



**Lodging Tax Advisory Committee Lodging Tax Advisory
Committee (LTAC) Agenda
October 24, 2024 at 2:00 PM
City Hall Cascade Conference Room - 210 W 6th Ave**

This meeting is subject to Washington State's Open Public Meetings Act, RCW 42.30.

1. Call to Order
2. Meeting Minutes: October 5, 2023
3. LTAC Overview and Financial Report
4. Applications For Consideration
5. Adjourn

The City of Kennewick welcomes full participation in public meetings by all citizens. No individual with a disability shall be excluded or denied the benefit of participating in such meetings. If you require assistance to participate, contact Krystal Townsend at 509-585-4273 or email ClerkInfo@ci.kennewick.wa.us. Please provide twenty-four (24) hour advance notice for additional arrangements to reasonably accommodate special needs.

DRAFT MINUTES
CITY OF KENNEWICK
LODGING TAX ADVISORY COMMITTEE
October 5, 2023

Thursday, October 5th at 4:00 p.m.

Committee Present: Nickolas Woody, Mark Blotz, Gretchen Strother-Guerrero

Committee Absent: Corey Pearson, Councilmember Brad Beauchamp

Visitors Present: None

Staff Present: Dan Legard, Marie Mosley

The meeting began at 4:00 p.m.

Dan Legard welcomed the committee members and thanked them for attending this year's meeting. Dan then provided the committee with an overview of the agenda for the meeting.

Dan Legard presented a financial update on the City of Kennewick's Lodging Tax Fund to the committee, beginning with an update on results for 2022 and revised projections for 2023 and 2024. Lodging tax receipts for 2022 totaled \$1,337,952 (33% increase), which is higher than the revised projection for 2022 that was presented to the committee last October, and even exceeds revenue collected in 2019, before the COVID-19 pandemic. Total expenditures within the fund were \$2,007,322, which included the pass through of \$954,744 in TPA assessments received by the City to Visit Tri-Cities, resulting in revenue in excess of expenditures of \$294,948 for the year and an ending fund balance of \$706,449 for 2022. Dan reminded the committee that the minimum target for ending fund balance established by the committee is approximately 15% of annual lodging tax revenue and explained that ending fund balance for 2022 was well above this target.

Dan Legard presented revised projections for 2023 to the committee. Primarily due to an increase in room rates driven by a reduction in the inventory of hotel rooms available in the City after several hotels were converted to apartments, lodging tax receipts are projected to increase by 5% for the year. TPA proceeds that are passed through to Visit Tri-Cities and correlate more closely with actual lodging activity because they are collected on a per room night basis rather than on the gross room rental rate, are projected to decline by 4% in 2023, which results in projected revenue of \$917,000 for the year. Projected expenditures for 2023 include \$271,668 to Visit Tri-Cities for tourism promotion, \$20,000 for marketing and field improvements for the Southridge Sports & Events Complex, \$320,000 towards operations of the Toyota Center & Arena and \$350,000 for capital improvements at these facilities. The revised ending fund balance projected for 2023 is \$1,182,281, which is considerably above the minimum fund balance target for the Lodging Tax Fund.

Projected lodging tax revenue for 2024 is \$1,432,000, which represents a 2.5% increase when compared to projected 2023 revenue. Dan explained that projections for revenue growth in 2024 are more modest than the past two years due to concerns about an economic slowdown and the impact that may have on leisure and business travel. It is anticipated that 2024 occupancy rates may decline when compared to

2023, but additional room rate increases are expected that would provide for overall growth for this revenue source. Projections for 2024 TPA revenue also reflect the assumption that occupancy rates are likely to decline during the year.

Projected expenditures for 2024 reflect the applications received by the Committee from activities and events, including \$284,000 from Visit Tri-Cities under their contract with the City for tourism promotion, \$19,500 from the City of Kennewick for new curtains and padding in the Pavilion at the Southridge Sports and Events Complex, \$400,000 from the City of Kennewick for ongoing operational needs at the Toyota Center & Arena for 2024, and \$350,000 from the City of Kennewick for ongoing capital needs at the Toyota Center & Arena for 2024. The net result of this activity would leave the Lodging Tax Fund with \$1,619,281 in projected reserves at the conclusion of 2024.

Discussion ensued regarding the assumptions utilized for the financial projections for the remainder of 2023 and 2024. Consensus amongst the committee was that these assumptions were reasonable. Representatives on the committee from local hotels also indicated that the assumptions utilized for 2024 regarding occupancy and room rates were consistent with what they are seeing for their own hotels.

Dan Legard asked for questions or input from the committee, or motions for approval or denial of the applications submitted for 2024 lodging tax awards.


Mark Blotz motioned to approve the 2024 lodging tax applications for Visit Tri-Cities, the City of Kennewick's Southridge Sports and Event Complex, and the City of Kennewick's Toyota Center & Arena's operating subsidy and capital improvements. Nickolas Woody seconded the motion. The motion carried unanimously.

Dan Legard then explained that the recommendation from the Committee would now go to the City Council on the consent agenda for their approval at a meeting in approximately 45 days, which would likely be November 21, 2024.

The meeting ended at 4:30 p.m.

DRAFT

Krystal Townsend, CMC, CPRO
City Clerk

LTAC Agenda Coversheet	Item Number: 3. Date: 10/24/2024	Category: Info Only
	Item Type: General Business Item Subject: LTAC Overview and Financial Report Department: Finance	
<p><u>Recommendation</u></p> <p>The Lodging Tax Advisory Committee is tasked with evaluating and providing recommendations to the Kennewick City Council regarding proposals that involve the use of the City's hotel/motel tax for the upcoming year (2025). Additionally, the City is approaching the finalization of its 2023/2024 biennial budget and aims to discuss projections for the remainder of 2024 and the forthcoming 2025/2026 biennium with the committee. This meeting acts as the annual assessment of the Lodging Tax Fund.</p> <p>Included for the Board's review is an overview of the LTAC's purpose, authority, and mission, along with a financial report.</p>		
<p>Attachments:</p> <p>1. Memo</p>		



MEMORANDUM

TO: Lodging Tax Advisory Committee

DATE: October 14, 2024

FROM: Jessica Platt, Finance Director

SUBJECT: 2024 Lodging Tax Advisory Committee Meeting

The Committee's role is to review and make a recommendation to the Kennewick City Council on proposals involving the use of the City's hotel/motel tax for the upcoming year (2025). The City is also nearing the completion of its 2023/2024 biennial budget and would like to review projections for the remainder of 2024 and the upcoming 2025/2026 biennium with the committee. This meeting serves as the annual review of the Lodging Tax Fund.

