. The investment made by Bechtel ensures that the work being done by TREC's committees, the Strategic Committee and the Technical Committee, will continue. Contributions made, have a direct impact on the Rivershore Enhancement Council through the creation of the Rivershore Master Plan. These efforts continue to improve river shore experiences for all to enjoy.



WASHINGTON RIVER PROTECTION SOLUTIONS

Washington River Protection Solutions is the **Annual Meeting and Kris Watkins Tourism Champion Award Sponsor**. This sponsorship supports the communication of the Visit Tri-Cities mission with its VTC membership, VTC Board of Directors, and stakeholders; including presentations to city council members and elected officials.



BATTELLE

Battelle is our **Excellence in Service Award/Eco-Tourism Sponsor**. This partnership is a vehicle for encouraging visitation and enjoyment of our outdoor recreational opportunities. Battelle also extends its support to the Excellence in Service Award, chairing the committee and overseeing the evaluation process. Battelle has made additional spotlights possible through the "Tri-Cities Business Spotlight" campaign. The Excellence in Service Award is presented by Battelle at the Visit Tri-Cities Annual Meeting.



CENTRAL PLATEAU CLEANUP COMPANY

The **Quality-of-Life Sponsorship** drives the success of the Visit Tri-Cities mission in developing programs, products, and activities that impact "the overall economic vitality of our communities and the quality of life for our citizens." This sponsorship provides an avenue to place in-market advertising, promoting the quality of life to local residents, those considering relocation, and visitors staying in the area. The funds secured through the Quality-of-Life Sponsorship allows our organization to market effectively in-region, highlight local tourism businesses, encourage the community to engage with local events and businesses, and inspire our local community members to bring their friends and family to the Tri-Cities; in turn positively impacting our local economy.



THREE RIVERS CONVENTION CENTER, TOYOTA CENTER & TOYOTA ARENA

The Three Rivers Campus is the **Convention and Meeting Program Sponsor**. A pivotal hub for economic development in our community. The convention facilities are more than just event spaces, they are the engines that drive economic development. The sponsorship of the Three Rivers Campus directly contributes to the community's ability to host diverse and impactful events, creating a positive ripple effect throughout the community. The Three Rivers Campus creates opportunities for locals to engage, learn, and network. It is an investment in the economic and social fabric of our community.



NEWLY SECURED SIGNATURE EVENTS FOR 2024



Visit Tri-Cities inked the deal to host the IRONMAN 70.3 Washington Tri-Cities race for the upcoming three years. This exciting event will be staged at Columbia Point in Richland, bringing together 2,500 athletes, 7,500 visitors, 2,000 volunteers, and numerous agencies. The collaboration aims to produce one of world's most recognized and embraced endurance events.



Visit Tri-Cities won the bid to host the World Horseshoe Pitching Championships in both 2024 and 2027. Each world championship event will bring nearly 2,500 people to the area over a two-week period as pitchers compete for the world title. Each world championship event will generate nearly \$1 million in economic impact to the area as well as 1,000 participants will come to the Tri-Cities to compete for the world title.



Another successful bid Visit Tri-Cities landed is the 2024 Washington Society of Association Excellence (WSAE) Annual Conference. WSAE is a representative body for over 225 association executives, staff specialists, and industry partners. By hosting the 2024 Annual

Conference in the Tri-Cities, Visit Tri-Cities has a valuable opportunity to present the region as a top-tier destination to influential members of the association and event planning community. These individuals are often well-connected, long-standing acquaintances who strive to provide their members with the finest education and experiences that Washington has to offer, and the Tri-Cities perfectly aligns with their objectives.

For more information and updates on the IRONMAN 70.3 and the NHPA World Horseshoe Pitching Championships in Tri-Cities, please check out [VisitTri-Cities.com](https://www.VisitTri-Cities.com)

THE FOLLOWING IS A SUMMARY OF VISIT TRI-CITIES ACTIVITIES TO SUPPORT TOURISM.

STRATEGIC SALES

- Successfully host Washington Society for Association Excellence (WSAE), National Horseshoe Pitchers Association (NHPA), and IRONMAN events.
- Increase room nights booked by 15% over 2023. Achieve 45,000 room nights booked.
- Generate and submit 230 sales leads (Request for Proposals) to industry partners.
- Host three sales missions featuring customer appreciation events and appointments with planners.
- Attend five lead producing conferences to meet with decision makers and promote the Tri-Cities as a destination of choice for conventions and sports events. Conferences include TEAMS, Sports ETA, S.P.O.R.T.S. Relationship Conference, Esports Travel Summit, WSAE, Meeting Planners International, and Northwest Event Show.
- Host three appreciation events for meeting planners and sports events organizers.
- Utilize contracted platforms and tools to full potential.
- Conduct Director of Sales meetings to support and coordinate efforts with local tourism-related businesses.
- Work with Tri-Cities Sports Council members, including athletic directors, sports venue directors, and community leaders to create attractive proposals for high school athletic district and state-wide championships.
- Coordinate venue costs and accommodation pricing for tournament directors and meeting planners.
- Secure hotel room blocks and complimentary rooms as needed to secure events.

