



City Council Meeting Schedule March 2021

City Council temporarily designated the location for regular, special and study session meetings to a virtual location until termination of the state of emergency or until rescinded. The City broadcasts City Council meetings on the City's website <https://www.go2kennewick.com/CouncilMeetingBroadcasts>.

March 2, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

March 9, 2021

Tuesday, 6:30 p.m.

WORKSHOP MEETING (the workshop meeting will be done via Zoom and broadcast on the City's website <https://www.go2kennewick.com/CouncilMeetingBroadcasts>)

1. Legislative Update
2. Creative Arts District Update
3. Public Works Projects/Programs Updates

March 16, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

March 23, 2021

Tuesday, 6:30 p.m.

WORKSHOP MEETING (the workshop meeting will be done via Zoom and broadcast on the City's website <https://www.go2kennewick.com/CouncilMeetingBroadcasts>)

1. Visit Tri-Cities Annual Update
2. Horse Heaven Wind Farm Update
3. Unmanned Aerial System (UAS) Drone Program
4. MOU for Confederated Tribes of Umatilla Indian Reservation (CTUIR)

March 30, 2021

Tuesday, 6:30 p.m.

NO MEETING SCHEDULED

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 and Video Taped

Council Workshop Coversheet



Agenda Item Number	1.	Meeting Date	03/23/2021
Agenda Item Type	Presentation		
Subject	2020 Visit Tri-Cities Annual Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	☒
Policy Review	☐
Policy DevMnt	☐
Other	☐

Summary

Michael Novakovich, President & CEO of Visit Tri-Cities will provide the 2020 Annual Report and the 2021 Work Plan. The presentation and TPA reserve request is attached for your review.

Through

Terri Wright
Mar 18, 07:55:43 GMT-0700 2021

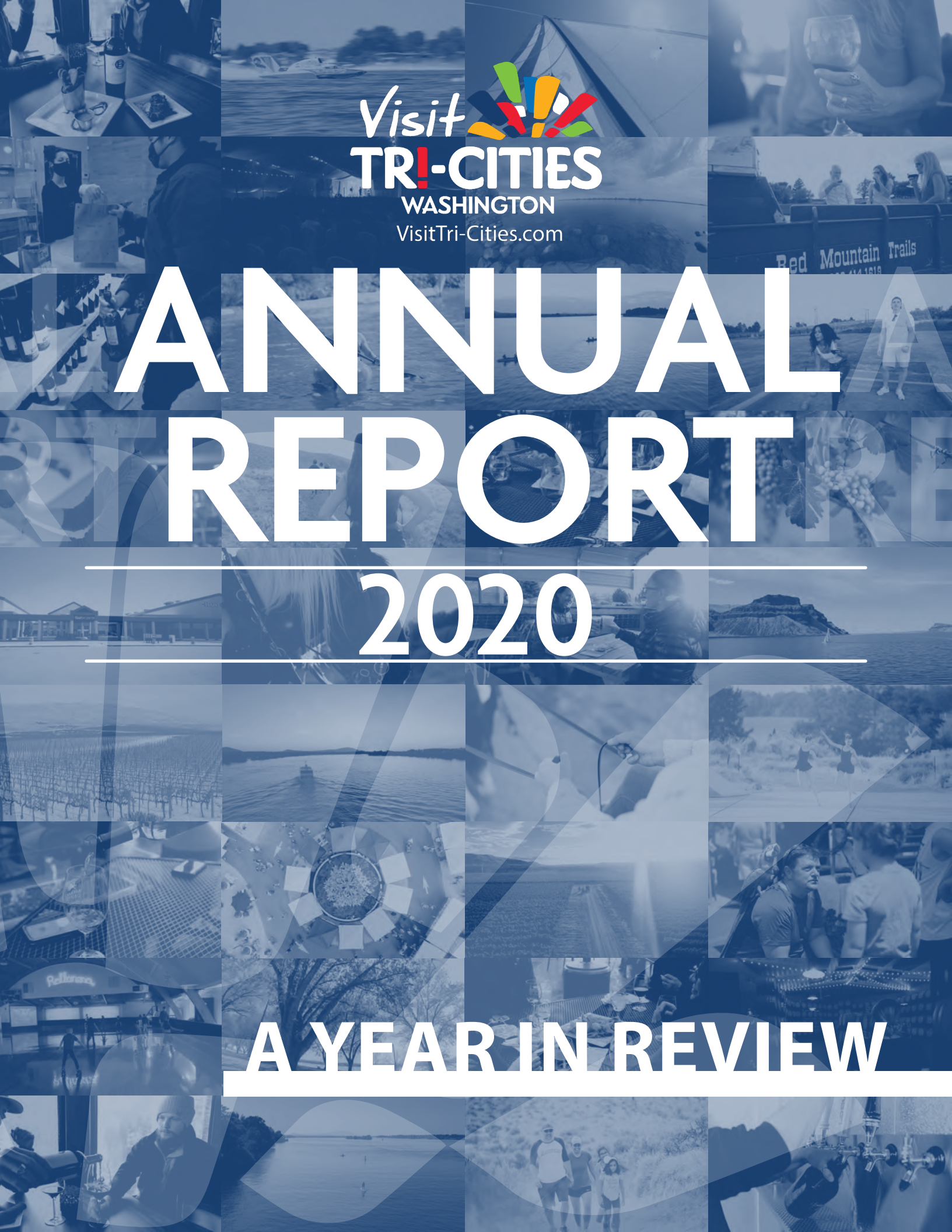
Dept Head Approval

City Mgr Approval

Marie Mosley
Mar 18, 10:52:12 GMT-0700 2021

Attachments:

Annual Report
Work Plan
Reserve Request
Presentation



2020

A YEAR IN REVIEW



Rob Roxburgh
2021 Chairman of the Board



Michael Novakovich
President & CEO

Dear Tourism Partners,

As we have all experienced, the coronavirus pandemic changed so many aspects of all our lives, challenging us personally and professionally. While no business segment was spared, the tourism industry has been adversely affected, and the impacts will be felt for years to come. But with great challenges come great opportunities, and Visit Tri-Cities embraced every opportunity presented during the past year. It is with great appreciation that we report to you the achievements we accomplished together in 2020. The following Annual Report showcases our stewardship of community trust and resources.

2020 began with hope and optimism, with a series of tourism focused campaigns planned. We started the year by inviting visitors to "Get Your Geek On" with a robust science-themed campaign in partnership with Battelle, our Official Champion of STEM Tourism. Unfortunately, just as we began promoting the STEM-related assets unique to the Tri-Cities, travel restrictions were put in place and the STEM campaign was cut short.

Knowing that our local tourism-related businesses would need support, staff developed the "Get Your Order On!" campaign, highlighting curbside service following the Stay Home, Stay Safe order. The video was complemented with a public service announcement featuring General James Mattis encouraging residents to support our local businesses, jobs, economy and quality of life by using curbside pickup, delivery and safe practices.

We, like all of you, were hopeful that travel would return by early summer. However, it became obvious that travel to the Tri-Cities was not going to be allowable for some time. Knowing we needed to aggressively battle the pandemic, the team shifted their energies to support public health endeavors that would ultimately allow businesses to reopen and lead to the return of tourism.

We partnered with Benton County, utilizing CARES ACT money to provide COVID-19 mitigation marketing communications to the Tri-Cities region. We collaborated with the Benton Franklin Health District to create campaigns in English and Spanish. Most effective was our use of humor to encourage social sharing and adoption of public health behaviors. We created a series of spots called CYA. As in, Cover Your Airholes.

Additionally, the team continued to foster strong partnerships with the Tri-Cities Regional Chamber of Commerce and TRIDEC to create the Tri-Cities Open and Safe Coalition; provided leadership on the Municipality Advisory Council (MAC), which is comprised of representatives of nine local jurisdictions, Benton Franklin Health District, the Regional Chamber and TRIDEC; remade a popular 90s alternative rock song to promote good COVID practices and a produced a message to the Governor's Office in support of reopening local businesses that follow local, state and federal health guidelines.

These endeavors didn't divert Visit Tri-Cities from its mission of driving visitor traffic to the community. While it's true that it was difficult to promote travel during county-specific restrictions, the team developed campaigns to raise awareness of the destination with a key message: visitors are welcome when it is the appropriate time to travel. National Travel & Tourism Week was celebrated virtually, highlighting Tri-Cities amenities and over 150 area businesses. The team promoted the destination to meeting planners with a virtual familiarization tour of area hotels and meeting and convention spaces. Additionally, the staff offered leadership on the Washington Safe Meetings Coalition, which led to the return of safe meetings in an earlier Phase. The same support was provided for festivals and events.

Finally, our Annual Report is not only a summary of our activities, but a reminder of the economic impact of the tourism industry for the Tri-Cities. The most recent numbers available are from 2019, a year when the Tri-Cities enjoyed \$496.5 million in economic impact due to visitor spending. These dollars support a vibrant business community, attracting more amenities to the Tri-Cities. Sales tax revenue generated by tourism reduces each household's tax burden in Benton and Franklin counties by an average of \$737, supporting schools, teachers, emergency services, roads maintenance, parks and other services provided by our local municipalities. Moreover, 5,600 jobs were supported by tourism. The economic impacts of tourism in our community for 2020 are not yet available and will be a stark contrast to 2019 and the years before, but it is inspiring to see the positive impacts of tourism in the Tri-Cities.

While 2020 was a difficult year, through community collaboration and tourism innovation we overcame many challenges, together. We're looking forward to doing even more with our community partners in 2021.

OUR VISION

To be an industry leader for destination marketing in the Pacific Northwest; the primary source of visitor information; and the lead advocate for visitor industry development in the Tri-Cities region.

WHY TOURISM MATTERS

**VISITOR
SPENDING**

\$496.5
million

CREATES

5,628

jobs in Benton
& Franklin
Counties



Sales tax revenue generated by tourism reduces each household's annual tax burden in Benton and Franklin Counties by an average of

\$737

Visitor Spending represented in this report reflect the economic impact of tourism in the Tri-Cities for the year of 2019. The economic impacts of tourism in our community for 2020 are not yet available.



Food & Beverage

\$108
million
22%

**SPENDING
BREAKDOWN**



Retail

\$127.4
million
26%



Transportation

\$79.8
million
16%



Recreation

\$82.3
million
16%



Hotels

\$99
million
20%

Source: Tourism Economics 2019,
An Oxford Economics Company

IMPERATIVE: ADVOCATE FOR THE DEVELOPMENT OF CRITICAL TOURISM INFRASTRUCTURE

HOTEL MOTEL TAX DISTRIBUTIONS



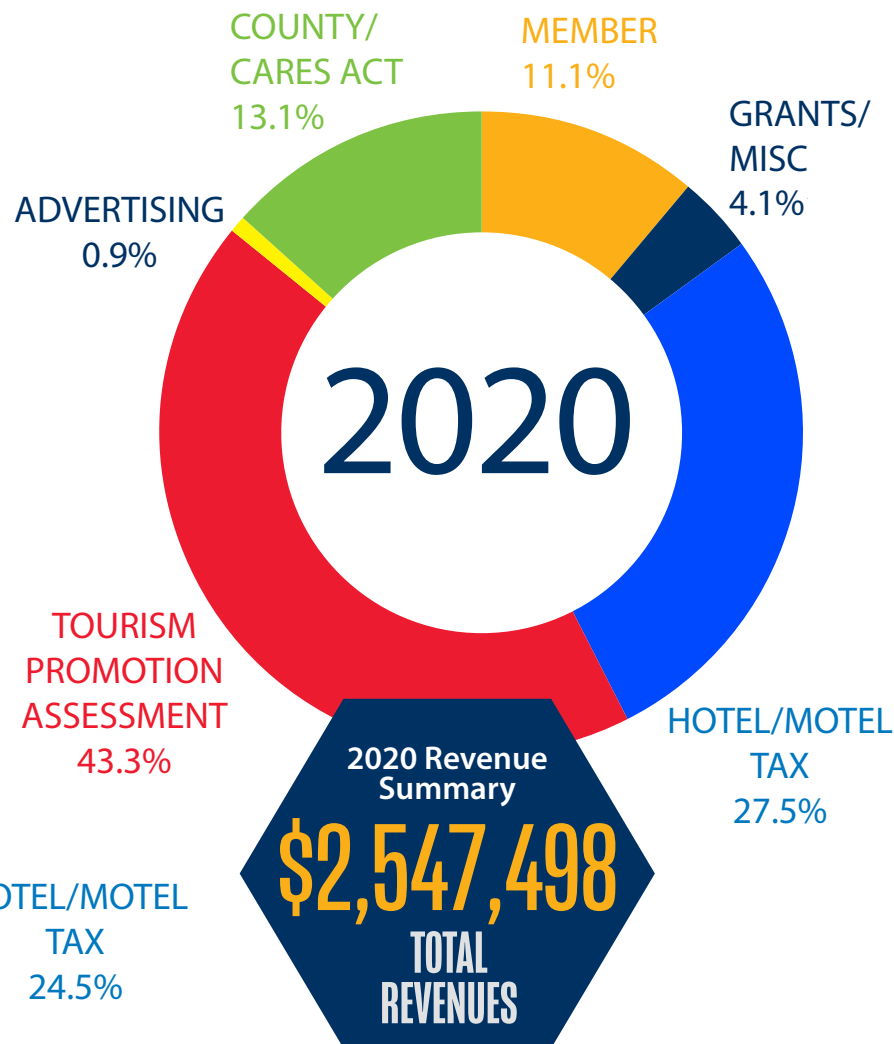
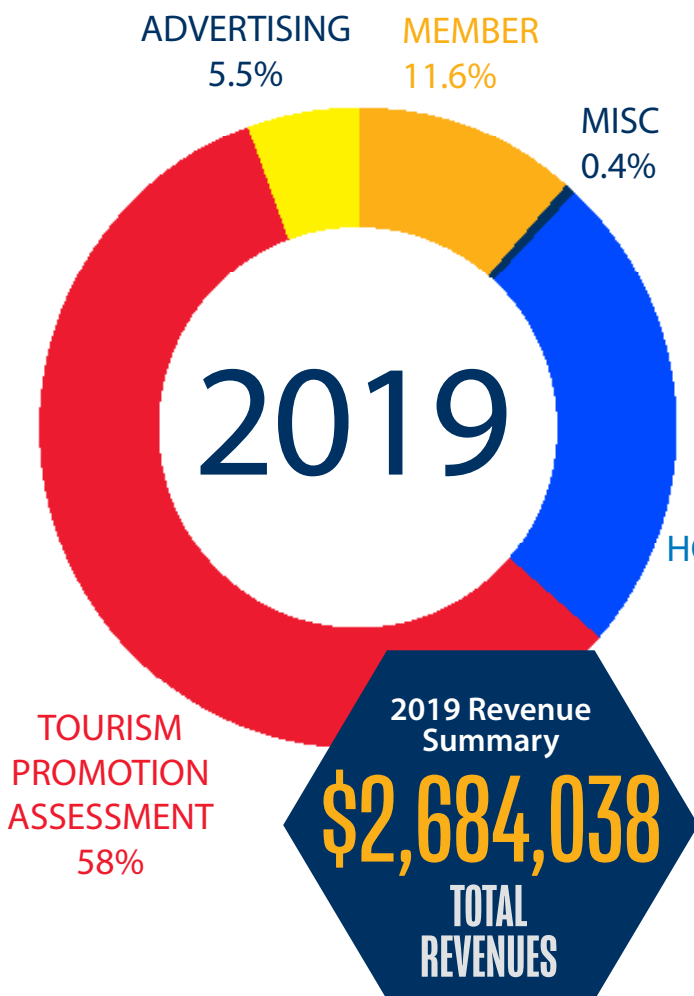
4,418

Hotel Guest
Rooms Available

	Kennewick	Pasco	Richland	Totals
2016	\$539,578	\$274,798	\$475,641	\$1,290,017
2017	\$568,745	\$323,445	\$536,682	\$1,428,872
2018	\$592,249	\$343,642	\$598,997	\$1,534,888
2019	\$592,210	\$324,891	\$633,862	\$1,550,963
2020	\$277,886	\$151,941	\$270,733	\$700,560

VISIT TRI-CITIES AT-A-GLANCE

The coronavirus pandemic had a significant impact on the tourism industry throughout the world, including the Tri-Cities. Travel restrictions coupled with uncertainty related to the COVID-19 virus, impacted Visit Tri-Cities's revenue sources. Visit Tri-Cities worked to reduce expenses and seek additional revenue sources to support the organization's mission to drive visitation when appropriate, including CARES ACT funding from Benton County and government grants. The following is a comparison of Visit Tri-Cities' revenues for 2019 and 2020.



	2019	2020
MEMBER	\$312,289	\$283,293
GRANTS/MISC	\$11,580	\$102,246
ADVERTISING	\$147,534	\$23,883
HOTEL	\$656,606	\$700,560
TPA	\$1,556,028	\$1,103,258
COUNTY		\$334,258
TOTAL	\$2,684,037	\$2,547,498

MARKETING AND PRODUCT DEVELOPMENT

Generating additional cash flow in to the region through visitor spending is important for the local economy. Visitor spending improves the business climate and offers opportunities for new endeavors to thrive. Visit Tri-Cities promotes the region as a premier destination for meetings, conventions, sports and leisure travel.

Visit Tri-Cities' Convention Marketing, Sports Marketing and Media Outreach departments all incorporate sales-driven strategies directed at markets with the greatest potential

to bring new visitor dollars to the region. While marketing is important, product development is a priority as well. Through the Tri-Cities Rivershore Enhancement Council (TREC), Visit Tri-Cities works with local jurisdictions and hospitality partners to ensure that attractions are upgraded or added to the community in order to continue offering fresh experiences for visitors.

TOURISM DEVELOPMENT

Visit Tri-Cities manages tourism-related programs and infrastructure within the community to position the Tri-Cities as a desirable and compelling visitor destination.

The Visit Tri-Cities' website was emphasized as a community portal in all advertisements and visitor publications throughout the year. We actively encouraged all visitors to visit our website.

WEBSITE HIGHLIGHTS



Corporate Sponsor:
Washington River
Protection Solutions



AIRPORT/CONVENTION CENTER KIOSKS

UNIQUE VISITORS **2,061** PAGE VIEWS **7,447**

MEDIA OUTREACH

6,200
Twitter Followers

25,839
Facebook Followers

9,835
Instagram Followers

1,213
LinkedIn Followers

124
Stories

270,324,560
Positive Earned
Media Views

2
Travel Writers
Hosted

Corporate Sponsor:
Mission Support Alliance

MSA
Mission Support Alliance

ADVERTISING & MARKETING

Visit Tri-Cities develops and deploys a robust marketing plan annually, using a variety of effective tactics to raise brand awareness of the Tri-Cities.

Visit Tri-Cities focused on print, digital marketing, including commercials on streaming TV, with no broadcast media buys in 2020. Campaigns were limited due to pandemic related travel restrictions within the state. Tourism campaigns deployed in 2020 earned

3,852,190 impressions &
11,327 click throughs

Visit Tri-Cities secured CARES ACT grant money from Benton County to develop and execute in-market advertising campaigns to encourage social distancing, use of face coverings and safety precautions to mitigate the effects of COVID-19, improve the health of our community and begin economic recovery.

24 Creatives developed and deployed through digital, broadcast (TV & radio) and social 9/1-12/15/2020.

2,398 Television & **1,773** Radio Spots



The digital and social campaigns earned **16.8 million impressions** leading to more than **36,000 click throughs** to the Benton Franklin Health District website.

CONVENTIONS & SPORTS

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

2020 PROGRAM HIGHLIGHTS

41 Number of conventions, sports & group activities

13,237 Visitors attracted

Convention and Sports visitor spending to region:

\$4,253,816

151 events scheduled to take place in 2020 were canceled due to COVID-19, representing 113,387 visitors and \$32,371,689 in visitor spending.

BUSINESS BOOKED IN 2020

92 Future conventions, meetings and sports events booked in 2020.

Future visitor spending:

\$15,358,458

Of these 92 events booked, 38 events cancelled or rescheduled due to COVID-19.

2021 & BEYOND

110 Future conventions, meetings and sports events.

77,045 Future visitors

Future visitor spending:

\$28,221,611

17 events scheduled to take place in 2021 were canceled due to COVID-19, representing 3,992 visitors and \$1,924,087 in visitor spending.

TRI-CITY REGIONAL HOTEL-MOTEL COMMISSION

Kennewick

Jerry Beach, SpringHill Suites by Marriott

Mark Blotz, Clover Island Inn

Pasco

Monica Hammerberg, Hampton Inn & Suites Pasco/Tri-Cities

Vijay Patel, A-1 Hospitality

Richland

Wendy Higgins, The Lodge at Columbia Point

Andrew Lucero, Courtyard by Marriott

Ex-Officios:

Marie Mosley, City of Kennewick

Cindy Reents, City of Richland

Dave Zabell, City of Pasco

VISIT TRI-CITIES COUNCILS

Tri-Cities Rivershore Enhancement Council

Tri-Cities Sports Council

Tri-Cities Wine Tourism Council

Tri-Cities National Park Committee

Directors of Sales

2020 A YEAR IN REVIEW

JANUARY

- 13 Know Your Dam Facts Rally
- 21 Columbia River and Snake River Dams Meeting with U.S. Representative Dan Newhouse
- 23 Tourism Presentation to WSU-Tri-Cities Marketing Class
- 23 Columbia Basin College Hall of Fame Banquet
- 24 Visit Tri-Cities Staff Retreat
- 25 "Love Our Locals" – a program of Visit Tri-Cities & Tri-Cities Wine Tourism Council
- 29-31 Hosted TBEX (Travel Bloggers Exchange) Site Visit
- 30-31 Tri-Cities Legislative Trip to Olympia

FEBRUARY

- 19 Leadership Presentation to Leadership Tri-Cities Class XXV
- 20 Presented on Tourism at Tri-Cities Economic Outlook Forum
- 20 Published the Official Tri-Cities Visitor Guide
- 20 Published Great Golf Getaways Brochure
- 22-23 Spokane Golf & Travel Show
- 24 New Board Member Orientation
- 26-27 Hosted Planning Visit for Association of Washington Cities (AWC) and included introductions with LIGO, B Reactor Museum Association and Port of Kennewick
- 27-28 Hosted representatives from Osborne Northwest Public Relations

MARCH

- Presentation of the 2019 Annual Report and 2020 Work Plan to Pasco and Richland City Councils
- 1 Launched "Get Your Geek On" STEM campaign in partnership with Battelle
- 2 Snake River Dams Press Conference
- 4 Washington Wine Foundation
- 5 New Board Member Orientation
- 5 Visit Tri-Cities CEO/Board Member Collaboration Meeting
- 5 Published the 2019 Annual Report and Work Plan
- 6 New Council Member Meeting
- 8-10 Meeting Professionals International (MPI) Cascadia Conference, Bend, OR
- 12 Presented "Tourism in the Tri-Cities" to Kiwanis Club
- 13 Hospitality Meeting to discuss COVID-19 Challenges with Hotel and Meeting Venue Partners
- 17 Launched "Tri-Cities Open for Business" in partnership with TRIDEC and Tri-City Regional Chamber of Commerce
- 18-19 Conducted Olympia Sales Blitz Virtual Appointments with State & Regional Meeting Planners
- 19 Hosted a Virtual Meeting Planner Luncheon, "Making Vitality Your Reality"
- 25 PSA with General Mattis to Support Local Business
- 26 Launched "Come on Get Your Order On" Campaign
- 29-31 PPE Drive to collect critical health supplies in partnership with TRIDEC and Tri-City Regional Chamber of Commerce

APRIL

- 10 Launched Sports Message from Visit Tri-Cities
- 10 WSU Tri-Cities Beverage Management Craft Beverage/Distilled Spirits Meeting
- 13 First Meeting to Bring Back Gatherings of 50+ Attendees
- 21 Presentation of the 2019 Annual Report and 2020 Work Plan to Kennewick City Councils
- 23 Launched STEM Travel Itineraries
- 24 TRIDEC's Coffee with Karl – Rebuilding Tomorrow

MAY

- 4 Launched of Excellence in Service Award Program
- 4-8 National Tourism Week
- 8 Launched VTC Staff Video, "Wipe It"
- 14 Hosted Tri-Cities Winemakers Virtual Panel
- 18 Launched segmented "When It Is Time Travel" tourism campaign, highlight wine country, family friendly activities and outdoor recreation.

JUNE

- 1 Visit Tri-Cities Staff Strategic Planning Meeting
- 2 Initiate Tri-Cities Open & Safe Coalition with TRIDEC and Tri-City Regional Chamber of Commerce
- 3 Congressman Dan Newhouse Community Check-in Meeting
- 4 TRIDEC's Coffee with Karl – Getting Ready for Phase 2
- 10 Unified Mask Media Event
- Visit Tri-Cities CEO/Board Member Collaboration Meeting
- 11-12 Washington Society of Association Executives (WSAE) Virtual Annual Conference
- 15-16 Tri-Cities Open & Safe PPE Donation Drive
- 16 Port of Benton Community Leader Focus Group for Strategic Plan
- 20 Launched Elected Officials PSA to encourage use of face coverings and social distancing
- 25-26 Tri-Cities Open & Safe Personal Protection Equipment (PPE) Distribution Drive
- 30 Meeting with Governor Jay Inslee and Press Conference

JULY

- Issued RFP for the design, execution and maintenance for a fully functional and interactive website
- 1 Road to Recovery Press Conference
- 3 Tri-Cities (Benton & Franklin Counties) advanced to Modified Phase 1
- 3 Tri-Cities Open & Safe Coalition launched the Business Pledge
- 9 Launched "Social Distance" music video featuring VTC Staff
- 14-15 Destinations International (DI) Virtual Annual Convention
- 17 TRIDEC's Coffee with Karl – Tourism & Economic Diversification
- 20 Announcement that the Tri-Cities will host 2021 TBEX (Travel Bloggers Exchange)
- 20 DMA West Virtual Leadership Summit
- 21 Benton City Tour with Mayor Linda Lehman
- 22 Port of Kennewick Downtown Waterfront Master Plan Community Group Discussion
- 30 Washington Hospitality Association Southwest Washington Town Hall
- 30 DMA West Virtual Leadership Summit

AUGUST

- Tri-Cities (Benton & Franklin Counties) advanced to an enhanced Modified Phase 1
- 3 Launched "We Are Tri-Citians" video
- 3 Awarded Benton County CARES Act Community Support Program Grant
- 3-21 Sports ETA SportsBIZ XChange Virtual Meetings
- 5 DMA West Virtual CEO Summit
- 10 Community Leaders Luncheon with Congressman Dan Newhouse
- 11 Association of Washington Business (AWB) Federal Affairs Summit
- 12 Diversity & Inclusion Panel hosted by Tracci Dial, KNDU
- 13 Tourism Presentation to Washington Economic Development Association (WEDA)
- 24 Awarded COVID Mitigation Agreement with Benton County
- 24 Launched In-Market Campaign with 24 creatives in English and Spanish running on TV, radio, social media and digital platforms
- 25-26 Virtual Cvent CONNECT Conference

SEPTEMBER

- 1 Battelle Announced as the Official of Champion of STEM Tourism
- 1 Selected Tempest to design and execute new Visit Tri-Cities website
- 9 Visit Tri-Cities CEO/Board Member Collaboration Meeting
- 16 Community Leaders Meeting with Congressman Dan Newhouse
- 18 Presented "Tourism in the Tri-Cities" to Kiwanis Club of Tri-Cities Industry
- 22 PNNL New Employee On-Boarding Presentation
- 23 Tri-Cities Hotel & Lodging Association
- 29 Washington Tourism Alliance (WTA) Brand Campaign Kick-off

OCTOBER

- Tri-City Regional Hotel-Motel Commission 2021 Budget and Marketing Plan presented to Kennewick, Pasco and Richland City Councils
- 5-9 Washington Bike, Walk, and Roll Virtual Summit
- 7-10 Hosted SkyNav to film 3D/360 virtual reality video experiences
- 8 Washington State Tourism Conference
- 13 Tri-Cities Advanced to Phase 2
- 14 Launched tourism-focused TV Ad and Social Media Campaigns
- 14 Western States Virtual Expo with Washington Tourism Alliance (WTA)
- 14 Congressman Dan Newhouse and Washington Department of Fish & Wildlife Tour of Rattlesnake Mountain
- 19-22 Virtual TEAMS Conference & Expo
- 22 Washington Tourism Marketing Authority (WTMA) Annual Board of Directors Meeting

NOVEMBER

- Interlocal Agreement signed by the Cities of Kennewick, Pasco and Richland for the increase of the TPA Assessment
- 6 DMA West Annual Business Meeting
- 10 Visit Tri-Cities Annual Meeting – 2020 in the Rearview Mirror
- 13 Launched Tri-Cities Region Wine Trail Pass in partnership with Bandwango
- 17-19 National Tour Association (NTA) Virtual Tour Exchange
- 19 Visit Tri-Cities Virtual FAM Tour for Meeting Professionals
- 19 Confederated Tribes of the Umatilla Indian Reservation (CTUIR) Treaty Rights Meeting
- 20 Hospitals and Public Health Press Conference

DECEMBER

- Five-year Agreement for the Promotion of Tourism with the Cities of Kennewick, Pasco and Richland and Visit Tri-Cities signed
- 7 Benton-Franklin River Heritage Foundation Annual Meeting
- 7 Launched Tri-Cities Elected Officials Message to Governor and Community to Safely Lift Restrictions and Re-Open Businesses
- 8 WSU Tri-Cities Marketing Student Tourism Research Project Presentations
- 8 Comprehensive Economic Development Strategy (CEDS) Meeting
- 15-16 Destination International (DI) CEO Summit
- 17 Hosted IRONMAN Feasibility Meeting with Jurisdictions/Stakeholders

2020 VISITOR INQUIRIES

Telephone
Email &
Direct Mail

2,469

651

In-person
Visitors

Visit Tri-Cities is the only organization dedicated to promoting the entire Tri-Cities area for leisure and group travel.

Visit Tri-Cities offers a U.S. toll-free number for visitor inquiries and responds to requests for relocation, vacations, meetings, sports and community information.

Visitor Center staff provide travel information, manage a community-wide events calendar and website, provide information through the Visitor Center, and maintain an informational kiosk at the Tri-Cities Airport and two satellite Visitor Centers.

PUBLICATIONS:

VISITOR GUIDE

GREAT GOLF GETAWAYS



Rivershore, Heritage & Eco-Tourism

The Tri-Cities Rivershore Enhancement Council (TREC) is made up of executive leaders from the cities of Kennewick, Pasco, Richland and West Richland; Benton and Franklin Counties; the ports of Benton, Kennewick and Pasco; and Visit Tri-Cities; and is sponsored by Bechtel National, Inc.

TREC is focused on prioritization of the tasks outlined in the Rivershore Master Plan II. The Rivershore Master Plan III outlines overarching themes for improving the Sacagawea Heritage Trail and shoreline areas including: wayfinding signage; art, culture and heritage; viewpoints and user amenities; water oriented activities; birding and wildlife viewing; inland linkages; and organized events.

Each of the participating jurisdictions also worked on individual projects along the shoreline and adjacent parks that will add to the overall positive experience of visitors to the region.

