



City Council Meeting Schedule March 2018

March 6, 2018
Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

March 13, 2018
Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Kennewick Public Facilities District Update
2. Columbia Park Conveyance
3. Mobile Food Vendors Code Revisions

March 20, 2018
Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

March 27, 2018
Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Visit Tri-Cities Annual Update
2. KID Partnership Update
3. MyTri2030 Update
4. Parks & Recreation Comprehensive Plan Update

To assure disabled persons the opportunity to participate in or benefit from City services, please provide twenty-four (24) hour advance notice for additional arrangements to reasonably accommodate special needs.

Please be advised that all Kennewick City Council Meetings are Audio Taped

March 2018
Updated 3/09/18

Council Workshop Coversheet



Agenda Item Number	1.	Meeting Date	03/27/2018
Agenda Item Type	Presentation		
Subject	Visit Tri-Cities Annual Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	☒
Policy Review	☐
Policy DevMnt	☐
Other	☐

Summary

Kris Watkins, President & CEO of Visit Tri-Cities will provide the 2017 Annual Report. The presentation and TPA reserve request is attached for your review. The hard copy of the 2017 Annual Report has been provided to you in your Council box.

Through

Terri Wright
Mar 20, 13:27:27 GMT-0700 2018

Dept Head Approval

City Mgr Approval

Marie Mosley
Mar 22, 12:49:01 GMT-0700 2018

Attachments:

Presentation
Reserve Request

2017 ANNUAL REPORT

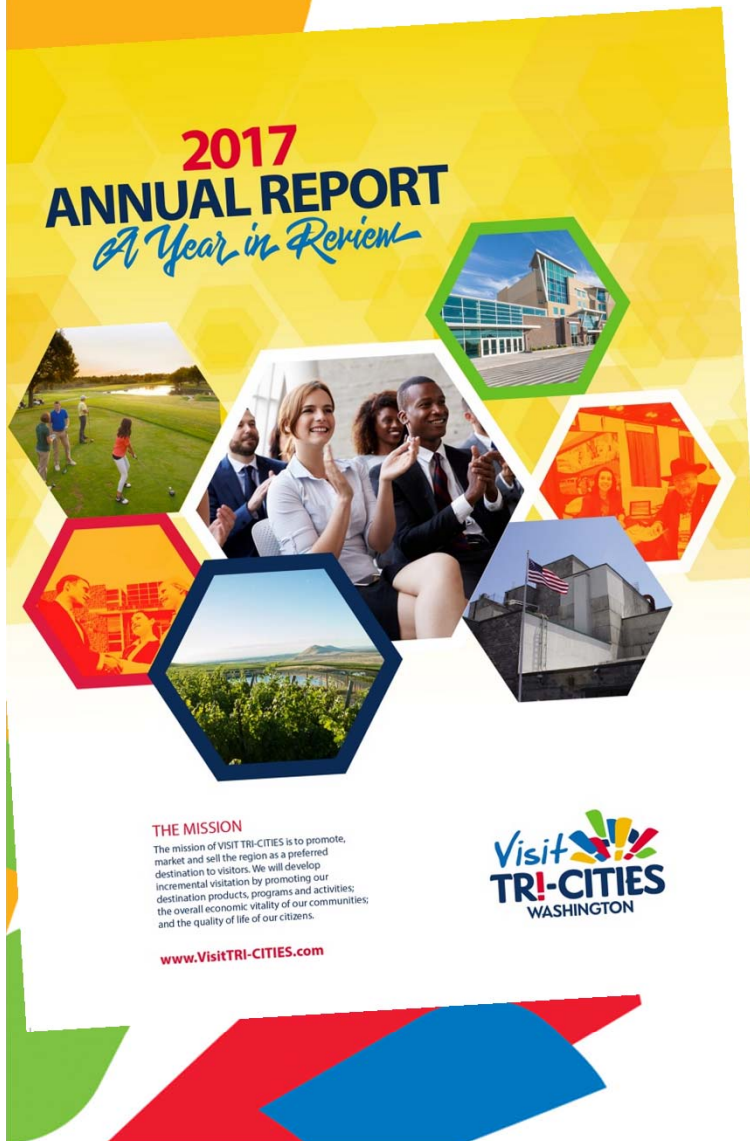
A Year in Review



Prepared for: City of Kennewick, March 27, 2018

ITEMS FOR DISCUSSION

- 2017 State of the Tourism Industry
- Overview of Deliverables
- 2017 Work Plan
- TPA Reserve Request





- **\$444.3 million visitor spending**
- **6,150 jobs**
- **\$17.5 million in taxes for the Tri-Cities**



Tri-Cities Guest Room Inventory

2014	2015	2016	2017	2014-2017 GROWTH
3,533	3,867	3,989	4,191	+18.6%
BASE	+8.8%	+3.2	+5.05	



TRI-CITIES GUEST ROOMS SOLD

	2016	2017	Variance
Kennewick	313,264 rooms	338,563 rooms	+25,299 (+8%)
Richland	290,976 rooms	333,674 rooms	+42,698 (+14.7%)
Pasco	207,872 rooms	243,905 rooms	+36,033 (+7.3)
Tri-Cities	812,112 rooms	916,142 rooms	+104,030 (+12.8)

HOTEL MOTEL TAX DISTRIBUTIONS

	Kennewick	Pasco	Richland	Totals
2013	\$419,600	\$242,447	\$388,286	\$1,050,333
2014	\$450,615	\$249,616	\$410,019	\$1,110,250
2015	\$507,935	\$260,941	\$479,049	\$1,247,925
2016	\$539,578	\$274,798	\$475,641	\$1,290,017
2017	\$568,745	\$323,445	\$536,682	\$1,428,872



CONVENTION & SPORTS

- Hosted **223** conventions & sporting events in 2017
- **\$38.8 million** in visitor spending
- **210 new** events secured for **2018** and beyond
- Estimated future visitor spending **\$48.9 million**



MEDIA OUTREACH

- 37 Tri-Cities travel related stories
- 67,220,020 positive media impressions



DIGITAL AND SOCIAL MEDIA MARKETING

- 3.16 million impressions resulting from Digital Campaign
- 17% increase in website visits
- Social Media
 - 21,684 
 - 5,290 
- 13,000 “Your Weekend Starts Here” subscribers



HEART of WASHINGTON
Wine Country

BRIGHTER! BOLDER! MEET WHERE BUSINESS & PLEASURE

vention facilities and unique meeting venues to accommodate even
to accommodate groups up to 5,000.
4,100 guest rooms available.
Your attendance by hosting your meeting in the Heart of Washington Wine
use with river activities that provide great team-building opportunities.
one of the area's 10 premier golf courses.
more, visit www.VisitTRI-CITIES.com or call (800) 254-5824.

TRAC Center 88,000 sq. ft.
Convention Center 75,000 sq. ft. meeting space

Visit TRI-CITIES WASHINGTON

- More than 200 wineries within a one hour's drive!
- Home to the state-of-the-art Ste. Michelle Wine Estates WSU Wine Science Center and the Walter Clore Wine & Culinary Center!
- From the Manhattan Project National Historical Park to the epicenter for significant scientific discoveries and research in the last century, Hanford Observatory the Tri-Cities region has been the epicenter for significant scientific discoveries and research in the last century.
- Great hotels, restaurants, golf, water recreation and so much more!