EFFECTIVE MARKETING

- Successfully promote and communicate WSAE, NHPA, and IRONMAN. Promotion and communication will occur through social media, our website, press releases, media press kits, advertising, etc.
- Launch new strategic messaging across all platforms and media.
 - Strategically create and launch digital ad campaigns throughout the year to attract targeted visitors in each of the core experiences. Tactics include CTV/OTT, blended video and digital display.
 - Acquire fresh photo and video assets to enhance each core experience, including important events, activities, locations, and seasons. Quarterly shoots will be conducted throughout 2024 to document yearly events, entertainment, weather-related content, and more. These updated resources will assist in effectively narrating our destination's story, fostering emotional connections, sparking inspiration in viewers, and offering a virtual experience.
 - Utilize public relations to raise awareness and generate interest in our destination. Tactics include 12 FAMs (familiarization tours) by traditional media placements (50%) and by social media influencers (50%). Other tactics include social media, press releases, and interviews.

- Rebuild and launch VTC website Q3. Revamp the website to reflect our updated strategic approach and highlight essential messaging. Strategies involve implementing a user-friendly and intuitive navigation system to assist visitors in their travel decision-making process. Utilize captivating visuals to effectively display and endorse the destination, along with a streamlined design for improved aesthetics.
- Use VTC dashboard to track and report key metrics for all marketing components. Enhance dashboard reporting to encompass all marketing aspects such as PR, social media, website, etc., in order to present a more comprehensive and comprehensible depiction of the data shared with stakeholders and staff.
- Design and distribute new 2024 Annual Visitors Guide. In designing the new 2024 Annual Visitors Guide, our primary focus will be on ensuring alignment with our revised strategic approach and emphasizing core messaging throughout. The content will be structured according to our five experience categories, incorporating human interest narratives to engage readers.
- Utilize contracted platforms and tools to full potential. BrandFolder serves as a repository for our digital assets and logos. In the upcoming year, we plan to transfer all pertinent assets to the platform and incorporate new assets as well. Utilize other platforms to streamline work flow and communication strategies.
- Improve internal and stakeholder communication.
 - Internal: 1. Implement the Asana project management platform company-wide to enhance internal communication and streamline workflow. 2. Distribute the updated Brand Book to enlighten staff about our brand significance and core values.
 - Stakeholder: 1. Enhance the VTC dashboard to offer stakeholders a clearer insight into the performance of our initiatives and their contributions to our city's tourism endeavors. 2. Partnering with Datafy as our digital media collaborator will enable us to gather data on return on ad spend and attributions, significantly enhancing the visibility of our digital marketing efforts.



THE FOLLOWING IS A SUMMARY OF VISIT TRI-CITIES ACTIVITIES TO SUPPORT TOURISM.

COLLABORATIVE DESTINATION DEVELOPMENT

- Successfully leverage WSAE, NHPA, and IRONMAN Events
- Coordinate and manage efforts of the Tri-Cities Rivershore Enhancement Council (TREC), including advancing the Cable Bridge Lighting Project and creating a webpage to track and report all TREC related projects and developments.
- Provide direction and guidance for recommendations outlined in the Rivershore Master Plan II.
- Coordinate efforts of the Tri-Cities National Park Committee and collaborate with partner agencies to establish a community vision for the Manhattan Park National Historical Park (MAPR), establish a friends group entity and support Park related initiatives.
- Promote the National Park Service American WWII Heritage City designation, B Reactor virtual tours, and available MAPR tours.
- Provide direction and guidance for recommendations outlined in the Sports Facilities Market Analysis and Feasibility Study.
- Manage the cooperative efforts of the Wine Tourism Council serving wineries, wine-related venues, hotels, restaurants, and transportation providers in Benton and Franklin counties.
- Support initiatives to expand or enhance critical convention facilities and event venues.
- Engage in tourism related initiatives with the Tri-Cities Strategic Alliance (TRIDEC, the Tri-City Regional Chamber and the Benton-Franklin Council of Governments) to facilitate action on regional projects that will help shape the future of our region.
- Work with TRIDEC and the Tri-City Regional Chamber of Commerce to support business and economic development initiatives.
- Participate and provide leadership in tourism industry organizations such as Washington State Destination Marketing Organization (WSDMO), State of Washington Tourism, Destination Marketing Association (DMA West), and Destinations International (DI).
- Collaborate with Federal and State Legislators on tourism related priorities.

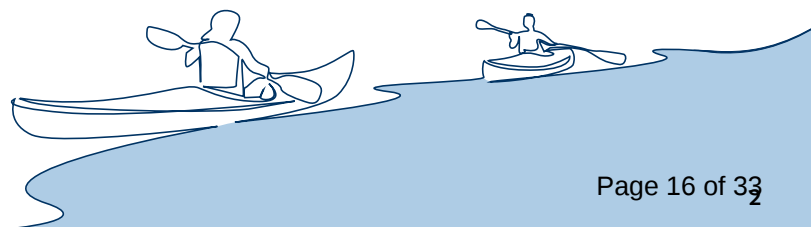
PROACTIVE COMMUNITY ENGAGEMENT

- Successfully engage community in hosting WSAE, NHPA, and IRONMAN events.
- Establish and maintain an engaging and meaningful membership program to recognize, support, and promote tourism related businesses and the partner organizations that support the mission and strategic pillars of our organization.
- Develop and produce a corporate sponsor media kit to outline opportunities and benefits.
- Host the 2024 Annual Meeting to provide inspiration, education, tourism reports, and outlook to our stakeholders and partners.
- Promote local tourism businesses and attractions through VisitTri-Cities.com.