HERITAGE AND ECO-
TOURISM CORPORATE
SPONSOR:
BATTELLE

BATTELLE

Now the Official Champion of STEM Tourism



RIVERSHORE
ENHANCEMENT
CORPORATE
SPONSOR: BECHTEL
NATIONAL INC.



2020 VISIT TRI-CITIES LEADERSHIP EXECUTIVE COMMITTEE

CHAIR	Rob Roxburgh, Washington River Protection Solutions
PAST CHAIR	Kathy Moore, The Hotel Group
FIRST VICE CHAIR	Corey Pearson, Three Rivers Campus
VICE CHAIR	Vijay Patel, A-1 Hospitality (Hotel & Lodging Representative)
VICE CHAIR	Buck Taft, Tri-Cities Airport/Port of Pasco
VICE CHAIR	Staci West, Bechtel National, Inc.
TREASURER	Ron Hue
LEGAL COUNSEL	John Raschko, Miller Mertens & Comfort, P.L.L.C.
CPA	Monte Nail

OVERVIEW

Founded:	1969 as a non-profit organization
Staff:	10 full-time employees
Structure:	Governed by a 42-member Board of Directors
Members:	643
Websites:	www.VisitTriCities.com www.VisitTri-Cities.com www.VisitTri-Cities.org www.VisitTri-Cities.travel www.TravelTri-Cities.com www.TravelTriCities.com www.GolfWineCountry.com www.FriendsOfOurTrail.com

VISIT TRI-CITIES STAFF

Michael Novakovich, *President & CEO*
Kim Shugart, *Senior Vice President*
Hector Cruz, *Vice President*
Gretchen Guerrero, *Director of Operations*
Lara Watkins, *Director of Convention Sales*
Karisa Saywers, *Director of Marketing*
Maria Alleman, *Convention Sales Manager*
Chase Wharton, *Business Development Manager*
Justin Hawkes, *Marketing Manager*
Linda Tedone, *Sales Administrative Assistant*

2020 BOARD OF DIRECTORS

Deborah Barnard, Barnard Griffin Winery
Commissioner Don Barnes, Port of Kennewick
Jerry Beach, SpringHill Suites by Marriott
Commissioner Jim Beaver, Benton County
Troy Berglund, West Richland Chamber of Commerce
Karen Blasdel, Battelle
Mark Blotz, Clover Island Inn
Washington State Representative Matt Boehnke
Gloria Boyce, Ben Franklin Transit
Washington State Senator Sharon Brown
Council Member Rich Buel, City of West Richland
Jennifer Cunningham, STCU
Karl Dye, TRIDEC
Colleen French, Department of Energy
Shae Frichette, Frichette Winery
Monica Hammerberg, Hampton Inn & Suites Pasco/Tri-Cities
Colin Hastings, Pasco Chamber of Commerce
Sandra Haynes, WSU Tri-Cities
Wendy Higgins, The Lodge at Columbia Point
Diahann Howard, Port of Benton
Commissioner Robert Koch, Franklin County
Council Member Phillip Lemley, City of Richland
Andrew Lucero, Courtyard by Marriott Richland
Brian Paul Lubanski, KAPP/KVEW TV
Lori Mattson, Tri-City Regional Chamber of Commerce
Brent Miles, Tri-City Dust Devils
Maynard Plahuta, B Reactor Museum Association
Dara Quinn, Emerald of Siam
Justin Raffa, Mid-Columbia Mastersingers
Cliff Reynolds, Red Lion Hotel & Conference Center Pasco
Council Member Zahra Roach, City of Pasco
Rosanna Sharpe, The REACH Museum
Steve Simmons, CG Public House & Catering
Council Member Chuck Torelli, City of Kennewick
Nikki Torres, Tri-Cities Hispanic Chamber of Commerce
Rebekah Woods, Columbia Basin College

MEMBERSHIP

Visit Tri-Cities member investors create the foundation for our programs through their financial support. In turn, Visit Tri-Cities is equally committed to promoting our members through quality publications, tourism marketing and advertising opportunities, referrals, educational forums and newsletters. In 2020, Visit Tri-Cities' membership total reached **643**.

Economic Development Partners

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

Diamond Members (\$10,000+)

Three Rivers Campus
Bechtel National, Inc.
Mission Support Alliance, LLC
Battelle
Washington River Protection Solutions
Lamb Weston

Platinum Members (\$5,000–\$9,999)

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

Gold Members (\$1,000–\$4,999)

Amentum
Atkins
Banner Bank
Benton-Franklin Council of Gov
Best Western Plus Columbia River Hotel & Conference Center
Best Western Premier Pasco Inn & Suites
Clover Island Inn
Courtyard by Marriott Richland Columbia Point
Energy Northwest
Fluor Federal Services
GESA credit union
HAPO credit union
Hilton Garden Inn Tri-Cities/Kennewick
Holiday Inn Express & Suites Pasco Tri-Cities
Holiday Inn Richland on the River
Lourdes Health Network
Numerica Credit Union
Quality Inn
Red Lion Columbia Center
Red Lion Hotel Pasco Airport & Conference Center
Riverfront Hotel, SureStay Collection by Best Western
SpringHill Suites by Marriott Kennewick Tri-Cities
Tri-Cities Community Health
Trios Health

Community Members (\$185–\$999)

14 Hands Winery
3 Eyed Fish Wine Bar
3 Rivers Folklife
A&A Motorcoach
AAA Washington
Abadan
Academy of Children's Theatre
Ace Jewelry & Loan Antiques & Collectibles
Adventures Underground
Amentum
Affinity at Southridge
Aflac - Dennis Sams
AHBL

AIA Magnum Promotions
Airfield Estates Winery
AJ's Edible Arts
Alaska Airlines
Alexandria Nicole Cellars
Alexandria Nicole Cellars Destiny Ridge
Tasting Room
Allen Brecke Law Offices
Allied Arts Association - Gallery at the Park
Amazon.com
Amber Rose Consignment Boutique
American Association of University Women (AAUW)
Anelare Winery
Anneliese M. Johnson, CRPC, Financial Advisor
ANS (Alternative Nursing Services)
Anthology Event Center by Castle Catering
Anthony's at Columbia Point
Arlene's Flowers & Gifts
Art on the Columbia
Art Without Borders
Artmil
Arts Center Task Force
As You Wish Houses
Aspen Limo Tours
At Michele's
Atomic Ale Brewpub & Eatery
Atomic Bowl/Joker's Lounge & Casino
Atomic Escape Rooms
Atomic Screenprinting, Signs & Embroidery
AutoZone
AXE KPR Hatchet Range
Azteca
B & B Express Printing
B Reactor Museum Association
Badger Mountain Vineyards
Baker & Giles
Baker Boyer D.S. Baker Advisors
Bank of the West
Banner Bank Corp. & RE Loan Center
Barnard Griffin, Inc.
Baum's
Baymont Inn & Suites
Bekins Northwest
Bella Italia
Bella Vista Apartments
Bennett Rentals
Benton City Chamber of Commerce
Benton County Fairgrounds
Benton Franklin Fair & Rodeo
Benton Rural Electric Association
Benton-Franklin Council of Governments
Bergstrom Aircraft, Inc.
Berkshire Hathaway Home Services Tri Cities Real Estate
Best Western Convention Center Hotel Kennewick
Best Western Kennewick Inn
Better Business Bureau Northwest
Big Bend Electric Cooperative, Inc.
Big River IT
Bike Tri-Cities
Bill's Berry Farm
Bingo Boulevard
BITE at the Landing
Black Heron Spirits, LLC
Bleyhl Co-op
Blue Dolphin Car Wash & Steptoe Mini Storage
Bob's Burgers and Brew - Kennewick Location

Bob's Burgers and Brew - Richland Location
Boiada Brazilian Grill
Bombing Range Brewing Company
Boys & Girls Club of Benton and Franklin Counties
Brews Taphouse & Growler Fills
Brick House Pizza
Broadmoor RV SuperStore
Brutzman's Office Solutions
Bud Knore Insurance
Budd's Broiler
Buds & Blossoms Too
Burger Ranch
Burger Ranch - Pasco
Camerata Musica
Campbell & Company
Canyon Lakes Golf Course
Caribbean Golf
Cascade Natural Gas Corp
Catering To You
Cedars at Pier 1
CG Public House & Catering (was Country Gentleman)
Chandler Reach Winery
Chapala Express
Chaplaincy Health Care
Chaplaincy Repeat Boutique
Cherry Chalet Bed & Breakfast
Chervenell Construction Company
Chuck E Cheese
Chukar Cherries
Cigar Savvy Shop, LLC
City of Kennewick
City of Pasco
City of Richland
Clearwater Square Apartment Houses
Cliff Thorn Construction, LLC
CliftonLarsenAllen LLP
CloudSigns. TV
Clover Island Marina
Col Solare Winery
Coldwell Banker Tomlinson Associated Brokers
Columbia Bank, Pasco
Columbia Basin BMX
Columbia Basin College
Columbia Basin Paper Supply
Columbia Basin Racquet Club
Columbia Basin Veterans Center
Columbia Center
Columbia Center Heights Exec. Suites
Columbia Crest Winery
Columbia Industries
Columbia Park Golf Tri-Plex
Columbia Point Golf Course
Columbia Sun RV Resort
Comfort Inn
Comfort Suites Kennewick At Southridge
Communities in Schools of Benton-Franklin
Community Concerts of Tri-Cities
Community First Bank
Community Real Estate Group
Connell Heritage Museum
Conover Insurance - Felicia Green
Conover Insurance - Tawni Gama
Corwin Ford
Cougar Cave Espresso
Country Mercantile
Country Mercantile - Richland
Courtyard by Marriott Pasco Tri-Cities Airport
Cowan Estates

Coyote Bob's Roadhouse Casino
Coyote Canyon Mammoth Site
Coyote Canyon Winery
Craig J. Griffiths
Crazy Moose Casino
Cyber Art 509
Dallas Green Team
D-Bat Columbia Basin
Dennis Sams, AFLAC
DermaCare
Desert Food Mart
Desert Wind Winery
Devoted Builders LLC
Digital Image Tri-Cities Inc. Quality Printing
Distinctive Properties, Inc.
Downtown Pasco Development Authority
DownUnderSportFishing
DrewBoy Creative
E Benton Co. Historical Society Museum
Eastern Washington Transportation
Econo Lodge
Edith Bishel Center for the Blind and Visually Impaired
Einan's at Sunset
Emerald of Siam Thai Restaurant and Lounge
Entertainment Warehouse
Eritage Resort
Europa
Events at Sunset
EverStar Realty
EVM Productions
Experience 46 Degrees
Fairfield Inn by Marriott
Farmers National Company, Flo Sayre
Farmhand Winery
Fast and Currious
FastSigns
Fat Olives Restaurant & Catering
Fidelitas Wine
Fieldstone Grandridge
First American Title
Five Guys Burgers & Fries - Richland WA
Focal Point Marketing & Multimedia
Ford Audio Services
Fort Walla Walla Museum
Franklin County
Franklin County Historical Society & Museum
Franklin County RV Park
FreshPicks WA Smoothies
Frichette Winery
Friends of Badger Mountain
Friends of Sacajawea State Park
Frontier Title & Escrow Company
Frost Me Sweet Bakery & Bistro
Fujiyama Japanese Steak House and Bar
Fuse SPC
G & S Properties
Garden Hop Pot
Garrett Electric Company, Inc.
Gesa Carousel of Dreams
Going Fishing Guide Service
Goodwill Industries of the Columbia
Goose Ridge Estate Winery
Gordon Estate Winery
Grandridge Eye Clinic
GRAZE - 'a place to eat'
Great Harvest Bread Company
Greenies
Growing Forward Services
HALO Branded Solutions
Hamilton Cellars

Hampton Inn & Suites Pasco/Tri-Cities	Maryhill Winery & Amphitheater	Retter & Company, Sotheby's International Realty	TRI-CU Credit Union
Hampton Inn Kennewick at Southridge	Masala Indian Cuisine	Richland Players Theater	Tri-Cities Alliance FC
Hampton Inn Richland	McCurley Business Elite	Richland Public Library	Tri-Cities Area Journal of Business
HAPO Community Credit Union	McDonald's Restaurant	Richland School District	Tri-Cities Auto Licensing
Harvey Insurance Agency	McKinley Springs	Richland Senior Association	Tri-Cities Battery, Inc.
Havana Café	MEIER Architecture * Engineering	RideNow Powersports Tri-Cities	Tri-Cities Cancer Center
Heaston Thompson Vision Clinic	Melendy Entertainment Services	Roads2 Travel Company	Tri-Cities Figure Skating Club
Hedges Family Estate	Mercer Wine Estates	Rollarena Skating Center	Tri-Cities Girls Fastpitch Softball Association
Hermiston Chamber of Commerce & Conference Center	Merrill Lynch	Rolling Hills Chorus	Tri-Cities Hispanic Chamber of Commerce
Hightower Cellars	Mezzo Thai Fusion	Ron Hue	Tri-Cities Life
Historic Downtown Kennewick Partnership	Mid-Columbia Ballet	Roxy Theater Antiques & Gifts	Tri-Cities Newcomers Club
Historic Downtown Prosser Association	Mid-Columbia Libraries	RRoyal Rides	Tri-Cities Prep, A Catholic High School
Holiday Inn Express Hermiston Downtown	Mid-Columbia Mastersingers	Runners of the Sage	Tri-Cities Sunrise Rotary / See3Slam
Holiday Inn Express Hotel & Suites Richland	Mid-Columbia Musical Theatre	Safeguard Printing & Promotional Products	Tri-Cities Tournament Committee
Home 2 Suites by Hilton	Mid-Columbia Symphony	Sage Brewing Company	Tri-Cities Wine Society
Home Builders Association of Tri-Cities	Middleton Six Sons Farms	Sageland Center	Tri-City Americans
Homes & Land Magazine	Milbrandt Vineyards	Sandollar Farms & Alpacas	Tri-City Association of Realtors
Homewood Suites by Hilton - Richland	Miller, Mertens & Comfort, PLLC	Sandy's Fabrics & Machines	Tri-City Dust Devils
HoneyBaked Ham Café	Minuteman Press of Kennewick	Sandy's Trophies, Inc.	Tri-City Herald
Hops n Drops - Kennewick Location	Miss Tamale	Seattle Children's Tri-Cities Clinic	Tri-City Kart Club
Hops n Drops - Richland Location	Monarcha Winery	Seoul Fusion Korean Restaurant	Tri-City Quilters' Guild
Horn Rapids Golf Course	Monte Nail, CPA P.S.	Shari's Restaurant	Tri-City Rage Semi-Pro Football Team
Horn Rapids RV Resort & Mini Mart	Monterosso's Italian Restaurant	Sheep's Clothing	Tri-City Regional Chamber of Commerce
Hot Tamales, LLC	Moon Security Services, Inc.	Shelby's Floral & Gifts	Tri-City Tappers
Huck Finn Kennels	Moonshot Brewing	Simplified Celebrations	Tri-City Water Follies Association
Ice Harbor Brewing Co.	Mooreshots Direct, Inc.	Skippers Seafood n' Chowder	TRIDEC
Ice Harbor Brewing Co. at the Marina	Motel 6 Kennewick	Sleep Inn Tri-Cities	Tri-Fun
IHOP Restaurants	Motoring Services Auto Repair	Sleeping Dog Wines	Tucannon Cellars
Image Fashions	My Garden Overfloweth	Smooth Moves, LLC	Tumbleweeds Mexican Flair
Indian Eyes, LLC	My Place Hotel	Snake River Adventures	Twigs Bistro & Martini Bar
Infinity Homes of WA	NARFE Employees Association	Soap Lake Natural Spa & Resort	U.S. Bank Tri-Cities Business Center
Inline Computer & Communications	NCMI Corporation	Solar Spirits	U.S. Linen & Uniform
Innovative Mortgage	Northwest Golfmaps	Spare Time Lanes	United Way of Benton & Franklin Counties
Inter-Mountain Alpine Club	Northwest Paddleboarding	Speedy Movers	Uptown Antique Market
International Bigfoot Conference	Northwet United Protestant Church	Spencer Carlson Furniture & Design	US Army Corp of Engineers
isplay Experience	Nouveau Skin Care & Day Spa	Sporthaus Northwest, Inc.	Vanguard Cleaning Systems
It's All in the Details	Nuclear Care Partners	Statewide Publishing	Viking Homes
J. Bookwalter	NV5	STCU	Vintners Lodge
Jim Custer Enterprises, Inc.	Octopus Garden	Stevenson Advertising	Visit Lewis Clark Valley
Joe & Lety Torres	OJEDA	Stonecrest Builders	Walker Heye Meehan & Eisinger, PLLC
John Clement Photography	Pacific Shore Powersports	Sugar It	Wallowa County Chamber of Commerce
JPI Insurance Solutions	Pahlisch Homes	Sun Willows Golf Course	Washington Hospitality Association
JRN Consulting, LLC	Paragon Corporate Housing	Sundance Aviation	Washington State Railroads Historical Society
Kadlec Regional Medical Center	Parkview Estates	SunWest Sportwear	Washington State University Tri-Cities
KAPP- KVEW Television	Pasco Aviation Museum	Super 8 Kennewick	Washington Trust Bank
Kayla Pratt, Realtor	Pasco Chamber of Commerce	SuperMex El Pueblo Market	Water2Wine Cruises
Keller Williams Realty	Pasco Golfland	Swadee Thai Cuisine	Wautoma Springs
Keller Williams Realty	Pasco Specialty Kitchen	Swampy's BBQ Sauce & Catering	West Richland Area Chamber of Commerce
Kelley's Tele-Communications	Pay Plus Benefits, Inc.	Tagaris Winery	West Richland Golf Course
Kennewick Irrigation District	PayneWest Insurance	Tamastlikt Cultural Institute	Wet Palette Uncork & Create Studio
Kennewick School District	Peak Mortgage	Tapteal Greenway	Wheelhouse Community Bike Shop
Kennewick Suites	Peak Mortgage	Tapteal Vineyard Winery	White Bluff's Brewing
KEPR (CBS)/KUNW/CW9	Pepsi Cola Bottling Co	TC Black	White Bluffs Quilt Museum
Kerr Ferguson Law, PLLC	Picture Yourself	Teknologize	Wildhorse Resort & Casino
Kickstand Tours	Piton Wealth	Terra Blanca Winery & Estate Vineyard	Windermere Group ONE
Kiona Vineyards and Winery	PIXELSOFT FILMS	The Arc of Tri-Cities	Wine Valley Golf Club
Kiska Farms Inc.	Plateau Press, Printing • Branding • Design	The Bradley	Wine Yakima Valley
Kitzke Cellars	Polka Dot Pottery	The Children's Reading Foundation	WingStop - Pasco
Kiwanis Club of Horse Heaven Hills	Power Up Arcade Bar	The Crazy Crab Place	Women Helping Women Fund Tri-Cities
KNDU-TV	Preszler's Guide Service, LLC	The Edge Steakhouse & Sports Lounge	WoodSpring Suites
Kris Watkins (Lifetime Honorary Member)	Pro Made Homes	The Educated Cigar, LLC	WorkSource Columbia Basin
La Quinta Inn and Suites	PROOF Gastropub	The Endive Eatery	Wright's Desert Gold
La Serena at Hansen Park	Prosser Chamber of Commerce	The Garden Tri Cities	Yakama Nation Legends Casino & Legends Casino Hotel
Lakeside Gem & Mineral Club	Prosser Economic Development Association	The Grain Bin Inn	Yakima Federal Savings
Lampson International	Prosser Wine Network	The Hotel Group	Ye Merrie Greenwood Players
LCD Exposition Services	PS Media, Inc.	The L&W Team	YMCA of the Greater Tri-Cities
Lemon Grass	Purple Star Wines	The Lodge at Columbia Point	Z Place Salon & Spa
Liberty Christian School	Quality Inn - Kennewick	The Olive Garden	Zintel Creek Golf Club
LIGO - Hanford Observatory	Ranch & Home	The Pita Pit	
Longship Cellars	Rattlesnake Mountain Harley-Davidson	The Pub	
Lori Middleton - Realtor Keller Williams	RE/MAX Professionals	The Rude Mechanicals	
Lower Columbia Basin Audubon Society	REACH Museum	The Tip Pit	
Lu Lu's Craft Bar + Kitchen	Real Property Management Tri Cities	The Uptown Business Improvement District	
Lucky Flowers	Red Dot Paintball	Three Rivers Lacrosse Club	
MacKay Sposito	Red Lion Inn & Suites Kennewick Tri-Cities	Thurston Wolfe Winery	
Magills Restaurant & Catering	Red Lion Templin's Hotel on the River	Titan Homes, LLC	
Magnolia Music Studio	Red Lobster	Towne Place Suites by Marriott	
Margaret Merrifield, MD, CCFP	Red Mountain AVA Alliance	Toyota of Tri-Cities	
Markel Properties	Red Mountain Photo Bus, LLC	Traveler Mobile Espresso	
Market Vineyards	Red Mountain Trails	Treveri Cellars	
Martinez & Martinez Winery	Red Mountain Trails Winery	Tri City Furnished Home Rentals	
	Restaurante El Chapala		

2020 CHAIRMAN'S CIRCLE MEMBERS

We acknowledge with pride and appreciation the support of our Chairman's Circle members. It is their extra commitment to Visit Tri-Cities that helps us distribute our message about the Tri-Cities and welcome guests to our area.

ECONOMIC DEVELOPMENT PARTNERS

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

DIAMOND

Battelle
Bechtel National, Inc.
Mission Support Alliance
Three Rivers Convention Center
Toyota Arena
Toyota Center
Washington River Protection Solutions
Lamb Weston

PLATINUM MEMBERS

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

GOLD MEMBERS

Amentum
Atkins
Banner Bank
Benton-Franklin Council of Governments
Best Western Plus Columbia River Hotel and Conference Center
Best Western Premier Pasco Inn & Suites
Clover Island Inn
Courtyard by Marriott Richland Columbia Point
Energy Northwest
Fluor Federal Services
Gesa Credit Union
HAPO Community Credit Union
Hilton Garden Inn Tri-Cities/ Kennewick
Holiday Inn Express Hotel & Suites Pasco-TriCities
Holiday Inn Richland On The River
Lourdes Health Network
Numerica Credit Union
Quality Inn Kennewick
Red Lion Hotel Columbia Center
Red Lion Hotel Pasco Airport & Conference Center
Riverfront Hotel, SureStay Collection by Best Western
SpringHill Suites by Marriott Kennewick Tri-Cities
Tri-Cities Community Health
Trios Health



7130 W. Grandridge Blvd., Ste. B
Kennewick, WA 99336
(509) 735-8486 | (800) 254-5824
www.VisitTri-Cities.com

WORK PLAN 2021



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.
- Produce and distribute the Official Tri-Cities Visitor Guide, a publication highlighting the community, attractions and activities to promote the Tri-Cities as a preferred travel destination.
- Fulfill the estimated 10,000 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 The HAPO 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 235 sales leads (Request for Proposals) to industry partners.
- Secure conventions, meetings and sporting events that will attract 38,000 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 (some virtual), such as Meeting Planners International, Washington Society of Association Executives, Pacific Northwest Chapter of Society of Government Meeting Professionals, National Tour Association, etc., to meet with decision makers and promote the Tri-Cities as a destination of choice for conventions.
- Coordinate Spring Virtual Customer Appreciation Luncheon for up to 50 Washington State association meeting planners.
- Coordinate Fall Sales Blitz, featuring customer events and appointments with meeting planners.
- Support local tourism-related businesses by hosting monthly Director of Sales meetings.

MARKETING

- Place Tri-Cities television advertisements in the Puget Sound region and other key markets, including large metropolitan areas with direct flights.
- Generate 20 million impressions through targeted digital campaigns.
- Manage and promote **VisitTri-Cities.com**, an optimized and mobile-friendly website. A new website will be launched July 2021.
- Strategically direct \$705,000 in advertising, promoting the Tri-Cities as a destination of choice.
- Promote the Tri-Cities through effective social media campaigns on Facebook (more than 26,000 fans), Twitter (more than 6,000 followers) and Instagram (more than 10,000 followers) to drive user generated content.
- Create and distribute the Official Visitor Guide and complementary materials featuring local amenities.
- Coordinate and produce multiple mobile friendly visitor passes to promote local businesses and increase visitor's experiences.
- Distribute monthly consumer newsletters, focusing on wine, outdoor recreation and STEM.
- Execute Tourism Week events and promotions.

MEMBER SERVICES

- Promote local businesses through Visit Tri-Cities website, which receives more than 331,000 visitors annually.
- Develop and distribute Tri-Cities Small Business Spotlights.
- Report on the state of the Tourism Industry at the 2021 Annual Meeting.
- Apprise members on industry events through monthly newsletters.
- Promote local businesses to out-of-town visitors through the "Show Your Badge" program.

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.
- 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 media conferences to promote the Tri-Cities region to travel writers.
- Coordinate with the Washington Tourism Alliance to amplify efforts in promoting the state to domestic and international travelers.

VISIT TRI-CITIES SPORTS COUNCIL

- Research and attract new sporting events that fit the profile of the existing venues.
- 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 for events taking place in the Tri-Cities.
- Attend national trade shows and secure one-on-one appointments with decision makers to promote the Tri-Cities as a premier Northwest destination, including TEAMS, National Association of Sports Commissions, Connect Sports Marketplace and ESports Travel Summit.
- Secure hotel room blocks and complimentary rooms as needed by tournament directors.
- Provide direction and guidance for recommendations outlined in the Sports Facilities Market Analysis and Feasibility Study.

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 Tri-Cities Region Wine Trail pass.

ADMINISTRATIVE & OTHER SERVICES

- Promote STEM Tourism to drive economic impact while educating families about educational and career opportunities in the Tri-Cities.
- Coordinate the efforts of the Tri-Cities National Park Committee.
- 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.
- 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 International (DI).
- 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.



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

March 10, 2021

Ms. Marie Mosley
City of Kennewick
P.O. Box 6108
Kennewick, WA 99336

Dear Ms. Mosley:

Thank you for the opportunity to present the Visit Tri-Cities 2020 Annual Report, 2021 Work Plan and to make a request to utilize Tourism Promotion Area reserve funds to the Kennewick City Council on Tuesday, March 23, 2021.

On behalf of the Tri-City Regional Hotel-Motel Commission, Visit Tri-Cities would like to request the transfer of \$345,250 from Tourism Promotion Area Reserve Account to be used for supplemental tourism related projects.

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 \$518,268 in funds available for reinvestment in tourism related projects.

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 accomplish that goal.

Given that the balance of the Tourism Promotion Area Reserve Account exceeds the 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 \$345,250 that will help tourism related projects including digital advertising campaigns and promotions to increase leisure travel stays and secure new conventions and sports tournaments, a partnership with local tourism businesses for a virtual tour, strategic planning platform, and destination brand research. 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, appearing to read "Michael Novakovich", with a stylized flourish at the end.

Michael Novakovich, CDME
President and CEO

Enclosure

2021 Proposed TPA Reserve Reinvestments

DestinationNEXT Assessment and Strategic Planning: \$35,000

DestinationNEXT is a robust version of SWOT analysis that provides destinations with practical actions and strategies for sustainable success. This is achieved via stakeholder interviews and an assessment of the destination. This tool provides the foundation for the successful development of a Strategic Plan, which outlines the overarching goals for the organization for the next three years. Together, these processes make the connection between the visitor economy, economic development and community well-being resulting in increased impact for the benefit of all stakeholders.

TBEX Promoting the Tri-Cities \$11,250

The Tri-Cities has been selected to host the TBEX North America 2021 Conference, August 16-19.

Hosting a successful TBEX conference will help aid in our community's recovery post pandemic by bringing in new visitors to our area. This is a prestigious event and will help put a spotlight on the Tri-Cities. The TBEX Conference is expected to bring in approximately 400 content creators into the region. Prior host destinations have indicated that hosting TBEX delivers between 5 to 20 years of their normal press trip impact.

Local engagement between the participants and our business community will be vital to the success of the event. A retargeting digital campaign will allow VTC to advertise directly to participants and spectators of this event resulting in future visitations and stories. The digital retargeting campaign will run at the conclusion of the event for four weeks.

Grants for Tourism Businesses Participate in SkyNav \$50,000

VTC has partnered with SkyNav to produce a state-of-the-art virtual tour. SkyNav offers exclusive partner pricing for local businesses wanting a more prominent presence on the platform.

Package pricing is up to \$2,399 per tour based on 1-9 partner buy-ins. With 10 or more partner buy-ins, package pricing is up to \$1,999.

The grant would pay 50% of the fee for up to 50 tourism-related businesses that choose to participate in the partner buy-in option with SkyNav. A cost sharing program provides an opportunity for businesses to participate that otherwise could not afford the full cost. Increasing the number of local restaurants, attractions and hotels will result in a more robust and compelling tour and enhance the visitor experience.

Visiting Friends and Relatives (VRF) Digital Campaign \$19,000

This is an in-market campaign targeting residents. The campaign would be intended to promote SkyNav, an online interactive and immersive platform highlighting amenities in the Tri-Cities. Residents would be encouraged to take advantage of SkyNav and use it as a tool to invite of friends and relatives to visit the Tri-Cities and stay in one of the area's hotels. The campaign would run mid-May through mid-December.

Billboard Advertising the Heart of Washington Wine Country \$50,000

Focusing on an authentic wine country experiences, Visit Tri-Cities would secure billboards at key points along arterial highways from other popular wine destinations. Cost varies by location and requires a minimum 4-week commitment for each billboard. VTC is developing a funding strategy to partner with the local wine industry to share costs to fund the campaign.

San Diego Campaign to Support new Direct Flight \$40,000

A non-stop flight from San Diego to Tri-Cities will begin in late May 2021. There is an opportunity to target potential visitors in the San Diego area who are interested in (Washington) wine and wide-open spaces. A digital campaign beginning May – September would promote the region as a premier wine destination. A successful non-stop flight to a new market would also potentially provide opportunities for non-stop flights in new geographic markets.

Consumer Sentiment Study \$50,000

Visit Tri-Cities would contract with a company to provide destination brand research to include primary destination drivers as well as barriers and deterrents from visitation. This is essential information in developing strategic marketing campaigns. The final report would contain audience Identification and persona research, ROI (website, social, VG), Visitor Profiles, Marketing Asset Evaluation, and meetings market studies.

Social Media Influencer \$20,000

Social Media Influencers/Social Media Takeovers are a new tactic to support Visit Tri-Cities' other marketing efforts. Social Media Influencers have already established trust with a dedicated audience. Contracting with qualified, social influencers with a travel focus with the capacity to tell an authentic story about their Tri-Cities visit will reinforce the VTC branded marketing messages.

Top Recording Artist Licensing \$70,000

Licensing of a top recording artist's popular song for a "derivative work". Visit Tri-Cities would like to create original lyrics using the artist's music to aid in the economic recovery of our region. 30-sec or possibly 60-sec version. Similar to Alaska Airlines parody of *Men without Hats' Safety Dance*.