History:

The City of Kennewick imposes a 4% lodging tax rate on all lodging charges, which is the maximum tax rate allowed under state law. The City's lodging tax rate of 4% consists of a "basic" 2% rate that was implemented in 1974 and an "additional tax" 2% rate that was implemented in 1998. The basic 2% rate is credited against the regular state sales tax, which is also imposed on lodging charges. Therefore, the total amount of tax paid by the consumer was not increased with this portion of the tax. Jurisdictions are also allowed to implement the additional tax rate as long as the total tax on lodging does not exceed 12%. In addition, the legislation that authorized the additional 2% tax rate also provided for the creation of a Lodging Tax Advisory Committee, which was created by the City in 1997 and meets annually.

Since their inception, lodging tax laws have gone through several legislative revisions. Most recently, the laws changed to expand the permissible uses of lodging tax revenues to include expenditures for operations of tourism facilities and special events. This legislation also expanded reporting requirements for jurisdictions that impose a lodging tax and included additional requirements for organizations applying to use lodging tax proceeds. Finally, the role of the Lodging Tax Advisory Committee was expanded to include the responsibility of making a formal recommendation to the governing body of the organization it represents on the use of lodging tax proceeds each year.

Use of Tax:

Hotel/motel (lodging) tax revenues are restricted for tourism promotion and acquisition and/or operations and maintenance of tourism-related facilities. Tourism-related facilities include stadiums, convention centers, cultural and performing arts facilities owned by cities.


Lodging tax receipts for 2023 totaled \$1,428,447, which represented a 7% increase when compared to 2022. A primary factor in this overall result for 2023 was an increase in room rental rates, which

was attributable to a reduction in the inventory of hotel rooms available in the City after several hotels in Kennewick and across the region were converted to apartments. Thus far in 2024, lodging tax receipts have increased by an additional 3.5% when compared to 2023, which again appears to be attributable to rising room rental rates, rather than an overall increase in occupancy. Looking forward, the forecast for revenue growth in 2025 and 2026 is more conservative at 2%, based on an assumption that travel activity will remain relatively flat during these years, but that room rates will continue to increase modestly each year.

Expenditure projections for 2025 reflect the following applications for lodging tax funding:

Washington State Golf Association, dba Washington Golf <i>Washington Men's Four-Ball and Senior Men's Four-Ball Championship</i>	\$10,000
City of Kennewick <i>Southridge Sports Complex – Numerica Pavilion Improvements</i>	\$20,000
Visit Tri-Cities <i>Tourism Promotion</i>	\$299,000
City of Kennewick <i>Toyota Center & Arena – 2025 Capital Improvements</i>	\$350,000
City of Kennewick <i>Toyota Center & Arena – 2025 Operations</i>	\$400,000

Based on forecasted lodging tax revenue and requested expenditures, the ending reserve for the Lodging Tax Fund at the conclusion of 2025 is projected to be \$2,156,287, which exceeds the Committee's policy to maintain a reserve balance in the Lodging Tax Fund equal to 15% of projected hotel/motel tax revenue.

LTAC Agenda Coversheet 	Item Number: 4.	Date: 10/24/2024
	Item Type: General Business Item Subject: Applications For Consideration Department: Executive Department	

Motion for Consideration

Option 1: I move to approve the funding application for _____ with an award amount of \$_____.

OR

Option 2: I move to deny the funding application for _____.

Recommendation

Five applications were submitted for funding consideration:

Washington State Golf Association, dba Washington Golf <i>Washington Men's Four-Ball and Senior Men's Four-Ball Championship</i>	\$10,000
City of Kennewick <i>Southridge Sports Complex – Numerica Pavilion Improvements</i>	\$20,000
Visit Tri-Cities <i>Tourism Promotion</i>	\$299,000
City of Kennewick <i>Toyota Center & Arena – 2025 Capital Improvements</i>	\$350,000
City of Kennewick <i>Toyota Center & Arena – 2025 Operations</i>	\$400,000

The Lodging Tax Advisory Committee shall review the applications and make separate motions to approve/deny each application funding request. If a funding request is approved, the motion must include the funding amount.

Attachments:

1. Washington State Golf Assn
2. Kennewick - Southridge - Numerica Pavilion
3. Visit Tri-Cities
4. Kennewick - Toyota Center & Arena - Primary
5. Kennewick - Toyota Center & Arena - Supplemental

Applicant Information			
Organization/Individual <input type="checkbox"/> Public <input type="checkbox"/> Other <input type="checkbox"/> <input checked="" type="checkbox"/> Non Profit <input type="checkbox"/> Private <input type="checkbox"/> Individual			
Name Washington State Golf Association, dba; Washington Golf			
Address 3401 South 19th Street, Suite 200			
City Tacoma	State WA	Zip 98405	Email nschroeder@wagolf.org
Contact Person			
Name Nate Schroeder			
Title Director of Championships & Golf Operations			Phone (253)214-2923
Project Information			
Title and brief description of project:			
<p>Washington Men's Four-ball and Senior Men's Four-Ball Championship May 22-23,2025 144 Total Players</p> <p>Canyon Lakes Golf Course in Kennewick is hosting the 2025 Washington State Men's Four-Ball and Senior Four-Ball Championship. This championship is a two day championship that attracts the 72 best two-person teams from across the state of Washington and Northern Idaho. Additionally, 2-4 WA Golf Staff members and approximately a dozen volunteers will be conducting the championship. Players in this event often time travel with family and/or bring a caddie to this event. Total amount of people linked to this event can reach up to approximately 200 people.</p>			
Geographic area served by this project State of Washington & Northern Idaho			Number of people served by this project: 200
2025	Amount requested from City of Kennewick \$10,000	Total project cost: \$ 40,896.40	Date of project: From 5/22/25 to 5/23/25

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
Future entry fees collected by WA Golf	31,380

List any other sources of funding you have applied for:

Source	Amount	Status
N/A		

Identify the specific tourism audience/market located more than 50 miles from Kennewick that your organization will target with these funds.