- Provide key data to keep members up to date on industry trends, opportunities and events through regular newsletter communications.
- Promote local businesses to convention and sports participants through the "Show Your Badge" program.
- Create member benefit programs to support tourism employment, recruiting, and workforce development.
- Provide materials to local companies to enhance their recruitment and employee relocation efforts.
- Manage the cooperative efforts of the Tri-Cities Sports Council serving high school athletic directors, municipal recreation departments, local sports clubs, and sports officials.
- Secure volunteers for signature events taking place in the Tri-Cities.

INNOVATIVE & MEANINGFUL OPERATIONS

- Manage and operate the Tri-Cities Visitor Center, providing a place for visitors and residents to gather information on local attractions, services, and tourism-related businesses.
- Promote the Visitor Guide and other publications highlighting the community, attractions, and activities to promote the Tri-Cities as a preferred travel destination.
- Support and interact with estimated 5,000 written and telephone requests for information on the Tri-Cities.
- Produce the Tri-Cities Calendar of Events.
- Offer a "Hot Dates" program to assist visitors in finding accommodations during high-demand dates.
- Maintain the Satellite Visitor Centers with visitor information, maps and brochures.
- Provide visitor services and maintain the interactive Tri-Cities kiosks at the Tri-Cities Airport and Three Rivers Convention Center.
- Promote and manage the Tri-Cities "Excellence in Service" program to inspire customer service region-wide.
- Produce sustained and consistent tourism growth by preserving our position as an employer of choice through energizing work, professional growth and thoughtful adoption of effective employee retention initiatives.
- Operate and perform as a globally accredited organization as recognized by Destinations International and the Destination Marketing Accreditation Program (DMAP).
- Maintain efficient and healthy fiscal stability and related practices.



