



City Council WORKSHOP Agenda

April 11, 2023 at 6:30 PM

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

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

No public comment is taken at workshops.

1. CALL TO ORDER
2. VISIT TRI-CITIES ANNUAL UPDATE
3. THERAPEUTIC COURTS UPDATE
4. PUBLIC SAFETY SALES TAX UPDATE
5. ADJOURN

Council Agenda Coversheet	Agenda Item Number: 2. Council Date: 4/11/2023 Agenda Item Type: Presentation	Category: Info Only
	Subject: Visit Tri-Cities Annual Update Department: Management Services	
<p>Summary</p> <p>Kevin Lewis, President & CEO of Visit Tri-Cities will provide the 2022 Annual Report and the 2023 Work Plan. The annual report, work plan and TPA reserve request are attached for your review.</p>		
<p>Attachments:</p> <ol style="list-style-type: none"> 1. Presentation 2. 2022 Annual Report 3. 2023 Work Plan 4. Reserve Request 		

ANNUAL REPORT 2022

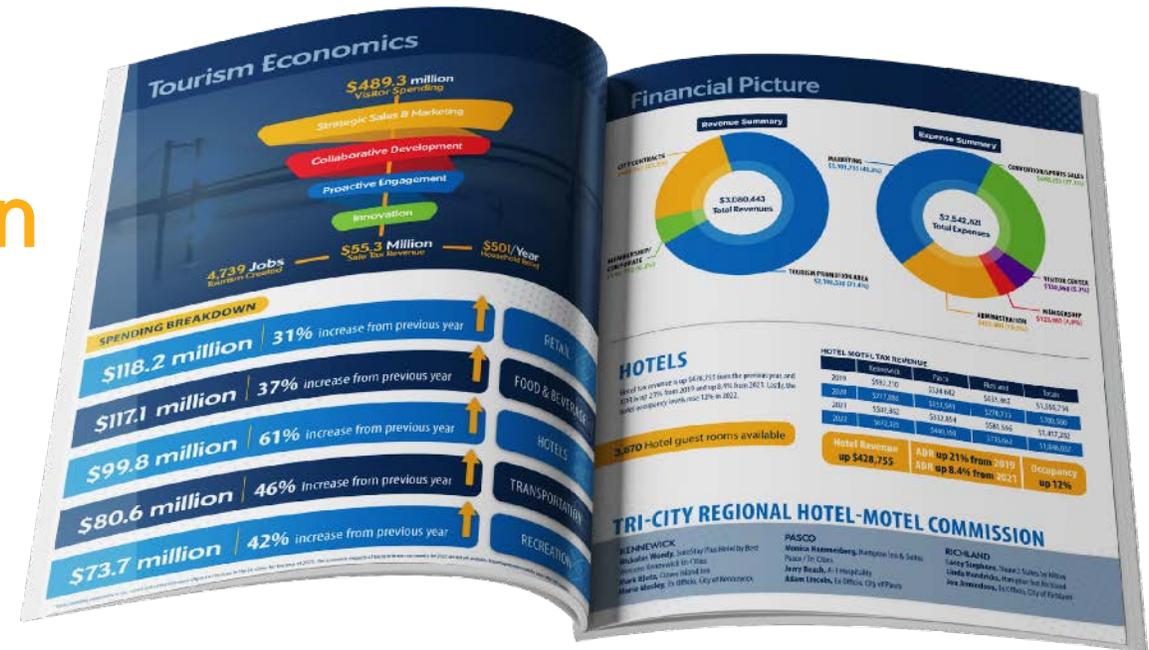


PRESENTED TO THE CITY OF KENNEWICK

Annual Report



- State of the **Organization**
- State of the **Industry**



Tourism Economics Growth Funnel



IMMEDIATE BENEFITS

- Direct spending
- Jobs created
- Labor tax
- Income tax
- Sales tax
- Local business output