We are targeting highly skilled and avid golfers from across the State of Washington and Northern Idaho. Our audience is willing to travel for golf with a majority of players traveling from the greater Seattle area. Because of the location of the event, we expect a higher participation from players in regional markets such as Yakima, Wenatchee, Spokane, Walla Walla, and Lewiston/Clarkston.

State law RCW 67.28 requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

1. An estimate of the number of people who will stay overnight in paid accommodations (hotels, motels and retreat centers) in the City of Kennewick 130; and outside the City of Kennewick 30. How did you calculate these numbers?

Calculations were made based off of past championships

2. An estimate of the number of people who will travel 50 miles or more for the day (not staying overnight): 10. How did you calculate these numbers?

Calculations were made based off of past championships. We anticipate there may be a few teams who will commute each day from the Yakima or Walla Walla but with this championship being multiple days, this number could be as low as 0.

3. An estimate of the number of people who will travel 50 miles or more and stay overnight (whether in paid accommodations or not): 160

How did you estimate these numbers?

Calculations were made based off of past championships

4. An estimate of the number of people who will travel from another state or country:
40

How did you calculate these numbers?

Calculations were made based off of past championships

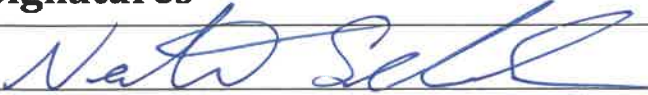
5. Is there any other information you wish to add:

This will be the 68th edition of the regional golf championship. We see a high demand year in and year out for this event and our players have shown a willingness to travel wherever it is held. Full fields for this event have been achieved within the last ten years in the following cities: Blaine, Pullman, Orondo, Walla Walla, and Spokane.

Certification: The applicant hereby certifies and affirms that, during the performance of any event/activity/project arising from this application, he/she will provide equal opportunity and access regardless of race, religion, creed, color, national origin, age, sexual orientation, disabled veteran status, veteran status, physical, mental or sensory disability and further certifies and affirms that he/she will abide by all applicable local, State of Washington and federal laws and regulations.

The applicant agrees to provide updated post-event information originally estimated on this page within 30 days after the event/activity/project has occurred.

Signatures

	Date <u>9/19/2024</u>
	Date

2025 Washington Men's Four-Ball Championship Budget

Site:	Canyon Lakes GC			
Dates:	May 22-23			
Entry Fee	\$440.00			
Field Limit	144			
PROJECTED INCOME				
Entry Fees (Super Senior)	12	@	\$440.00	\$5,280.00
Entry Fees (Senior)	24	@	\$440.00	\$10,560.00
Entry Fees (Amateur)	36	@	\$440.00	\$15,840.00
			Total Projected Income:	\$31,680.00
PROJECTED EXPENSES				
ADMINISTRATIVE				
Printing				
Misc.				\$100.00
Online Entries			3%	\$950.40
Administrative Fee			20%	\$6,336.00
			Total Administrative Expense:	\$7,386.40
PRIZES				
Crystal	1	@	\$1,000.00	\$1,000.00
Merchandise	1	@	\$7,250.00	\$7,250.00
Champ of Champs Fee	4	@	\$150.00	\$600.00
Host Club Award	1	@	\$300.00	\$300.00
Tee Prizes	144	@	\$35.00	\$5,040.00
Eagle Awards	10	@	\$35.00	\$350.00
Hole-in-One Awards	1	@	\$100.00	\$100.00
USGA Rule Book	0	@	\$0.25	\$0.00
Poker Chips	0	@	\$0.60	\$0.00
Bag Tags	0	@	\$1.00	\$0.00
			Total Prize Expense:	\$14,640.00
FOOD AND BEVERAGE				
Player Lunch	0	@	\$0.00	\$0.00
Bottled Water				\$500.00
Fresh Fruit				\$0.00
			Total F/B Expense:	\$500.00
CLUB EXPENSES				
Course Usage Fee	1	@	\$16,750.00	\$16,750.00
Range/Outside Gratuity	0	@	\$0.00	\$0.00
Rules/Marshal Cart Fees	0	@	\$0.00	\$0.00
Maintance Crew Hats	15	@	\$8.00	\$120.00
Maintance Crew Lunch	15	@	\$20.00	\$300.00
			Total Club Expense:	\$17,170.00
WORKER'S EXPENSE				
Volunteers				
Food and Beverage				\$900.00
			Total Workers Expense:	\$900.00
MISC. EXPENSES				
Misc.				\$300.00
			Total Misc. Expense:	\$300.00
			TOTAL EXPENSES	\$40,896.40
			NET PROFIT (LOSS)	(\$9,216.40)

Applicant Information

Organization/Individual Public Other Non Profit Private Individual

Name

Address

City

State

Zip

Email

Contact Person

Name

Title

Phone

Project Information

Title and brief description of project:

[Empty text area for project description]

Geographic area served by this project

Number of people served by this project:

2025 Amount requested from City of Kennewick

Total project cost: \$

Date of project: From to

State law RCW 67.28 requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

1. An estimate of the number of people who will stay overnight in paid accommodations (hotels, motels and retreat centers) in the City of Kennewick _____; and outside the City of Kennewick_____. How did you calculate these numbers?