Light Industrial Area Utilities Extensions Council Workshop Update

March 12, 2024

Jeremy J. Lustig, PE, Utility Services Manager

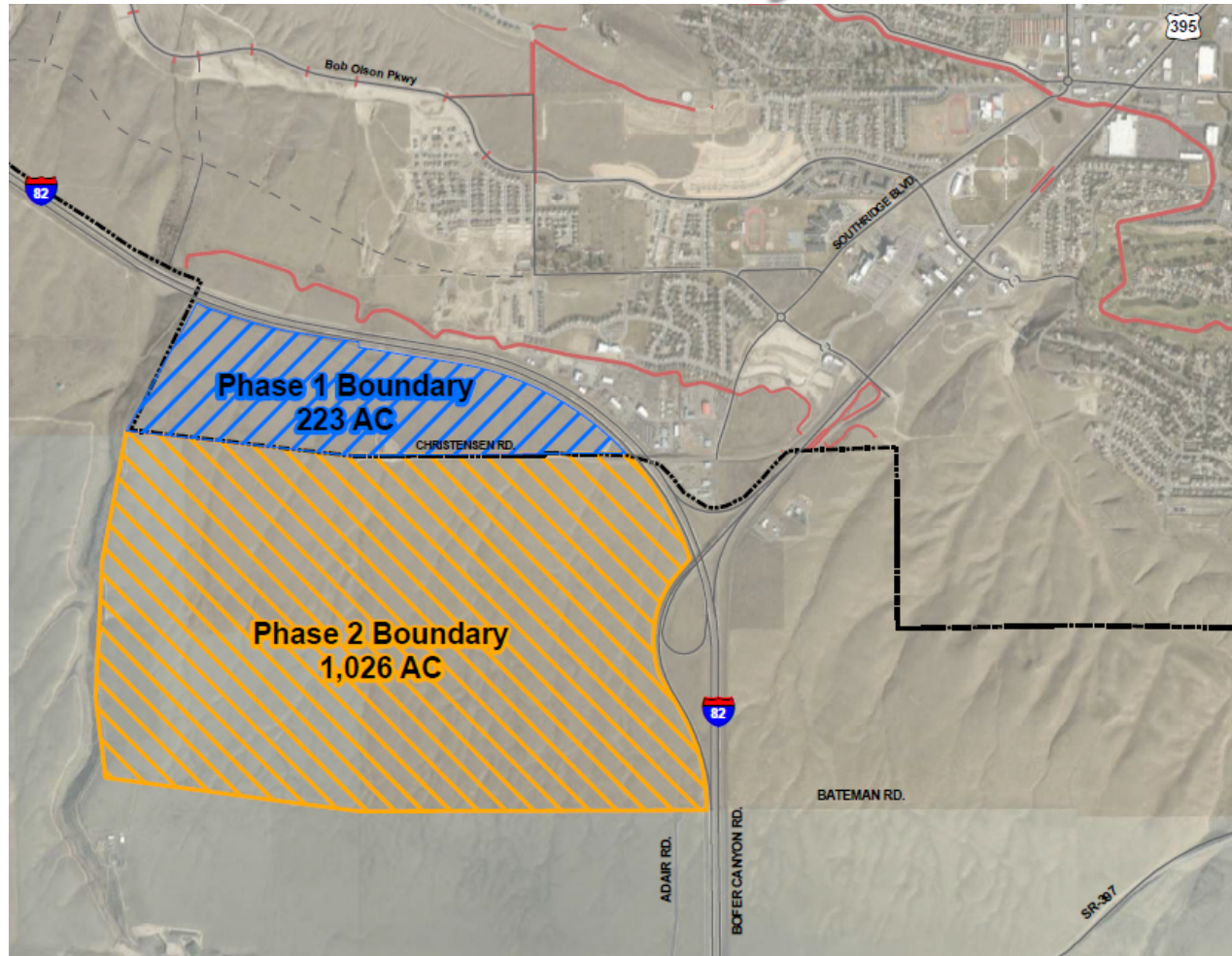


Agenda

- ☐ Quick review from last workshop in 2023.
- ☐ 30% Design of 12-inch Sewer in Colorado St
- ☐ Utility Easements & Access Rights
- ☐ Apple Valley - development timing
- ☐ Benton PUD/ Charter/ Ziplly Crossing Coordination
- ☐ WSDOT Crossing/ Variance
- ☐ Utilities Extensions Costs & Funding
- ☐ Schedule Update



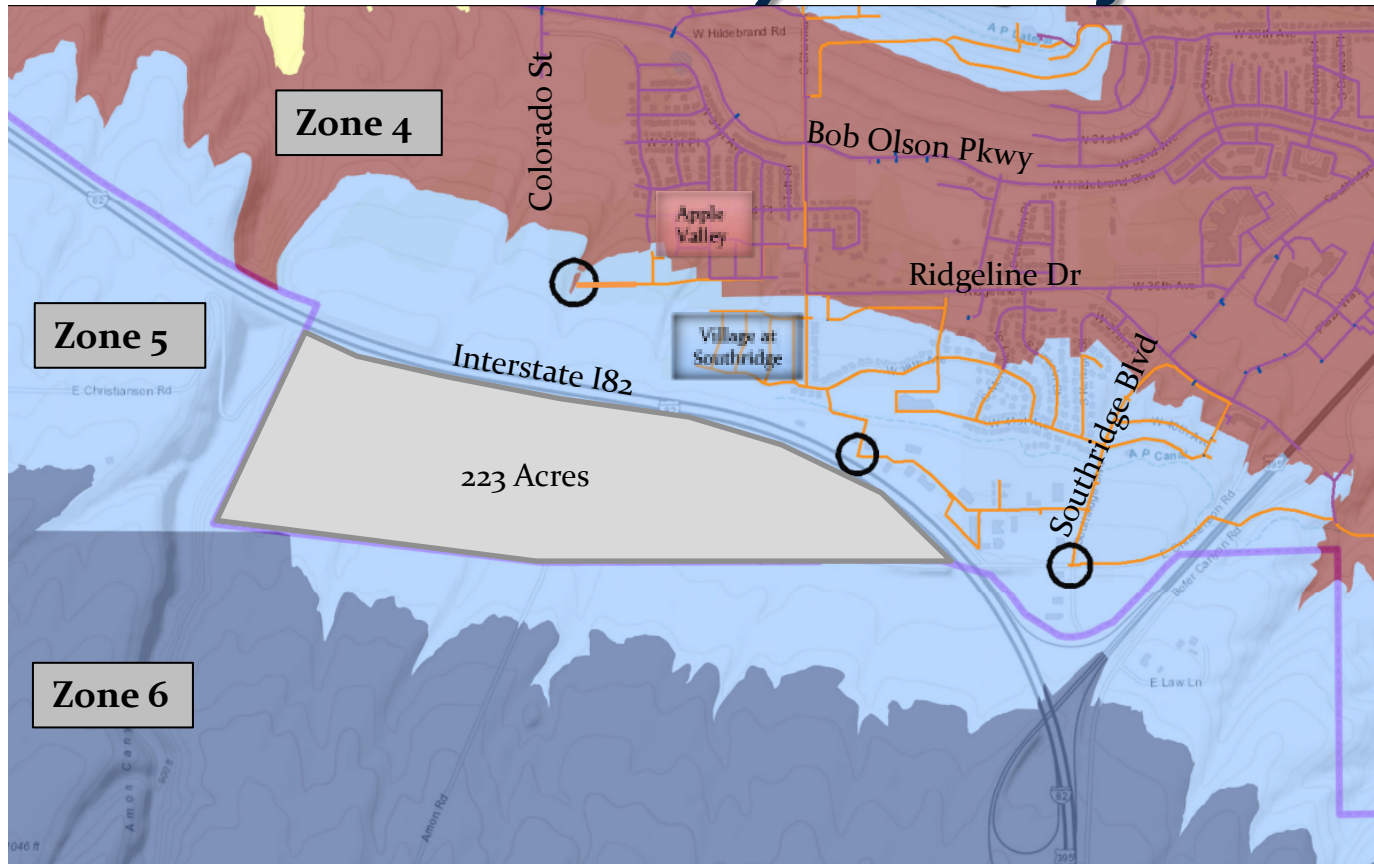
LIA South of I82



-  223 acres – initial LIA (recently annexed)
-  1,026 acres – future planned UGA