TRI-CITIES WASHINGTON
Kennewick Pasco Richland

WE HOST EVENTS THAT START AND END WITH AN EXCLAMATION POINT!
For a BRIGHTER, BOLDER, BETTER event, visit Tri-Cities and add an exclamation point to your gathering. Register at www.VisitTRI-CITIES.com

For information on planning your next meeting event: (800) 254-5824 | info@visittri-cities.com | www.VisitTRI-CITIES.com

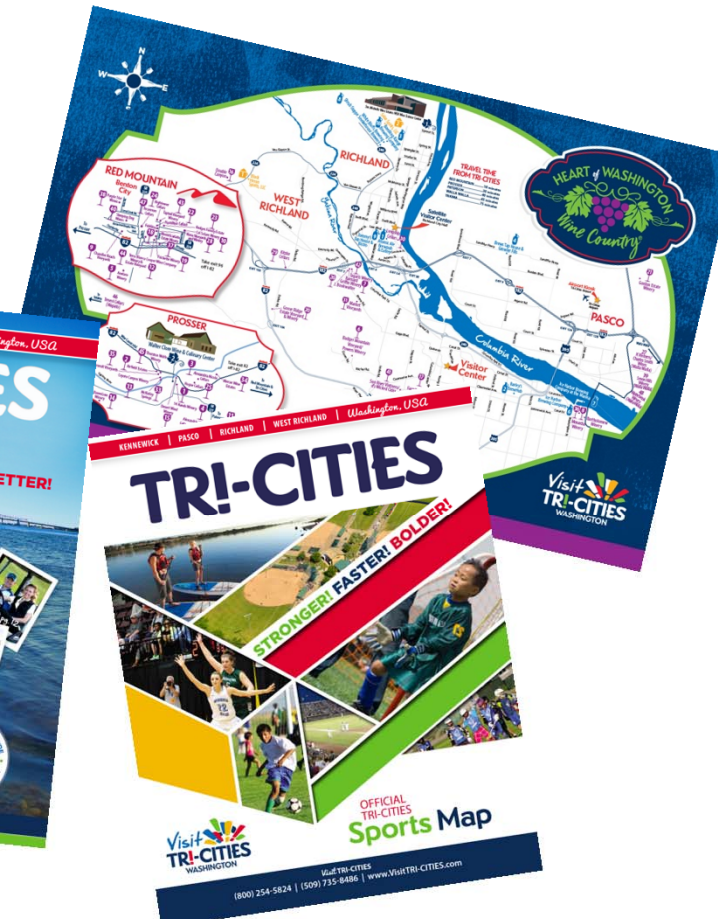
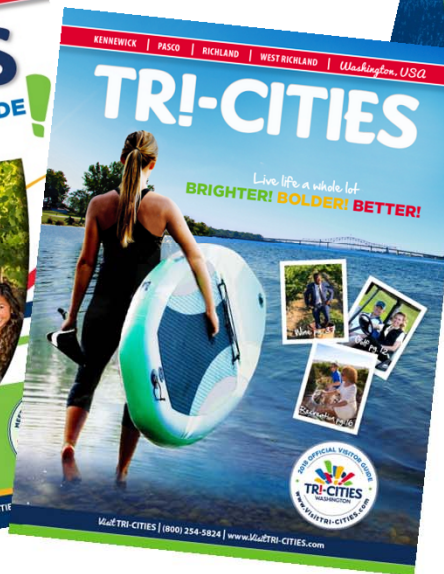
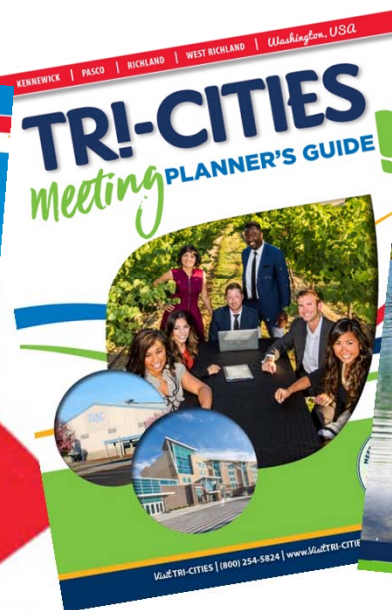
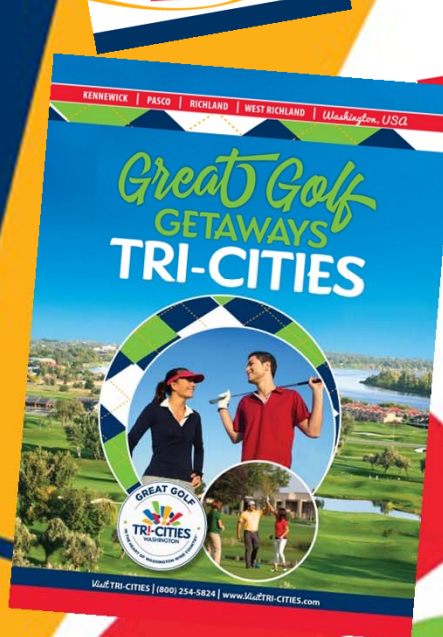
Alaska AIRLINES

from the Tri-Cities and check your first case of wine free! TasteAndTote.com
www.VisitTRI-CITIES.com • 1-800-254-5824



VISIT TRI-CITIES PUBLICATIONS

- Official Tri-Cities Visitor Guide
- Golf & Wine Brochure
- Tourism News
- Meeting Planners Guide
- Shop, Wine & Dine Guide
- Wine Map
- Sports Map



PROGRAMS & INFRASTRUCTURE PROJECTS

- Tri-Cities Wine Tourism Council
- Manhattan Project National Historical Park
 - Branding
 - Wayfinding
- STEM Tourism



WORK PLAN 2018!



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

VISITOR SERVICES

- 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.
- Distribute 60,000 2018 Official Tri-Cities Visitor Guides.
- Fulfill the estimated 12,000 written and telephone requests for information on the Tri-Cities.
- Produce the Tri-Cities Calendar of Events.
- Act as a resource and provide materials to local companies for their recruitment and employee relocation efforts.
- Offer a "Hot Dates" program to assist visitors in finding accommodations during high demand dates.
- Stock the Satellite Visitor Centers at TRAC Center and Richland City Hall with visitor information and brochures.
- Provide visitor services and maintain the interactive Tri-Cities kiosk at the Tri-Cities Airport and Three Rivers Convention Center.

CONVENTION AND GROUP SALES

- Generate 260+ sales leads (Request for Proposals) to industry partners.
- Secure conventions, meetings and sporting events that will attract 61,000 future overnight stays.
- Host familiarization tours for meeting planners and tournament directors, escorting each on a scheduled set of appointments specific to their event needs.
- Attend 5 industry events and trade shows such as Meeting Planners International, Washington Society of Association Executives, Pacific Northwest Chapter of Society of Government Meeting Professionals Chapter Workshop, Your Military Reunion Connection Marketplace, Rejuvenate Faith Conference, etc., to promote the Tri-Cities as a destination of choice for conventions and sporting events.
- Promote the Tri-Cities at regional golf and travel shows in Seattle, Portland and Spokane.
- Coordinate spring and fall Olympia Sales Blitzes and customer events.
- Support local tourism-related businesses by hosting monthly Director of Sales meetings.