2. An estimate of the number of people who will travel 50 miles or more for the day (not staying overnight): _____. How did you calculate these numbers?

3. An estimate of the number of people who will travel 50 miles or more and stay overnight (whether in paid accommodations or not): _____
How did you estimate these numbers?

4. An estimate of the number of people who will travel from another state or country: _____

How did you calculate these numbers?

5. Is there any other information you wish to add:

Certification: The applicant hereby certifies and affirms that, during the performance of any event/activity/project arising from this application, he/she will provide equal opportunity and access regardless of race, religion, creed, color, national origin, age, sexual orientation, disabled veteran status, veteran status, physical, mental or sensory disability and further certifies and affirms that he/she will abide by all applicable local, State of Washington and federal laws and regulations.

The applicant agrees to provide updated post-event information originally estimated on this page within 30 days after the event/activity/project has occurred.

Signatures

	Date
	Date



7130 W. Grandridge Blvd., Suite B
Kennewick, WA 99336
509-735-8486
1-800-254-5824
www.VisitTRI-CITIES.com
info@VisitTRI-CITIES.com

September 25, 2024

Mr. Dan Legard
City of Kennewick
P.O. Box 6108
Kennewick, WA 99336

SUBJECT: Visit Tri-Cities 2025 Hotel/Motel Tax Fund Application

Dear Mr. Legard:

We appreciate the opportunity to again submit an application for lodging tax to support our efforts to market Kennewick and the entire region as a premier travel destination. The City of Kennewick and Visit Tri-Cities have a signed agreement for the promotion of tourism that was approved by the Kennewick City Council and the Kennewick Lodging Tax Advisory Committee (LTAC). The agreement went into effect on January 1, 2021 and will expire on December 31, 2025. The Cities of Pasco and Richland also have the same agreements established. In order to remain compliant with HB 1253, enclosed is Visit Tri-Cities' 2025 Hotel/Motel Tax Fund Application for the LTAC to review.

By investing lodging tax dollars with Visit Tri-Cities, the City of Kennewick supports a multi-faceted approach to marketing the city to visitors, business investors and those looking to relocate. The enclosed application outlines the deliverables and services provided as outlined in the contract.

If you would like any additional copies of the application or if I can answer any questions, please contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin Lewis".

Kevin Lewis
President & CEO

Enclosures





**CITY OF KENNEWICK
2025 LODGING TAX FUNDING APPLICATION**

Instructions

1. Please type or print.
2. Answer each question within the space provided.
3. Attach a detailed budget for the project including projected revenues, expenditures, etc.
4. Sign and date the application.
5. Please send the completed application **by September 27, 2024, 4:00 pm** to:

**Dan Legard, Finance Director
City of Kennewick
PO Box 6108
Kennewick, WA 99336**

Eligible activities/projects, as defined in Washington State laws.

*RCW 67.28.080 (5) Tourism
RCW 67.28.080 (6) Tourism Promotion
RCW 67.28.080 (7) Tourism-related facility*

Allowable Uses, as per Sec. 1 RCW 67.28.1816 AND 2008 c 28 s 1:

Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's 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. 501c (6) of the internal revenue code of 1986, as amended.

Applicant Information			
Organization/Individual <input type="checkbox"/> Public <input type="checkbox"/> Other <input type="checkbox"/> Non Profit <input type="checkbox"/> Private <input type="checkbox"/> Individual			
Name			
Address			
City	State	Zip	Email
Contact Person			
Name			
Title			Phone
Project Information			
Title and brief description of project:			
Geographic area served by this project			Number of people served by this project:
2025	Amount requested from City of Kennewick <small>Estimate only, actuals will be calculated per contract.</small>	Total project cost: \$	Date of project: From to

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount

*Actual revenues to be calculated using a 5-year average as per the contract.

**Estimated budget for 2024 which will be approved by the Visit Tri-Cities Board of Directors in December of 2024.

List any other sources of funding you have applied for:

Source	Amount	Status

Identify the specific tourism audience/market located more than 50 miles from Kennewick that your organization will target with these funds.

State law RCW 67.28 requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

1. An estimate of the number of people who will stay overnight in paid accommodations (hotels, motels and retreat centers) in the City of Kennewick _____; and outside the City of Kennewick_____. How did you calculate these numbers?

2. An estimate of the number of people who will travel 50 miles or more for the day (not staying overnight): _____. How did you calculate these numbers?

3. An estimate of the number of people who will travel 50 miles or more and stay overnight (whether in paid accommodations or not): _____
How did you estimate these numbers?

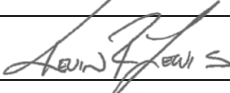
4. An estimate of the number of people who will travel from another state or country: _____
How did you calculate these numbers?

5. Is there any other information you wish to add:

Certification: The applicant hereby certifies and affirms that, during the performance of any event/activity/project arising from this application, he/she will provide equal opportunity and access regardless of race, religion, creed, color, national origin, age, sexual orientation, disabled veteran status, veteran status, physical, mental or sensory disability and further certifies and affirms that he/she will abide by all applicable local, State of Washington and federal laws and regulations.

The applicant agrees to provide updated post-event information originally estimated on this page within 30 days after the event/activity/project has occurred.