Water availability North of I82



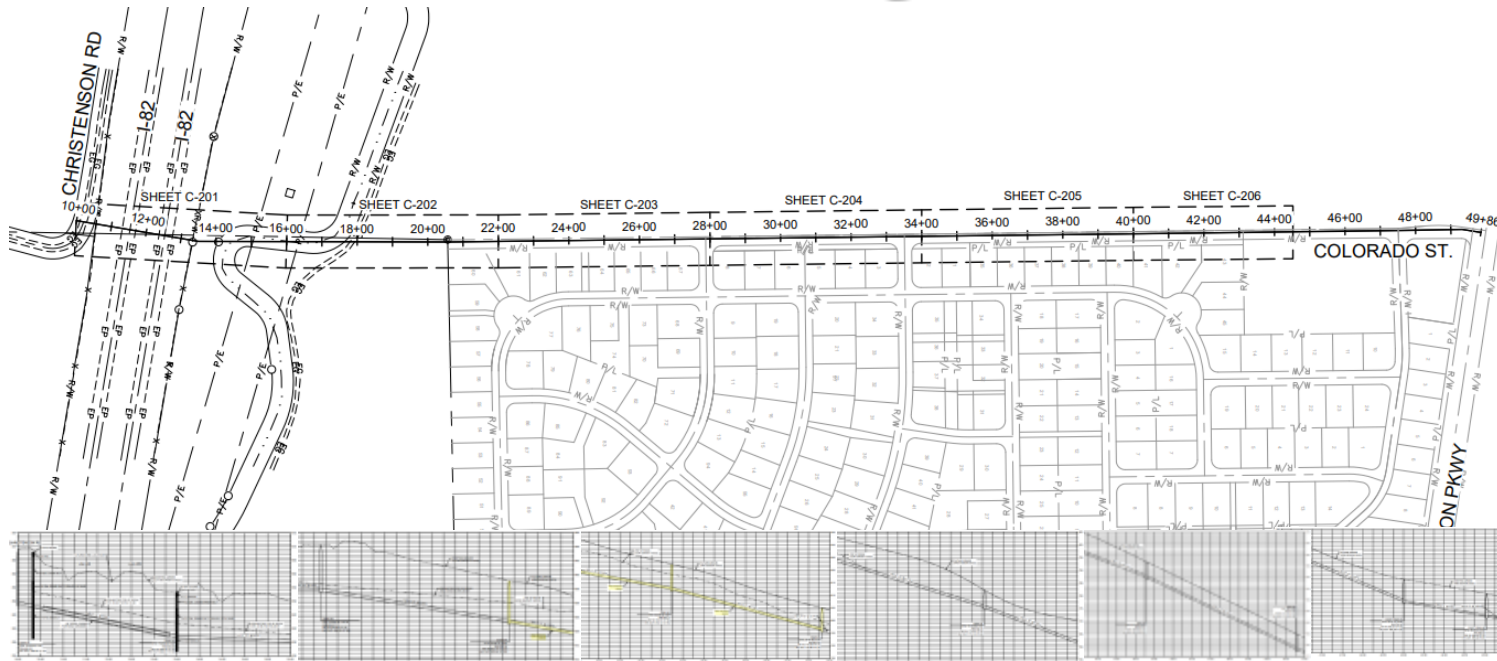
- Initial 223 acres – 100% inside of Zone 5 Pressure Zone Service Area
- Two potential water extension locations north of I82
 - 16" at Christensen Rd
 - 16" within Apple Valley - *preferred

Sewer availability North of 182



- Two potential sewer extension locations north of 182 (w/ sufficient capacity)
 - 18" stub at Bob Olson Pkwy & future Center Pkwy – long-term
 - 12" connection to 8" stub in future Colorado St south of Bob Olson - preferred