MARKETING

- Place an estimated 500 Tri-Cities television advertisements in the Puget Sound region.
- Place more than 1,000 television commercials in Portland, Spokane and Boise.
- Manage and promote www.VisitTRI-CITIES.com, optimized and mobile-friendly website.
- Strategically direct \$204,445 in print advertising, promoting the Tri-Cities as a destination of choice.
- Promote the Tri-Cities through effective social media campaigns on Facebook (more than 22,000 fans), Twitter (more than 5,300 followers) and Instagram (more than 2,500 followers).
- Provide direction and leadership to Washington Wine Country, the VISIT TRI-CITIES wine tourism partnership with Yakima Valley Tourism and Tourism Walla Walla.
- Manage and promote the Alaska Airlines Taste and Tote program, serving more than 200 regional wineries.
- Publish the Official 2018 Visitor Guide, publish 2018 Golf brochure, 2018 Shop, Wine & Dine brochure, 2018 Wine Map.
- Distribute weekly e-newsletter "Your Weekend Starts Here" to 13,000 subscribers each week.

MEMBER SERVICES

- Promote local businesses through VISIT TRI-CITIES website, which receives more than 297,000 visitors annually.
- Host the Tourism Showcase tradeshow to promote local tourism-related businesses.
- Report on the state of the Tourism Industry at the 2018 Annual Meeting.
- Apprise members on industry events through monthly newsletters.
- Strengthen the industry through increased VISIT TRI-CITIES membership through recruitment of new members.
- Promote member businesses to out-of-town visitors through the "Show Your Badge" program. More than 35 groups (19,822 participants) took advantage of the program in 2017.

MEDIA OUTREACH

- Host qualified wine, travel, lifestyle and food writers for familiarization tours, escorting each on a scheduled set of appointments specific to their story needs.
- Direct the efforts of public relations firm to create interest and a positive image for the Tri-Cities.
- Host a media event in Seattle to promote the Tri-Cities to writers and bloggers as a potential subject for future stories and articles.
- Conduct face-to-face meetings with writers representing key publications/programs to promote story ideas about the Tri-Cities region.
- Work with Tourism Officials in primary destination/gateway cities (Seattle/Portland) to create cooperative opportunities targeting national and international travelers.
- Attend Travel & Words Conference to promote the Tri-Cities region to travel writers.

VISIT TRI-CITIES SPORTS COUNCIL

- Manage the cooperative efforts of the Tri-Cities Sports Council serving high school athletic directors, municipal recreation departments, local sports clubs and sports officials.
- Work with the athletic directors and sports venue directors to create attractive proposals for high school athletic district and state-wide championships.
- Coordinate venue costs and accommodation pricing for tournament directors.
- Secure volunteers to staff events taking place in the Tri-Cities.
- Research and attract new sporting events that fit the profile of the existing venues.
- Attend national tradeshow to promote the Tri-Cities as a premier Northwest destination, including TEAMS, National Association of Sports Commissions, Sports Relationship Conference, Sports Connect and the Washington Bike Summit.
- Secure hotel room blocks and complimentary rooms as required by tournament directors.

TRI-CITIES WINE TOURISM COUNCIL

- Manage the cooperative efforts of the Wine Tourism Council serving wineries, wine-related venues, hotels, restaurants and transportation providers in Benton and Franklin counties.
- Distribute a wine map highlighting Mid-Columbia wineries.
- Coordinate the development of wine tourism packages with hotels, restaurants, transportation and cultural events.
- Promote and market wine-related events to increase visitation.
- Work with food and wine writers to secure positive stories about the region's wineries and vineyards.
- Coordinate and promote the tourism council's "Buy Local, Give Local" and "Holidays in the Heart of Washington Wine Country" events.
- Participate in Taste Washington tradeshow, a Washington State Wine Commission event and Vintage Spokane.

ADMINISTRATIVE & OTHER SERVICES

- Coordinate the efforts of the Tri-Cities National Park Committee to assist in the seamless transition of creating the Tri-Cities branch of the Manhattan Project National Historical Park. Brand, Style Guide and Website for Manhattan Project National Historical Park.
- Organize and manage the efforts of the Tri-Cities Rivershore Enhancement Council.
- Provide direction and guidance for recommendations outlined in the Rivershore Master Plan II.
- Provide direction and guidance for community wayfinding.
- Participate and provide leadership in tourism industry organizations such as Washington State Destination Marketing Organizations (WSDMO), the Washington Tourism Alliance (WTA), Destination Marketing Association (DMA) West and Destination Marketing Association International (DMAI).
- Manage the proceeds of tourism promotion assessments as directed by the Commissioners of the Tri-City Hotel-Motel Commission and city councils.
- Promote and manage the Tri-Cities "Excellence in Service" program to stimulate customer service region-wide.

www.VisitTRI-CITIES.com

WORK PLAN FOR 2018



TPA Reserve Account Balance

Balance available for investment: \$861,416
-Less minimum reserve fund - \$500,000

Funds available for reinvestment: \$361,416



TPA RESERVE ACCOUNT REQUESTS

FUNDS AVAILABLE FOR REINVESTMENT \$361,416

PROPOSED PROJECTS:

BID Fees	\$60,000
Tradeshow Sponsorships	\$23,600
Print Advertising	\$34,200
Digital Advertising	\$50,000
Sports Complex Feasibility Study	\$30,000
Website	\$50,000
Media Outreach	\$23,500

Reserve Request Total \$271,300





Thank You
for your
Support!



P.O. Box 2241
Tri-Cities, WA 99302-2241
509-735-8486
1-800-254-5824
www.VisitTRI-CITIES.com
info@VisitTRI-CITIES.com

March 19, 2018

Ms. Marie Mosley
City of Kennewick
P.O. Box 6105
Kennewick, WA 99336

Dear Ms. Mosley:

Thank you for the opportunity to present the Visit TRI-CITIES 2017 Annual Report, 2018 Work Plan and to make a request to utilize Tourism Promotion Area reserve funds to the Kennewick City Council on Tuesday, March 27, 2018.

On behalf of the Tri-City Regional Hotel-Motel Commission, Visit TRI-CITIES would like to request the transfer of \$271,300 from Tourism Promotion Area Reserve Account to be used for supplemental tourism related projects this year.

We prepare the Tourism Promotion Area (TPA) budget in July of each year for the following calendar year. As is the case with most every budget process, there are always more worthy projects to be considered than funds to support them. We manage our resources carefully to ensure our expenses never exceed our projected income and we budget conservatively. As a result, the TPA Commissioners have identified \$361,416 in funds available for reinvestment in tourism related projects over the next two years.

The funds available for project investment are in addition to the minimum reserve requirement of \$500,000, the amount set based on the recommendation of the City Managers who participate in at Commission meetings as Ex-Officios. It is the Commission's position that once the reserve account reaches this level, that any additional funds should actively be used to promote the Tri-Cities as a destination; creating increased visitor spending in the community. The projects under consideration accomplishes that goal.

Given that the balance of the Tourism Promotion Area Reserve Account exceeds the acceptable level of \$500,000; the Commissioners of the Tri-City Regional Hotel-Motel Commission have voted in favor of re-investing the surplus revenues, in the amount of \$271,300 that will help tourism related projects including digital, print and television advertising and promotions to increase leisure travel stays and 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 black ink that reads "Kris Watkins". The signature is fluid and cursive.

Kris Watkins
President and CEO

Enclosure

Tri-City Hotel-Motel Commission Tourism Reserve Balance Request

The TPA Commissioners have unanimously voted to request \$271,300 from the reserve account for the following future projects.