Tourism Economics Economic Funnel

\$489.3 million
Visitor Spending

Strategic Sales & Marketing

\$118.2 million | 31% increase from previous year

RETAIL

Collaborative Development

\$117.1 million | 37% increase from previous year

FOOD & BEVERAGE

Proactive Engagement

\$99.8 million | 61% increase from previous year

HOTELS

Innovation

\$80.6 million | 46% increase from previous year

TRANSPORTATION

\$73.7 million | 42% increase from previous year

RECREATION

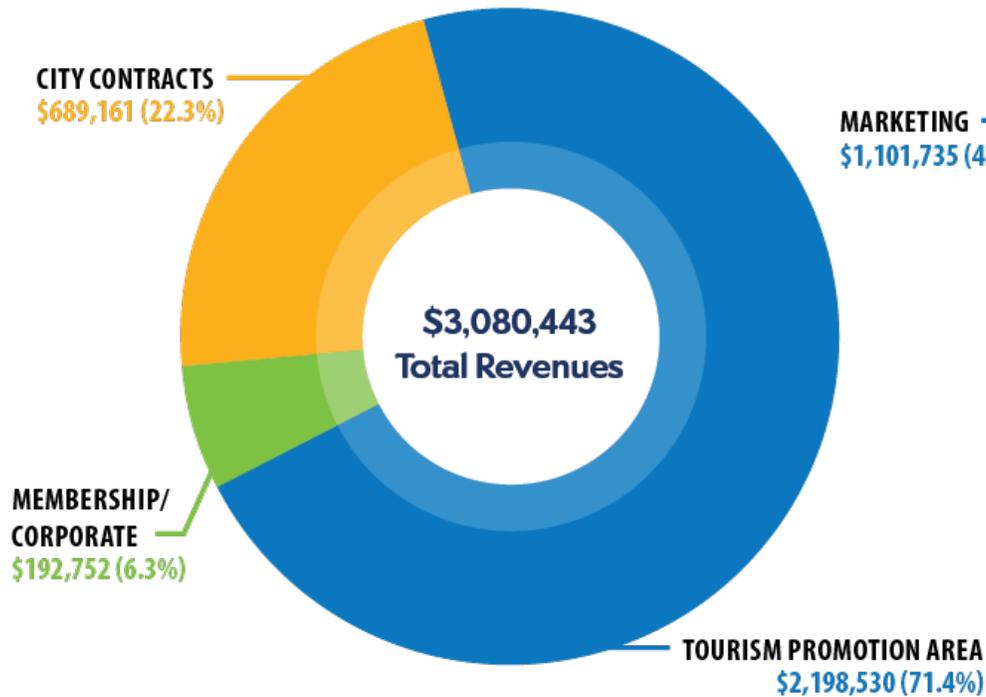
4,739 Jobs
Tourism Created

\$55.3 Million
Sale Tax Revenue

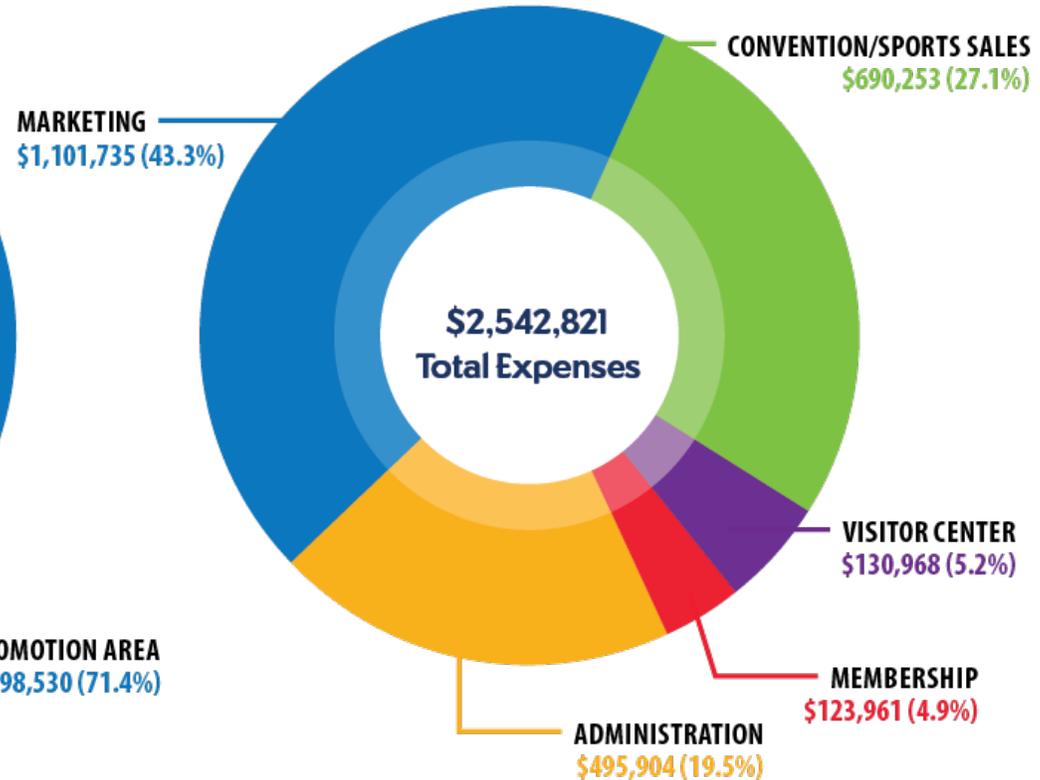
\$501/Year
Household Relief

Financial Picture Revenues & Expenses

Revenue Summary



Expense Summary



Financial Picture Hotels



3,670 Hotel guest rooms available

HOTEL MOTEL TAX REVENUE

	Kennewick	Pasco	Richland	Totals
2019	\$592,210	\$324,642	\$633,862	\$1,550,714
2020	\$277,886	\$151,941	\$270,733	\$700,560
2021	\$502,862	\$332,854	\$581,566	\$1,417,282
2022	\$672,025	\$440,350	\$733,662	\$1,846,037