Total All Requests: \$345,250

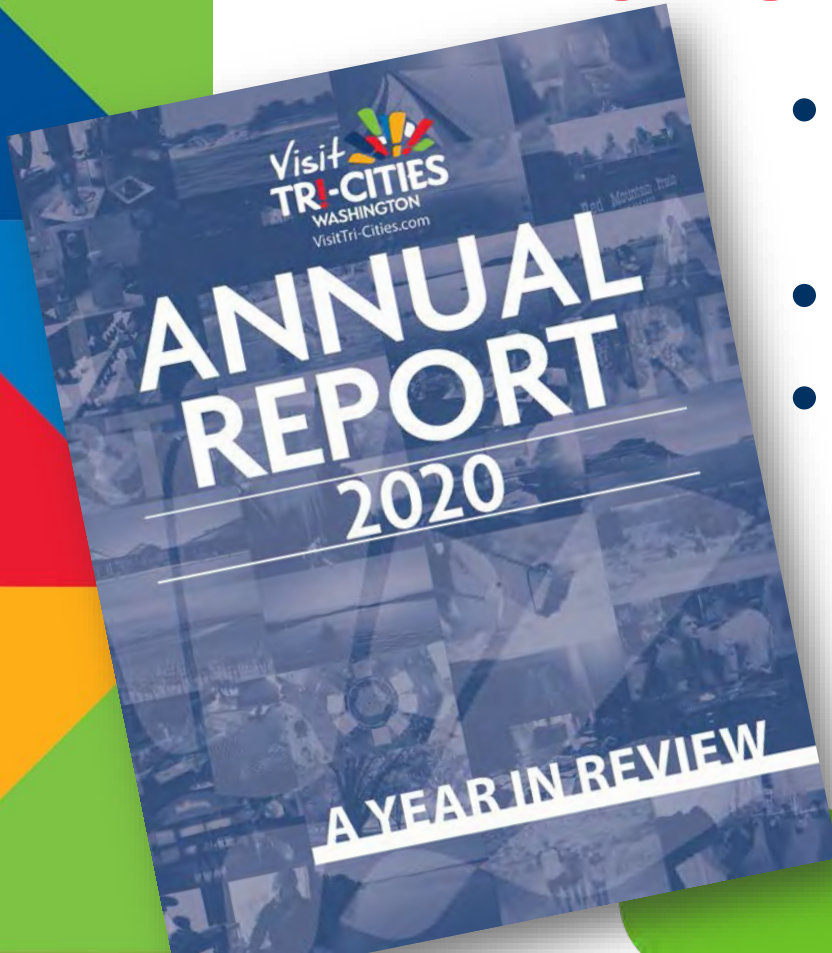


ANNUAL REPORT

2020

A YEAR IN REVIEW

ITEMS FOR DISCUSSION



- 2020 State of the Tourism Industry
- 2021 Work Plan
- TPA Reserve Request

WHY TOURISM MATTERS



Visitor Spending represented in this report reflect the economic impact of tourism in the Tri-Cities for the year of 2019. The economic impacts of tourism in our community for 2020 are not yet available.



SPENDING BREAKDOWN



Source: Tourism Economics 2019,
An Oxford Economics Company



**IMPERATIVE:
ADVOCATE
FOR THE DEVELOPMENT OF
CRITICAL TOURISM
INFRASTRUCTURE**



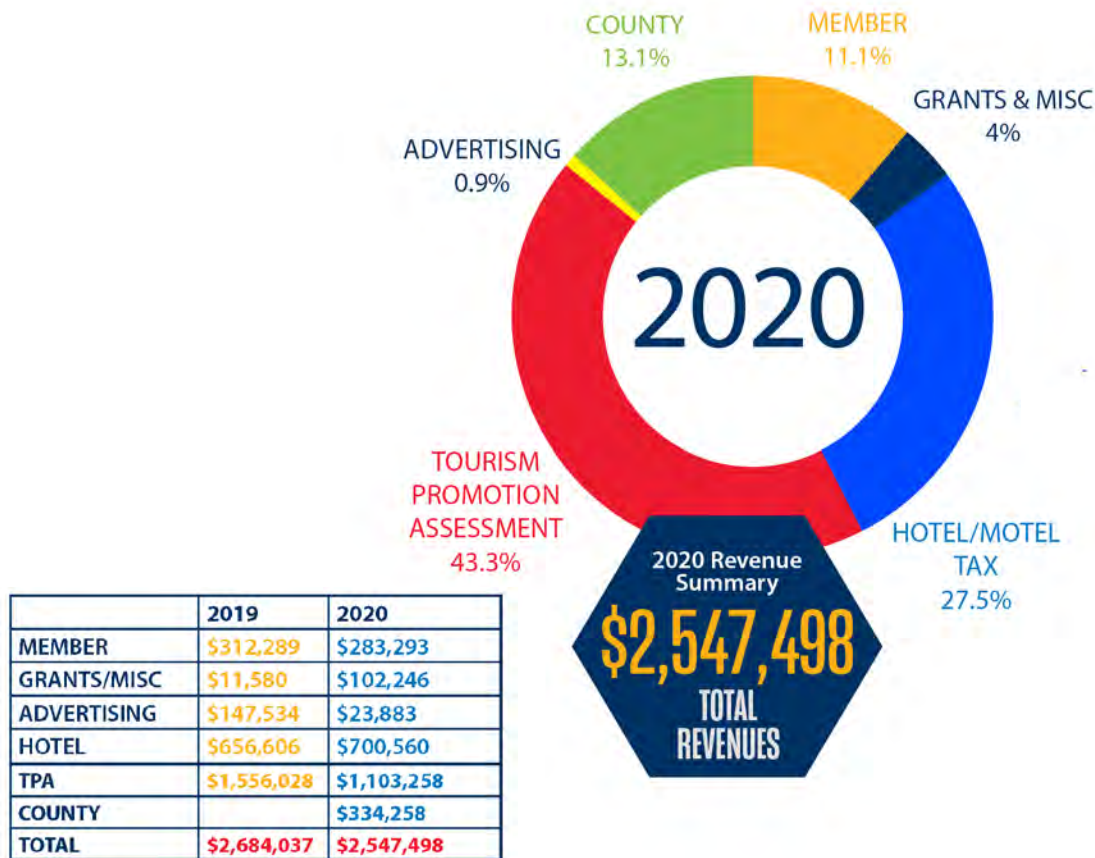
4,418

Hotel Guest
Rooms Available

HOTEL MOTEL TAX DISTRIBUTIONS

	Kennewick	Pasco	Richland	Totals
2016	\$539,578	\$274,798	\$475,641	\$1,290,017
2017	\$568,745	\$323,445	\$536,682	\$1,428,872
2018	\$592,249	\$343,642	\$598,997	\$1,534,888
2019	\$592,210	\$324,891	\$633,862	\$1,550,963
2020	\$277,886	\$151,941	\$270,733	\$700,560

VISIT TRI-CITIES AT-A-GLANCE



CONVENTION & SPORTS

- Hosted **41** conventions & sporting events in 2020
- **\$4,253,816** in visitor spending
- **110 new** events secured for **2021** and beyond
- Estimated future visitor spending **\$28,221,611 million**

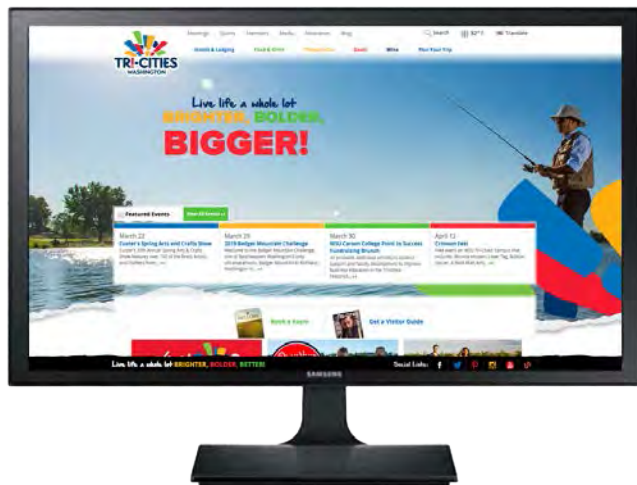


MEDIA OUTREACH

- **124** Tri-Cities travel related stories
- **2** Travel writers and bloggers hosted
- **270,324,560** positive media views

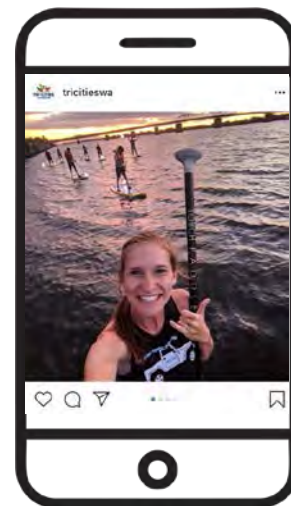


DIGITAL AND SOCIAL MEDIA MARKETING



155,205 Website visits
391,286 page views

Social Media



MARKETING CAMPAIGNS



Campaigns were limited due to pandemic related travel restrictions within the state. Tourism campaigns that were deployed earned

- **3,852,190 impressions**
- **11,327 click throughs**



COVID-19 MARKETING MESSAGES

- 24 Creatives
- 2,398 TV
- 1,773 radio spots
- 16.8 million impressions
- 36,000 click throughs



WORK PLAN

2021



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.
- Produce and distribute the Official Tri-Cities Visitor Guide, a publication highlighting the community, attractions and activities to promote the Tri-Cities as a preferred travel destination.
- Fulfill the estimated 10,000 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 The MAPO 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 235 sales leads (Request for Proposals) to industry partners.
- Secure conventions, meetings and sporting events that will attract 38,000 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 (some virtual), such as Meeting Planners International, Washington Society of Association Executives, Pacific Northwest Chapter of Society of Government Meeting Professionals, National Tour Association, etc., to meet with decision makers and promote the Tri-Cities as a destination of choice for conventions.
- Coordinate Spring Virtual Customer Appreciation Luncheon for up to 50 Washington State association meeting planners.
- Coordinate Fall Sales Blitz, featuring customer events and appointments with decision makers.
- Support local tourism-related businesses by hosting monthly Director of Sales meetings.

MARKETING

- Place Tri-Cities television advertisements in the Puget Sound region and other key markets, including large metropolitan areas with direct flight.
- Generate 20 million impressions through targeted digital campaigns.
- Manage and promote VisitTri-Cities.com, an optimized and mobile-friendly website. A new website will be launched July 2021.
- Strategically direct \$705,000 in advertising, promoting the Tri-Cities as a destination of choice.
- Promote the Tri-Cities through effective social media campaigns on Facebook (more than 26,000 fans), Twitter (more than 6,000 followers) and Instagram (more than 10,000 followers) to drive user generated content.
- Create and distribute the Official Visitor Guide and complementary materials, featuring local amenities.
- Develop and launch 5 Bandwagons passes featuring tourism-related businesses and assets.
- Distribute monthly consumer newsletters, focusing on wine, outdoor recreation and STEM.
- Execute Tourism Week events and promotions.

MEMBER SERVICES

- Promote local businesses through Visit Tri-Cities website, which receives more than 231,000 visitors annually.
- Develop and distribute Tri-Cities Small Business Spotlights.
- Report on the state of the Tourism Industry at the 2021 Annual Meeting.
- Apprise members on industry events through monthly newsletters.
- Strengthen the industry through increased Visit Tri-Cities membership with recruitment of new members.
- Promote local businesses to out-of-town visitors through the "Show Your Badge" program.

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.
- 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 media conferences to promote the Tri-Cities region to travel writers.
- Coordinate with the Washington Tourism Alliance to amplify efforts in promoting the state to domestic and international travelers.

VISIT TRI-CITIES SPORTS COUNCIL

- Research and attract new sporting events that fit the profile of the existing venues.
- 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 for events taking place in the Tri-Cities.
- Attend national trade shows and secure one-on-one appointments with decision makers to promote the Tri-Cities as a premier Northwest destination, including TEAM5, National Association of Sports Commissions, Connect Sports Marketplace and Elports Travel Summit.
- Secure hotel room blocks and complimentary rooms as needed by tournament directors.
- Provide direction and guidance for recommendations outlined in the Sports Facilities Market Analysis and Feasibility Study.

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 Tri-Cities Region Wine Trail pass.

EDUCATION/STEM SERVICES

- Promote STEM Tourism to drive economic impact while educating families about educational and career opportunities in the Tri-Cities.
- Coordinate the efforts of the Tri-Cities National Park Committee.
- 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.
- 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 International (DI).
- Create and manage a STEM Tourism Council.
- Manage the proceeds of tourism promotion assessments as directed by the Commissions 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.

WORK PLAN FOR 2021

TPA Reserves Available

TPA funds available	\$1,109,379
Previously approved projects	\$591,111

Funds available for reinvestment: \$518,268





TPA RESERVE ACCOUNT REQUESTS

FUNDS AVAILABLE FOR REINVESTMENT \$518,268

PROPOSED PROJECTS:

DestinationNEXt Assessment and Strategic Planning	\$35,000
TBEX Hosting/Promotion	\$11,250
Grants for SkyNAV	\$50,000
Visiting Friends & Relatives Campaign	\$19,000
Billboard Advertising—Heart of Washington Wine Country	\$50,000
New Market Advertising – San Diego	\$40,000
Consumer Sentiment Study	\$50,000
Social Media Influencers	\$20,000
Music Licensing	\$70,000

Reserve Request Total \$345,250

THANK YOU
*for
your* SUPPORT



Council Workshop Coversheet



Agenda Item Number	2.	Meeting Date	03/23/2021
Agenda Item Type	Presentation		
Subject	Horse Heaven Wind Farm Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	☐
Policy Review	☒
Policy DevMnt	☐
Other	☐

Summary

Rick Dunn, General Manager of the Benton PUD will be providing an update on wind farms, wind power and the current status of the Benton PUD clean energy policies.

Through

Dept Head Approval

City Mgr Approval

Attachments: Presentation

Marie Mosley
Mar 18, 11:03:28 GMT-0700 2021



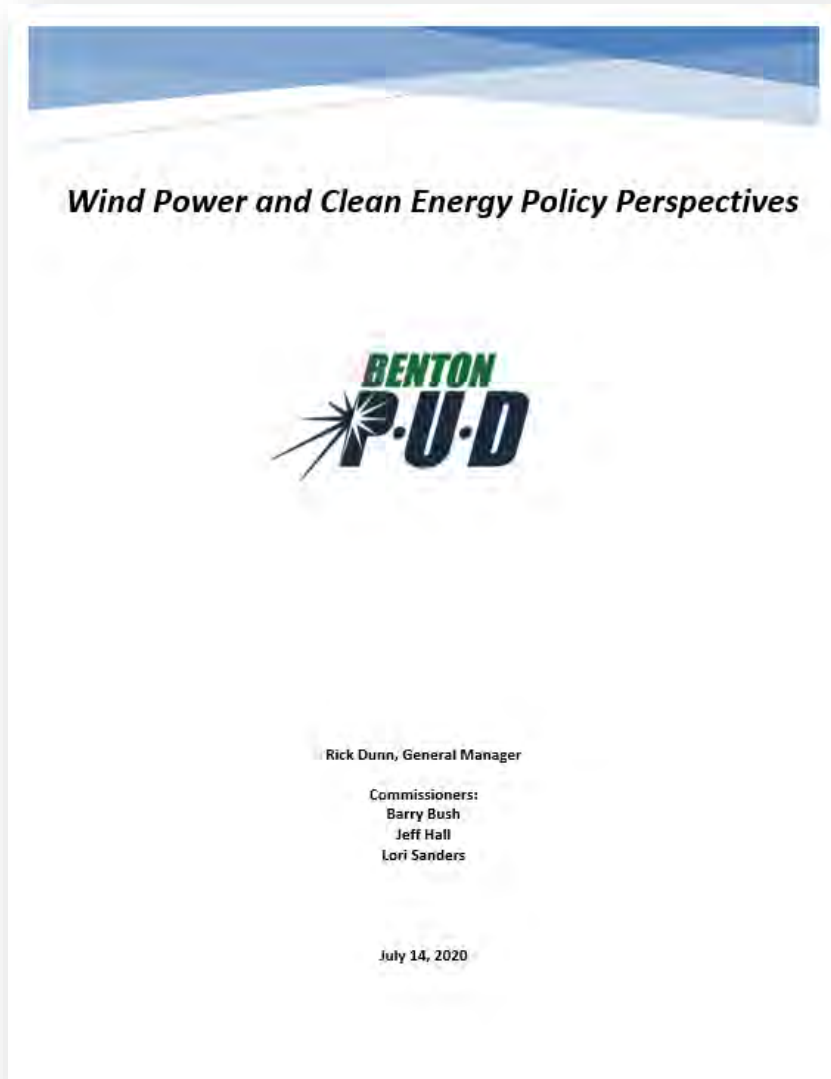
Wind Power and Clean Energy Policy Perspectives

**Rick Dunn, General Manager
Benton PUD**



Emissions & Grid Reliability

2

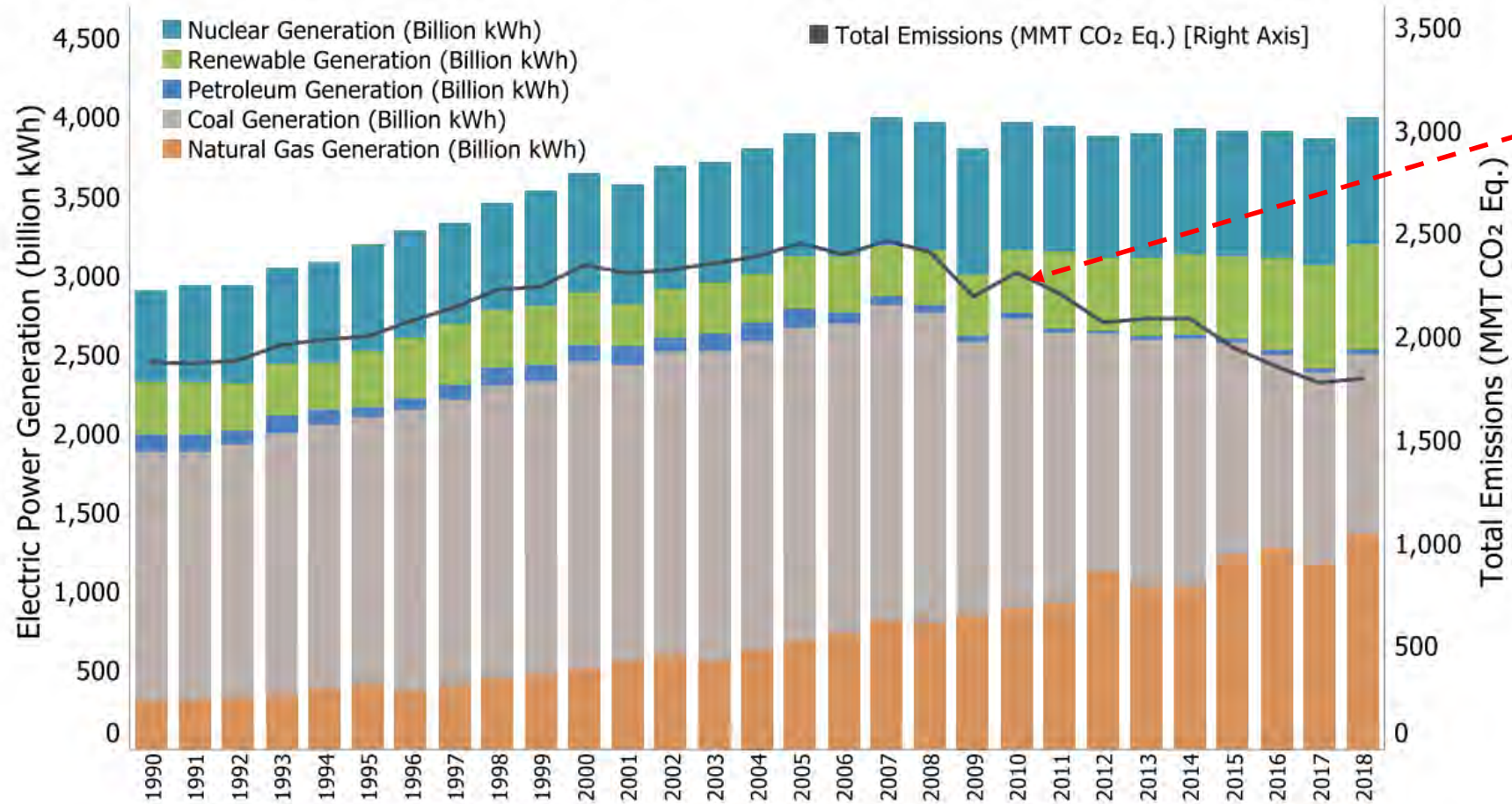


The PNW's hydroelectric generation resources are the foundation of a reliable and clean energy supply that has historically resulted in Washington State contributing no more than 0.5% to the nation's annual total greenhouse gas (GHG) emissions from electricity production; even with soon to be retired coal-fired power plants in the mix. Further development of **wind power in the PNW will not result in consequential reductions in national or global GHG emissions attributable to Washington State utilities and will do very little to mitigate the increasing risk of northwest power grid blackouts;** which could grow to a 26% probability by 2026 if utilities are unable to replace the reliable generating capacity of shuttered coal plants.

Power Grid Emissions – U.S. 1990-2018

3

Figure 2-8: Electric Power Generation (Billion kWh) and Emissions (MMT CO₂ Eq.)



Source: United States Environmental Protection Agency EPA 430-R-20-002 "Inventory of U.S. Greenhouse Gas Emissions and Sinks 1990-2018"

Electric Power Emissions are trending down:

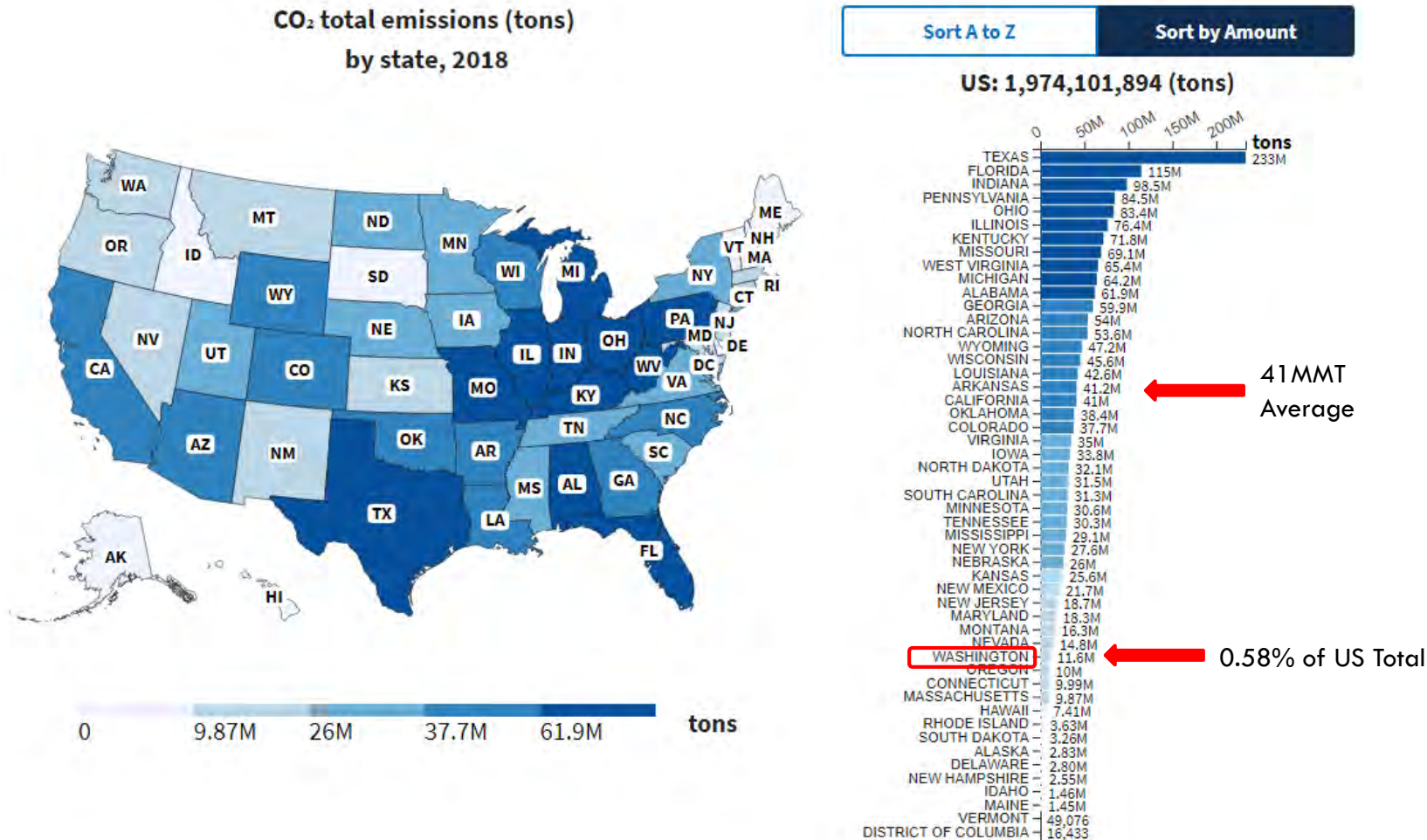
- Natural Gas Replacing Coal and Petroleum
- Wind & Solar Increasing since mid 2000's
- 41 MMT Average Annual Emissions Per State

Washington State Power Emissions Since 2007:

- 10.8 MMT annual average with 6.7 from coal and 4.1 from natural gas
- 0.62% of 2017 national total
- Hydro Renewable and Clean

Power Grid Emissions – U.S. CO₂ Tons

4

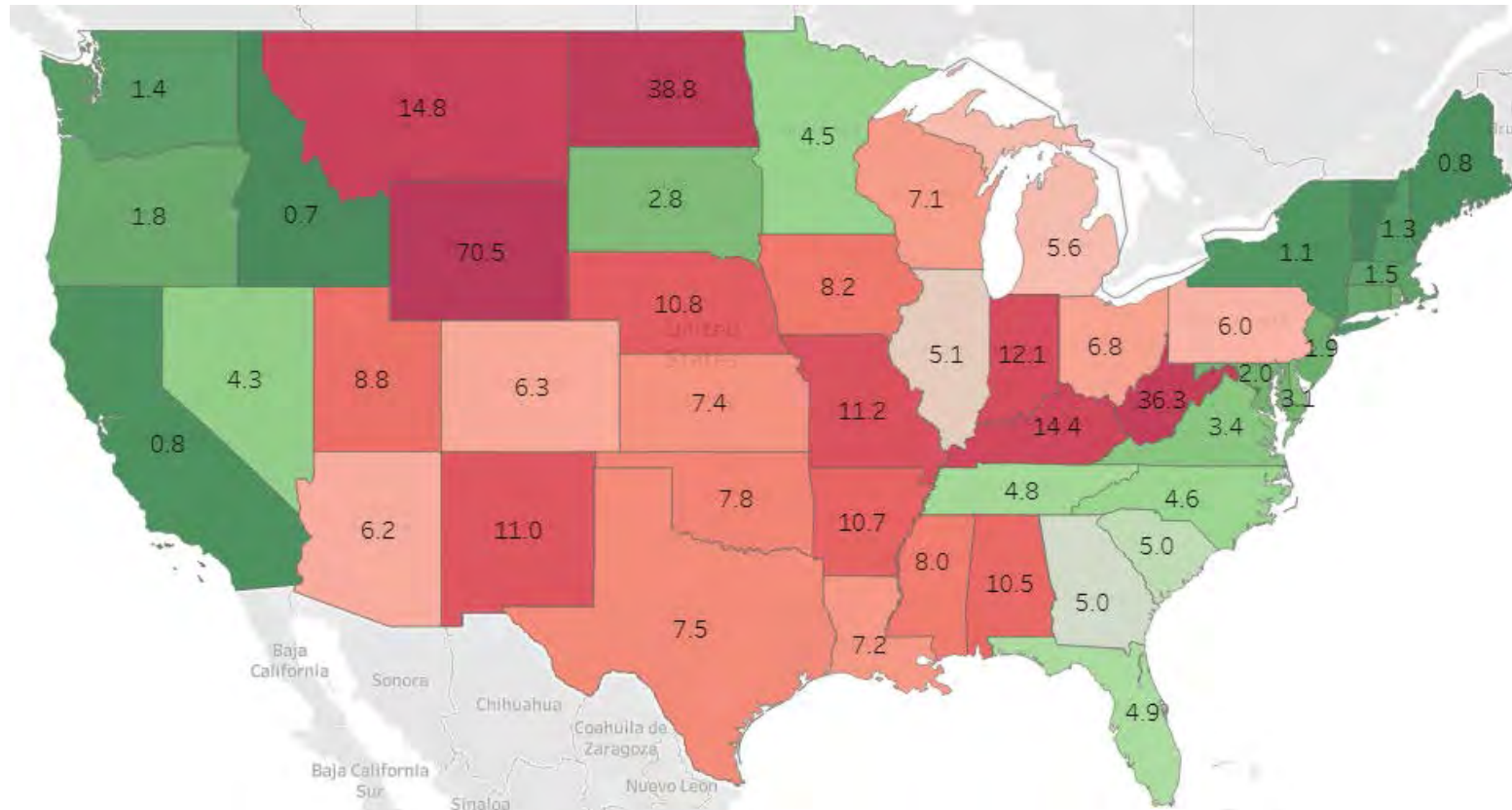


Source: epa.gov/egrid/data-explorer

- As you consider the environmental and economic tradeoffs of cleaning up electricity in Washington State you must know where you are starting from.
- It's reasonable to conclude WA doesn't have an acute "dirty electricity" problem
- We could replace coal with natural gas and reduce the number from 11.6 to below 7
- What will Washington utilities buying wind power do to help the 37 other states with higher emissions?