Bid Fees \$60,000

Visit TRI-CITIES staff continues to identify regional and national tournaments and conventions that request bid fees to host events. Increasing our bid fee fund will enable and enhance event acquisition. Fees are only incurred if the event is awarded to the destination. The following events have been identified to utilize such funds:

Sports: \$35,000

- WIAA 2018-2020 State 3A & 4A Volleyball Championships – \$12,000 (\$4,000 per year)
- National Association of Intercollegiate Athletics, Softball Opening Rounds – \$6,000
- USA Track & Field Junior Cross Country Championships – \$7,000
- USA Crits Series – \$10,000

Conventions: \$25,000

- Washington Society of Association Executive (WSAE) – \$15,000
- Meeting Professionals International (MPI) – \$10,000

Bidding Fees Included in the 2018 Marketing Plan:

- Senior Softball USA Regional Championship: \$10,000
- US Lacrosse National Team Development Regional Camp: \$5,000

Trade Show Attendance Sponsorships \$23,600

Sports: \$15,000

- National Association of Sports Commissions – Sports Event Symposium – Sponsorship of breakfast and promo item \$15,000

Conventions: \$8,600

- Northwest Event Show (Registration and Travel) – \$4,000
The event, held in October, attracts 1,700 meeting professionals and is attended by competitors such as the Wenatchee Convention Center, Lynnwood Convention Center, Visit Seattle, Cave B Estate Winery & Resort, Campbell's Resort and Alderbrook Resort.

- Meetings Today Live! West - \$4,600
The event is held in Las Vegas in late-April/early-May. It is attended by 30 pre-qualified meeting professionals who plan events in western U.S. and 30 suppliers including Snohomish County Tourism Bureau and Southside Seattle Tourism. Suppliers will have 20 pre-scheduled sales appointments with planners.

Print Advertising **\$34,200**

Sports: \$25,600

- Sports Destination Management Magazine:
Destination Spotlight – High Impact Advertorial – \$7,000
Mar./Apr. Issue – Back cover: \$4,500
- Sports Events Magazine:
Mar. Issue – full page ad – \$3,000
Dec. Issue – two-page spread – \$7,100
- Sports Planning Guide:
Annual Edition – full page ad / 2-page print– \$4,000

Conventions: \$8,600

- Meeting News Northwest – ½ page ad 4 x in 2018; Includes e-newsletter blast with photo & editorial in May/June: \$8,600

Television Advertising **\$20,000**

Additional funding to increase prime time television advertising in the Puget Sound market by \$10,000 (from \$30,000 to \$40,000) in both the spring and fall campaigns.

Sports Complexes Feasibility Study **\$30,000**

Visit TRI-CITIES staff will work with our city partners to conduct a feasibility study for sports complex development needs within each jurisdiction. Sports Complex plans are existing in each city, and a feasibility study will assist with moving those venues towards development.

Total Cost of Study: \$60,000

Cities' Total Contribution: \$30,000 (\$7,500 per city)

TPA Contribution: \$30,000

Website **\$50,000**

Funding to be added to the \$50,000 previously set aside to fund a next website re-design, which should occur in 2-3 years.

Marketing **\$11,000**

Public Relations: \$11,000

- Visit TRI-CITIES currently contracts with GreenRubino to support our efforts to pitch stories to travel writers. Visit TRI-CITIES is preparing an RFP to solicit for either increased coverage from GreenRubino or to select a new provider. The current investment is \$24,000 per year. We would like to increase the budget to \$35,000.

Digital Advertising **\$30,000**

Marketing:

- Seattle Times Digital Advertising: \$30,000
The Seattle Times offers an opportunity to increase the visibility of Tri-Cities, Washington as a premier destination in the Puget Sound, Portland, Spokane and Boise regions using a multimedia strategy, including target online campaign strategy, lead story and display ad in the NW Traveler section of the Sunday Edition, and Native Content, two stories about the destination that will be displayed on the site indefinitely.

Travel Writer Familiarization (FAM) Tours **\$12,500**

- Travel with Words FAM Tour: \$2,500
The Travel & Words Conference allows Visit TRI-CITIES to connect with nearly 100 food, travel and wine writers from throughout the Pacific Northwest. Visit Tri-Cities will host 6 qualified writers of our choosing for a familiarization tour of the Tri-Cities region including wine country, outdoor exploration and culinary experiences. This an opportunity to generate press in publications, creating thousand positive impressions and attracting visitors to the Tri-Cities region.
- Wine Bloggers Post Conference FAM Tour: \$10,000
The 2018 conference will take place in Walla Walla, and offers a unique opportunity to connect with approximately 100 bloggers and social influencers from throughout the county who write about wine and the wine industry. A key component of Visit Tri-Cities' marketing strategy includes promoting the region as a premier wine region, and exposure of the Tri-Cities to this group will generate online press, positive impressions and attracting visitors to the Tri-Cities region.

TOTAL TPA Reserve Request = \$271,300

Council Workshop Coversheet



Agenda Item Number	2.	Meeting Date	03/27/2018
Agenda Item Type	Presentation		
Subject	KID Partnership Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	☒
Policy Review	☐
Policy DevMnt	☐
Other	☐

Summary

Recently, the Kennewick Irrigation District (KID) Board approved releasing the deed restriction on the Vista Field property that the City purchased. The deed restriction was in place to make sure that all commitments were met regarding the City taking over the Elliot Lake Water System. The City and the KID worked together to complete those obligations outlined in the interlocal agreement, with the water right transfer being the only outstanding item. The KID has provided a letter of support for the water right transfer and we are working to complete that aspect as well.

Chuck Freeman, District Manager for the KID will be at the Council meeting to discuss a few major projects that they are working on this year.

Through

Dept Head Approval

City Mgr Approval

Attachments:

KID Title Transfer Presentation
Chandler Electrification Presentation

Marie Mosley
Mar 22, 12:23:35 GMT-0700 2018



**KENNEWICK
IRRIGATION DISTRICT**

Title Transfer: Taking Local Ownership of What the Ratepayers have Paid For

City of Kennewick
City Council
Tuesday, March 27, 2018

Seth Defoe
Land and Water Resources Manager



- Yakima Project (Reclamation)
- Founded in 1917, authorized in 1948
- First deliveries in 1957
- Construction completed in 1958
- 20,201 irrigable acres
- 23,611 customer accounts
- 74 miles of open channel canal
- Over 300 miles of pipe, most of it in backyards
- Over 15,000 risers in dense urban area
- 62 FTE's



- The United States holds title to KID irrigation facilities
- KID has nearly repaid relevant construction costs
- KID is interested in receiving title to relevant Project facilities
- Potential 2 phased approach