Signatures

	Date
	Date

2023 Visitor Spending Benton County

Impact Type	Benton County (\$millions)
Accommodations	\$100.2
Food & Beverage	\$93.6
Retail	\$107.2
Recreation	\$73.3
Transportation	\$78.5
Total Visitor Spending	\$452.8

*Source: Tourism Economics
Published: May 2024*

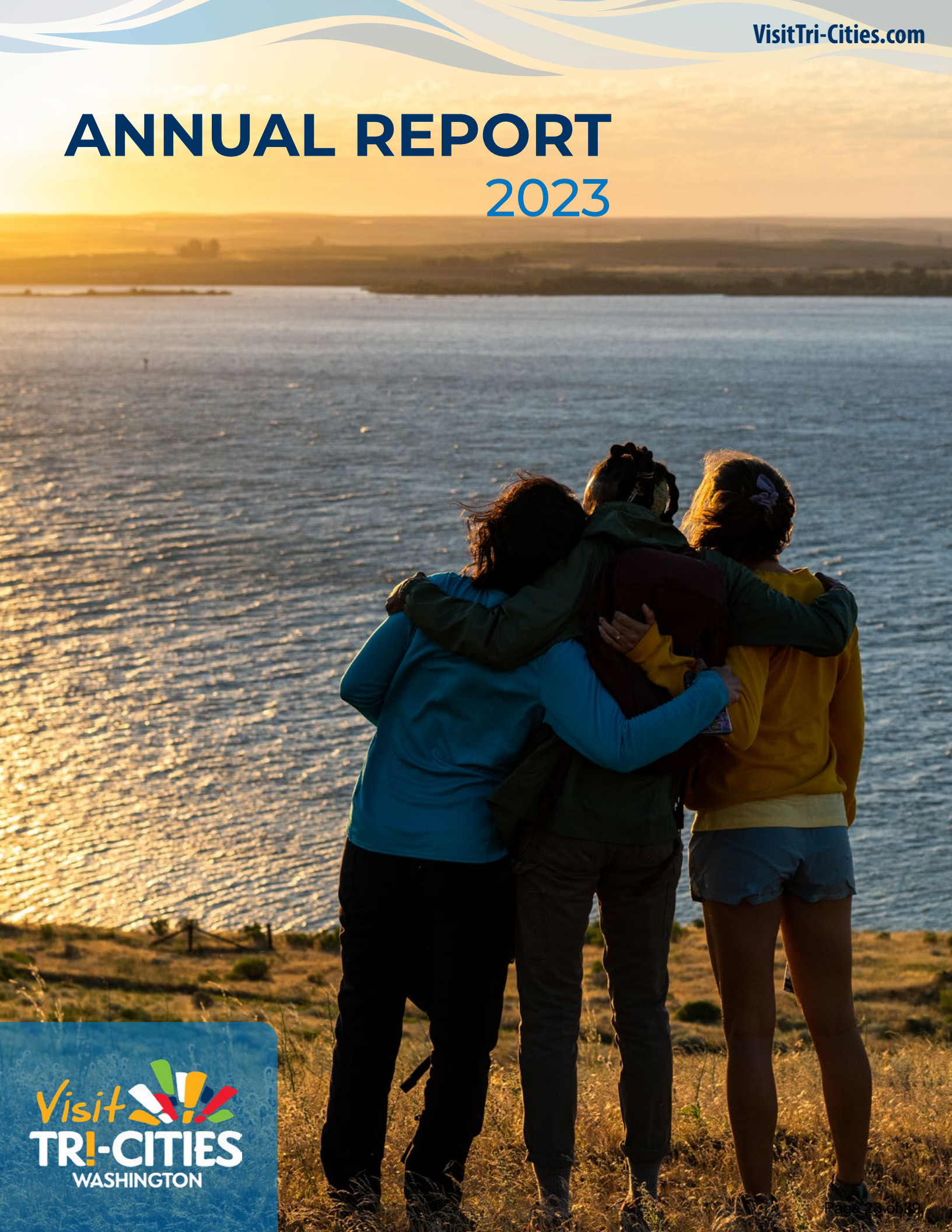
Visit Tri-Cities 2024 Lodging Tax Annual Budget

REVENUE		
3050	City of Kennewick	284,375
3055	City of Pasco	182,412
3060	City of Richland	313,500
	CITY TOTALS	\$ 780,287

EXPENSES		
5010	Salaries	\$ 295,000
5012	401K	\$ 14,750
5015	Health Insurance	\$ 37,896
5030	Payroll Taxes	\$ 30,000
5035	Accounting	\$ 21,363
5050	Telephone	\$ 6,600
5060	Office Expenses	\$ 10,000
5070	Office Insurance	\$ 4,000
5080	Postage	\$ 1,700
5090	Equipment Upkeep	\$ 8,800
5092	Vehicle Expense	\$ 1,700
5095	Capital Exp.	\$ 8,000
5105	Legal/Professional	\$ 2,000
5110	Dues & Subscriptions	\$ 31,424
5112	Platform Fees	\$ 8,000
5115	Comp./Software Lic. Fee	\$ 6,000
5185	Visitor Center	\$ 2,000
5200	Tourism Development	\$ 44,000
5230	Staff Development/Training	\$ 4,000
5290	Advertising	\$ 237,054
5315	Travel / Expenses	\$ 6,000
	TOTAL EXPENSES	\$ 780,287

ANNUAL REPORT

2023



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

OUR VISION & MISSION

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
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

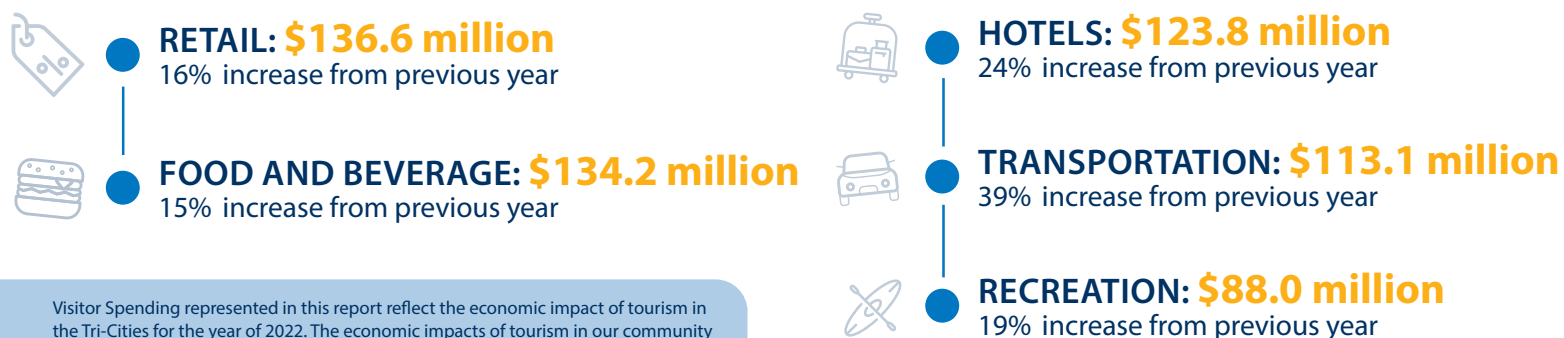
Annual Tourism Benefits to the Tri-Cities