Power Grid Emissions – U.S. Per Capita 2017

5

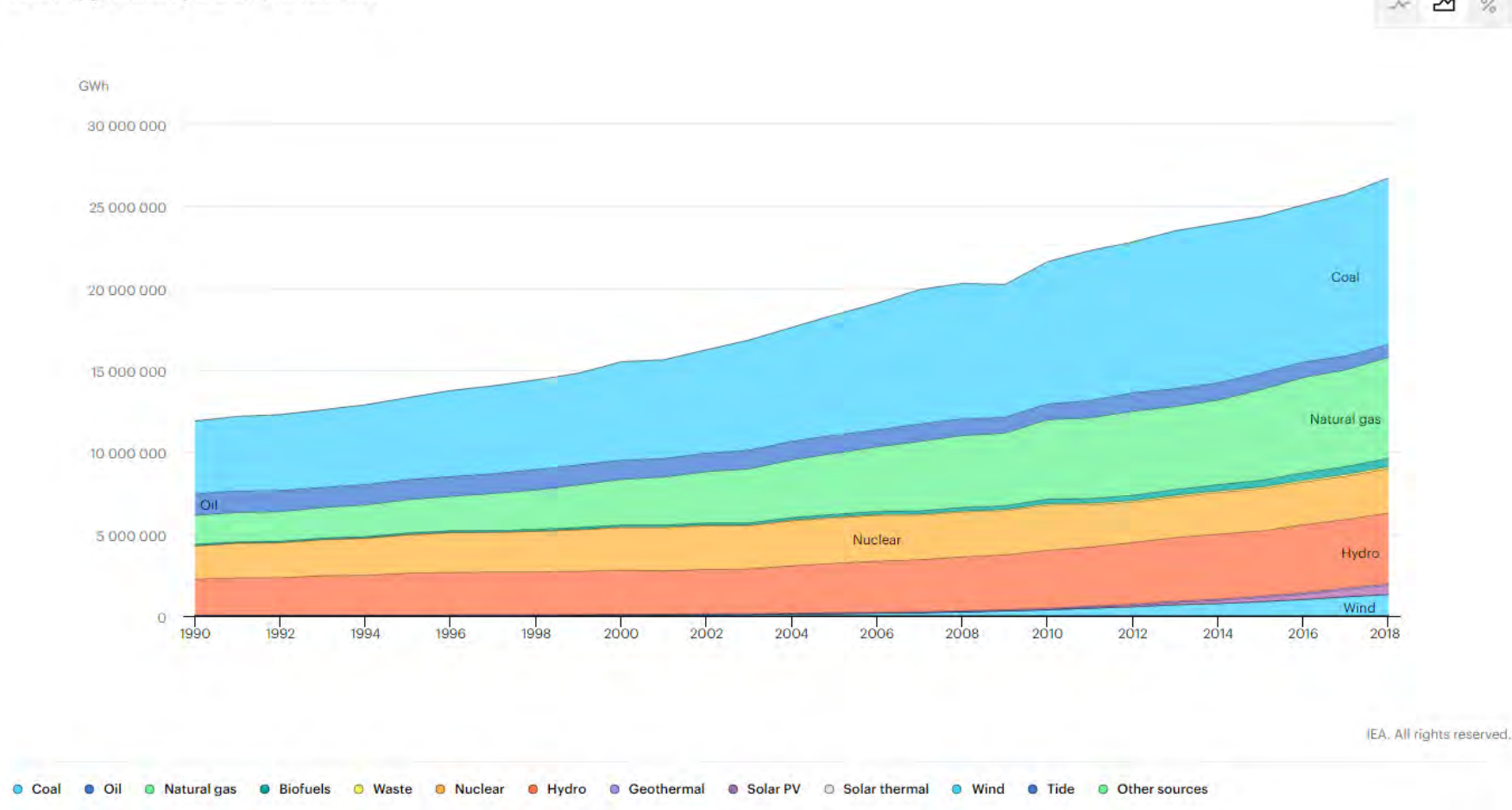


- Per capita emissions is another way to look at it.
- On a per capita basis, Washington State still doesn't have a dirty electricity problem worth sacrificing vast amounts of our natural landscapes and risking blackouts that jeopardize the health, safety and wellbeing of northwest electricity customers.

Global Electricity Generation

6

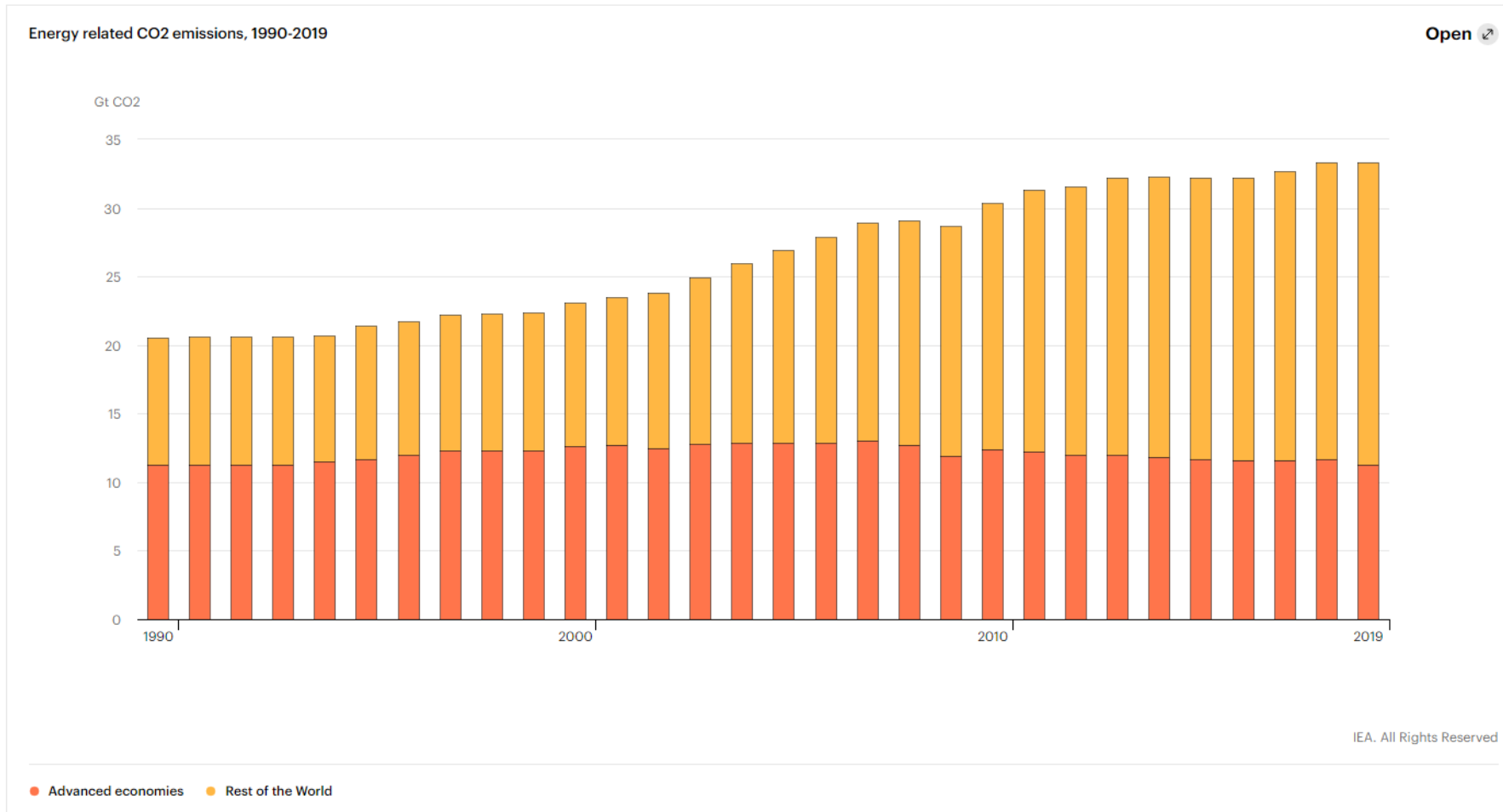
Electricity generation by source, World 1990-2018



- The developing world is accessing low-cost fossil fuels to bring people out of poverty; like advanced economies have already done.
- United States clean energy policies should not be developed in a vacuum; must consider the scale of electricity generation needed to advance civilization and reduce the poverty and suffering around the world.
- Leading a fuel transition from coal to natural gas and then to nuclear in advanced economies would continue to bend the GHG emissions curve.
- Deepening dependence on wind power is impractical on a global electricity scale and will have significant environmental impacts; mining, land use, recycling.

Global CO₂ Emissions Trends

7



- Global energy-related CO₂ emissions flattened in 2019 at around 33 gigatonnes (Gt), following two years of increases. This resulted mainly from a sharp decline in CO₂ emissions from the power sector in advanced economies*, thanks to the expanding role of renewable sources (mainly wind and solar PV), fuel switching from coal to natural gas, and higher nuclear power output.

* Advanced economies: Australia, Canada, Chile, European Union, Iceland, Israel, Japan, Korea, Mexico, Norway, New Zealand, Switzerland, Turkey, and United States.

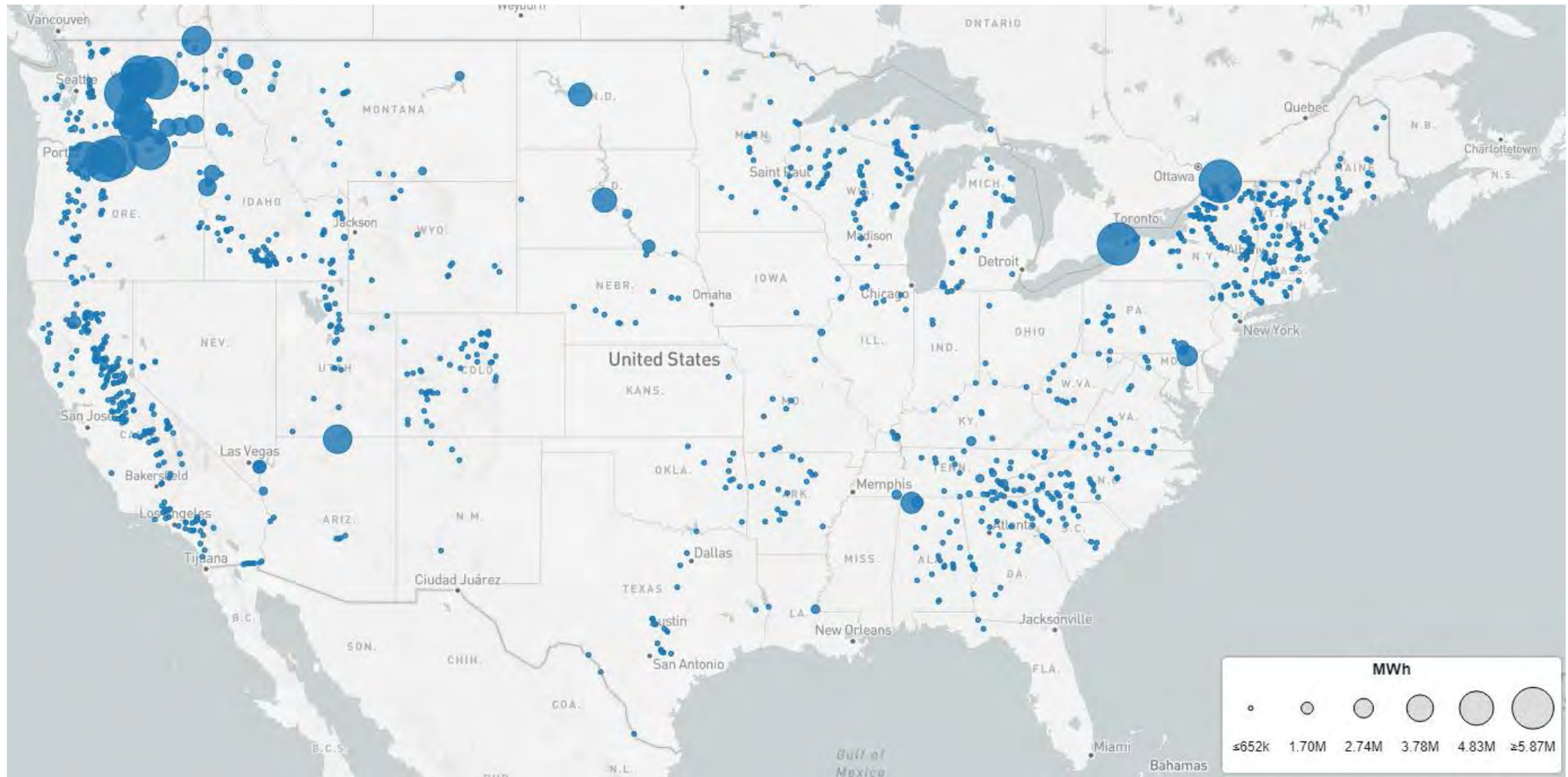
Generation Plants

United States

(Why do some states emit more CO₂ than others?)

Hydro-Electric Plants – United States

9

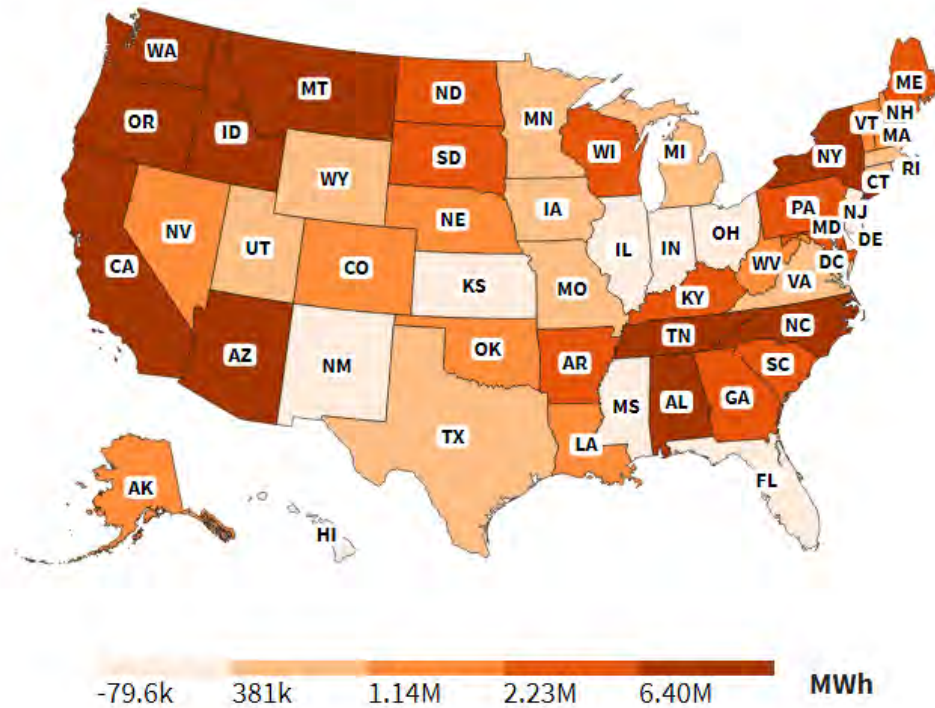


Source: epa.gov/egrid/data-explorer [2018 Energy (MWh)]

Hydro Generation – 2018 Energy Production

10

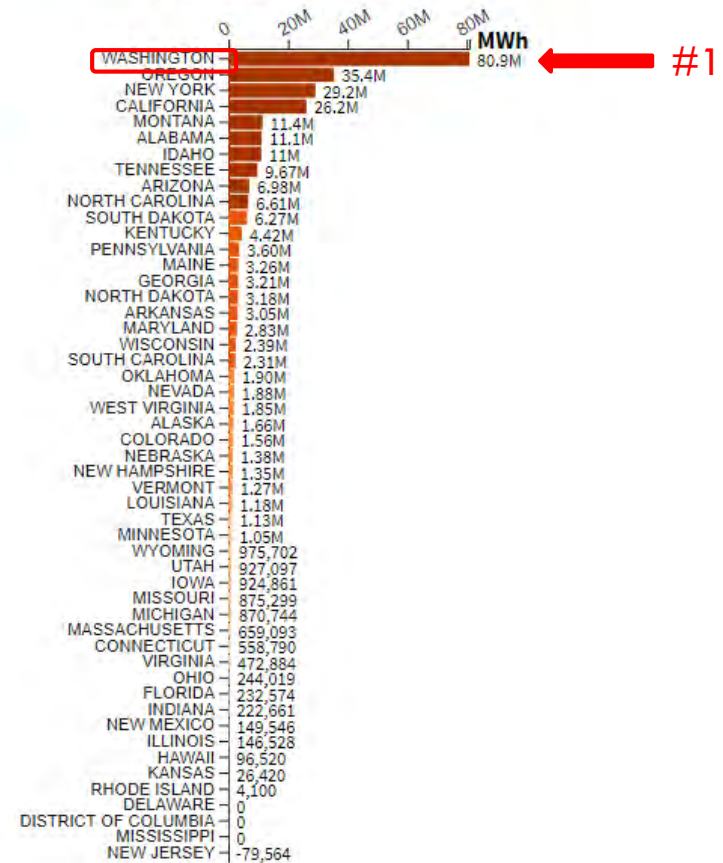
Total generation from hydro (MWh)
by state, 2018



Sort A to Z

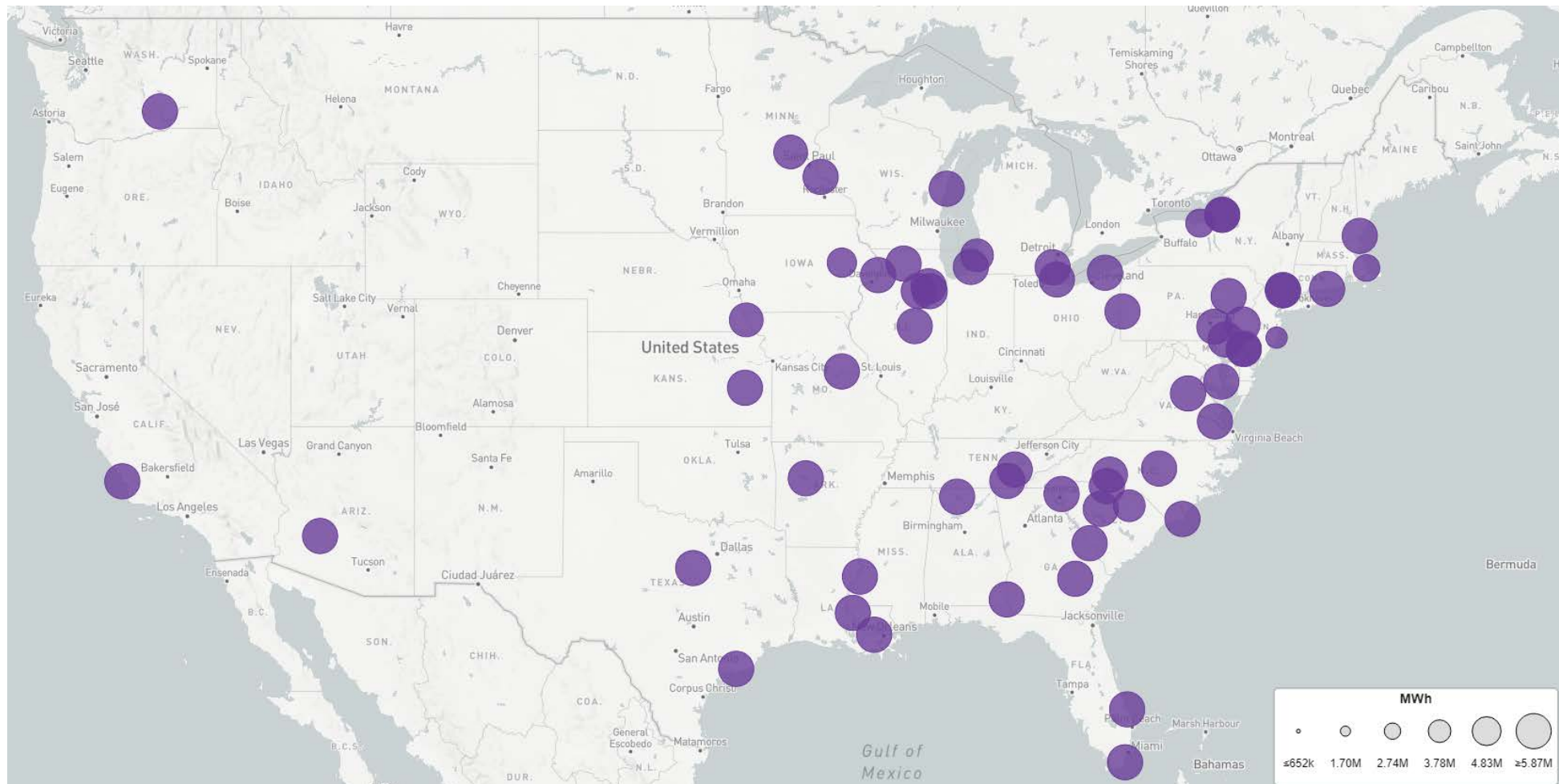
Sort by Amount

US: 286,608,706 (MWh)



Nuclear Plants – United States

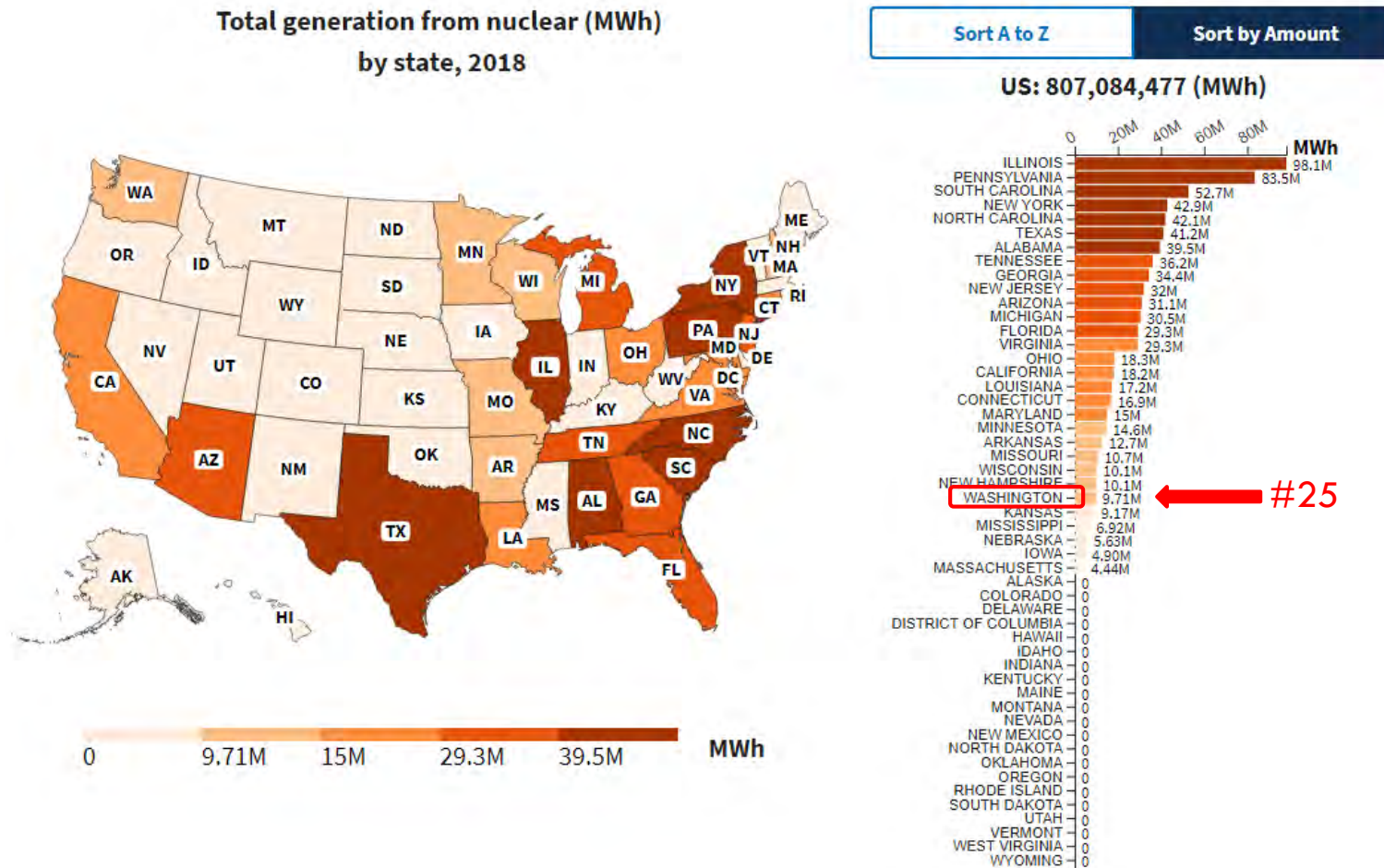
11



Source: epa.gov/egrid/data-explorer [2018 Energy (MWh)]

Nuclear Generation – 2018 Energy Production

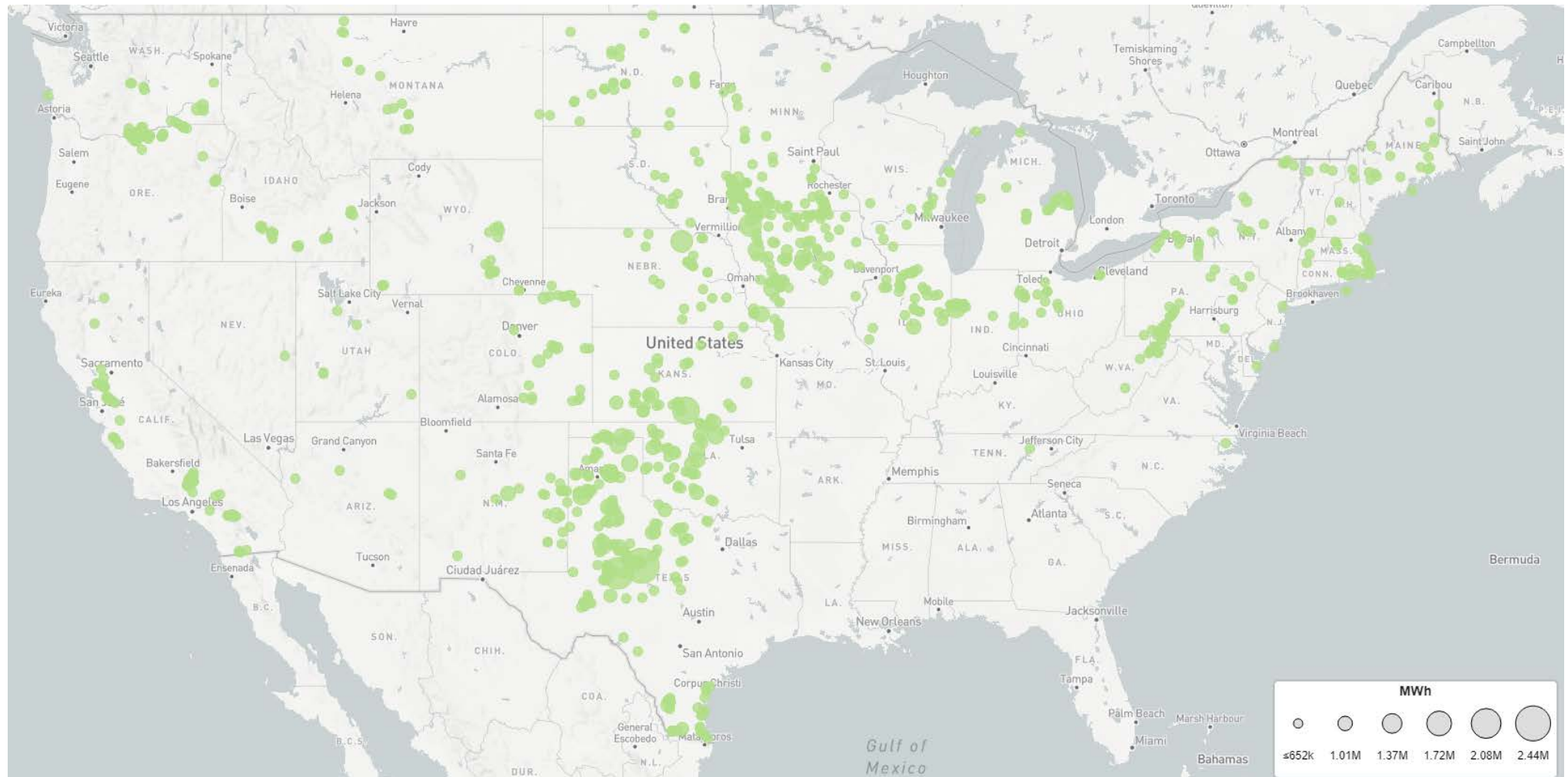
12



Source: epa.gov/egrid/data-explorer

Wind Generation Plants – United States

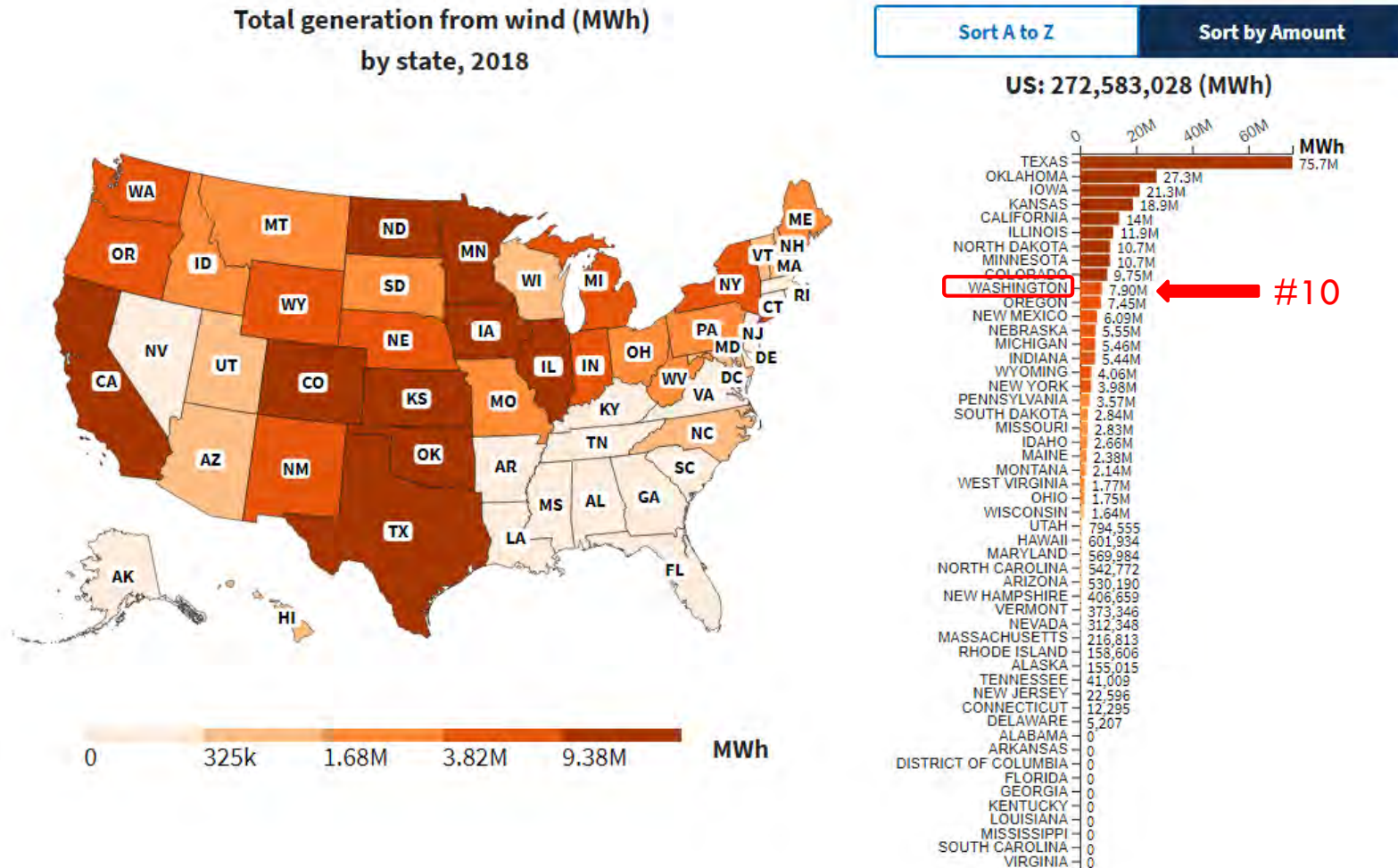
13



Source: epa.gov/egrid/data-explorer [2018 Energy (MWh)]