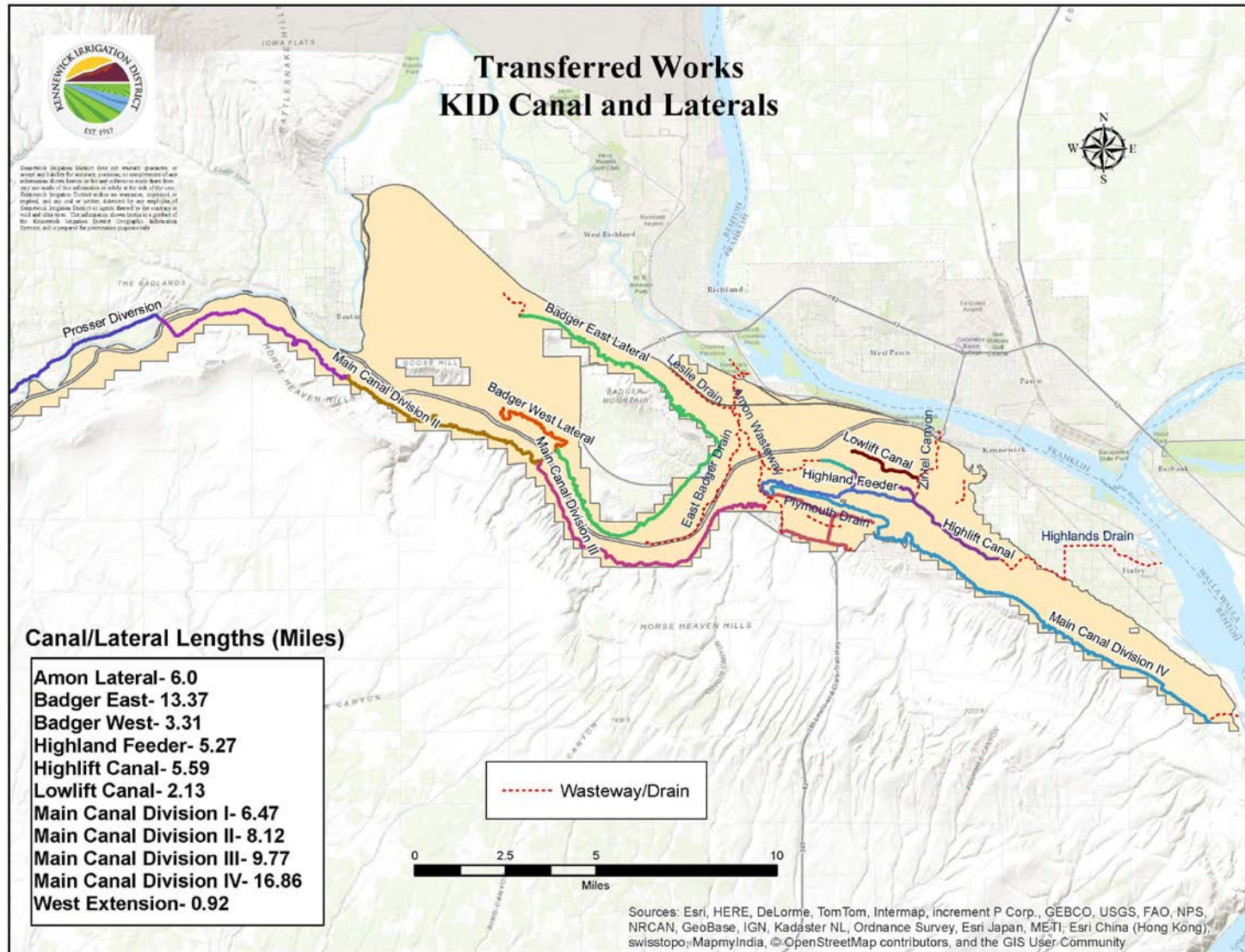


- KID facilities comprised of two parts –
 - Reserved Works
 - Prosser Dam and fish screens
 - Chandler Canal
 - Chandler Power and Pumping Plant
 - Transferred Works
 - Approx. 80 miles of canals and appurtenant works (canals, laterals, wasteways, drains, Amon pumps)
 - From head gate of main canal 40 miles to Columbia River at Hover



KENNEWICK IRRIGATION DISTRICT

What is Included?





- Phase 1 includes Transferred Works only
 - MOA with USBR to define tasks, schedules, initial cost estimates, and financial procedures to move through process to satisfy USBR requirements
 - Congressional action required; working with Rep. Dan Newhouse and his staff
- Phase 2 could include Reserved Works
 - Much more complicated to transfer
 - Lots of analysis and stakeholder involvement will be required before moving forward



- Ratepayers will have paid for construction of system by 2025.
- Reduce administrative costs and increase operational efficiencies
- Tangible Benefits to Kennewick and our community
 - Local Control of Decisions Involving infrastructure
 - Faster decisions that impact local development projects
 - Flexibility in land management
 - Linear parks and walking paths



KENNEWICK
IRRIGATION DISTRICT

Thank you!

Seth Defoe

Land and Water Resources Manager

sdefoe@kid.org

Kennewick Irrigation District

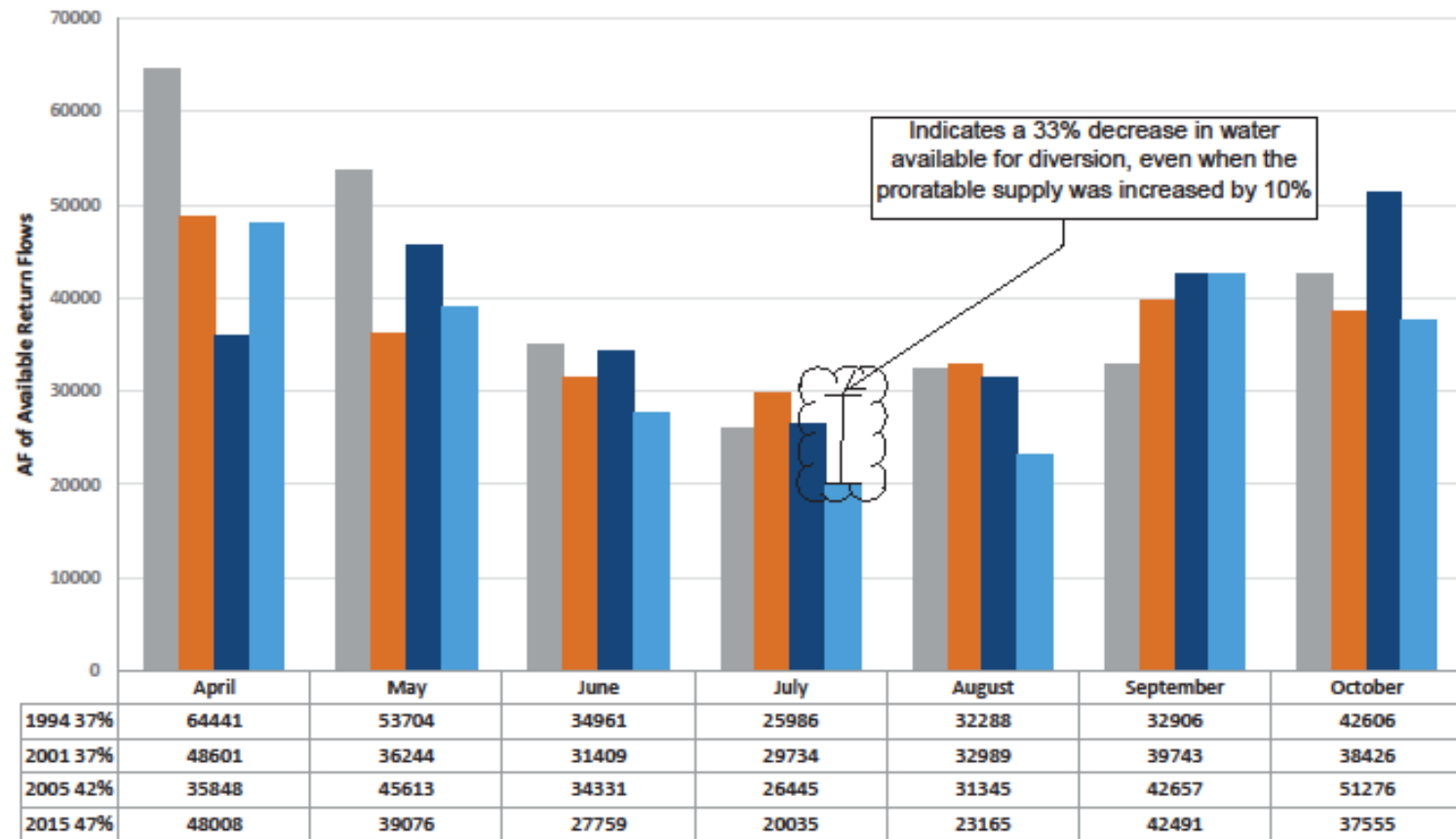
CHANDLER ELECTRIFICATION

Background

- First proposed in 1977 in response to future concerns of drought
- Understood as a needed protective measure to impacts caused by upstream water conservation under YRBWEP
- Included in YRBWEP II as a protection against any effect or reduction of KID's water supply

Monthly Return Flows to Yakima River Between Parker Gage and Prosser Dam Select Drought Years with Pro ration %

■ 1994 37% ■ 2001 37% ■ 2005 42% ■ 2015 47%



Values in AF

Chandler Electrification

⦿ New Scope of Work

- Electric Pump Station on South Side of the River, using existing siphon as supply piping for new pump station.
- New pressurized discharge piping from pump station to KID canal.