30% Sewer Design – Colorado St

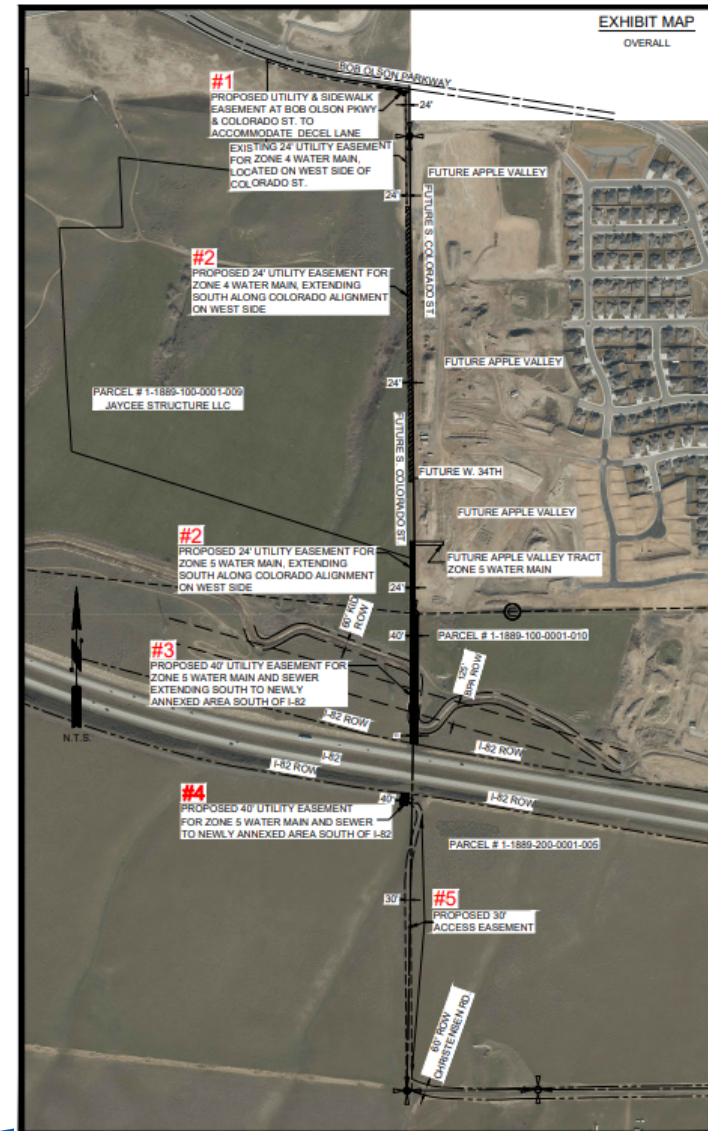


- Ensures the I-82 crossing depth will still allow for gravity to Bob Olson
- Determines if the Apple Valley or “developer’s design” needs to be deeper
- Defines a sewer pipeline alignment, profile, and designated corridor from South I-82 to Bob Olson Pkwy

Utility Easements & Access Rights

Utility Easements Acquired from
JC Structures/ Fullard-Leo:

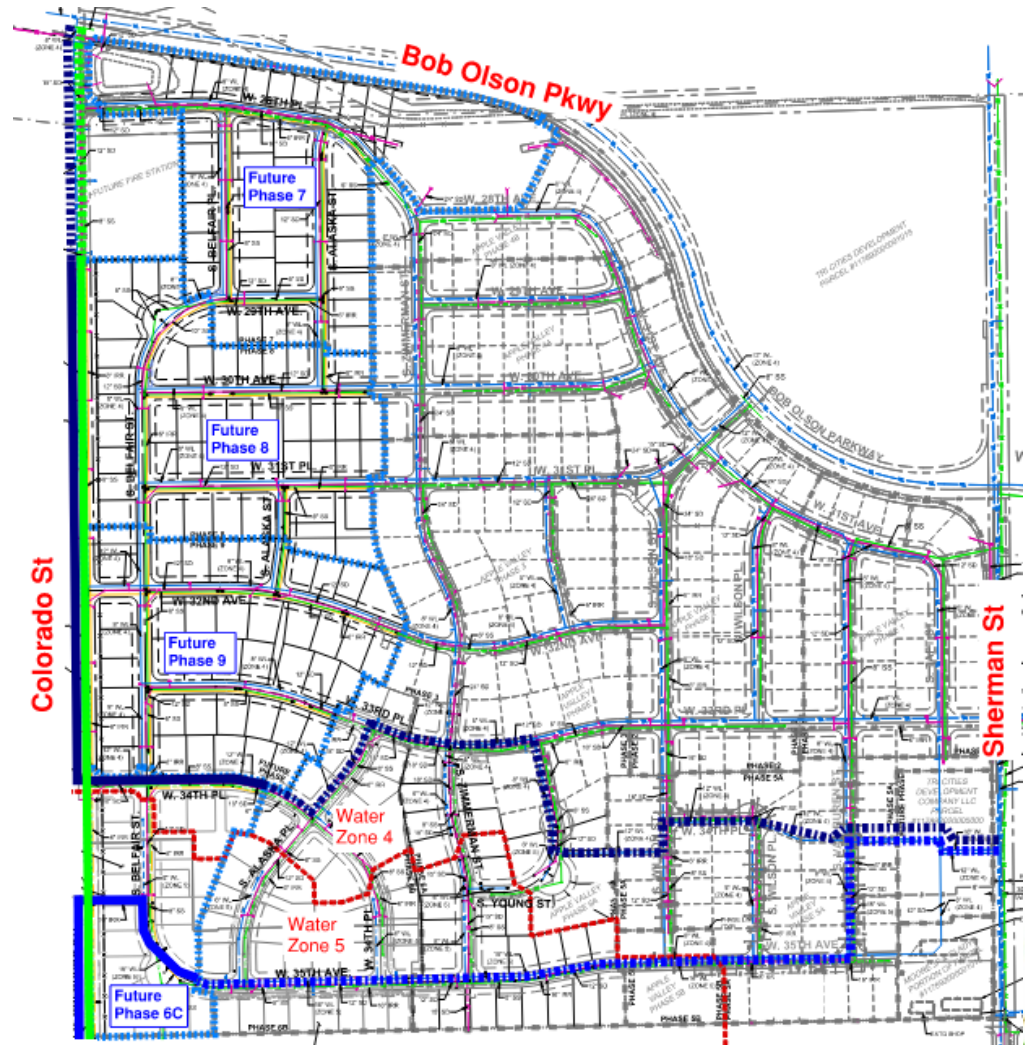
1. Right-hand decel lane from Bob Olson to Colorado St
2. 24' Zone 4 Waterline & 24' Zone 5 Waterline
3. Water & Sewer from Ridgeline south to I-82
4. Water & Sewer on south side of I-82
5. Access easement on south side of I-82 from Christensen Rd