Wind Generation – 2018 Energy Production

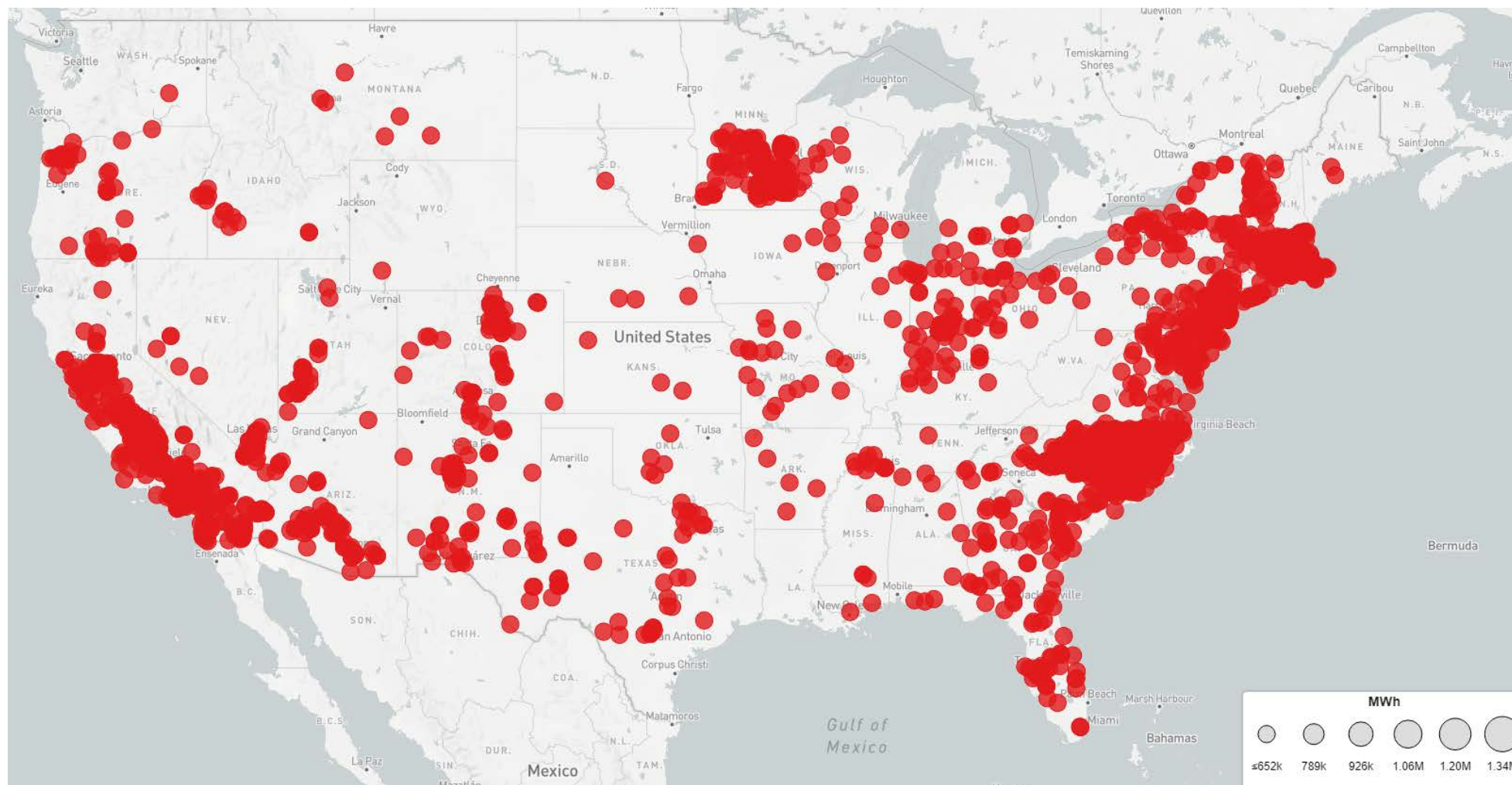
14



Source: epa.gov/egrid/data-explorer

Solar Generation Plants – United States

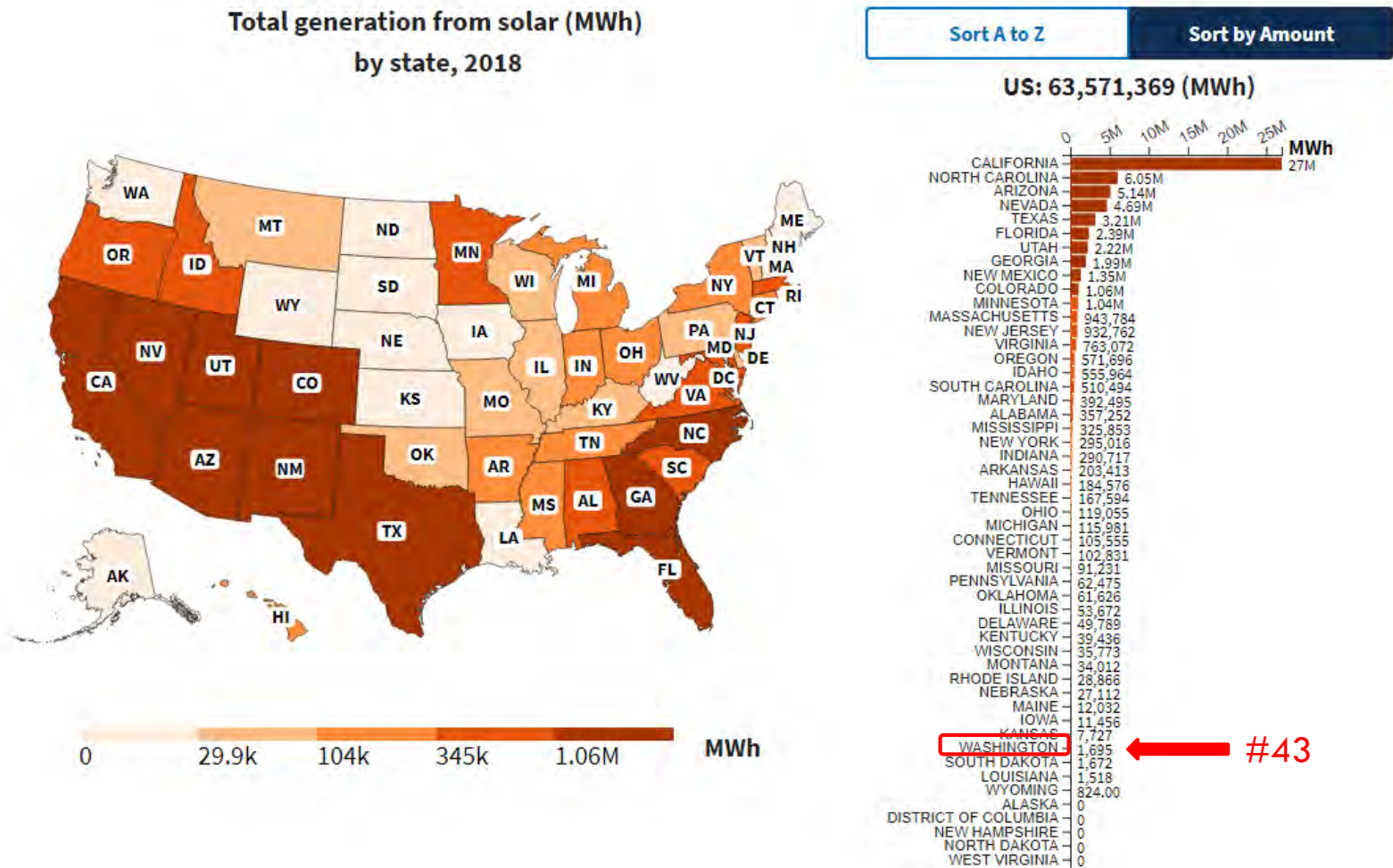
15



Source: epa.gov/egrid/data-explorer [2018 Energy (MWh)]

Solar Generation – 2018 Energy Production

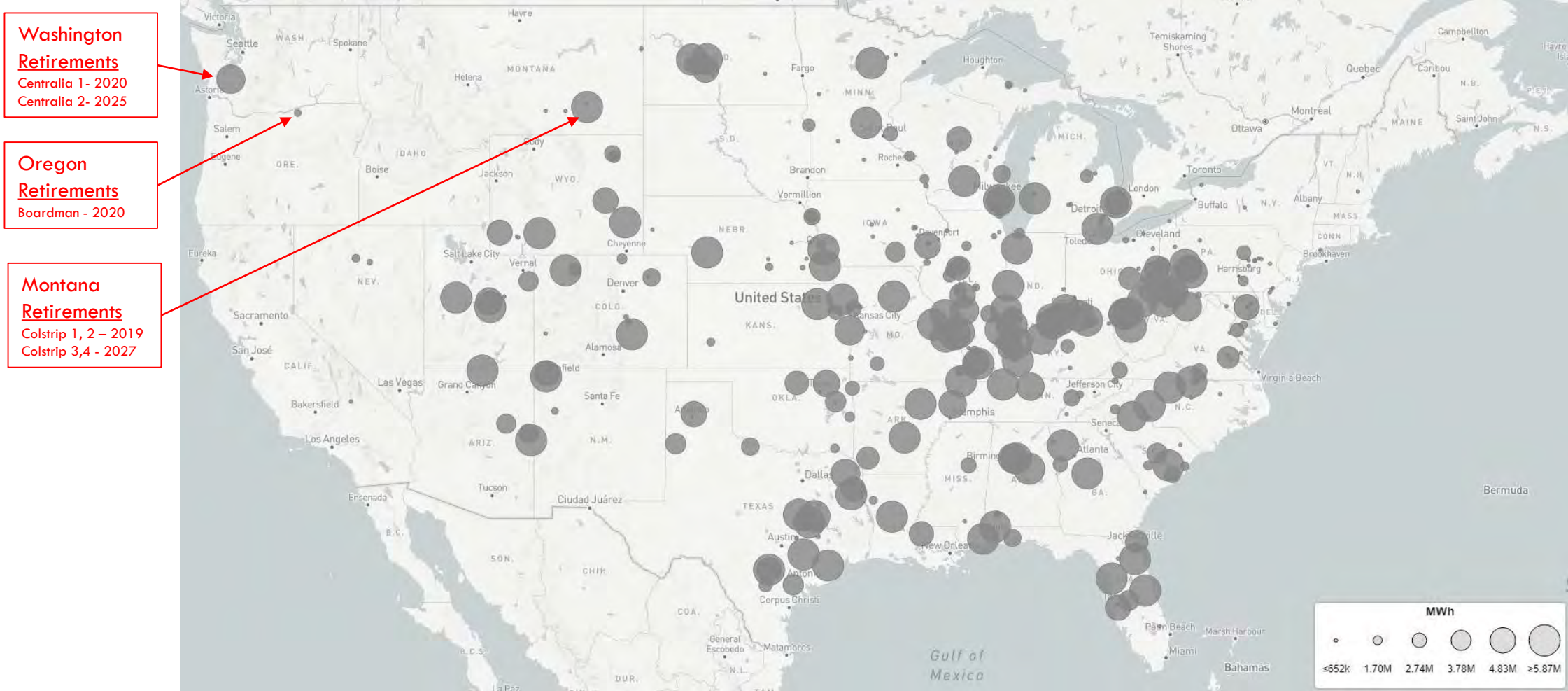
16



Source: epa.gov/egrid/data-explorer

Coal Plants – United States

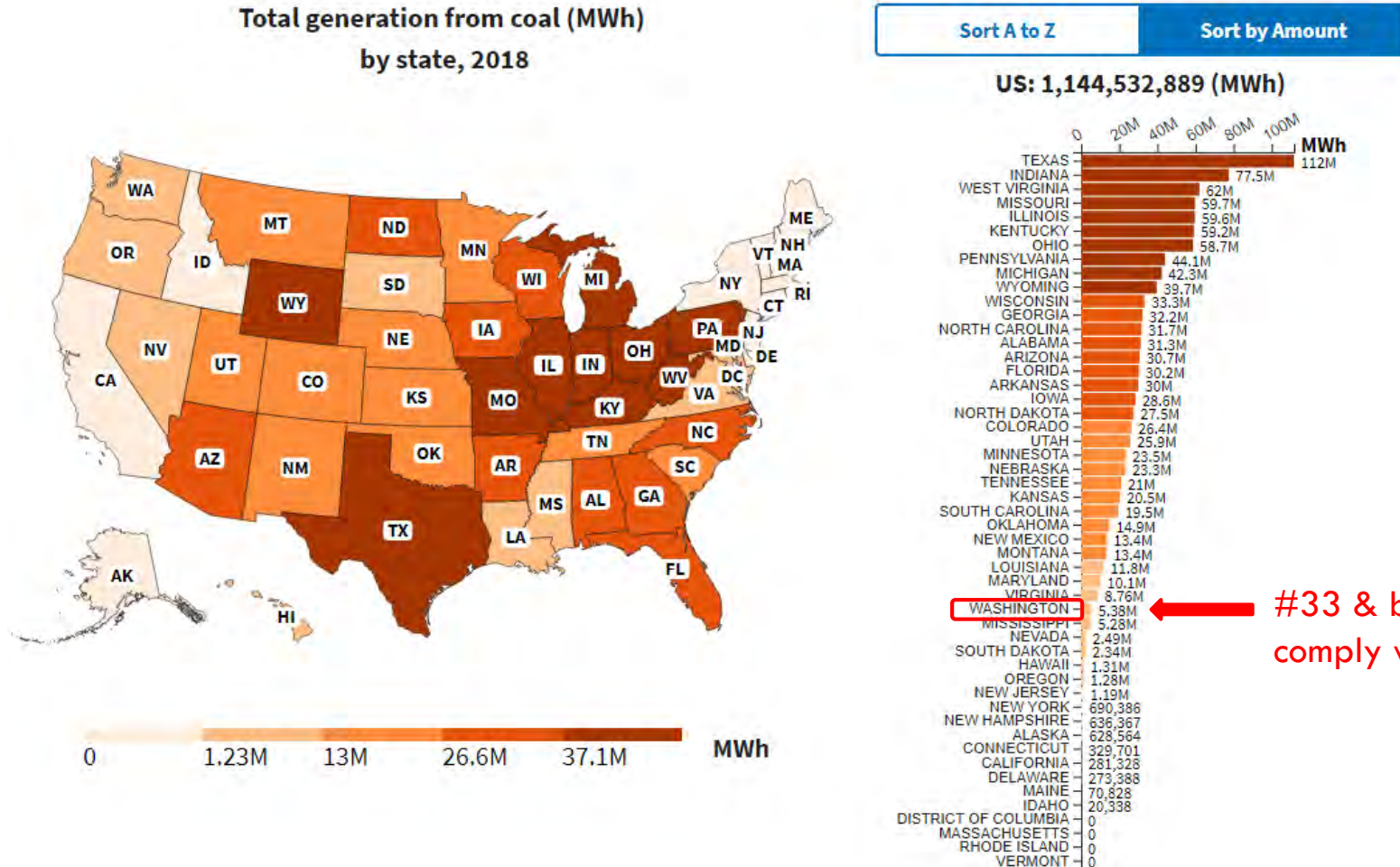
17



Source: epa.gov/egrid/data-explorer [2018 Energy (MWh)]

Coal Generation – 2018 Energy Production

18

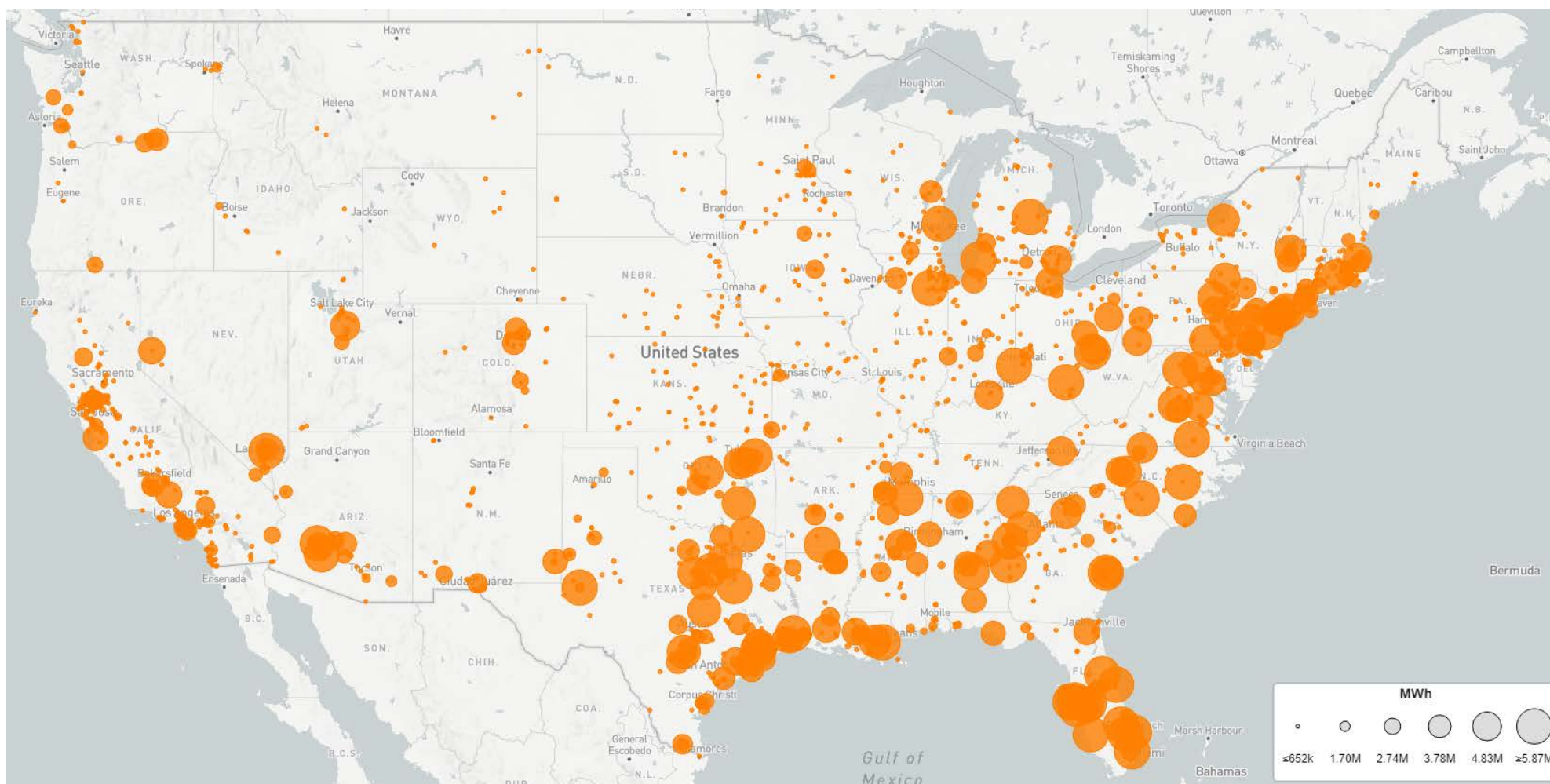


Source: epa.gov/egrid/data-explorer

#33 & by 2025 we will have zero to comply with Washington State CETA

Natural Gas Plants – United States

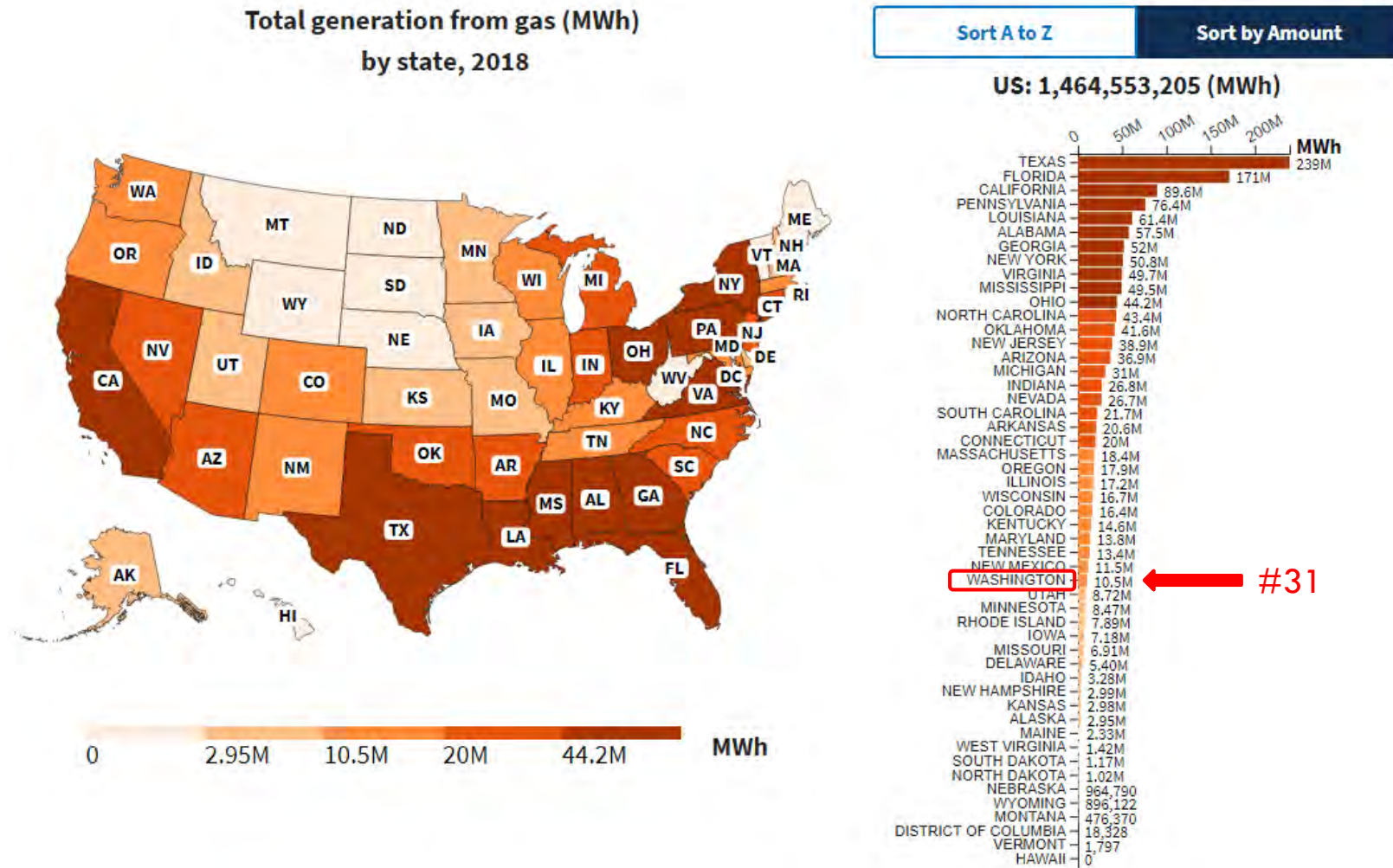
19



Source: epa.gov/egrid/data-explorer [2018 Energy (MWh)]

Natural Gas Generation – 2018 Energy Production

20



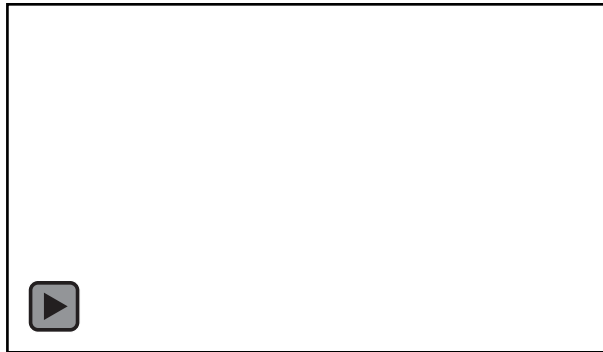
Source: epa.gov/egrid/data-explorer

Washington Electricity is Already Clean

21

- Thanks mostly to hydro and nuclear energy, Washington electricity is very clean now.
- Washington and Columbia River Gorge have ample wind development; perhaps we have sacrificed enough of our views and vistas at this point.
- How does more wind development and accepting further environmental and ecological impacts in the northwest help the eastern United States move away from coal?
- Natural gas is cleaner burning than coal, is reliable, can be built on a relatively small footprint and emits CO₂ at a rate 60% below some coal plants. Transitioning from coal to natural gas can keep the United States heading on a downward trajectory of annual emissions.
- We could begin the process of planning to transition some natural gas to nuclear over the next 30 years to support continued GHG emission reduction goals and provide a realistic way to electrify the transportation sector which many believe is essential for making significant global emissions reductions over the long term.

Pacific Northwest Resource Adequacy Challenges



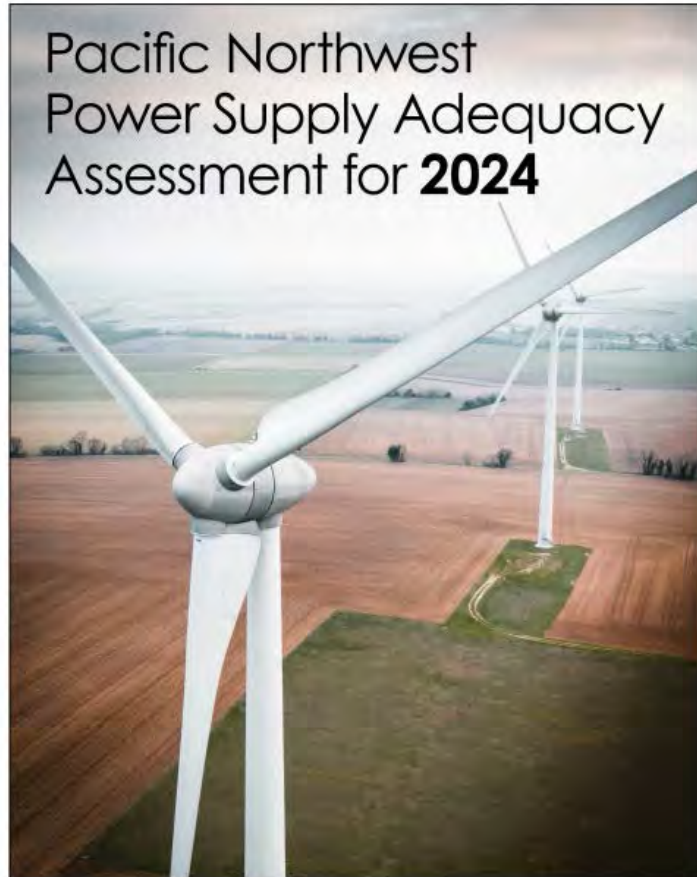
What is Resource Adequacy?

23

- Resource Adequacy is a term used by electric utilities to describe whether sufficient power generation resources are available when needed to reliably serve electricity demands across a range of foreseeable conditions.
- Of particular interest is whether utilities have the necessary resources lined up to meet the expected maximum electricity demand typically associated with the coldest and hottest days of the year

Power Grid Reliability Concerns

24

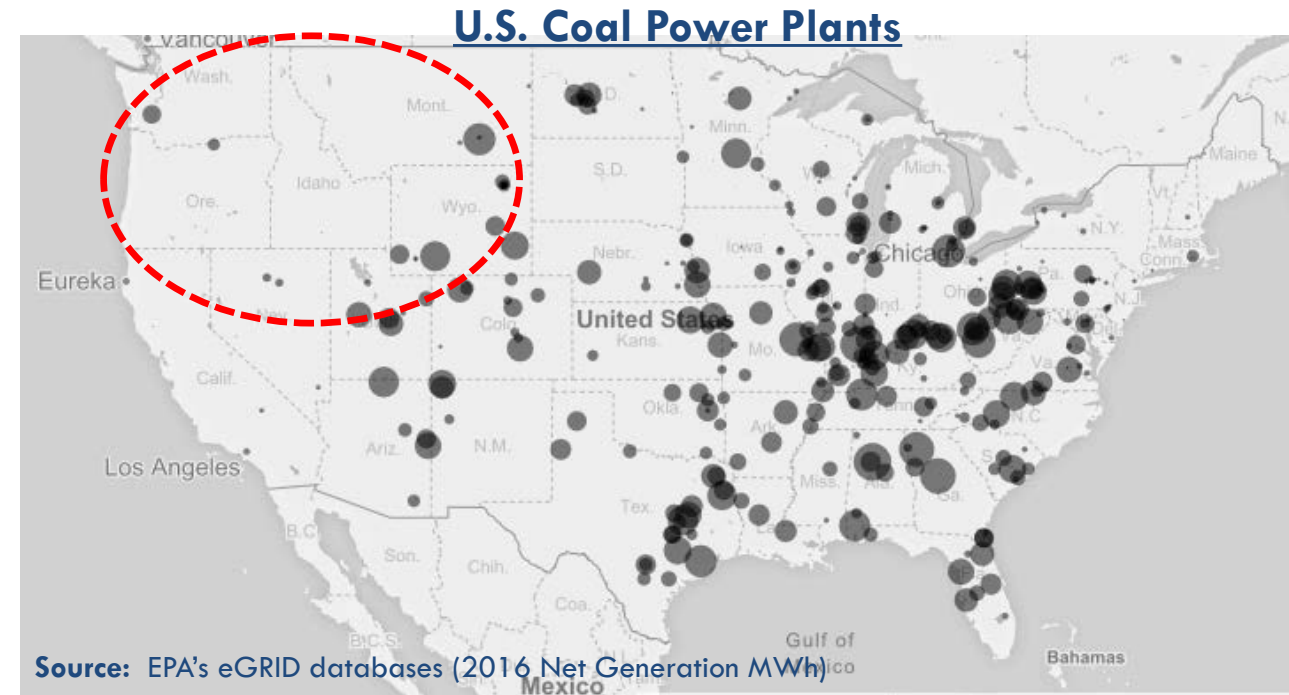


October 31, 2019
Document 2019-11



Northwest **Power** and
Conservation Council

- **+6,000 MW of Coal Plants could be retired by 2028**
- **No firm plans for equivalent capacity additions**



- **No coal power in Washington state after 2025 (Clean Energy Transformation Act)**
- **Standard for Adequacy is Loss-of-Load Probability (LOLP) < 5%**
- **2024 LOLP = 8.2% to 12.8%**
- **2026 LOLP > 26% (If 3,080 MW of Coal Retirements & No Replacement)**

Power Grid Reliability Concerns

25



Power Grid Reliability Concerns

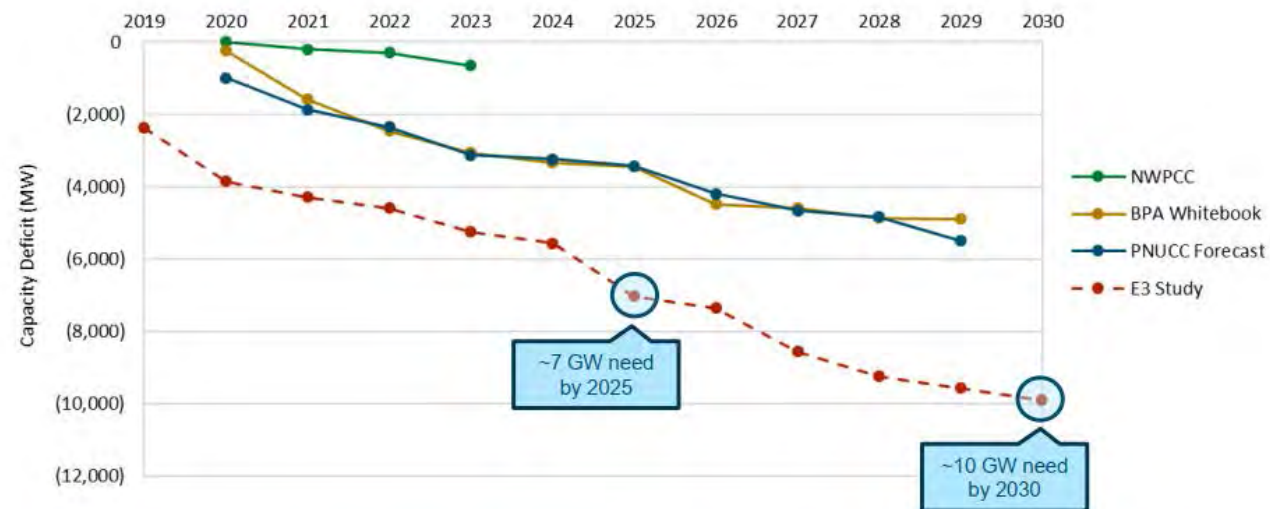
26



PacNW Near to Mid-Term Capacity Need Top-Down Forecast

+ Multiple regional assessments point to a near-term shortfall of winter-peaking physical capacity in the Northwest region

- Shortfall grows to ~5,000-10,000 MW over next 10 years



- Key differences are driven by PRM requirements, capacity counting methodologies, and resource additions (*see appendix for comparison of key assumptions*).
- E3 and NWPCC are truly "top-down" stochastic views, while PNUCC and BPA are closer to regional "bottom-up" analyses of utility IRPs.
- E3 study based on 2018 and 2030 RECAP LOLE modeling, shaped between those years based on forecasted coal-retirement schedules. This study updated previous analysis to include coal retirements from PacifiCorp's [2019 Draft IRP](#). E3's need does not incorporate any planned additions.