Chandler Electrification Cont.

⦿ Operational Considerations

- Existing hydraulic pumps to be continue to be utilized under normal operating conditions. (current pumping is at a rate of 1 gallon delivered, 1.25-1.5 gallons drive)
- New Electric Pump station to be utilized during periods of proration when river flows are inadequate to meet KID water supply needs.
- Enhances KID's water supply during drought conditions.

Water Supply Benefits

- ⦿ Modeling Results
 - KID has full water supply under essentially all model runs
- ⦿ Water to be diverted is already in lower river below Parker Gage

Project Costs and Funding

- ⦿ Current Cost Estimate
 - \$23.1 Million
- ⦿ Current Federal Authorization
 - \$20.1 Million (Cost indexed)

Council Workshop Coversheet



Agenda Item Number	3.	Meeting Date	03/27/2018
Agenda Item Type	Presentation		
Subject	MyTri2030 Chamber Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	☒
Policy Review	☐
Policy DevMnt	☐
Other	☐

Summary

Lori Mattson, President/CEO for the Tri-City Regional Chamber of Commerce will be at the Council workshop to provide an update on a Regional Visioning Project that they are working on for the community called "MyTri2030". This is the next step from the "Top of the Box" project that was discussed last year.

Through

Dept Head Approval

City Mgr Approval

Attachments:

Presentation

Marie Mosley

Mar 22, 12:34:56 GMT-0700 2018



Regional Vision Project

An aerial photograph of the Quad Cities region, showing the Mississippi River, a large bridge, a baseball stadium, and surrounding urban areas. A semi-transparent circle is overlaid on the left side of the image, containing text.

A Cool, Creative, Connected and Prosperous Place

- One River
- Two States
- Three Counties
- Five Anchor Cities
- Nearly 400,000 Residents

QUAD CITIES, Iowa/Illinois

Transforming a Region



- Two-year process
- Started with a review of past studies, plans and reports
- New research, stakeholder input and data analysis to interpret the region's key opportunities and challenges
- Don't reinvent the wheel
- 4,000 + citizens provided input
- 145 leaders publicly endorsed the idea of a unified vision
- Melded the conclusions from past and present data, and community input
- Public launch of Q2030 – June 2016

Cool Places

- Create strong, attractive and functional places in which we live, work, experience and play.

Creative People

- Provide young people and workers with the skills and competencies to contribute to the economy and the community.

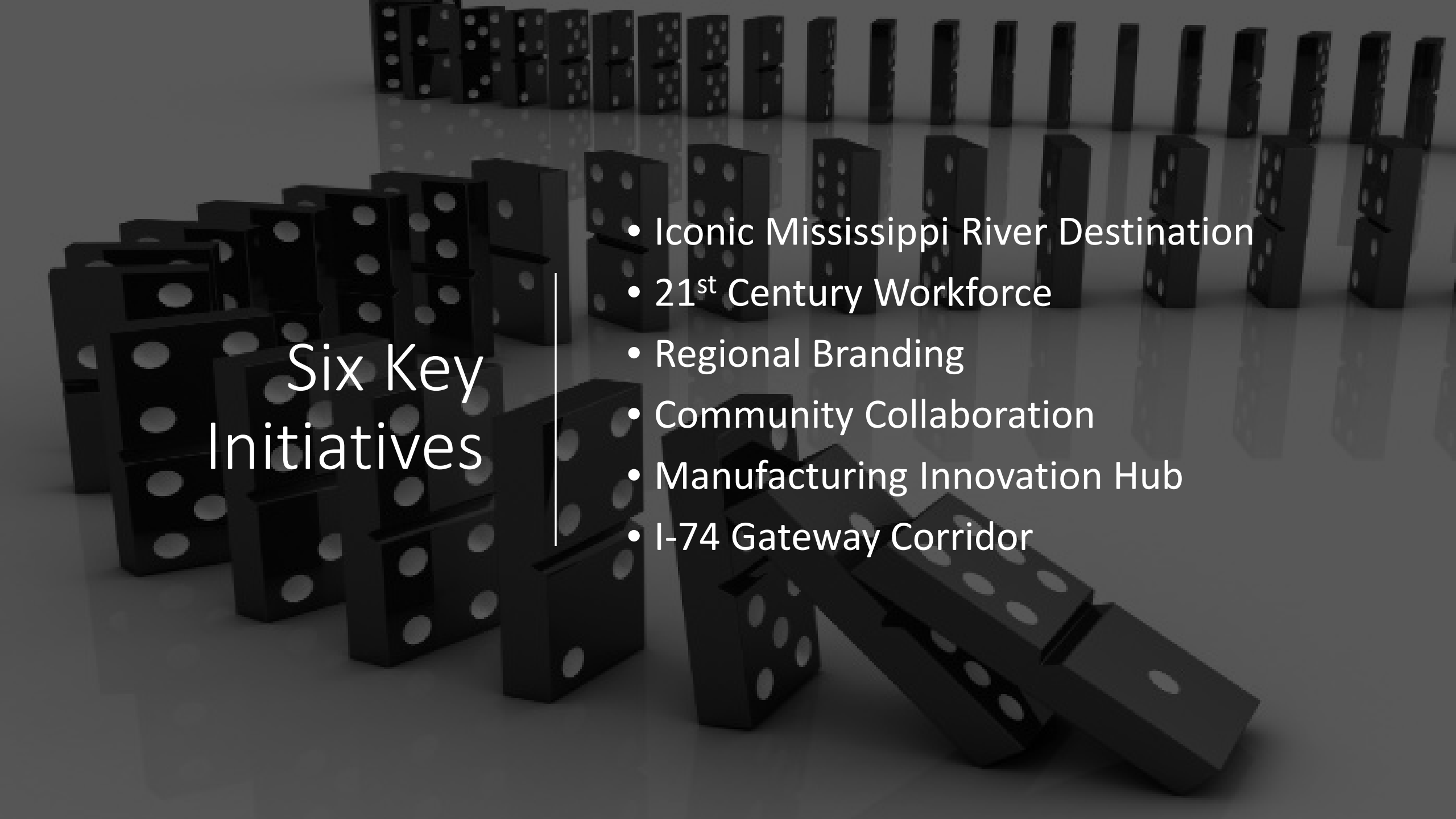
Connected Region

- Come together and help one another in new ways to improve efficiencies attitudes and perceptions.