Hotel Revenue
up \$428,755

ADR up 21% from 2019
ADR up 8.4% from 2021

Occupancy
up 12%

Sales & Marketing Advertising

TOURISM CAMPAIGNS DEPLOYED IN 2022 EARNED:

22,771,745 IMPRESSIONS AND **6**
3,919 CLICK THROUGHS



WEBSITE HIGHLIGHTS

539,701 Pageviews
4% increase

276,374 Unique Visitors
19% increase

5,022 Kiosk Sessions
84% increase



MEDIA OUTREACH

 **29,955** FACEBOOK FOLLOWERS
13% increase

 **6,457** TWITTER FOLLOWERS
4% increase

 **12,024** INSTAGRAM FOLLOWERS
12% increase

 **2,382** LINKEDIN FOLLOWERS
50% increase



Sales & Marketing Conventions & Sports



2022 PROGRAM HIGHLIGHTS

159 Conventions, sports & group activities

↑ Up 106% from previous year

110,863 Visitors attracted

↑ Up 63% from previous year

\$25,189,629 Convention and sports spending to region

↑ Up 100% from previous year



All told, **1.4 million** unique visitors came to Tri-Cities in 2022. They made **3.1 million** trips and spent **7.6 million** days in the area.

2023 & BEYOND

158 Future conventions, meetings and sports events booked

114,750 Future visitors

\$32,195,423 Future visitor spending

UNIQUE VISITORS:
1.4 million

TRIPS MADE:
3.1 million

DAYS SPENT:
7.6 million

Sales & Marketing Publications



Destination Development



Community Engagement Thriving Life Accessibility & Inclusivity

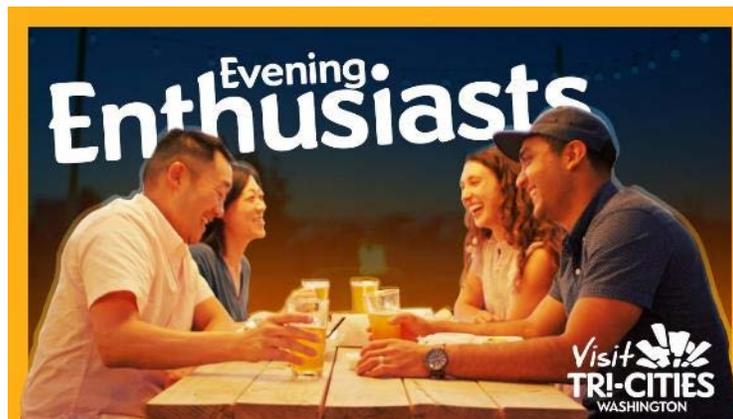
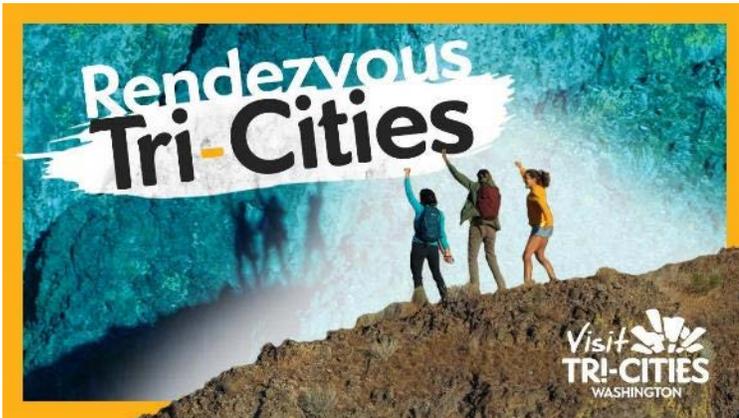


Thriving Life in the Tri Sponsor



An exploration of **Inclusivity**, **Diversity**, **Equity** & **Accessibility** through tourism in the Tri-Cities, WA.