Apple Valley – development timing

LIA Utility Needs:

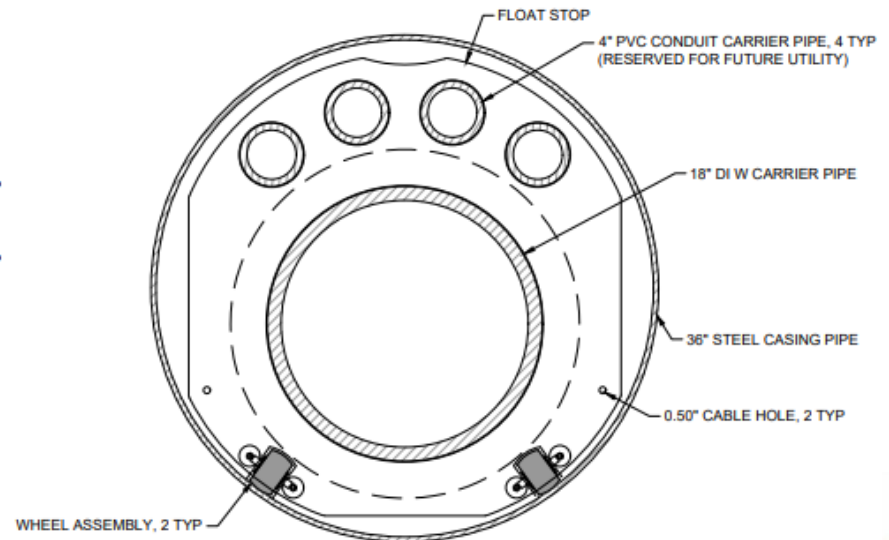
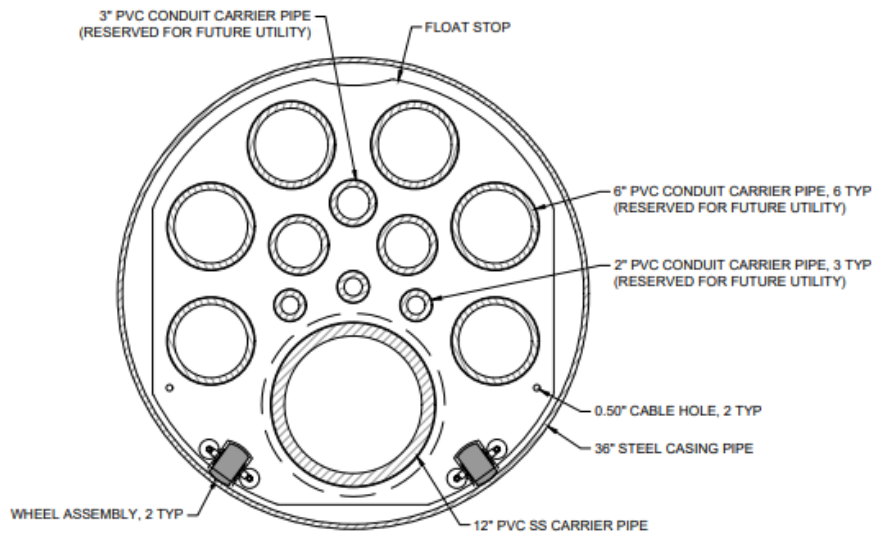
- Zone 5 Water
 - Internal to AV Phase 6C
 - To be constructed by AV as part of phase 6C (last phase)
- 12" Sewer
 - East half of future Colorado St (AV side)
 - To be constructed by AV as phases develop (from north to south)
- Recommend the City move forward with constructing both AV Zone 5 water and 12" sewer
- City would recoup a portion of costs through Latecomers agreement