Power Grid Reliability Concerns

27



The PacNW is Facing a Significant Capacity Shortfall

- + **Near-term (today-2025):** the Pacific Northwest faces a near-term capacity shortfall of **3-7 GW**
- + **Mid-term (2025-2030):** capacity need grows to **as much as 10 GW** as additional firm capacity retires and this need is not fully replaced by planned additions
 - All planned capacity additions, and significantly more, are required by 2030
 - Even in an optimistic scenario (if all planned capacity additions detailed in the reviewed utility IRPs are approved and constructed), the region remains approximately 3 GW short by 2030
- + **Long-term (2030-2050):** the region needs to grow or maintain firm dispatchable capacity to address the energy sufficiency challenges created by a deeply decarbonized grid

		Near-term (today-2025)	Mid-term (2025-2030)	Long-term (2030-2050)
Pacific Northwest	Capacity Need	Immediate capacity shortfall of 0-1.2 GW, rising to 3-7 GW by 2025	Growing capacity shortfall of ~10 GW in 2030 (higher if more coal retires than currently planned for)	Capacity shortfall grows to ~20 GW by 2050, possibly even higher under high electrification scenarios
	Key Drivers	• Increasing winter and summer peak demand • Coal retirements w/ few firm replacements • Consideration of a regional RA program	• Continued load growth and coal retirements • Renewable and storage additions with diminishing capacity benefit • Additional capacity additions needed	• Energy sufficiency-based reliability planning challenge • Decarbonization policies further drive renewables/storage; do not avoid need for firm capacity • Electrification loads could drive even higher winter peak

Power Grid Reliability Concerns

28



PacNW Key Policy Drivers

+ Coal retirements are driven by policy, planning, and politics

- 4.5 GW by 2030

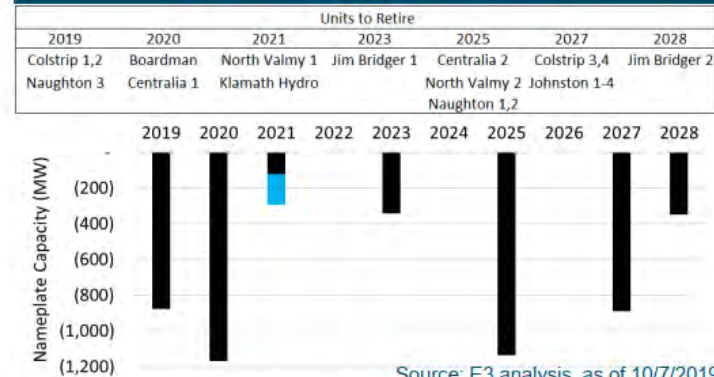
+ Clean energy legislation and voluntary goals are expanding

- WA/OR coal prohibitions
- WA 100% carbon-free by 2045 - OR may follow
- Idaho Power voluntary goal of 100% clean energy by 2045

+ Economy-wide GHG reductions will drive additional impacts

- Electrification of transportation and building loads may significantly increase peak loads

Planned PacNW Coal Retirements



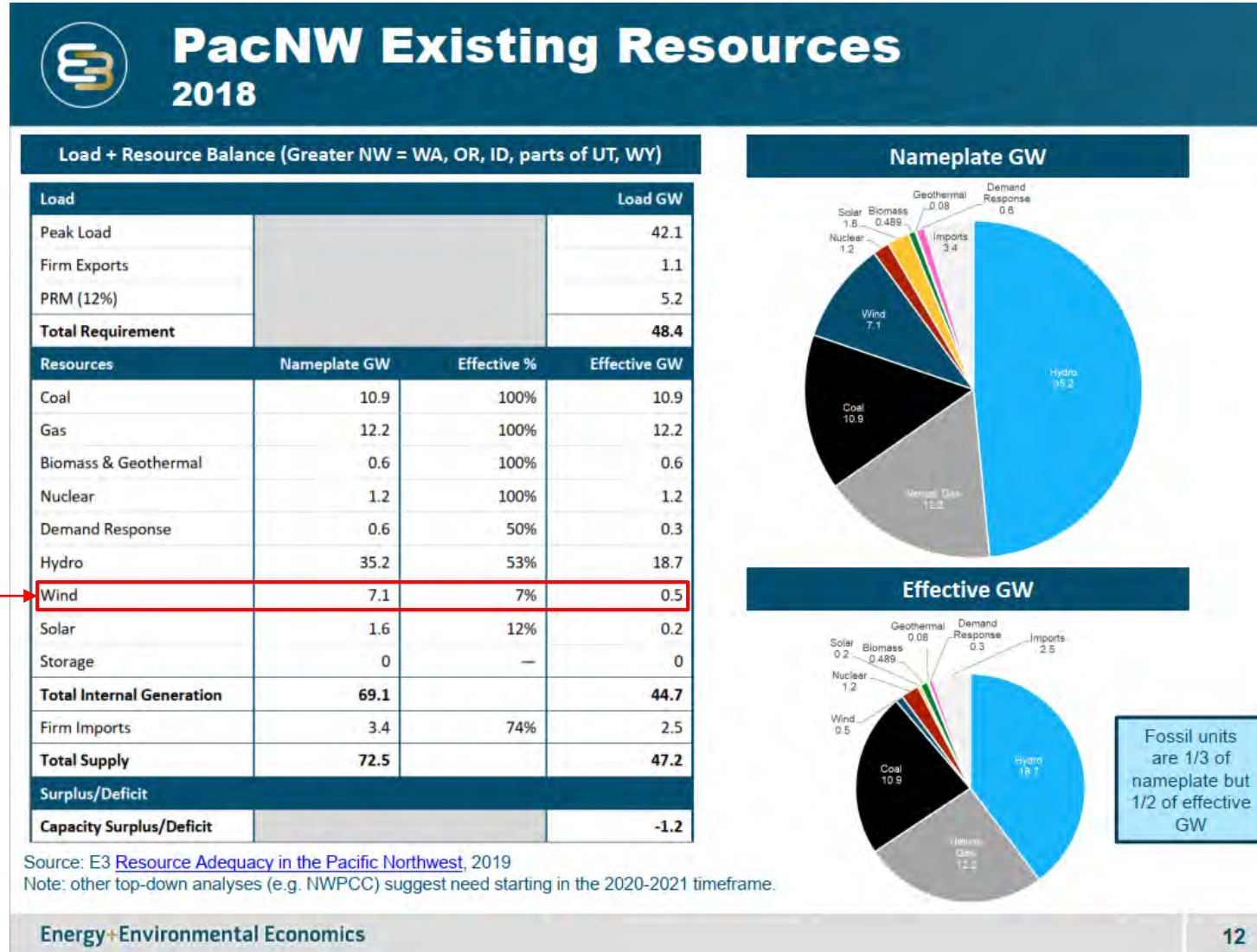
Source: E3 analysis, as of 10/7/2019

NOTE: includes coal retirements in PacifiCorp's [draft 2019 IRP](#)

	RPS or Clean Energy Standard?	Coal Prohibition?	Carbon price?	Voluntary Goals?
WA	✓ Carbon neutral by 2030, 100% by 2045	✓ Eliminate by 2025	✓ SCC in utility planning	✓ Corporations + Cities
OR	✓ 50% by 2040	✓ Eliminate by 2035	✗	✓ Utilities + Cities
ID	✗	✗	✗	✓ Idaho Power 100% by 2045
MT	✓ 15% by 2015	✗	✗	✗
UT	✓ 20% by 2025	✗	✗	✓ SLC + other cities
WY	✗	✗	✗	✗

Power Grid Reliability Concerns

29



- Wind cannot be counted on to provide the electricity needed on the coldest and hottest days of the year
- 7,100 MW of wind in the PNW currently contributes only about 500 MW to capacity needs

- Like it or not, fossil-fuels provide just over 50% of the electrical capacity needed on the coldest and hottest days of the year
- Transitioning from coal-to-natural gas makes sense from a CO2 emissions reduction and grid reliability standpoint

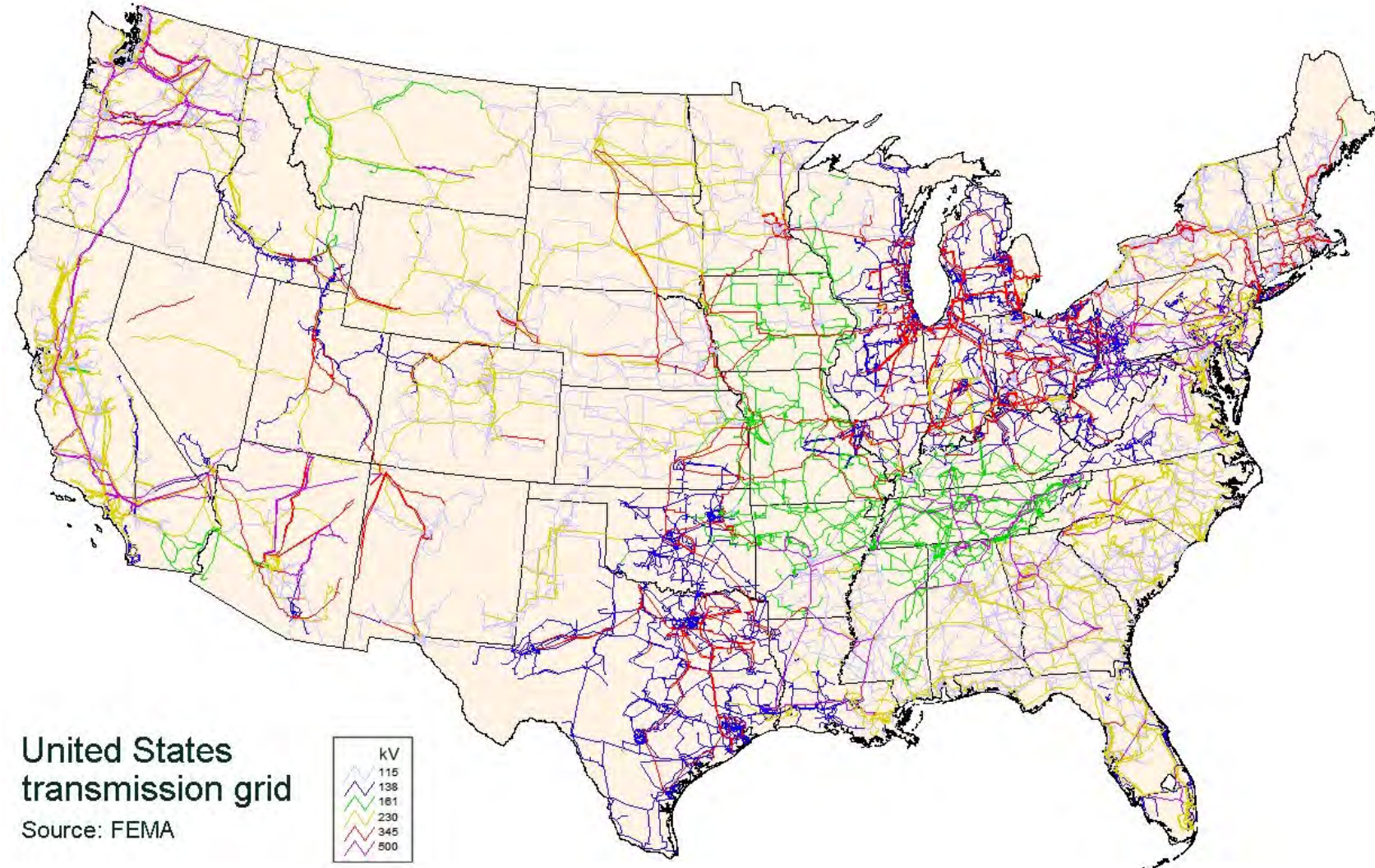


POWER GRID FUNDAMENTALS



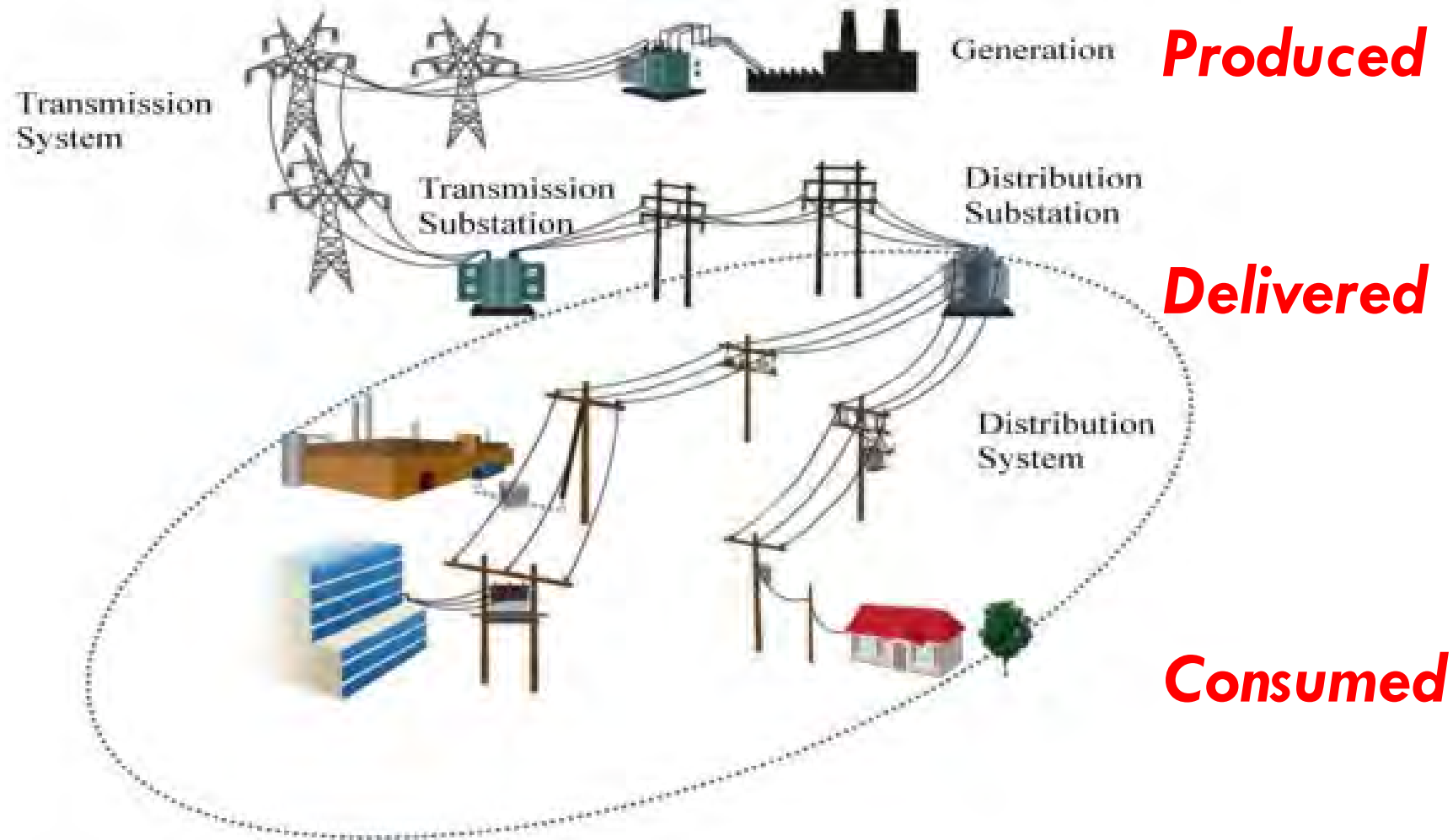
Interconnected Power Grid

31



Electricity is Simultaneously...

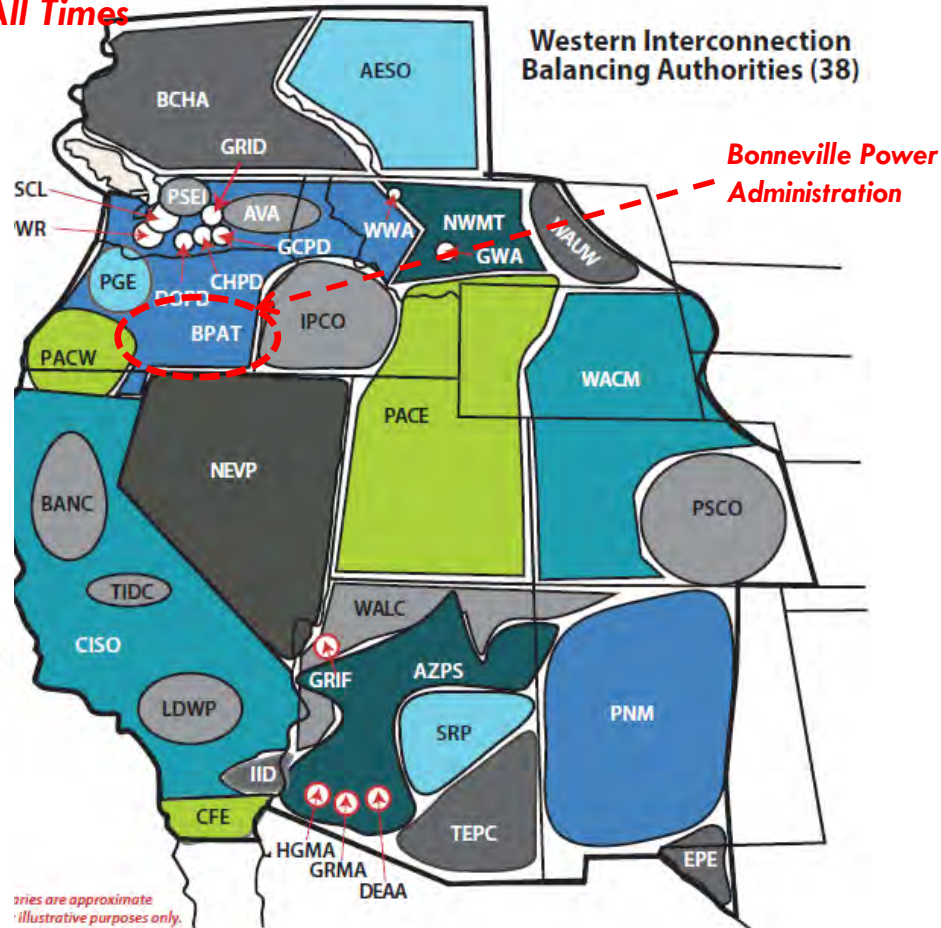
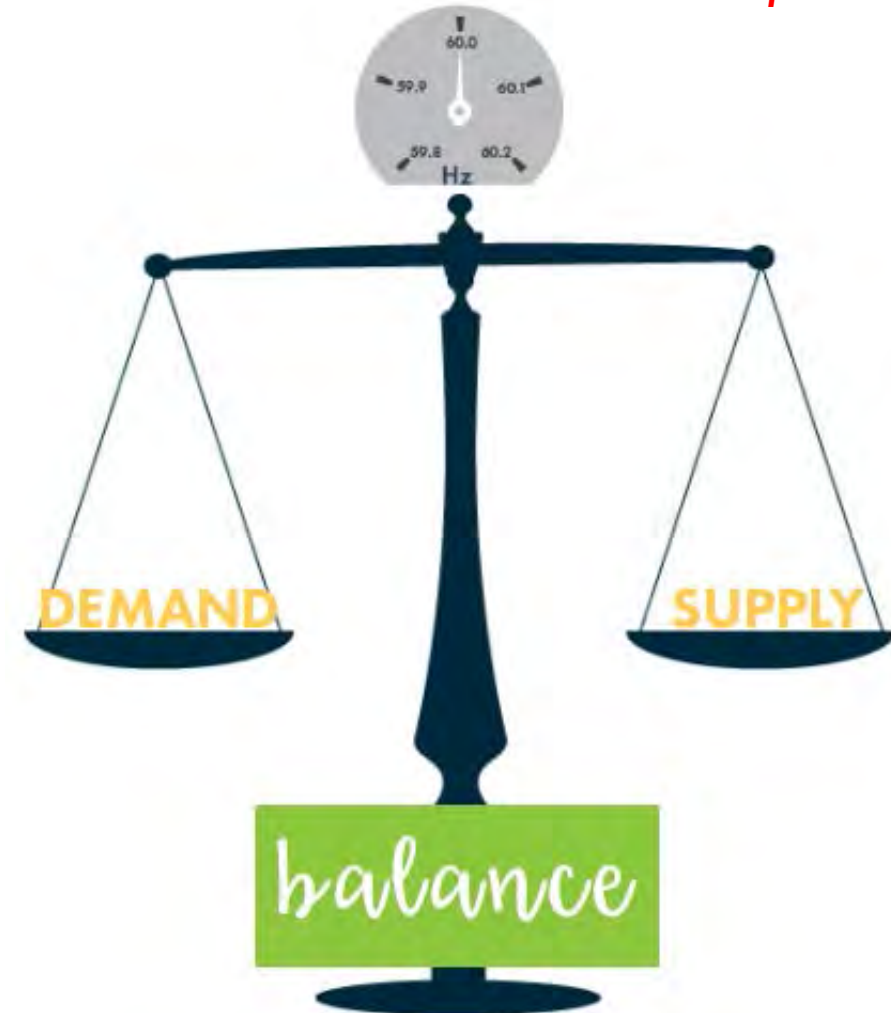
32



Electric Load & Resource Balance

33

Electrical Load and Generation Must Be Equal at All Times

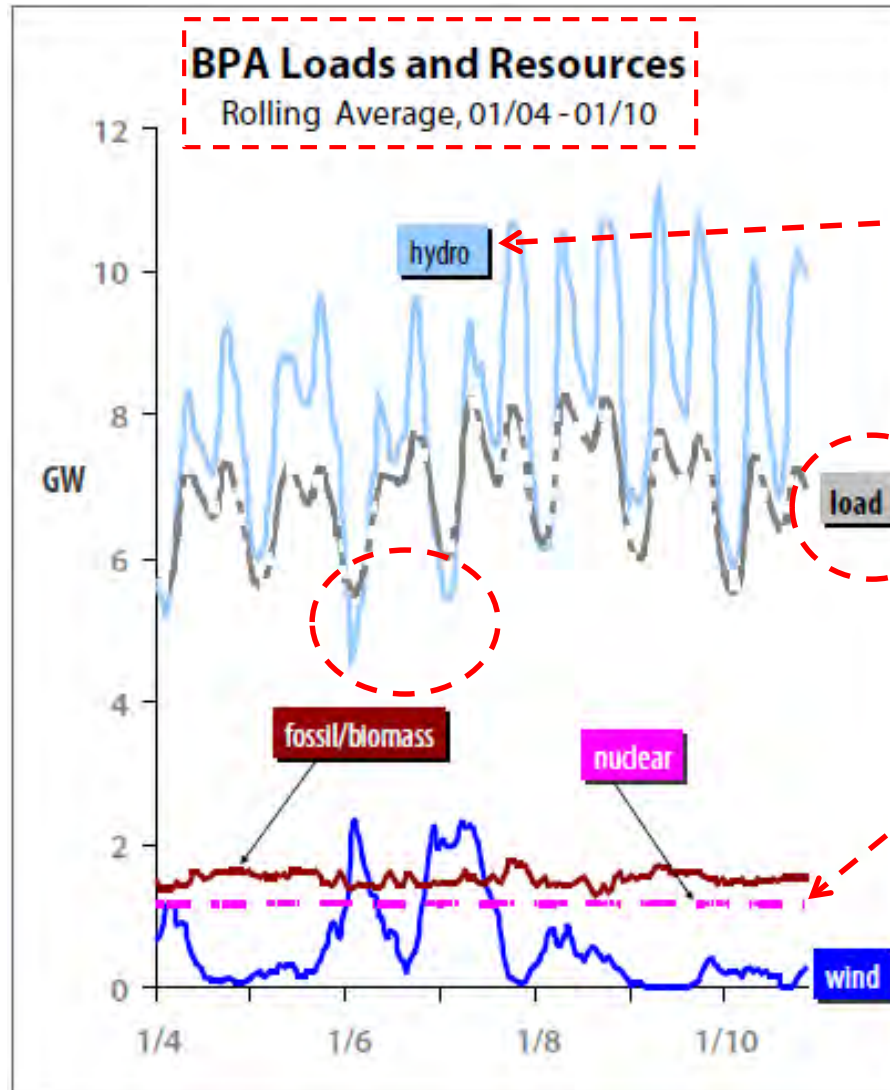


Intermittent & Variable Wind Power

- Increases Balancing Complexity
- Devalues Capacity Resources in Energy Only Markets
- Could erode reliability without investments in dispatchable capacity

Load & Resource Balance - BPA

34



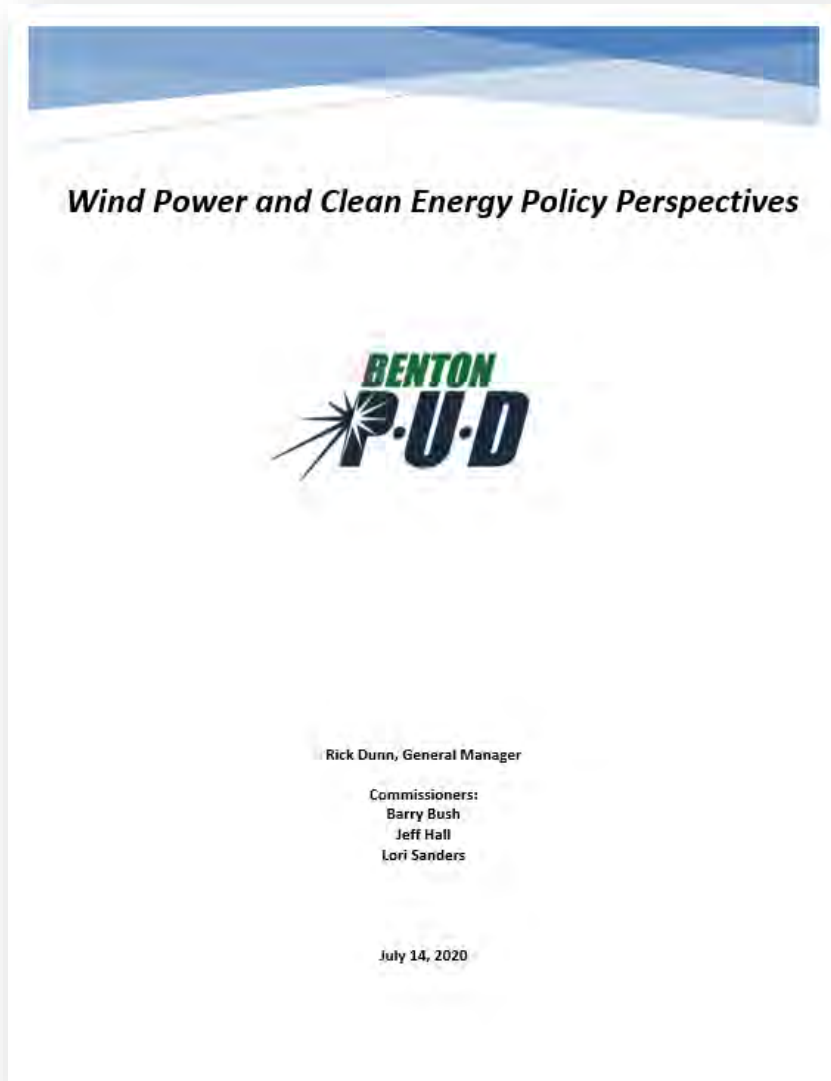
*Hydro-Generation Follows Load
Maintains Load & Resource Balance*

*Thermal Plants Produce
Constant Generation*

*Wind Displaces Hydro
(Effectively Negative Load)*

Environmental & Ecological Impacts

35



Benton PUD believes the best long-term, sustainable and environmentally responsible strategy toward meeting the CETA goal of 100% clean electricity in Washington State by 2045 could be to transition coal power to natural gas and then natural gas to nuclear. It is estimated wind power requires 30 to 45 times as much land and about 10 times as much concrete and steel to produce the equivalent power of nuclear. In addition, a recent study estimates that assuming hydro and nuclear power in the PNW stay in place, meeting a theoretical 100% clean electricity goal in our region using wind (and solar) power would require a land area 20 to 100 times the area of Seattle and Portland combined.

Environmental Impacts: Wind and Solar

36

If You Want 'Renewable Energy,' Get Ready to Dig

Building one wind turbine requires 900 tons of steel, 2,500 tons of concrete and 45 tons of plastic.

By

Mark P. Mills

Aug. 5, 2019 6:48 pm ET

ARGUMENT

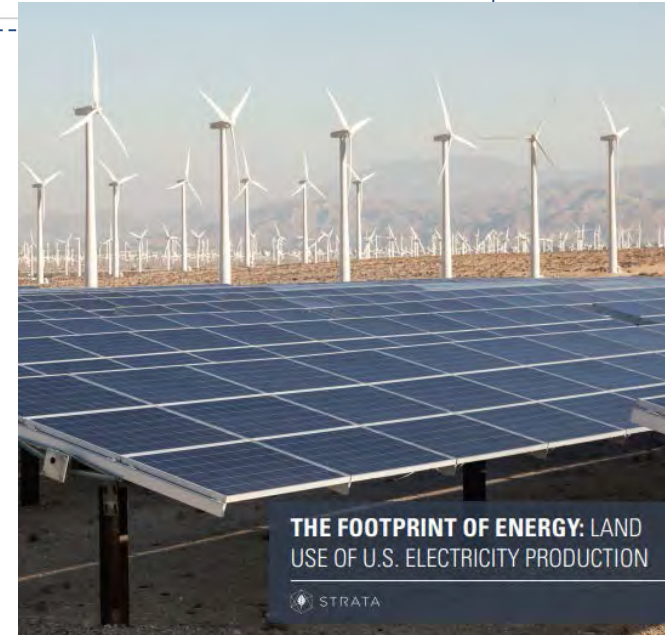
The Limits of Clean Energy

If the world isn't careful, renewable energy could become as destructive as fossil fuels.