Innovative Organization Visual Storytelling





Innovative Organization Virtual Immersion

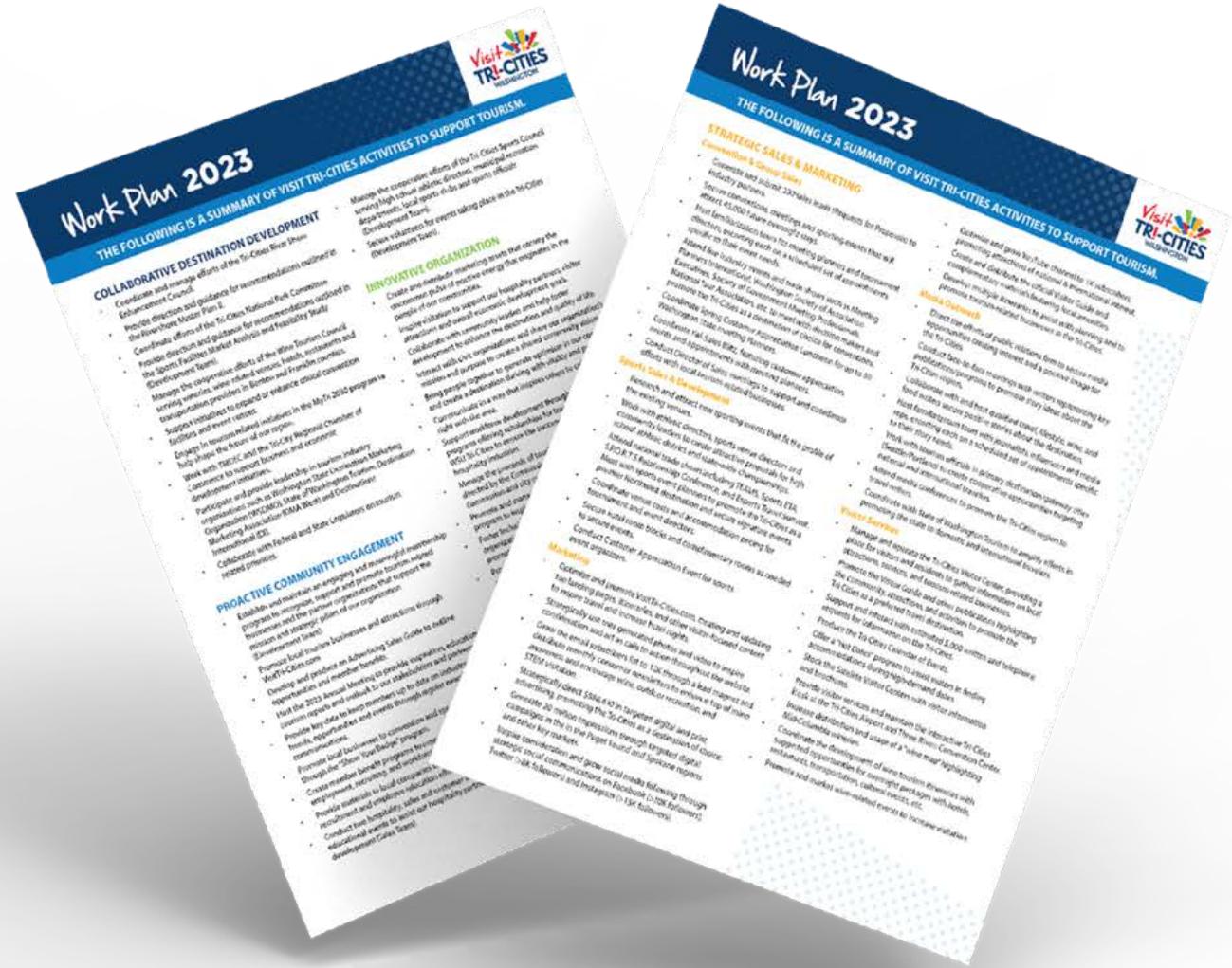
SKYNAV 



Innovative Organization Sentiment Survey



2023 Work Plan



TPA Funds Available

Balance as of January 1, 2023	\$2,148,282
Less Operating Funds	(\$150,000)
Revised Reserve Balance	\$1,998,282
Minimum Reserve Balance Required	(\$500,000)
Available Funds	\$1,498,282
Previous Committed Projects	(\$583,390)
Funds Available for Reinvestment	\$914,892

TPA Project Requests

- Creative Production - \$50,000
- Media Asset Curation and Management - \$15,000
- Marketing FAMs - \$23,000
- Wine Convention Booth Upgrade Contracting - \$25,000
- Taste Washington Digital Campaign - \$20,000
- Marketing Platforms - \$7,500
- Staff Retention Incentives - \$45,000
- Publish e-Proposal - \$6,000
- State of Washington Tourism 2024 Conference - \$25,000
- IRONMAN Event Support - \$125,000
- S.P.O.R.T.S Relationship Conference - \$100,000

TOTAL
\$441,50





ANNUAL REPORT 2022



A Message from the President & CEO and the Chair of the Board

Dear Tourism Partners,

What a year it has been! Thanks to strong community leadership, dedicated partners, and an enthusiastic team focused on our stakeholder-designed strategic pillars, the visitor economy in Tri-Cities is growing. In a time when travel behavior has been unpredictable, and consistent progress has been challenging, our key metrics continue to show healthy improvement. In 2022, hotel occupancy levels rose 12%, average hotel rates increased more than \$18 per night, and hotel tax revenues rose almost \$430 thousand dollars. We were also among the leading destinations in the state for job growth in the leisure and hospitality sectors. This is all great news! As we look ahead, consumer confidence is trending up, booking behavior is improving and our tourism businesses are gearing up for even greater success.

Our Annual Report demonstrates the alluring influence that tourism has on the area. Tourism is the top end of the economic funnel that delivers money to local businesses, supports new jobs, bolsters tax revenues and attracts new business. People who come here for a meeting or sports convention often return with their families for vacation. Some of them move here and become part of the workforce; some set up their own businesses. Visitors spend more than \$489 million in our local economy each year. That spending helps create jobs for more than 4,700 residents and contributes more than \$55.2 million in sales tax revenue. These visitor-generated revenues reduce the taxes locals pay by more than \$500 per household each year.