Benton PUD/ Charter/ Ziplly Crossing Coordination

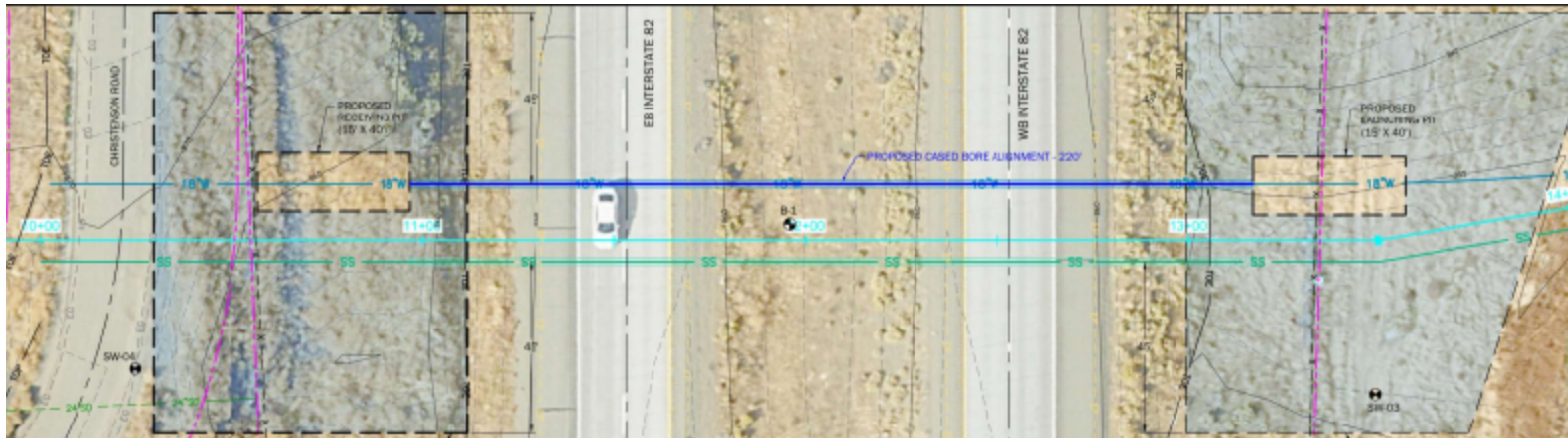
- Benton PUD – requested four (4) 6-inch and one (1) 3-inch conduits
- Charter – requested two (2) 4-inch conduits
- Ziplly – requested three (3) 2-inch conduits

Placement of other utilities within our casing makes any future repair very difficult.



WSDOT Crossing/ Variance Request

- Geotech Engineer recommends shorts crossing possible to limit potential of undesired deviation
- Crossing will be through fractured basalt, which is difficult to control boring line-n-grade
- To shorten the bore as much as feasibility possible, a variance request application is being submitted to WSDOT. This places the starting bore and ending bore pits within WSDOT limited access area. The variance request is anticipated to have a 14 week review period.



Utilities Extensions Cost & Funding

- Zone 5 Water – Apple Valley (internal to Phase 6C)
 - Internal to AV Phase 6C to southern limits of AV/ Colorado St
 - \$631,000*
- 12" Sewer – Apple Valley (East half of Colorado St)
 - From existing 8" toward Bob Olson Pkwy to southern limits of AV/ Colorado St
 - \$650,000*
- Zone 5 Water & 12" sewer (JUB Design)
 - From southern limits of AV/ Colorado St (Ridgeline) to south side of I-82
 - \$3.3 million*, includes additional conduits for dry utilities
 - Anticipate a cost sharing agreement with dry utilities
- \$4.6 million* – Total Estimated Construction Costs

Funding

- \$3.96 million (ARPA) + \$600k (recent additional ARPA)
- \$1.09 million – WA State/ Dept of Commerce Grant

*Preliminary estimated construction costs



Schedule Update

(south AV to south I-82)

- JUB Design
 - January 23rd – 60% Design received
 - March 15th – 90% Design anticipated
 - June 15th – Final Bid Ready (waiting on permitting approvals)*
- WSDOT Utility Crossing Permit
 - March 1st – crossing permit application submitted
 - 14 week review time-frame anticipated*
- Bonneville Power Administration (BPA) Crossing Permit
 - 8 – 12 week review time-frame anticipated*
- Advertise* – July
- Award* – August
- Construction* – September thru March 2025

*Preliminary schedule pending permitting/ long-lead





**INDUSTRIAL DEVELOPMENT
OPPORTUNITY**



- 223 acres light industrial land [Parcel 1-1889-200-0001-005]
- City in process for utility construction starting in 2024
- Benton County in the planning process for secondary road access
- Proximity to I-82 and Hwy 395, major cross-region connections
- Tri-Cities Airport within 10 miles of site
- Vibrant waterfront, downtown & Vista mixed-use redevelopment nearby
- Adjacent 1,700-acre land accommodates growth
- Easy access for employees with a skilled labor force

Terra Vista Heights

Brinkley Road Industrial

Sagecrest Elementary

Ridgeline Drive Commercial

Trios Hospital

Southridge High School

52 Acre Multi-Use Sports & Events Complex

Full Service Trios Hospital Birthing Wing Addition

Brinkley Rd Light Industrial Area - 85+ Acres

3 Kennewick Schools - 2 New Builds, 1 Remodeled

Interstate US395/Ridgeline Dr. Interchange Project

850+ New Rooftops - \$400,000-\$800,000 Sale Price

4,000+ Dwelling Units in Process

Gateway to Kennewick - Endless Possibilities

Investing for the Future

Home to fantastic views, a steady housing market, and the close proximity to shops, dining, and outdoor recreation make Southridge a prime location for your next development project. Several hundred pre-platted homes under construction along the Bob Olson Parkway corridor. Southridge Sports and Events Complex provides amenities to attract local, regional, and national tournaments.

PARTNERSHIPS



Questions?