Visitor spending helps support local:



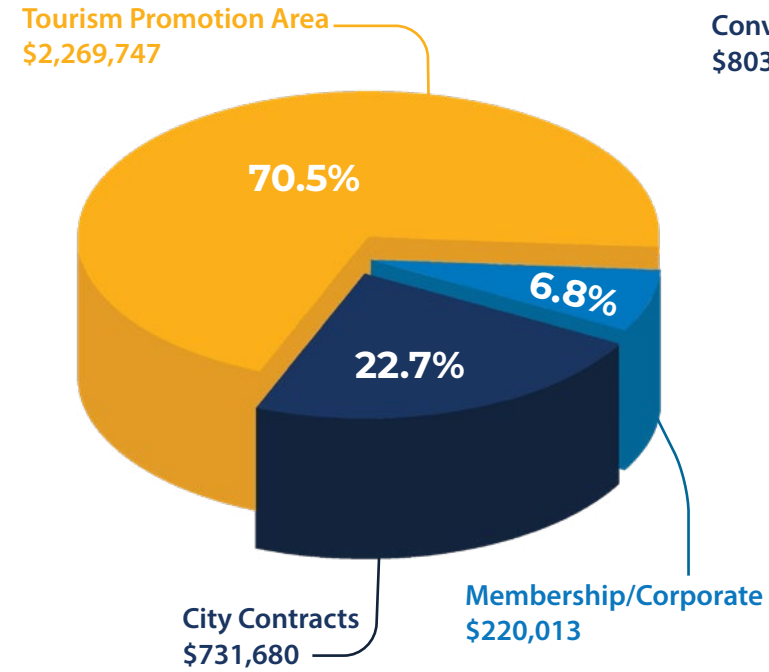
VISITOR SPENDING BREAKDOWN



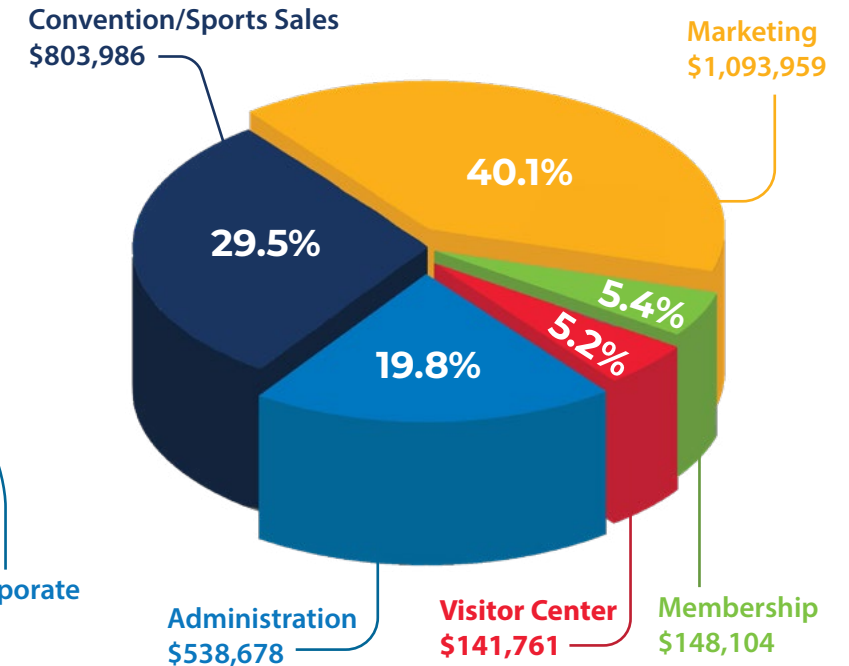
Visitor Spending represented in this report reflect the economic impact of tourism in the Tri-Cities for the year of 2022. The economic impacts of tourism in our community for 2023 are not yet available. Percentage increase stated is based off of 2021 numbers. Source: Tourism Economics

FINANCIAL PICTURE

\$3,221,440
Total Revenue



\$2,726,488
Total Expenses



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%
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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

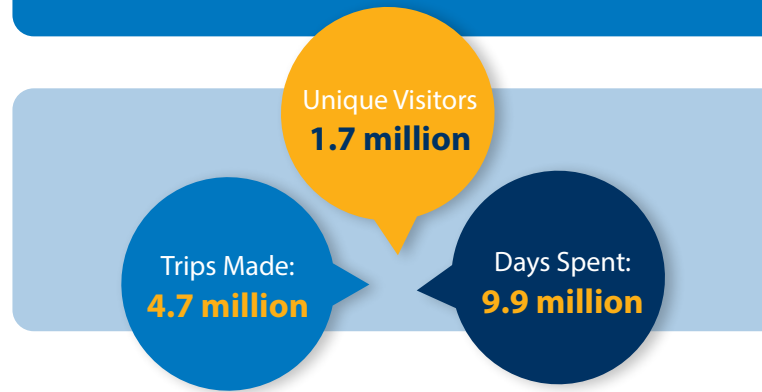
The sales department's primary focus is to market to convention, sports, and group meeting planners through direct sales contacts, targeted marketing, and attending industry events. These activities mean "heads in beds" that generate significant tax revenues for our community.