As important as that is, the positive impact doesn't stop there. Tourism marketing efforts brand the area – not only as an exciting place to visit, but as a great place to live and work. By showcasing the active lifestyle, adventure activities, culture and heritage in Tri-Cities, we help our economic partners recruit the quality workforce they need, and when they come, we introduce vibrant new residents into our communities. It's just one more way our efforts fuel the engine that keeps our local economy running and energize our communities.

Thank you for the leadership and support you provide to us, and the work you do to bring a higher quality of life to our community.

Here's to 2023!



Kevin Lewis
President & CEO
Visit Tri-Cities



Corey Pearson
Chair of the Board
Visit Tri-Cities

OUR VISION

Inspire wanderlust for a bold yet casual, geeky but cool, magical experience in wide-open spaces.

OUR MISSION

We make the Tri-Cities bigger, bolder, brighter, better and more cool through tourism.



Pillars of Success



Strategic Sales & Marketing

This year, our team rolled out multiple digital marketing campaigns and created new video ads for our key target markets, focusing especially on encouraging travel to visit friends and relatives. As our area opened up, we began hosting meetings, conventions, and sports again.

Hosting the Travel Bloggers Exchange (TBEX) provided unrivaled exposure for Tri-Cities. TBEX is one of the largest travel writer events in the world. Bringing it here was the culmination of many years of work and planning, and it paid off: 270 travel writers and influencers attended, resulting in an abundance of content created, plus forging of some key strategic relationships which continue to pay dividends.

In May 2022, the 92nd Washington Future Farmers of America State Conference and Expo was held at the Three Rivers Convention Center, bringing 1,800 delegates. This was the first time in their 92-year history the event was held in a location outside of Pullman, WA. Our sports development efforts continue to build credibility, inspire new events and pave the way for growth. We hosted the USA BMX Lumberjack Nationals and the US Tennis Association PNW Sectional Championships in June. The largest softball tournament that we host returned in June, bringing over 100 teams, as did 80 teams who competed in late season play in October. Other returning events were the WIAA State Cross Country Meet, the Tri-City Water Follies, and many others.

Collaborative Destination Development

One of the most noteworthy accomplishments in 2022 was the Tri-Cities being designated as an official WWII American Heritage City — the only one in Washington — due to its historical significance with the Manhattan Project. We continue to work through the Tri-Cities Rivershore Enhancement Council (TREC), the National Park Committee, and other community organizations to enhance the destination.

Proactive Community Engagement

This year we launched our Tri-IDEAs initiative to embrace Inclusivity, Diversity, Equity, and Accessibility in everything that we do. We also helped facilitate an initiative with WSU Tri-Cities to provide scholarship and training opportunities for workforce development.

Innovative Organization

The Visit Tri-Cities team set out to upgrade the visual perception of the area and to increase understanding of the organization. The results: a new library of inspiring video assets, a series of presentations to local civic organizations about the benefits of tourism, two presentations at national conventions about the community work we are doing, and a resident sentiment survey to better understand community perceptions.

Tourism Economics



SPENDING BREAKDOWN

\$118.2 million | 31% increase from previous year

RETAIL



\$117.1 million | 37% increase from previous year

FOOD & BEVERAGE



\$99.8 million | 61% increase from previous year

HOTELS



\$80.6 million | 46% increase from previous year

TRANSPORTATION



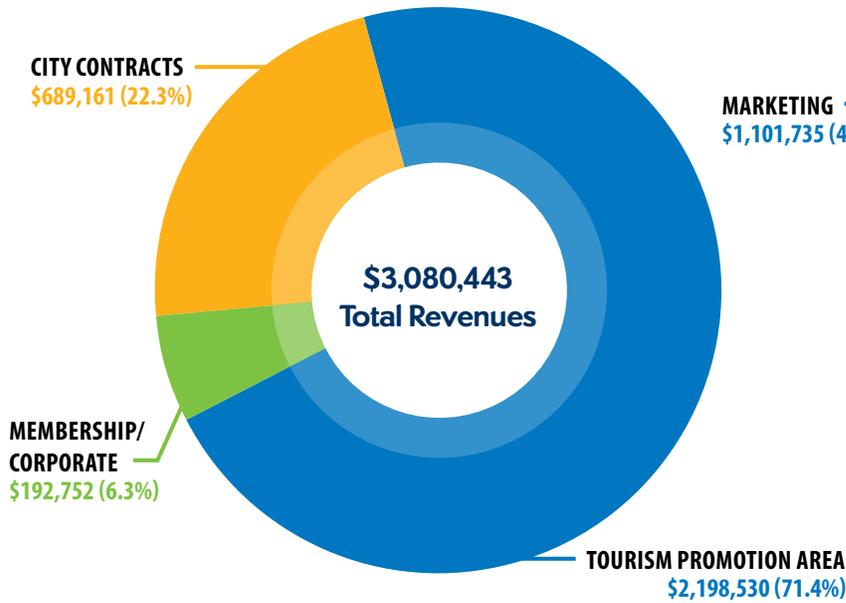
\$73.7 million | 42% increase from previous year