BY JASON HICKEL | SEPTEMBER 6, 2019, 8:51 AM



Wind turbines in Palm Springs, Calif., July 13, 2017. PHOTO: PAUL BUCK/EUROPEAN PRESSPHOTO AGENCY



THE FOOTPRINT OF ENERGY: LAND
USE OF U.S. ELECTRICITY PRODUCTION

STRATA

Environmental Impacts: Batteries

37

INVESTING

The battery decade: How energy storage could revolutionize industries in the next 10 years

PUBLISHED MON, DEC 30 2019 11:55 AM EST | UPDATED MON, DEC 30 2019 3:25 PM EST



WIRED on Energy

The spiralling environmental cost of our lithium battery addiction

As the world scrambles to replace fossil fuels with clean energy, the environmental impact of finding all the lithium required could become a major issue in its own right



Study Sponsors

- + This study was sponsored by Puget Sound Energy, Avista, NorthWestern Energy and the Public Generating Pool (PGP)



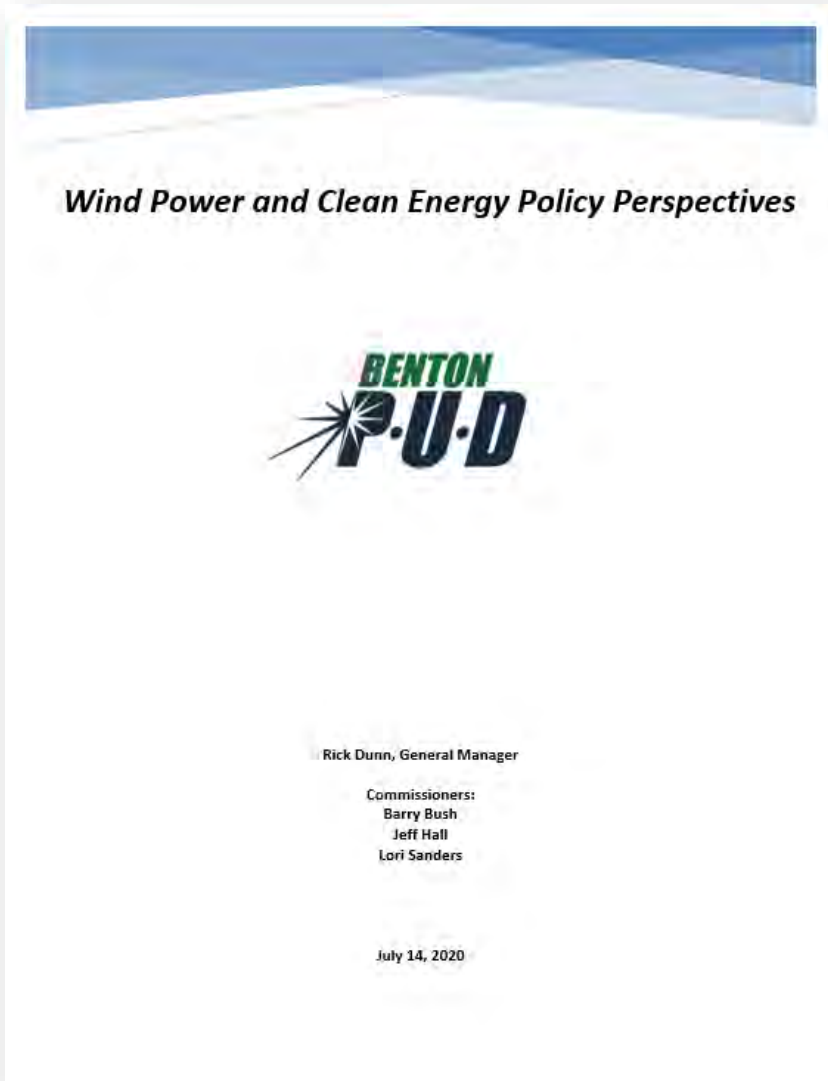
- PGP is a trade association representing 10 consumer-owned utilities in Oregon and Washington.



E3 thanks the staff of the Northwest Power and Conservation Council for providing data and technical review

Rate Increase Concerns

41



“The low availability of wind power requires utilities to continue paying for dispatchable generation capacity that may run infrequently but is still sized to meet most of the peak energy demand on the grid. This “double paying” is why electricity rates in countries and states with high wind penetrations are rising despite the declining costs of this popular renewable energy source. Benton PUD believes further wind power development **will unnecessarily contribute to increases in northwest utility retail electricity rates which could erode the economic development advantage low rates have given our region for many years.**”

Europe has already been down this road

42

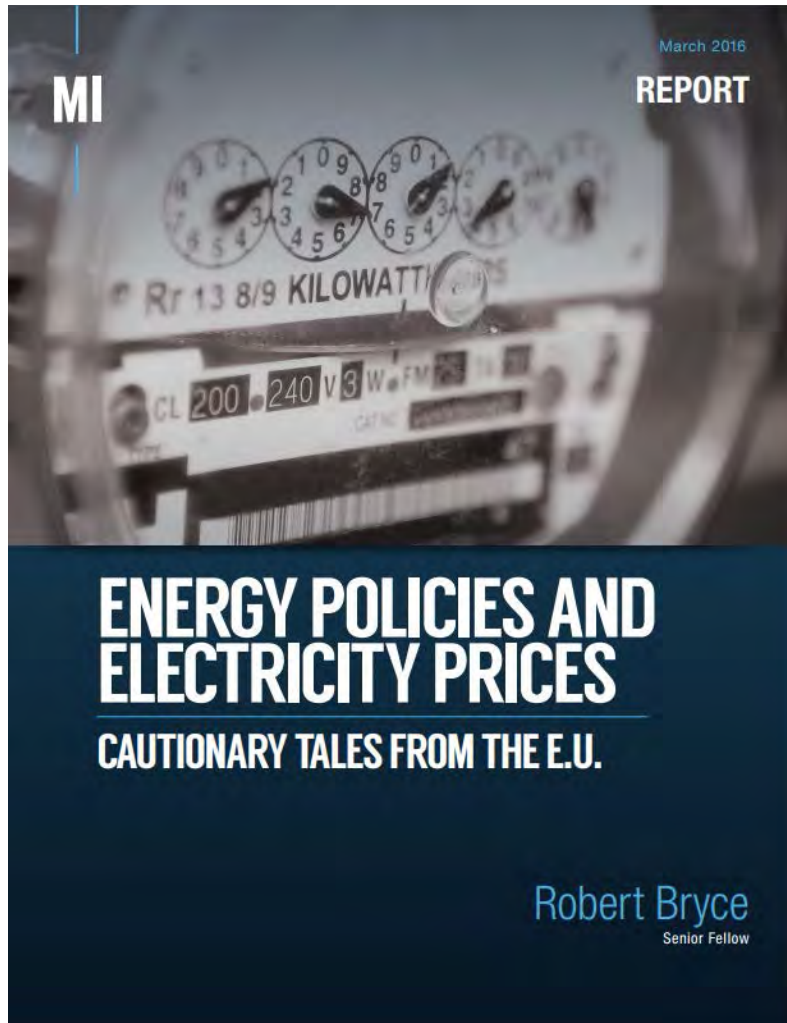
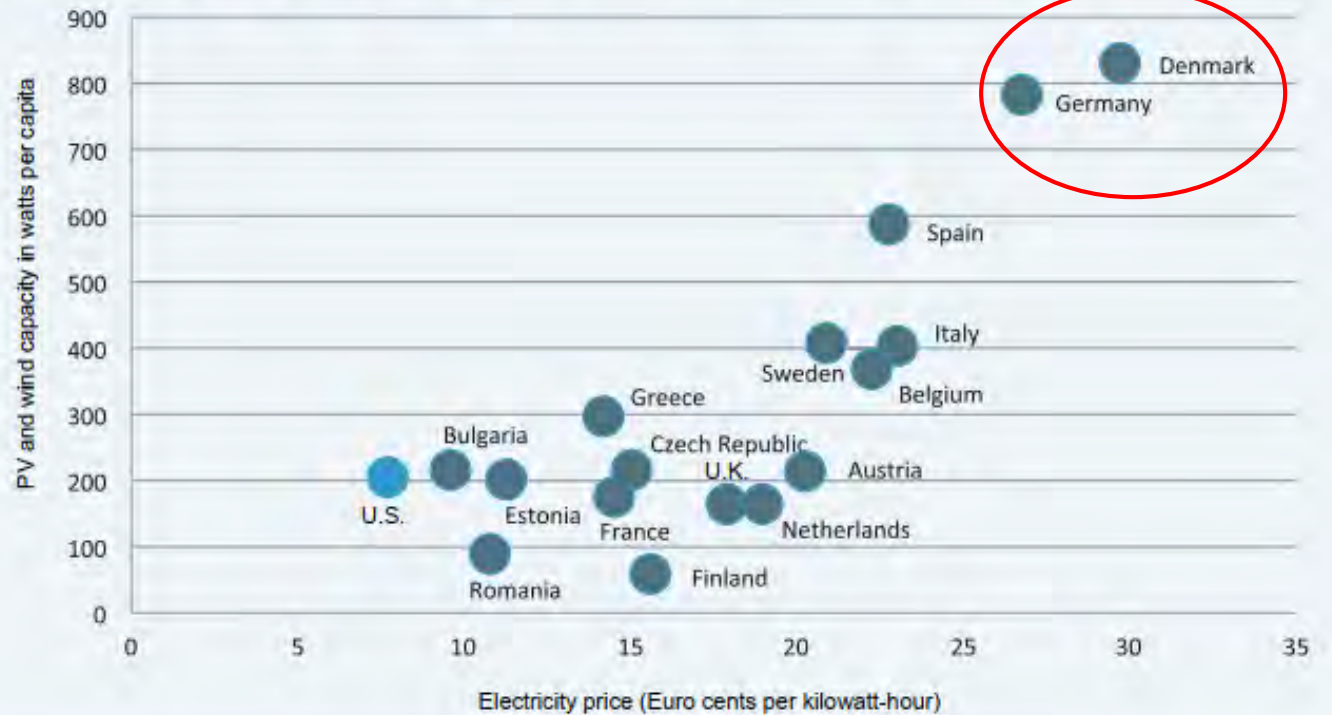


FIGURE 3.

Wind and Solar Capacity and Electricity Prices, Select Countries, 2012



Source: Finadvise³⁰

Europe has already been down this road

43

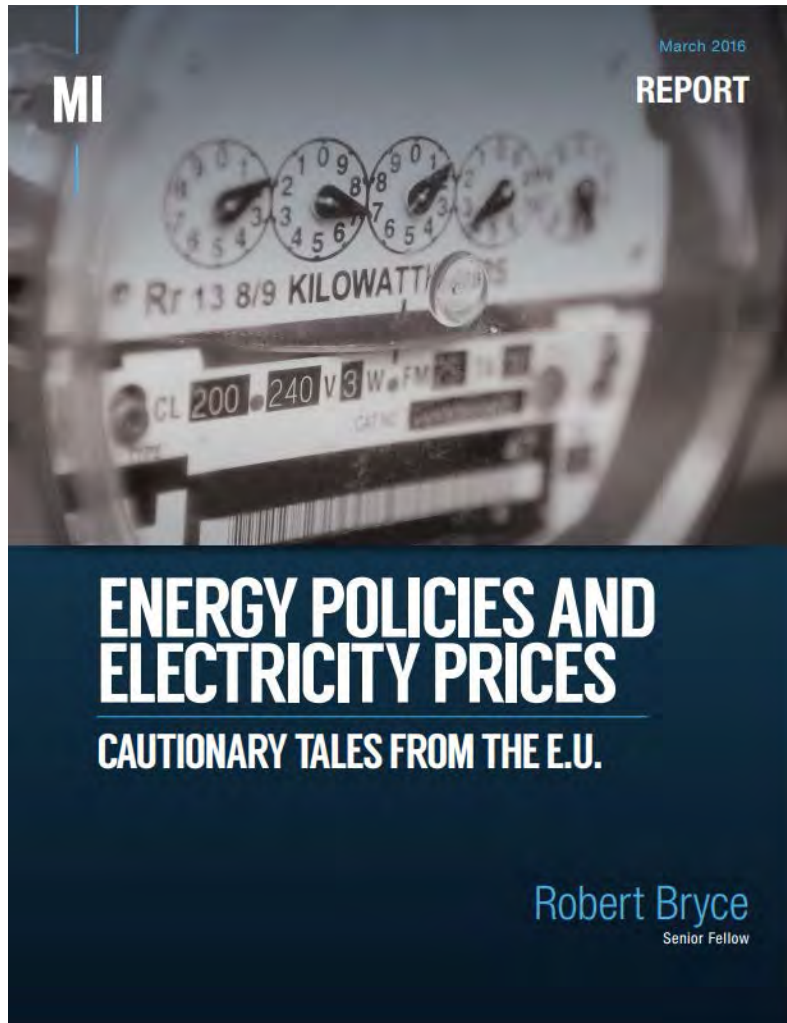
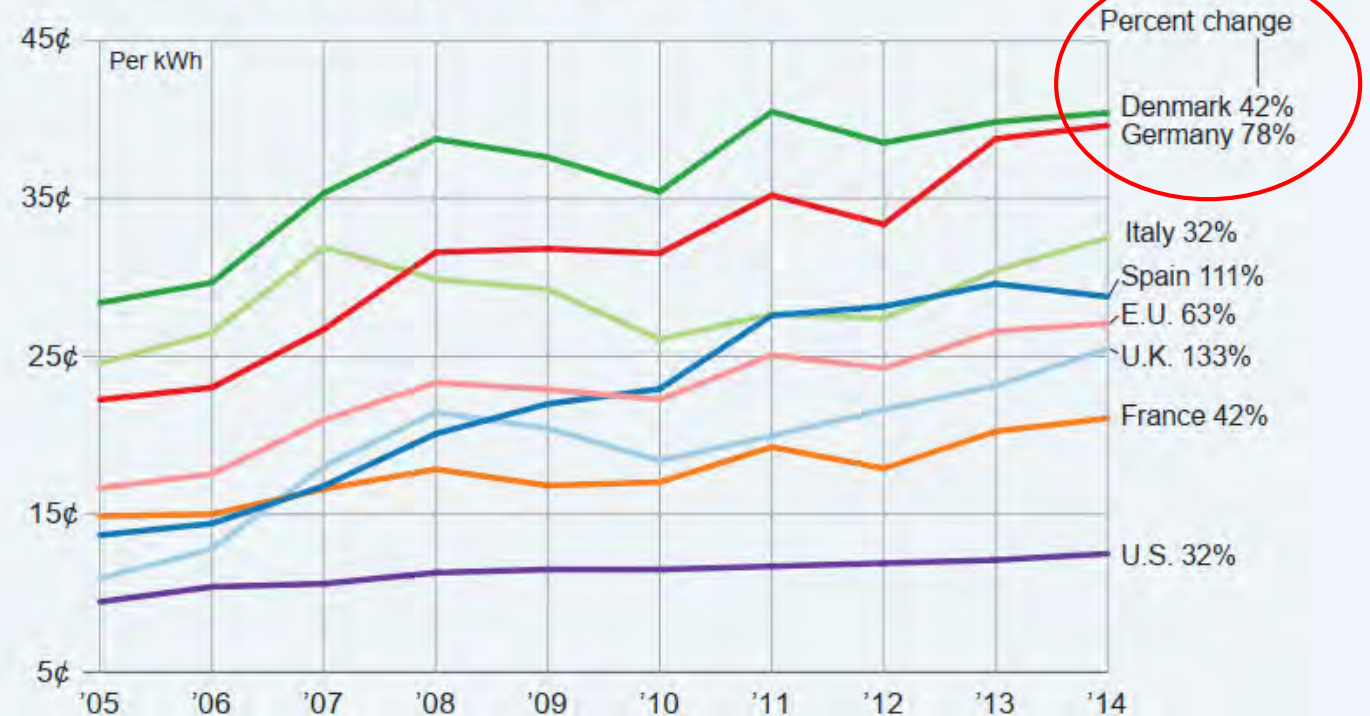


FIGURE 2.

Residential Electricity Prices, 2005–14

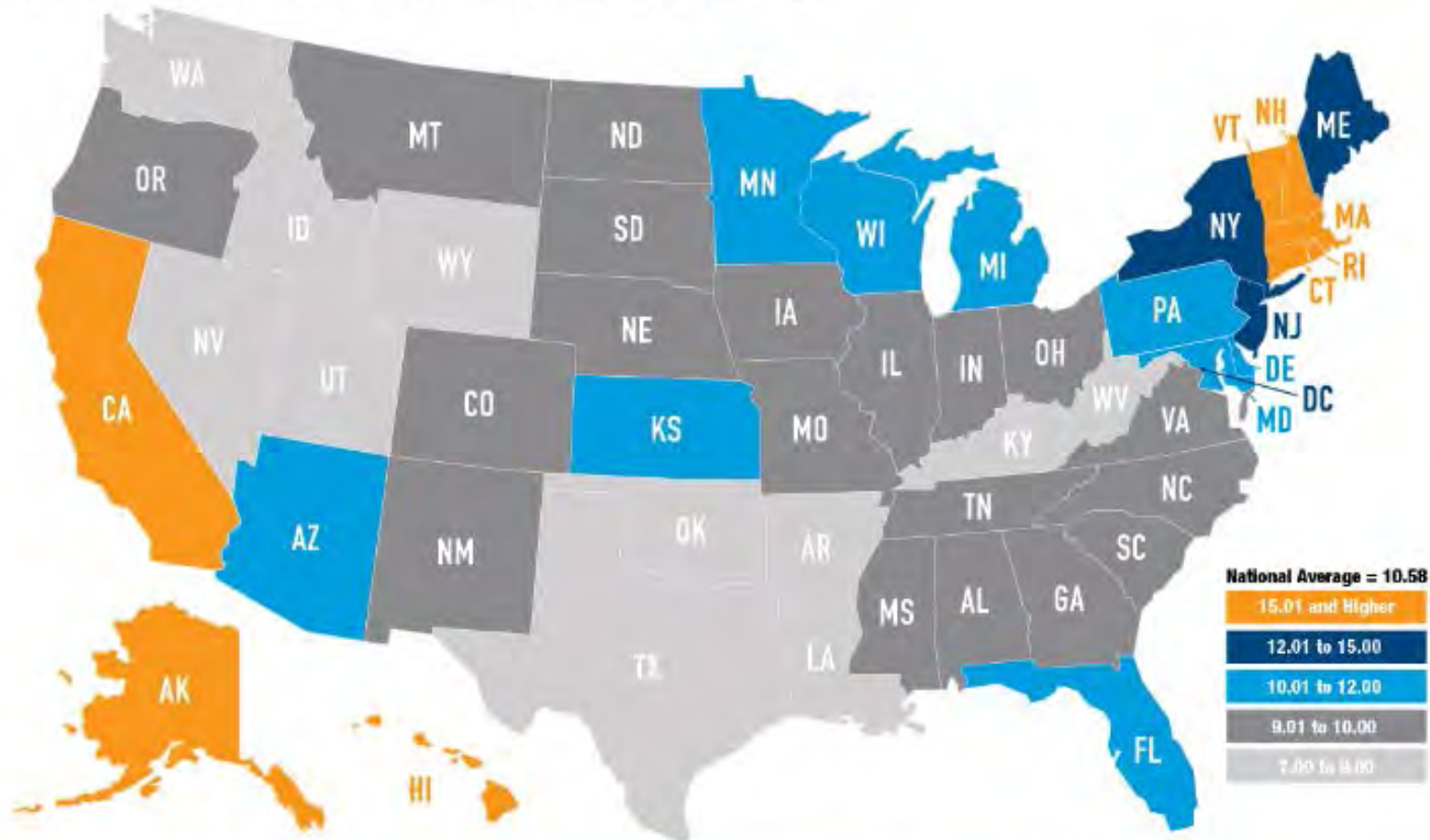


Sources: Eurostat, U.S. Energy Information Administration, Forex

Do we want to be more like California?

44

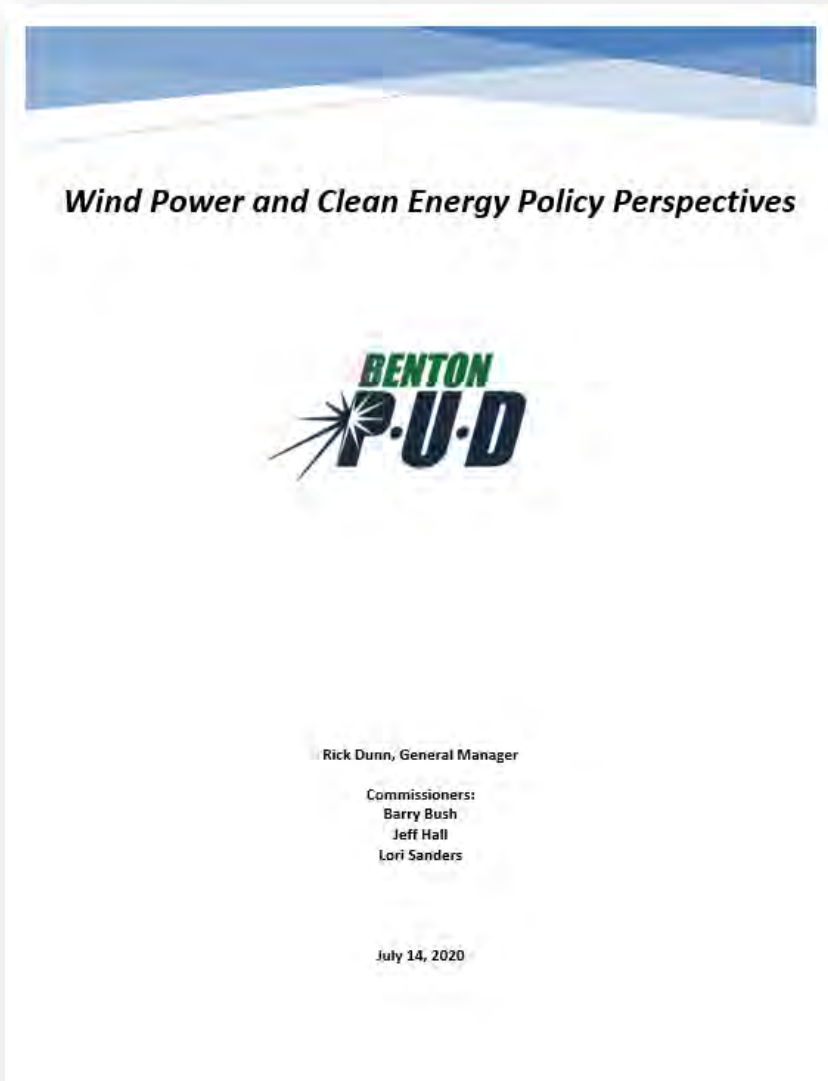
2018 U.S. Average Electricity Retail Prices (cents per kilowatt hour)



Source: Global Energy Institute, U.S. Chamber of Commerce with data from U.S. Energy Information Administration; *Electric Power Monthly* (February 2019)

Benton PUD Seasonal Energy Deficits

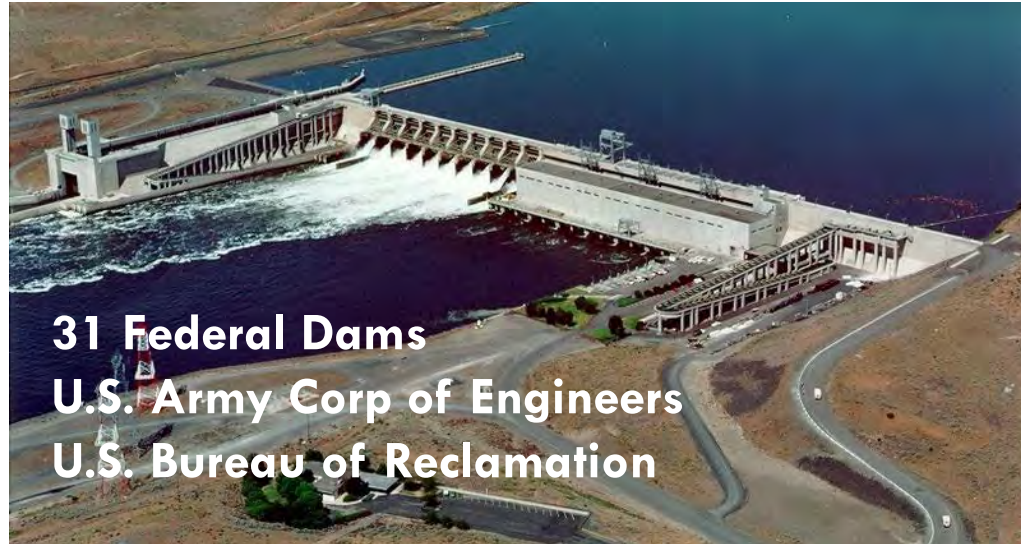
45



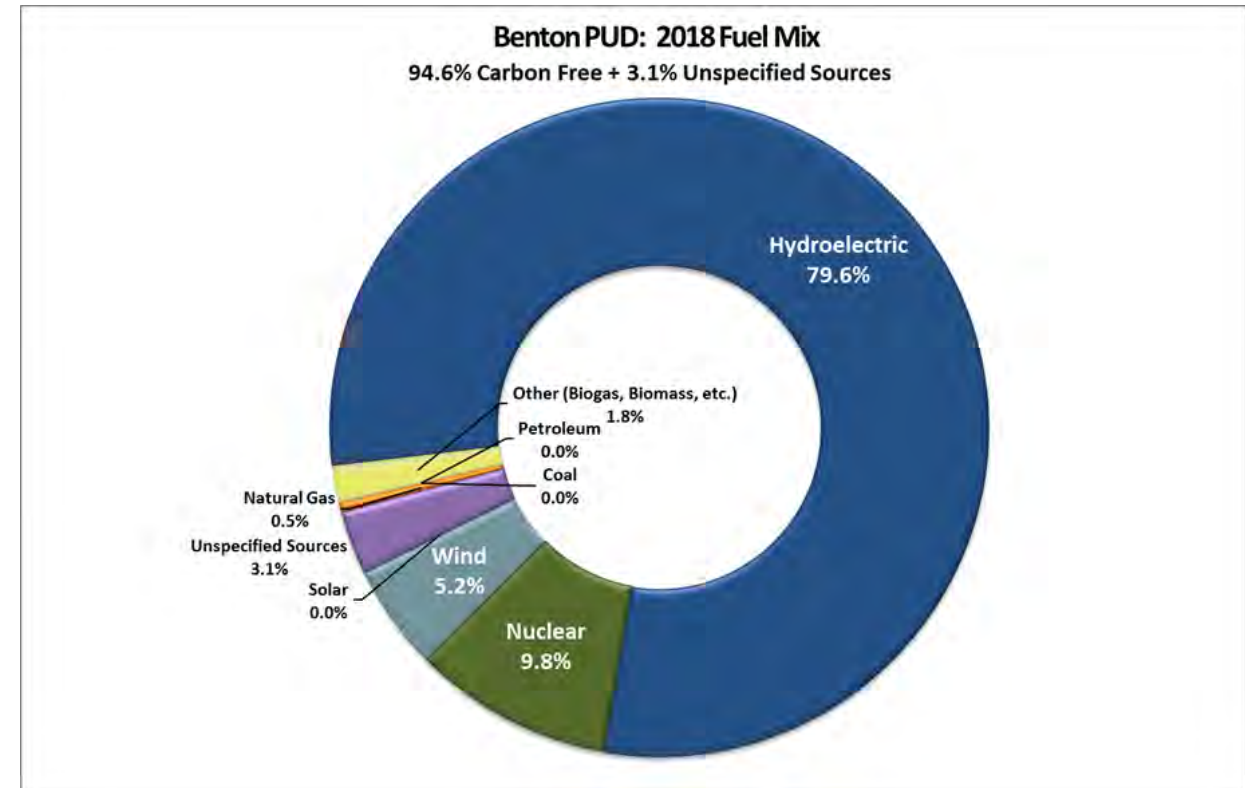
“Benton PUD’s current power supply is hydro and nuclear based and is over 93% “non-emitting” by Washington State standards. While we are ahead of the clean energy curve, we do experience supply deficits during hot summer months and deeply cold winter periods. To cover these deficits, we make power market purchases from generation resources that can be counted on to run on the days and hours needed (dispatchable). Since wind power relies on natural weather conditions decoupled from electricity demand, **it is not dispatchable generation and therefore will not help us resolve our seasonal energy deficit problems.**”