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

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



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

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

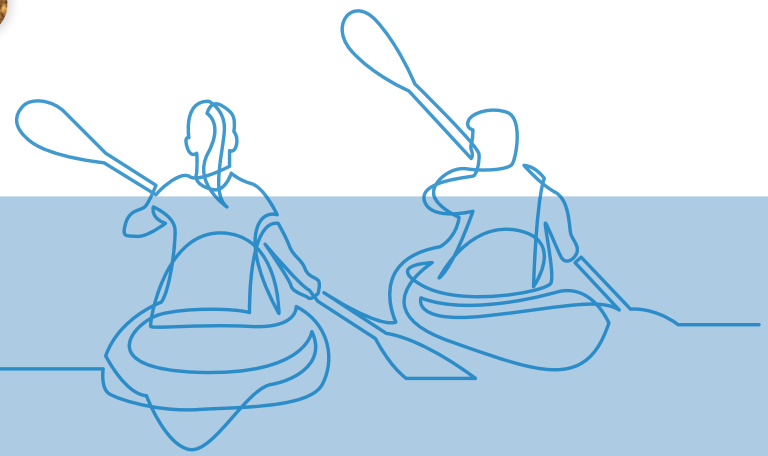
Tri-Cities National Park Committee Initiatives

- 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

VISIT TRI-CITIES GOVERNANCE

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



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
Fidelitas 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
Lemon Grass
LIGO Hanford Observatory
Longship Cellars
Love Curry Indian Cuisine
Lower Columbia Basin Audubon Society
LU LU Craft Bar + Kitchen
Lucky Flowers
Magills 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.



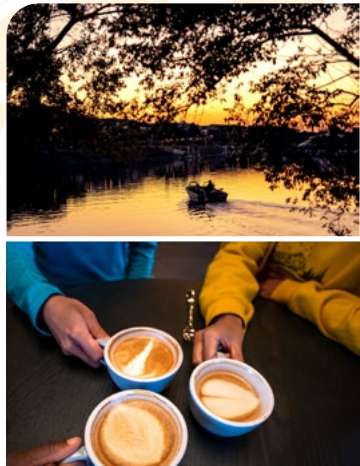
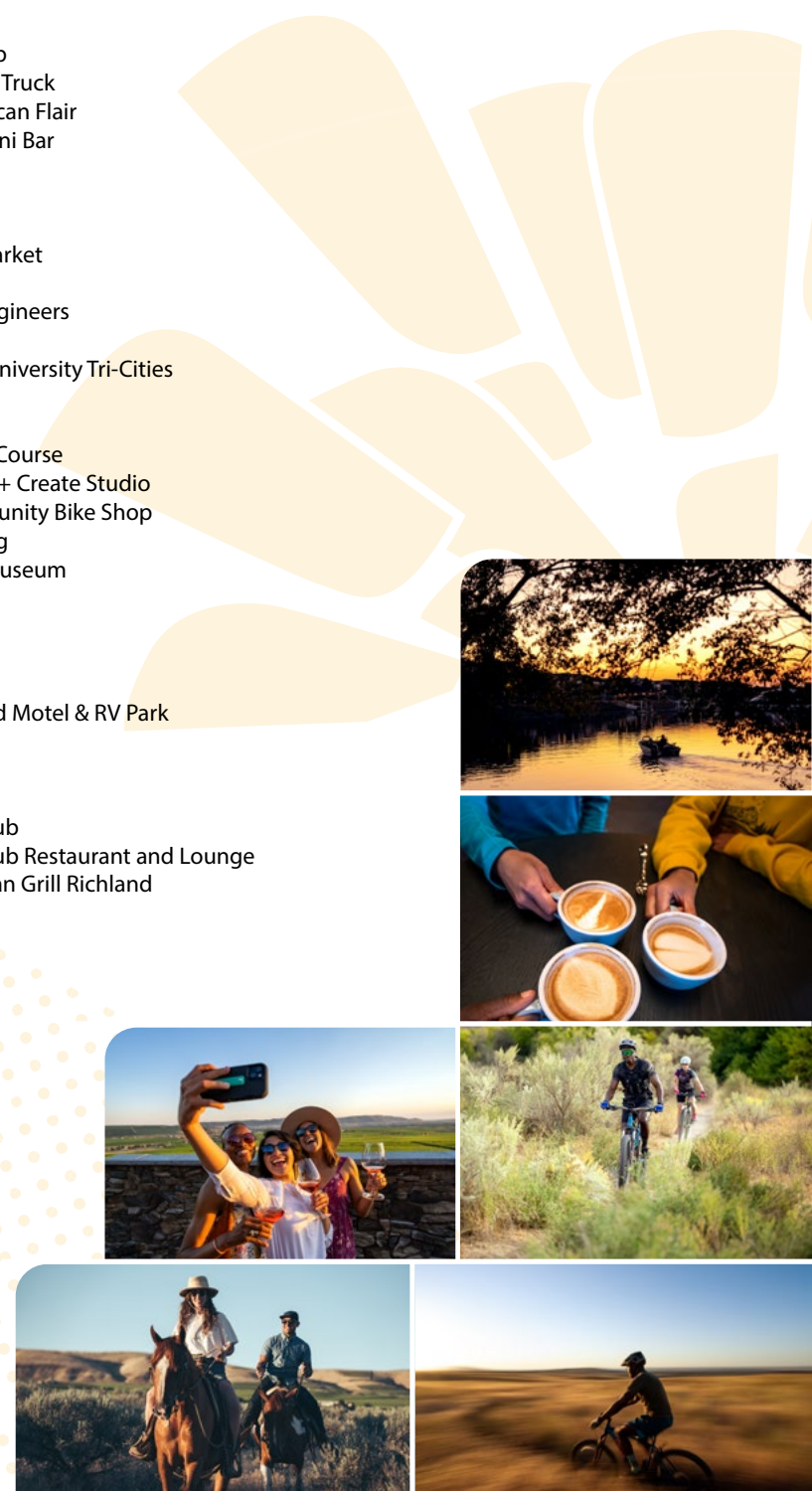
CENTRAL PLATEAU CLEANUP COMPANY

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



**CITY OF KENNEWICK
2025 LODGING TAX FUNDING APPLICATION**

Instructions

1. Please type or print.
2. Answer each question within the space provided.
3. Attach a detailed budget for the project including projected revenues, expenditures, etc.
4. Sign and date the application.
5. Please send the completed application **by September 27, 2024, 4:00 pm** to:

**Dan Legard, Finance Director
City of Kennewick
PO Box 6108
Kennewick, WA 99336**

Eligible activities/projects, as defined in Washington State laws.