RECREATION

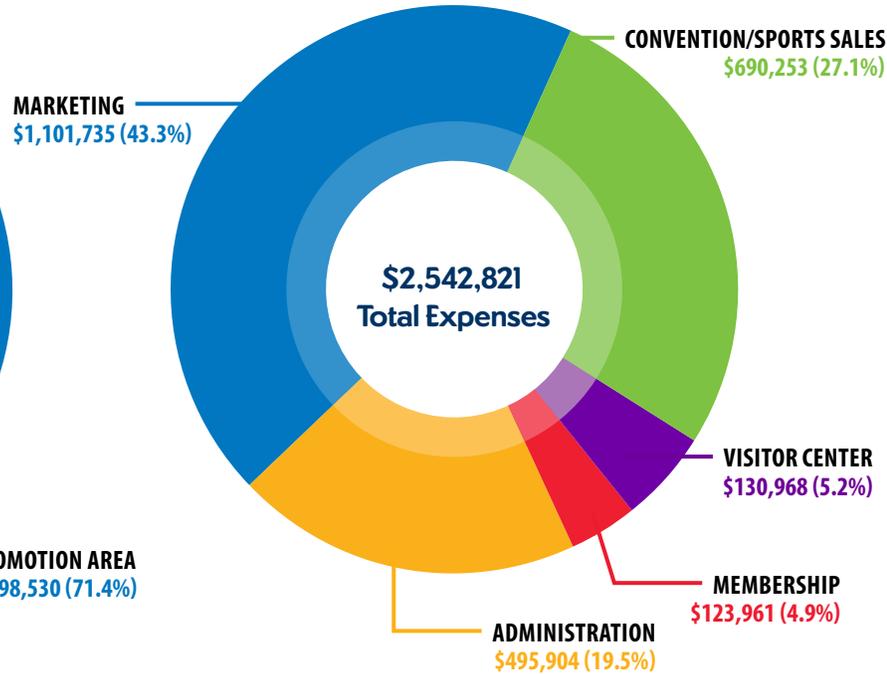


Financial Picture

Revenue Summary



Expense Summary



HOTELS

Hotel tax revenue is up \$428,755 from the previous year, and ADR is up 21% from 2019 and up 8.4% from 2021. Lastly, the hotel occupancy levels rose 12% in 2022.

3,670 Hotel guest rooms available

HOTEL MOTEL TAX REVENUE

	Kennewick	Pasco	Richland	Totals
2019	\$592,210	\$324,642	\$633,862	\$1,550,714
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ADR up 21% from 2019
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Occupancy
up 12%

TRI-CITY REGIONAL HOTEL-MOTEL COMMISSION

KENNEWICK

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

PASCO

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

RICHLAND

Lacey Stephens, Home2 Suites by Hilton
Linda Hendricks, Hampton Inn Richland
Jon Amundson, Ex Officio, City of Richland

Advertising and 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.

In an effort to reach as many visitors as possible, Visit Tri-Cities maximizes destination exposure through digital, social advertising, broadcast media (TV and radio) and print. This approach reaches a broad and diverse audience.

TOURISM CAMPAIGNS DEPLOYED IN 2022 EARNED:
22,771,745 IMPRESSIONS AND **63,919** CLICK THROUGHS

2022 Visitor Center Inquiries

TELEPHONE CALLS **1,353**
1,961 in 2021

IN-PERSON VISITORS **760**
450 in 2021



WEBSITE HIGHLIGHTS

VisitTri-Cities.com is the hub for visitor information, events, activities and attractions. The site is a critical component in our marketing efforts.

539,701 Pageviews
4% increase from previous year

276,374 Unique Visitors
19% increase from previous year

5,022 Kiosk Sessions
84% increase from previous year



MEDIA OUTREACH

CORPORATE SPONSOR:
**Hanford Mission
Integration
Solutions (HMIS)**



29,955 FACEBOOK FOLLOWERS
13% increase from previous year

6,457 TWITTER FOLLOWERS
4% increase from previous year

12,024 INSTAGRAM FOLLOWERS
12% increase from previous year

2,382 LINKEDIN FOLLOWERS
50% increase from previous year



327 TRAVEL CONTENT CREATORS HOSTED | **322** COVERAGE STORIES | **5.88** MILLION VIEWS

Convention and Sports

CORPORATE SPONSOR:

Three Rivers Convention Center and The Toyota Center



THREE RIVERS
CONVENTION
CENTER



TOYOTA
CENTER

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 significant tax revenues for our community.