Prosperous Economy

- Use our strengths as a region to retain, attract and create businesses and job.

Powerful Results – Four themes



Six Key Initiatives

- Iconic Mississippi River Destination
- 21st Century Workforce
- Regional Branding
- Community Collaboration
- Manufacturing Innovation Hub
- I-74 Gateway Corridor

PROSPER OMAHA

**A Greater
Madison
Vision**



A SHARED REGIONAL
VISION AND PLAN FOR
GROWTH

FORWARD
SIOUX  FALLS



CAPITAL CROSSROADS
A VISION FORWARD





Shaping the Future of Our Region

Bob Tippet, Tippet Company
Brett Spooner, Gravis Law/Co-Founder Fuse
Carl Adrian, TRIDEC
Dave McCormack, Dade Moeller
Derrick Stricker, NAI Tri-Cities
Gregg McConnell, (Chair) Retired TC Herald
Kedrich Jackson, American Tax Consultants
Khris Beyer (Judy) – Real Centric Solutions

Kris Watkins, Visit Tri-Cities
Lori Mattson, Tri-City Regional Chamber
Mike Schwenk, Retired PNNL
Paul Carlisle, elevate
Paula Linnen, PNNL
Ron Boninger, Carbitex
Steve Simmons, CG Public House
David Lippes, (Vice Chair) Carbitex

**Community
driven project**

**Leveraging the
Region for
continued success**



Our Mission

To create our desired future and amplify our collective impact!



MyTri2030 – Community Driven

Identify the most important factors
for long-term economic health and
quality of life:

- Citizens
- Leaders
- Stakeholder groups

MyTri2030 – An Inclusive Process

Citizens



Community Questionnaire

Leaders



One-on-One Interviews

Stakeholder Groups



Big Vision Workshop

Community Questionnaire

- Questions
- Timeline
- Deployment
- English - Spanish



Leader Interviews

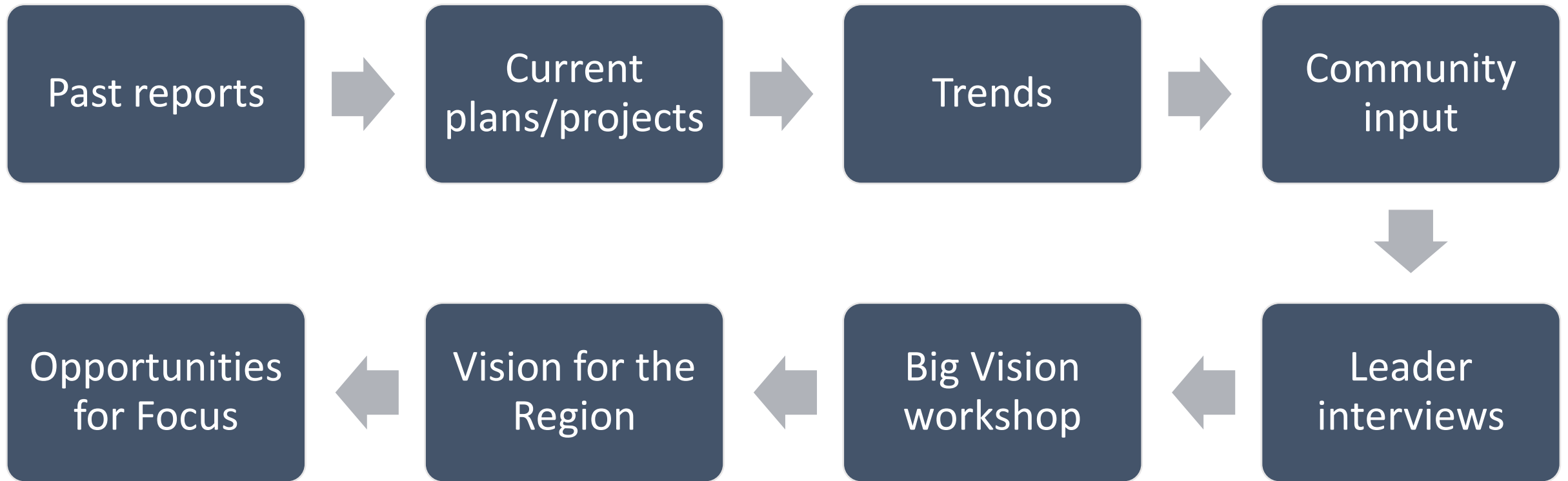
- 25-30 community leaders
- Selected by Regional Affairs Committee
- One-on-One with NewEdge representative
- Interview format
- Timeline



Big Vision Workshop

- Two day workshop
- May 30 & 31
- 40 people
- 22 Stakeholder Groups
- Regional Affairs Committee members





NewEdge Deliverable: Inspire and Focus

- ✓ Provide a 40-page report with short and long-term opportunities and strategies forming an Opportunity-driven vision for the Tri-Cities Region.
- ✓ Articulate the 3-5 big opportunity territories where the region can drive growth.
- ✓ An inspiring 2-page overview that drives focus on the key opportunities.
- ✓ Deliver results of the engagement to stakeholders and provide next steps and recommendations.
- ✓ Partner with the Regional Affairs Committee to drive alignment around the opportunities.
- ✓ Explore ways to increase the impact of the work and drive growth.



MyTri2030: Who will do it?



Leaders



Champions

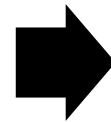


CALL TO ACTION

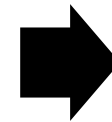
Endorse the
Regional Vision
Project



Publicize the
Community
Questionnaire



Attend the Big
Vision Workshop on
May 30 and 31



Designate a
representative to
actively participate
in MyTri2030

Let's shape the future of OUR region!

- Regions that have their priorities in line are more competitive and outperform their peer communities.
- MyTri2030 will be a long-term and evolving project.
- Celebrates that the Tri-Cities is the sum of multiple, distinct and independent parts.





Questions – Comments - Concerns

Council Workshop Coversheet



Agenda Item Number	4.	Meeting Date	03/27/2018
Agenda Item Type	Resolution		
Subject	Parks & Recreation Comprehensive Plan		
Ordinance/Reso #	18-07	Contract #	
Project #		Permit #	
Department	Employee & Community Relations		

Info Only	☐
Policy Review	☒
Policy DevMnt	☐
Other	☐

Summary

City Council approved a contract with Studio Cascade for the update of the six year Parks and Recreation Comprehensive plan for 2019 - 2024. This plan was also part of a broader Council goal: the development of Park Impact Fees to replace current mitigation fees to increase flexibility and address mixed use development.

Additional elements of the contract included outreach to the community for the establishment of a Parks Capital Improvement Plan, Level of Service Standards and a Columbia Park Master Plan vision as we continue to work with the USACE on reconveyance.

The Parks and Recreation Comprehensive Plan is a component of the citywide Comprehensive Plan and is a requirement for federal and state grant funding opportunities for Park Development.

Bill Grimes of a Studio Cascade will present the draft plan and policies for Council review and discussion.