***RCW 67.28.080 (5) Tourism
RCW 67.28.080 (6) Tourism Promotion
RCW 67.28.080 (7) Tourism-related facility***

Allowable Uses, as per Sec. 1 RCW 67.28.1816 AND 2008 c 28 s 1:

Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's 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. 501c (6) of the internal revenue code of 1986, as amended.**

Applicant Information			
Organization/Individual <input type="checkbox"/> Public <input type="checkbox"/> Other <input type="checkbox"/> Non Profit <input type="checkbox"/> Private <input type="checkbox"/> Individual			
Name VenuWorks (manager of Toyota Center & Arena)			
Address 7016 W. Grandridge Blvd			
City Kennewick	State WA	Zip 99336	Email

Contact Person	
Name Corey Pearson	
Title Executive Director	Phone

Project Information
Title and brief description of project:
<p>The Toyota Center and Arena, city owned facilities, normally operate with a budgeted annual operating deficit. The city's budget typically includes a \$300,000 subsidy from the General Fund toward the anticipated operating loss. The subsidy required from Lodging Tax Funding is projected to be \$450,000 in 2024.</p> <p>The requested funds of \$750,000 will be used for operations and improvements to the city-owned Toyota Center and Arena in the following manner:</p> <p>Operating Subsidy: \$450,000 Capital Improvements: \$350,000</p>

Geographic area served by this project		Number of people served by this project: 441,520	
City of Kennewick and surrounding areas			
2024	Amount requested from City of Kennewick \$800,000	Total project cost: \$ 3,500,000	Date of project: From to 1/1/25 12/31/25

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
City of Kennewick General Fund	\$300,000

List any other sources of funding you have applied for:

Source	Amount	Status

Identify the specific tourism audience/market located more than 50 miles from Kennewick that your organization will target with these funds.

Marketing for our events are typically event specific, but methods routinely used are television, terrestrial and satellite radio, and print. As the culture continues to change, we are exercising an increasing dependence on social media and targeted Internet-based approaches. Each show or tour that visits the region will incorporate a blend of marketing approaches depending on the target market and the proximity of other tour dates related to the Tri-Cities.

State law RCW 67.28 requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

1. An estimate of the number of people who will stay overnight in paid accommodations (hotels, motels and retreat centers) in the City of Kennewick 99,577; and outside the City of Kennewick 42,676. How did you calculate these numbers?

Total projected visits – 441,520 (based on 2023-2024 attendance plus expected event growth in 2025). Historical % staying overnight is 35%. Of that number (154,532), 70% will stay in Kennewick and 30% in other local areas.

2. An estimate of the number of people who will travel 50 miles or more for the day (not staying overnight): 33,114. How did you calculate these numbers?

Estimated travelers of 50+ miles is 167,570. Of that number, an expected 20% will return home (estimates based on ticketing maps).

3. An estimate of the number of people who will travel 50 miles or more and stay overnight (whether in paid accommodations or not): 132,456
How did you estimate these numbers?

Estimated travelers of 50+ miles is 167,570. Of that number, an expected 80% will stay overnight somewhere locally (estimates based on ticketing maps).

4. An estimate of the number of people who will travel from another state or country: 88,304

How did you calculate these numbers?

Of the total projected visits, 20% are expected to come from out of the state or country.

5. Is there any other information you wish to add:

Data is based on historical trends and purchaser locations derived from our ticketing systems. Provisional estimates have been made to adjust for ongoing economic impacts and travel restrictions.

Certification: The applicant hereby certifies and affirms that, during the performance of any event/activity/project arising from this application, he/she will provide equal opportunity and access regardless of race, religion, creed, color, national origin, age, sexual orientation, disabled veteran status, veteran status, physical, mental or sensory disability and further certifies and affirms that he/she will abide by all applicable local, State of Washington and federal laws and regulations.

The applicant agrees to provide updated post-event information originally estimated on this page within 30 days after the event/activity/project has occurred.

Signatures	
	Date September 23, 2024
	Date September 23, 2024



**CITY OF KENNEWICK
2025 LODGING TAX FUNDING APPLICATION**

Instructions

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2. Answer each question within the space provided.
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Name VenuWorks (manager of Toyota Center & Arena)

Address 7016 W. Grandridge Blvd

City Kennewick	State WA	Zip 99336	Email
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Contact Person

Name Corey Pearson

Title Executive Director	Phone
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Project Information

Title and brief description of project:

The Toyota Center and Arena, city owned facilities, normally operate with a budgeted annual operating deficit. In 2023 this deficit was \$691,580. The city initially funded \$520,000 of that amount.

The requested funds of \$180,000 will be used for operations and to restore the necessary cash flow to the Toyota Center and Arena:

Restore cash flow deficit for FY 2023: \$172,000

Geographic area served by this project City of Kennewick and surrounding areas	Number of people served by this project: 441,520
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2024	Amount requested from City of Kennewick \$172,000	Total project cost: \$ 3,500,000	Date of project: From 1/1/25 to 12/31/25
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FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
City of Kennewick General Fund	\$0

List any other sources of funding you have applied for:

Source	Amount	Status
Operating and capital improvement support for 2025	\$800,000	Pending

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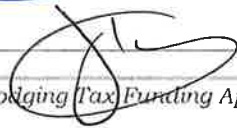
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