Benton PUD: Over +90% Clean

46

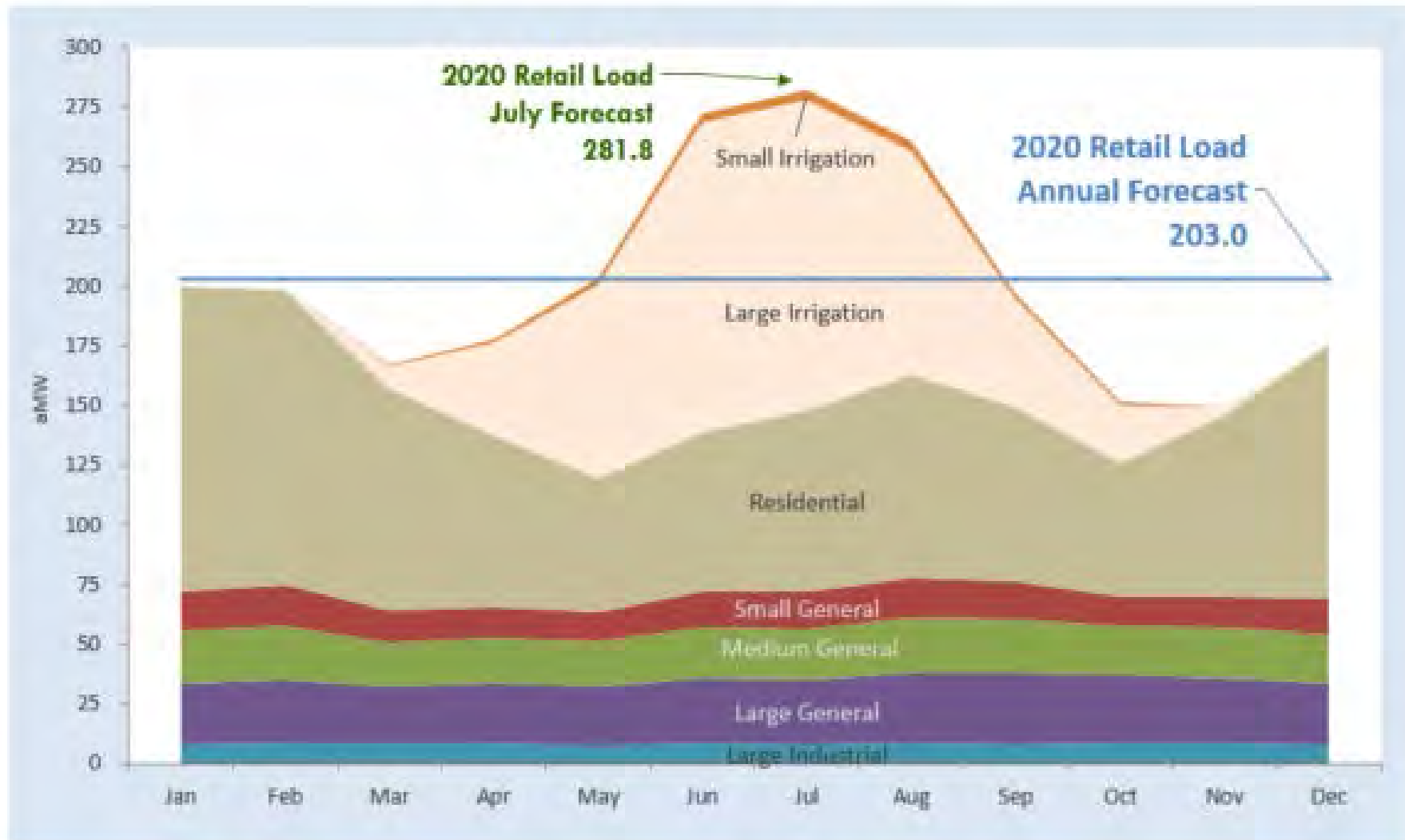


Clean, Reliable & Low Cost Hydro & Nuclear Energy



Benton PUD – Summer Peaking Load

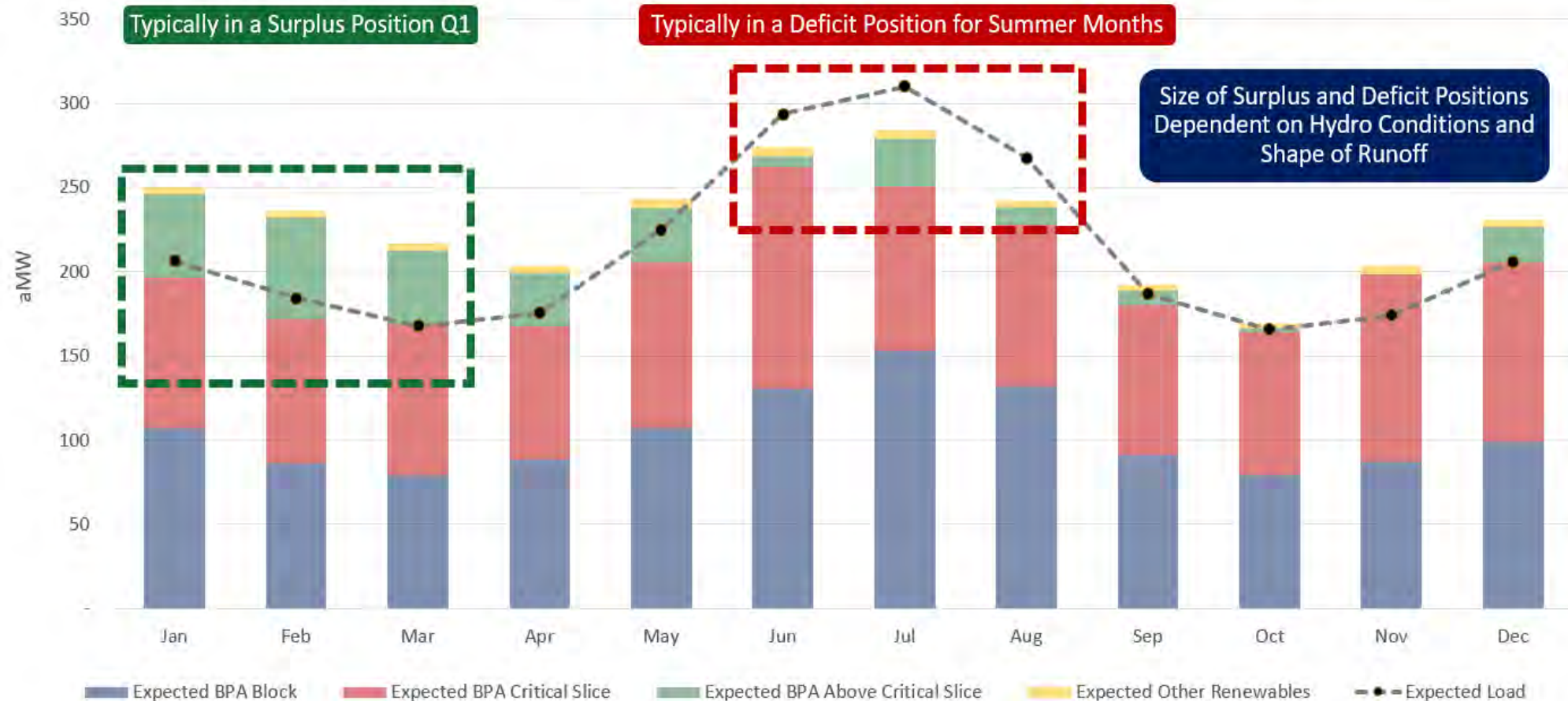
47



Benton PUD – Loads & Resources

48

2020 Expected Load vs. Resources – Monthly





Benton PUD: Hourly Load/Resource Balance

Possible Capacity Resources Surplus Hydro?

49

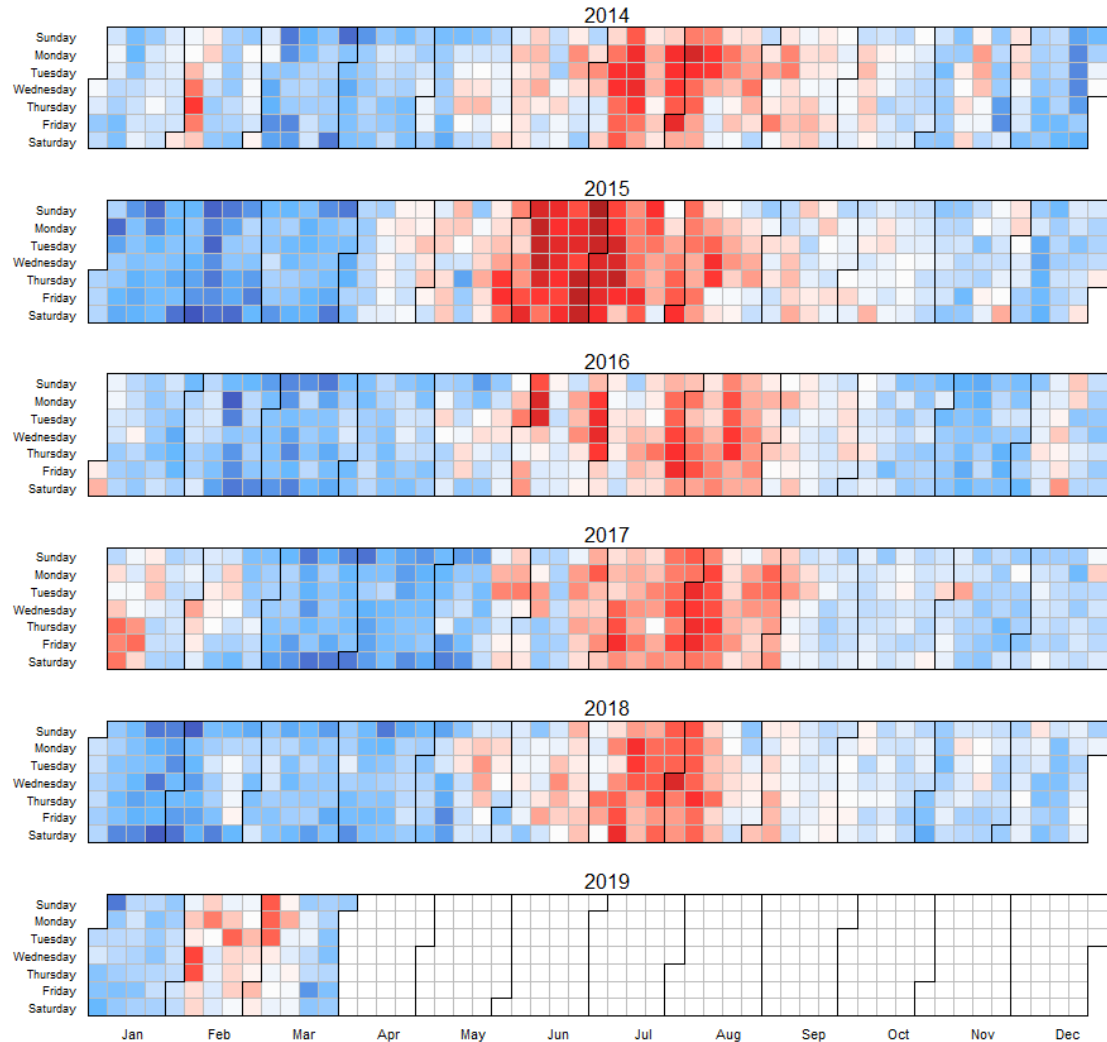
Summer

150 MW Shortage
Heavy Load Hours
(6 am to 10 pm)

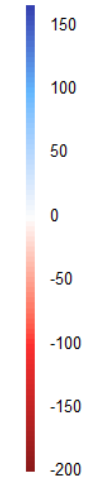
**WIND POWER IS
NOT DEPENDABLE
OR DISPATCHABLE
AND WILL NOT
SOLVE OUR
SEASONAL ENERGY
DEFICIT PROBLEMS**

Winter

50 MW Shortage
Heavy Load Hours
(Worse in Low Water Years)



Peak Hour Net
Position without
Frederickson



Natural Gas CCCT Plant



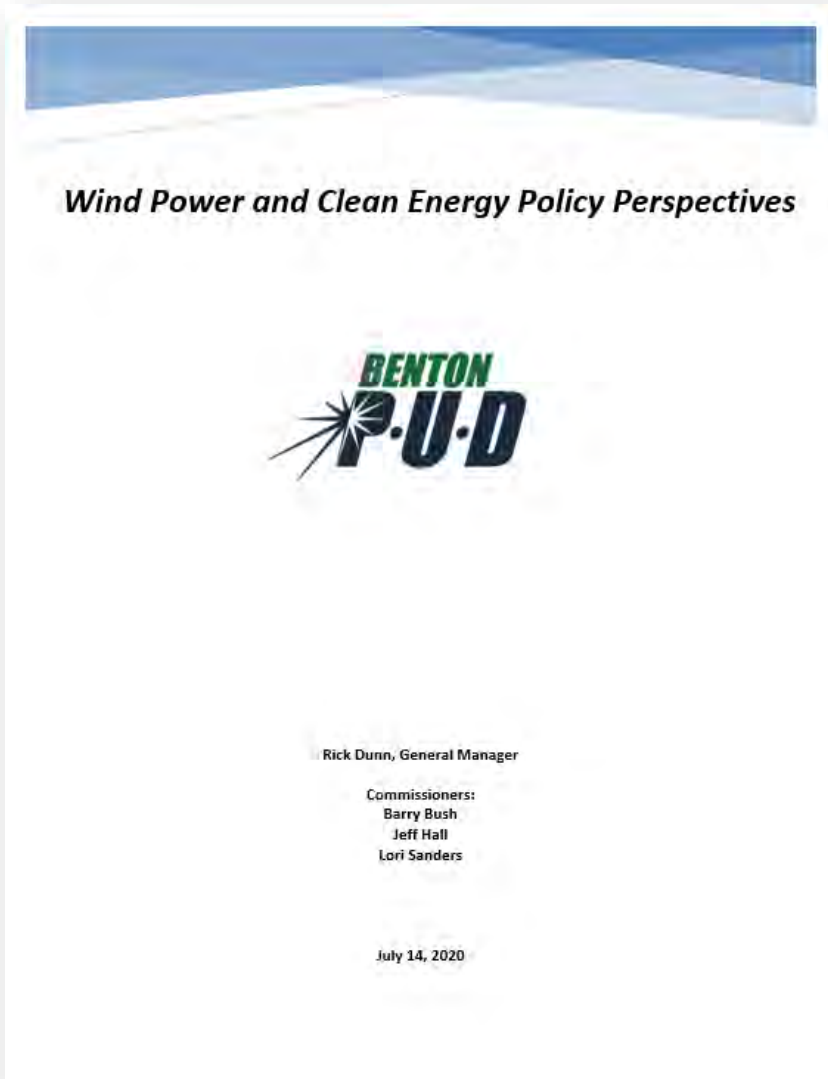
Natural Gas Peaking Plant



Solar Plus Energy Storage

Benton PUD Report - Conclusions

50



- We believe continued investments in large-scale wind farm development in the PNW will:
 - 1) contribute very little to keeping the regional power grid reliable and will not help Benton PUD solve our seasonal energy deficit problems;
 - 2) contribute to the devaluation of hydro-generation assets and put upward pressure on retail rates Benton PUD and other utilities charge our customers;
 - 3) risk underinvestment in needed dispatchable capacity today and future investments in visionary advancements in nuclear energy technology;
 - 4) further sacrifice scenic hillsides, canyons and desert vistas in our region for little if any net environmental benefit.



THANK YOU!



Council Workshop Coversheet



Agenda Item Number

3.

Meeting Date

03/23/2021

Agenda Item Type

Presentation

Subject

Unmanned Aerial System (UAS) Drone Program

Ordinance/Reso #

Contract #

Project #

Permit #

Department

Police Department

Info Only



Policy Review



Policy DevMnt



Other



Summary

The Kennewick Police Department will provide an overview of their proposed Unmanned Aerial System (UAS)/Drone program.

Through

Dept Head Approval

Ken Hohenberg

Mar 15, 16:02:21 GMT-0700 2021

City Mgr Approval

Marie Mosley

Mar 18, 10:53:01 GMT-0700 2021

Attachments:

Presentation



Unmanned Aerial Systems (UAS- Drones)

KENNEWICK POLICE DEPARTMENT

March 23, 2021



Presentation Outline

- Purpose
- Benefits of a UAS program
- Concerns
- Policy Highlights
- Cost
- UAS/Drone Info
- Questions





Purpose

The purpose for the implementation of a Unmanned Aerial Systems (UAS/Drone) program is to provide enhanced public safety to the citizens of Kennewick. This enhancement is accomplished by providing:

- Situation Awareness for Decision Makers
- Search and Rescue Capabilities (large open areas)
- Tactical Deployments (search warrants)
- Visual Perspectives (disaster mitigation)
- Scene Documentation (collision scenes, forensic crime scenes, etc)



Program Benefits

Greater visual perspective for:

- Understanding the nature, scale and scope of an incident for planning and coordination
- To assist in missing person investigations, AMBER/Silver Alerts
- Replaces the need for first person visualization. Use of time and distance = de-escalation
- Investigation scene documentation
- Beneficial return on investment (ROI)



Concerns

Concern Sources: American Civil Liberties Union (ACLU), Federal Aviation Administration, NAACP, US Dept. of Justice, International Association of Chiefs of Police (IACP)

- Privacy – Protection of an individuals 4th Amendment Rights
- Deployment Oversight / Usage Limits
- Data Retention
- Cost/Return on Investment (ROI)
- Accountability
- Transparency
- Weaponizing



Policy Highlights

The policy has been reviewed by both our City Attorney's Office, WCIA and is based off a model policy from Lexipol. (Same as Tukwila)

- Privacy, Deployment Oversight, Usage Limits, Accountability – Requires supervisor approval, used only for specified situations, must be deployed in public space or with authority of a search warrant.
- Accountability, Data Retention, Transparency – Every flight will be documented within a reviewed flight log and police case report. Any video or photo received will be also uploaded within a police report. Most police reports are accessible via PDR.
- Transparency – Where reasonable and practical, we will make public notification of the use of the UAS.
- Training – Based on 14 CFR Part 107.
- Weaponizing



Program Cost

- UAS/Drone Cost –
 - DJI Mavic 2 Enterprise w/fly more kit - \$4181.10
 - DJI Mavic 2 Zoom w/Fly More Kit - \$2,278.44
 - FAA UAS Registration (\$50 per UAS) - \$100Equipment Total = **\$6559.54**
- Pilot Training – (KPD has 2 trained & certified Pilots)
 - Dart Drone Training - \$250
 - FAA Test - \$150 (annual)Pilot Training Total = **\$400 (per Pilot)**



UAS/Drone Info

DJI Mavic 2 Enterprise – 3-Axis Gimbal

- 4K Ultra HD Visual Video Camera
- 4056x3040 Still Photo Image size
- Thermal “FLIR” Camera
- Comes with Spotlight, Speaker, Beacon
- 12.67 x 9.52 x 3.30 (LxWxH)

DJI Mavic 2 Zoom – 3-Axis Gimbal

- 4K HD Video Camera
- 4000x3000 Still Photo Image Size
- 12.67 x 9.52 x 3.30 (LxWxH)





Questions??

Council Workshop Coversheet



Agenda Item Number	4.	Meeting Date	03/23/2021
Agenda Item Type	Presentation		
Subject	Confederated Tribes of Umatilla Indian Res MOU		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Finance		

Info Only	☒
Policy Review	☐
Policy DevMnt	☐
Other	☐

Summary

Staff will provide update on status of the Memorandum of Understanding (MOU) with the Confederated Tribes of the Umatilla Indian Reservation (CTUIR). The preparation of this MOU has been a collaborative effort between the CTUIR and the City. The language of the MOU represents good faith voluntary commitments to further our partnership with the CTUIR to perpetuate cultural heritage and promote economic development.

Through

Evelyn Lusignan
Mar 16, 14:57:53 GMT-0700 2021

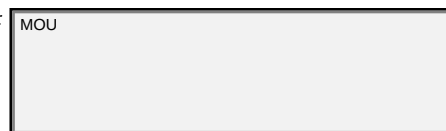
Dept Head Approval

Dan Legard
Mar 16, 15:23:39 GMT-0700 2021

City Mgr Approval

Marie Mosley
Mar 18, 10:54:02 GMT-0700 2021

Attachments: MOU



MEMORANDUM OF UNDERSTANDING
FOR PARTNERSHIP BETWEEN
THE CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION
AND THE CITY OF KENNEWICK

This Memorandum of Understanding (“MOU”) is made by and between the Confederated Tribes of the Umatilla Indian Reservation (“CTUIR”), a federally recognized Indian Tribe organized pursuant to its Constitution and Bylaws and its Treaty of 1855 (“Treaty”), and the City of Kennewick (“City”), a Washington State municipal corporation. Collectively, City and CTUIR may be referred to throughout this MOU as the “Parties”.

This MOU represents good faith voluntary commitments that are being made by the Parties in partnership to perpetuate cultural heritage and promote economic development. The Parties believe that by working in partnership, mutual benefit will be experienced by both the CTUIR and the City.

RECITALS

WHEREAS, the CTUIR, a federally recognized Indian Tribe, is a sovereign governmental entity with members who are descendants of peoples who inhabited and used the lands of the Columbia Plateau since time immemorial; and

WHEREAS, the CTUIR is governed by its Board of Trustees (hereinafter “Board”) pursuant to the authority of Article VI, Section 2 of the Constitution and Bylaws of the Confederated Tribes of the Umatilla Indian Reservation, adopted on November 4, 1949 and approved December 7, 1949, as amended. The Board has approved this MOU and has authorized its Chair to execute it on the CTUIR’s behalf pursuant to Resolution 21-___ (DATE), and;

WHEREAS, the City of Kennewick is a municipal government incorporated under the laws of the State of Washington with the powers granted by the Constitution and general law of the State, located within lands ceded by the CTUIR in its Treaty of 1855 and within the CTUIR aboriginal use area; and

WHEREAS, through entering into this MOU, the City and the CTUIR agree to collaborate to avoid adverse impacts that the City’s facilities and operations may have on the CTUIR’s treaty rights, natural and cultural resources; and

WHEREAS, the City and the CTUIR will work to build a strong partnership, which will reflect a mutual respect of each Party’s governmental duties of preserving, protecting and promoting the cultural and economic interests of its constituents. The CTUIR and City desire to work together, being respectful of each other’s values and goals, and do so by setting forth in this MOU the framework for fostering continued coordination and consultation between the Parties; and

WHEREAS, the Parties share a mutual interest in encouraging economic activity that enables the Parties to better achieve their mutual and individual interests; and

WHEREAS, the Parties deem it to be in their mutual best interest to collaborate in the development of specific projects, activities, and procedures to achieve shared interests including economic development, natural and cultural resource enhancement and protection and the exercise of the CTUIR's treaty-reserved rights; and

WHEREAS, nothing in the MOU affects the legal rights of the Parties, nor shall it confer any jurisdiction on the City of Kennewick over the CTUIR or the CTUIR over the City of Kennewick.

NOW THEREFORE, in consideration of the foregoing recitals and the mutual covenants contained herein, the Parties declare their respective objectives as follows:

Terms of Understanding

A. Government-to-Government Relationship

1. The Parties desire to establish a government-to-government relationship for the purpose of discussing a range of shared interests, including, but not limited to, productive use of environmental resources, economic development, protection of cultural and natural resources, and the protection and exercise of Treaty Rights within the City of Kennewick and its urban growth boundary. The CTUIR, represented by its Board of Trustees, and the City of Kennewick, represented by its City Council, will meet annually during the month of October (or as soon thereafter as practical provided any interruption due to scheduling conflicts) to review the status of projects and procedures developed to implement the Parties' shared interests. The Parties agree to alternate the hosting of this event, with the CTUIR to host in odd years and the City to host in even years.
2. In addition to the above annual meeting, the Parties agree to meet administratively, as approved through their respective management structures, for the purpose of carrying out the intent of this MOU and otherwise developing projects, activities, and procedures that will implement collaboration. For purposes of the MOU, an "administrative meeting" means a meeting between management staff or other staff as deemed appropriate for the subject matter from both Parties, exclusive of the governing boards or political appointees of either party.

B. Cultural & Archaeological Protections and Education

1. City staff working or contracting for work in Columbia Park in previously disturbed areas, shall notify the CTUIR in advance of such work, and discuss the level of cultural resource work that may or may not be needed. If acceptable to the CTUIR, the City will provide a staff member or professional on site with cultural resource training. Advance notice of ground disturbing work outside of the agreed upon notification in section D would be as soon as practical and no less than 30 days, unless in the event of an emergency, which would require immediate communication. The Parties will further ensure compliance with all applicable federal or state laws, including, but not limited to, the Native American Graves Protection and Repatriation Act (NAGPRA), the National Historic Preservation Act (NHPA) and RCW 68.50 related to Human Remains.

2. City staff working or contracting for work in Columbia Park in areas not previously disturbed shall notify the CTUIR in advance of such work, and discuss the level of cultural resource work that may or may not be needed. A qualified archaeologist will conduct the fieldwork determined necessary in consultation between the City and the CTUIR. Qualified archaeologists must meet the Secretary of Interior Standards for Archaeology.
3. The Parties agree to cooperate, as necessary, when pursuing state and federal funding opportunities for the purpose of protection, preservation and perpetuation of cultural and natural resources, and for the development of culture and archaeological education programs related thereto.

C. Environmental Protections and Productive Use

1. The Parties recognize that each maintains interest in the land development process, and that each possess the ability to influence the land development process. With this MOU, the Parties agree to cooperate, to the extent feasible, to encourage economic development opportunities and pursue projects for the protection and enhancement of natural and cultural resources within the geographical boundaries of the City which are compatible with the CTUIR's Treaty Rights.
2. The City will provide notice to the CTUIR of State Environmental Policy Act (SEPA) applications by including the CTUIR on the City's permit notification distribution list. Further, should the CTUIR choose to make comments, the City will take into consideration the CTUIR's comments, including but not limited to comments related to the perceived impacts that an action might have on the CTUIR's traditional hunting, fishing, and gathering grounds, cultural resources and ancestral remains.
3. The Parties agree to cooperate to identify, establish, and preserve access to traditional hunting, gathering and fishing grounds in accordance with the Treaty, as necessary and on a case-by-case basis.
4. The Parties agree to identify and pursue federal, state, and/or private funding opportunities for environmental protection, cultural protection, environmental education programs, interpretation and cultural education programs, as feasible.

D. Voluntary Information Sharing

1. The City of Kennewick is committed to complying with all requirements of state and federal law with regard to notification obligations. To the extent that notifications are required by state or federal law, the City will continue to comply with the law as written or hereinafter amended. Additionally, the City, pursuant to this MOU, will provide the following notifications to the CTUIR:
 - a. Include the CTUIR in distribution of State Environmental Policy Act (SEPA) and Washington Shoreline Substantial Development Permit notifications.
 - b. Provide the CTUIR with advance written notification (in conformance with the regular notice periods defined by similar Planning and Land Use Actions) of any non-emergency development or construction on municipally-owned or managed property which involves subsurface disturbance to a depth of greater than 6 inches, below sod level, when such

development or construction occurs within 0 to 1,320 linear feet of the mean high water levels of the Columbia River.

- i. Unless D.1.c. applies or the project is in a documented cultural resource site, notifications are not necessary within 250 to 1,320 linear feet of the ordinary high water mark for: excavation to access existing utility vaults; maintenance within existing road, paved trails, sidewalk, curb or gutter prism with no disturbance of native soil; stump grinding; or when notification was provided of the exact same project within the prior five years. Maintenance in previously undisturbed areas require notification. Maintenance within existing irrigation canals and ditches will be reviewed on a case by case basis. Replacement of existing landscaping within existing location within developed parks will be reviewed on a case by case basis.
 - ii. An expedited 14-day review of operational activities will occur for planting of new trees, and installing concrete pads less than 14-feet in diameter, and installing signs requiring excavation of 5 ½ cubic feet or less.
 - iii. If items suspected to be cultural resources are observed, cease activities occurring within 100 feet of the discovery in order to protect the integrity of such resources and notify the CTUIR Cultural Resources Protection Program and Washington Department of Archaeology and Historic Preservation (DAHP). Reasonable steps shall be taken to secure the area. No cultural resources will be further disturbed or transported from its original location, unless determined necessary, in consultation with the CTUIR, DAHP, and the US Army Corps of Engineers (if appropriate).
 - c. Provide advance written notification (in conformance with the regular notice periods defined by similar Planning and Land Use Actions) on any municipal project that includes direct federal funding, federal ownership, or when permitting would otherwise require compliance with the National Historic Preservation Act.
2. The CTUIR will voluntarily provide the City with the following information:
 - a. Map of published traditional places and names with cultural relevance. This list is not exclusive of all traditional places. This will not include documentation of known archaeological sites which will only be shared through archaeological staff of the CTUIR, state and City of Kennewick.
 - b. Educational resources describing traditional hunting, gathering, and fishing practices.

E. Notice and Mitigation Recommendations

1. For proposed City projects within 1,320 lineal feet of the ordinary high water mark of the Columbia River, the following procedure will be followed:
 - a. Within 30 calendar days of receipt of notification, the CTUIR will advise the City in writing of all relevant concerns regarding the project, and include recommendations for efforts to identify the scope of potential impacts to cultural, natural or other Treaty resources, the scope of potential cultural resource fieldwork needed, and

mitigation where it is clear that such impacts will result from the project. The CTUIR's failure to respond after receipt of notice shall not constitute a waiver of CTUIR's opportunity to provide input. The City may move forward with the project after the 30-day project implementation or if otherwise required by applicable state or federal law.

- b. Upon receipt of written concerns from the CTUIR and the corresponding mitigation measures, the City may elect to begin the project concurrent with implementing one of the CTUIR's recommended mitigation measures unless the need for additional fieldwork has been identified by the CTUIR. The Washington Department of Archaeology and Historic Preservation will be notified of mitigation measures that will be implemented. Should the City determine that any of the recommended mitigation measures are unfeasible, the Parties agree to meet administratively to identify possible revisions to the project and/or additional mitigation options that will address the items of concern identified by the CTUIR while striving to minimize mitigation expenses.
 - c. Should a meeting become necessary, the Parties will meet as soon as practicable to complete a preliminary assessment of known resources and to develop recommendations, both substantive and procedural, for addressing issues identified by the CTUIR.
2. Any notice to the CTUIR required by this Memorandum of Understanding shall be directed to the Executive Director and Department of Natural Resources Director, Confederated Tribes of the Umatilla Indian Reservation, 46411 Timíne Way, Pendleton, OR 97801 or electronically via email. Correspondence with the City of Kennewick shall be directed to the City Manager, City of Kennewick, P.O. Box 6108, Kennewick, Washington 99336.

F. Preference for Tribal Consultants

1. The City of Kennewick appreciates the value of knowledgeable consultants who possess true subject matter expertise. Therefore, when possible, the City will give preference to consultants who possess 1) Tribal affiliation and 2) knowledge of the Columbia Plateau when evaluating proposals from consultants to perform cultural and natural resource surveys, and subsurface testing, protection, or mitigation work as required under applicable law, or as otherwise deemed appropriate for projects identified under Section (D)(1)(b) of this MOU.
2. The City shall at all times comply with all laws prohibiting discrimination in the hiring process, and nothing in this Section shall be deemed to authorize or require the City to engage in any practice that violates state or federal discrimination laws.

G. Economic Development Activities and Projects

Understanding and Obligations of the Parties. The Parties hereby agree to undertake the following measures to achieve their common objectives of attracting and developing projects and activities when appropriate:

1. The Parties will review and coordinate on projects and activities that the Parties have interest in potentially developing jointly.

2. Such projects and activities may include development of property, including planning, land acquisitions, land transfers, and facilities development and construction, and/or development of services and infrastructure necessary to service economic development properties the Parties have interest in.

H. Conflict Resolution

1. The Parties shall attempt in good faith to promptly resolve any dispute by discussion between their respective executives who have the authority to settle the controversy, and who are at a higher level of management than the persons with direct responsibility for administration of this MOU. Any party may give the other party written notice of any dispute not resolved in the normal course of business. Within 15 days after delivery of the notice of dispute, the receiving party shall submit to the other a written response. The notice and the response shall each include (a) a statement of each party's position and a summary of facts supporting that position; and (b) the name and title of the executive who will represent that party and of any other person who will accompany the executive. Within 30 days after delivery of the responding party's written response to the notice of dispute, the executives of both Parties shall meet at a mutually acceptable time and place.
2. In the event the Parties are unable to mutually resolve the dispute using the above resolution process, either party may cancel this memorandum upon 30 days written notice to the other party.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Understanding on the ____ day of _____, 2021.

**FOR: CONFEDERATED TRIBES OF THE
UMATILLA INDIAN RESERVATION**

CHAIR N. KATHRYN BRIGHAM

FOR: CITY OF KENNEWICK

MAYOR DON BRITAIN

Attest:

TERRI L. WRIGHT, City Clerk

Approved as to Form:

LISA BEATON, City Attorney



City Council Meeting Schedule April 2021

City Council temporarily designated the location for regular, special and study session meetings to a virtual location until termination of the state of emergency or until rescinded. The City broadcasts City Council meetings on the City's website <https://www.go2kennewick.com/CouncilMeetingBroadcasts>.

April 6, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

April 13, 2021

Tuesday, 6:30 p.m.

WORKSHOP MEETING (the workshop meeting will be done via Zoom and broadcast on the City's website <https://www.go2kennewick.com/CouncilMeetingBroadcasts>)

1. KPD Foundation Update
2. Waste Management Update
3. Shoreline Master Plan Update

April 20, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

April 27, 2021

Tuesday, 6:30 p.m.

WORKSHOP MEETING (the workshop meeting will be done via Zoom and broadcast on the City's website <https://www.go2kennewick.com/CouncilMeetingBroadcasts>)

1. Entertainment District Update
2. Kennewick Public Facilities Update
3. 2020 Year-End Financial Review/Spring Budget Adjustment
4. Police Department Annual Update
5. Fire Department Annual 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 and Video Taped