Through

Dept Head Approval

City Mgr Approval

Emily Estes-Cross
Mar 21, 10:24:46 GMT-0700 2018

Marie Mosley
Mar 22, 12:54:54 GMT-0700 2018

Attachments: Parks & Recreation Comp Plan Update

Comprehensive Parks and Recreation Plan Update 2019-2025



Comprehensive Parks and Recreation Plan Update 2019-2025

DRAFT FOR REVIEW

Purpose

- Meet RCO requirements
- Seek community input
- Update demographics and trends
- Update community goals
- Develop CIP (parks)
- Action steps (objectives)
- *Other: Columbia Park & Impact Fees*

Comprehensive Parks and Recreation Plan Update 2019-2025

Update Process

Step 1

- Demographic trend analysis (Ch. 2)

Step 2

- Existing conditions (Ch. 5, Apx. B)

Step 3

- Demand and needs analysis (Ch. 6)

Step 4

- Policy Review and analysis (Ch. 4)

Step 5

- Action and implementation plan (Ch. 9)

Comprehensive Parks and Recreation Plan Update 2019-2025

DRAFT FOR REVIEW

Plan Contents

1. Introduction
2. Community Setting [Updated]
3. Vision and Mission [New]
4. Goals Policies and Objectives [New: Policies]
5. Existing System
6. Demands and Needs [New: LOS Standard]
7. Development Standards
8. Financing Plan [New: Impact Fees]
9. Implementation Plan

Comprehensive Parks and Recreation Plan Update 2019-2025

RCO Required Elements

Element	Addressed
Goals and Objectives	Chapter 4 ✓
Inventory	Appendix B ✓
Public Involvement	Chapter 6 ✓
Demand and Needs Analysis	Chapter 6 ✓
Capital Improvement Programming	Appendix A ✓
Plan Adoption	<i>Next Step</i> ?

Comprehensive Parks and Recreation Plan Update 2019-2025

Changes from 2012 Plan

Goals and Policies

New Goals:

- 1) “Access & Distribution”
- 2) “Economic Development”
- 5) “Conservation & Sustainability”
- 6) “Communication”

New Policies (Selection):

- 1.1) Provide park land within ½ mile of all residents
- 2.1) Encourage private sector development
- 5.2) Decrease the need for intensive maintenance
- 6.1) Provide information using multiple means of communications and languages

Comprehensive Parks and Recreation Plan Update 2019-2025

Changes from 2012 Plan

**Level of Service (LOS)
Standard**

Uses a “holistic” approach”

**Seeks to ensure that all residents have a
park or recreation facility within
accessible walking or biking distance**

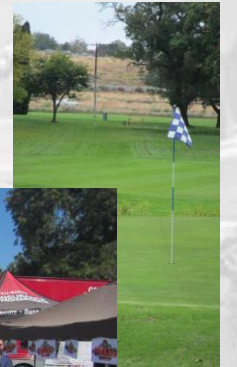
LOS
Holistic Approach

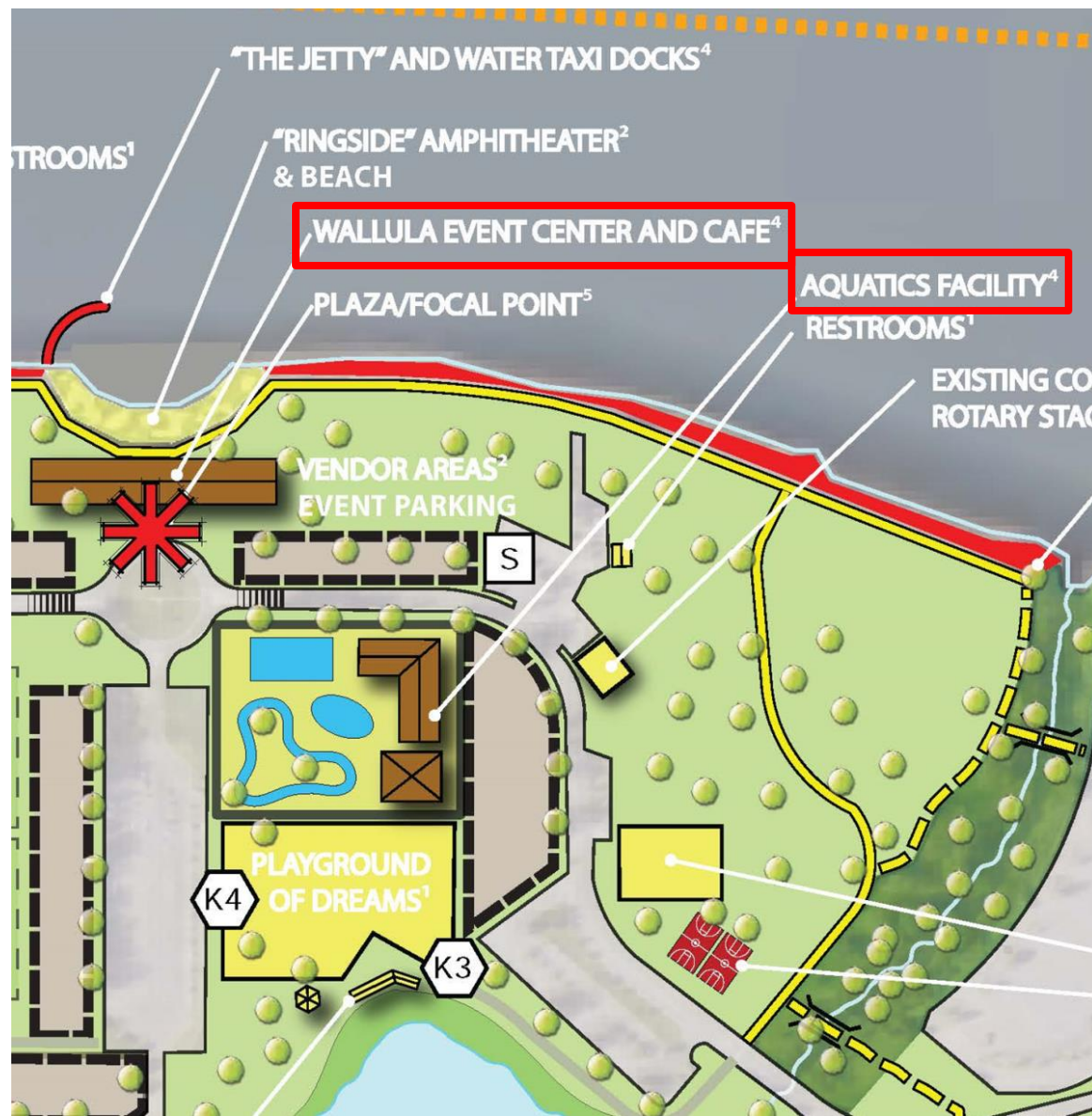


Columbia Park 2018 Master Plan Vision

5 Columbia Park Use Zones

- 1) Active Play
- 2) Recreation
- 3) Multi-Use / Economic
- 4) Native Restoration / Passive Recreation
- 5) Regional Recreation and Event





COLUMBIA PARK VISION - EAST- PREFERRED CONCEPT



Columbia Park East – “Wallula” Events / Community Center



Columbia Park East – Aquatic Center



Comprehensive Parks and Recreation Plan Update 2019-2025

QUESTIONS / COMMENTS



City Council Meeting Schedule April 2018

April 3, 2018
Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

April 10, 2018
Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Transportation Systems Plan
2. Fire Department Annual Report
3. Police Department Annual Report
4. Committee Updates

April 14, 2018
Saturday, Time TBD

COUNCIL ADVANCE
Springhill Suites – 7048 W. Grandridge Blvd

April 17, 2018
Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

April 24, 2018
Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Year-End Financial Review/Budget Adjustments

To assure disabled persons the opportunity to participate in or benefit from City services, please provide twenty-four (24) hour advance notice for additional arrangements to reasonably accommodate special needs.

Please be advised that all Kennewick City Council Meetings are Audio Taped

April 2018
Updated 2/27/18