2022 PROGRAM HIGHLIGHTS

159 Conventions, sports & group activities

↑ Up **106%** from previous year

110,863 Visitors attracted

↑ Up **63%** from previous year

\$25,189,629 Convention and sports spending to region

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2023 & BEYOND

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All told, **1.4 million** unique visitors came to Tri-Cities in 2022. They made **3.1 million** trips and spent **7.6 million** days in the area.

UNIQUE VISITORS:
1.4 million

TRIPS MADE:
3.1 million

DAYS SPENT:
7.6 million



Tourism Development

CORPORATE SPONSOR:
Washington River Protection Solutions



One of the ways we maximize the revenues generated by visitors is through Destination Development. Our goal is to create a superior experience for visitors and residents. Through the Tri-Cities Rivershore Enhancement Council (TREC), the National Park Committee and other organizations, we work with local jurisdictions and hospitality partners to enhance the attractions we have and develop additional experiences and recreation venues. This work serves the needs of visitors, improves the quality of life for residents, aids in workforce recruitment and generates economic growth.

WWII HERITAGE DESIGNATION

Through collaborative efforts with the National Park Committee, Tri-Cities received the prestigious World War II Heritage City designation this year. The American World War II Heritage Cities Program honors the contributions of local towns, cities and counties. It commemorates the stories of the men, women, and children whose bravery and sacrifices shaped the U.S. home front during World War II, and still impact our country today. Only one WWII Heritage City can be designated in each state or territory. Tri-Cities is recognized as one of the few sites for its crucial role through the Manhattan Project, Pasco Naval Air Station, and Big Pasco's wartime logistics and shipping center.



SPONSORED PROGRAMS

TRI-CITIES RIVERSHORE ENHANCEMENT COUNCIL (TREC)

CORPORATE SPONSOR:
Bechtel



TREC is a multi-jurisdictional program, coordinated by Visit Tri-Cities, which is helping the community rediscover its river shores and is working to emphasize restoration, development and the enhancement of activities.

ECO-TOURISM

CORPORATE SPONSOR:
Battelle



Eco-Tourism is a vehicle for encouraging visitation and enjoyment of our outdoor recreational opportunities. This Partnership with Battelle aids Visit Tri-Cities' work to ensure the responsible development and protection of our natural environment to ensure these assets are available for generations to come.

THRIVING LIFE IN THE TRI



CORPORATE SPONSOR:
Central Plateau Cleanup Company (CPCCo)

The Tri-Cities is an amazing place to live, work and play. CPCCo's investment as the "Thriving Life in the Tri Sponsor" aids Visit Tri-Cities in sharing the countless events and tourism amenities through our weekly video series, "Your Weekend Starts Here." These events attract visitors and provide higher quality of life to locals, all of which benefits our community and its residents.

VISIT TRI-CITIES COUNCILS

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

2022 A Year in Review

JANUARY

- Launched Tri-IDEAs, a celebration of Inclusivity, Diversity, Equity and Accessibility through tourism opportunities
- Featured in Jean Chen Smith's "Looking For Travel in 2022?" published online by Commercial Appeal (USA Today Network), Yahoo!, NewsBreak and Yahoo! Money
- January 6: City of Richland Hanford Legacy Sports Park Stakeholder Meeting
- January 7: VTC Team Strategic Planning Retreat
- January 10: VTC Executive Leadership Team (ELT) Strategic Planning Meeting
- January 12: WTA Communications Roundtable
- January 14: TRIDEC's Coffee with Karl: Tri-Cities Legislative Council Priorities
- January 18: Washington State Arts Commission Strategic Plan Feedback – Eastern Region
- January 24: Tri-Cities Rivershore Enhancement Council (TREC) Strategic Planning Session

FEBRUARY

- Published the 2022 Official Tri-Cities Visitor Guide
- February 16: State of Washington Tourism Board of Directors Meeting, SeaTac
- February 23: State of Washington Tourism Communications Meeting
- February 17: Sports Customer Appreciation Event at TopGolf, key customers in attendance, Portland, OR
- February 25: Colima/Pasco Cooperation and Friendship Agreement Meeting
- February 28: Northwest RiverPartners Dams Meeting
- February 28: Arts Center Task Force Open House
- February 28: Pro-Lower Snake River Dams Campaign Meeting

MARCH

- Presentations of the 2021 Annual Report, 2022 Work Plan and TPA Reserve Requests to Kennewick, Richland and Pasco City Councils
- March 1 and 4: Visit Tri-Cities Orientation Meetings with new elected officials
- March 11: City of Pasco Peanuts Park Groundbreaking Ribbon Cutting Ceremony
- March 23 - 24: IAEE Women's Leadership Summit, National Harbor, MD
- March 23 - 25: Destinations International (DI) Convention Sales and Services Summit
- March 30 - 31: Olympia Sales Blitz, conducted 20 appointments
- March 30 - April 1: Sports ETA Women's Summit, Minneapolis, MN
- March 30 - April 1: DMA West Tech Summit, Tucson, AZ
- March 31: Tri-Cities Customer Appreciation Luncheon, 28 key customers in attendance, Olympia, WA

APRIL

- Launched Women in Tourism Advertising Campaign
- Launched The Heart of Washington Wine Country Advertising Campaign
- April 3 - 5: Destination International (DI) CEO Summit, Palm Springs, CA
- April 14: Presentations to the Northwest West Athletic Conference Executive Board to secure future sports tournaments
- April 14: Association of Washington Business (AWB) Reception and Dinner
- April 18 - 21: The Tri-Cities hosted TBEX 2022 North America Spring Conference
- April 19: Hosted the Washington State Destinations Marketing Organization Board of Directors
- April 24 - 26: Destinations international (DI) Marketing and Communications Summit

MAY

- Launched Excellence in Service Award Program
- Launched the Visiting Friends and Family advertising campaign
- Launched The Heart of Washington Wine Country Savings Pass with Bandwango
- May 2 - 7: National Travel & Tourism Week showing the importance of tourism
- May 2 - 5: Sports ETA Symposium, Fort Worth, TX
- May 4: Panelist on Washington Hospitality Association CEO Podcast: Setting up for Summer
- May 4: Presentation of the 2021 Annual Report and 2022 Work Plan to the West Richland
- May 6: Washington Tourism Marketing Authority (WTMA) Meeting and Hosted Dinner
- May 6: Coffee with Karl: Celebrating the Future of Tourism
- May 7: Friends of Badger Mountain Annual Meeting
- May 12: USS Triton Sail Ceremony
- May 19: Manhattan Project National Historical Park Local Governments and Tourism Updates

JUNE

- June 1: Congressional Western Caucus Reception
- June 2: LIGO Exploration Center (LExC) Grand Opening
- June 8 - 10: Tri-Cities Social Influencer Super FAM
- June 8 - 10: Washington Society of Association Executives Annual Convention
- June 14 - 15: State of Washington Tourism (SWT) Board of Directors Retreat, Vancouver, WA
- June 16: Port of Kennewick Vista Field Ribbon Cutting Event
- June 21 - 23: Esports Travel Summit – Daytona Beach, FL
- June 23: Tri-Cities Hispanic Chamber of Commerce, Secretary of State Visit
- June 28: Presentation to Washington State Council of Fire Fighters, Walla Walla, WA

JULY

- Launched Tri-City Water Follies Advertising Campaign
- July 19 - 22: Destinations International (DI) Annual Convention, Toronto, ON
- July 21: Presentation about tourism to Kiwanis Club of Pasco
- July 27: The Military Reunion Network "Virtual" FAM Tour

AUGUST

- August 10: Sports Council Meeting and Customer Appreciation Event at Gesa Stadium
- August 16: Congressional Staff Tour and Reception
- August 16: Tri-Cities Tourism presentation to the Richland Rotary Club
- August 19: Tri-Cities Tourism presentation to the Kiwanis of Tri-Cities Industry
- August 24: Tri-Cities Tourism presentation to Richland Kiwanis Club
- August 31: Tri-Cities Tourism Presentation to Richland Kiwanis Club

SEPTEMBER

- September 1: Sports Council Meeting at new Columbia Basin College Student Recreation Center
- September 6: Tri-Cities Presentation to Kiwanis Club of Tri-Cities
- September 15: Columbia Gardens Phase 2 Ribbon Cutting
- September 19 - 22: Attended S.P.O.R.T.S. Relationship Conference – Savannah, GA
- September 22: Columbia Basin College Student Recreation Center Ribbon Cutting
- September 23: Colima/Pasco Cooperation and Friendship Agreement Gala Event
- September 23 - 25: Hosted Adventure & Wellness FAM travel media and social influencers
- September 28: Center Parkway North Extension Groundbreaking Event

OCTOBER

- Presentation of the 2023 TPA Budget and Marketing Plan to the Kennewick, Pasco and Richland City Councils
- Launched interview series with KONA Radio
- October 1: Ride with a Ranger Bike Ride
- October 5: West Richland Area Chamber of Commerce Luncheon Presentation
- October 5: Downtown Pasco Master Plan Virtual Open House
- October 7: Tri-Cities Hispanic Chamber of Commerce Annual Event, Una Noche de Exitos
- October 8: VTC Vendor Booth at RiverFest 2022 Event
- October 11 - 12: State of Washington Tourism Conference, Seattle
- October 13: Kennewick Lodging Tax Advisory Committee (LTAC) Meeting
- October 24 - 27: TEAMS '22 Conference & Expo – Oklahoma City, OK
- October 27: City of Richland Lodging Tax Advisory Committee (LTAC) Meeting

NOVEMBER

- Launched Hometown Holidays Campaign
- November 1: Visit Tri-Cities Annual Meeting, "Tri-Cities Tourism: The Future is Bright"
- November 2 - 4: Olympia Fall Sales Mission, conducted 17 pre-scheduled appointments,
- November 7: City of Pasco Lodging Tax Advisory Committee (LTAC) Meeting
- November: Welcomed Visit Tri-Cities New President & CEO Kevin Lewis
- November 18: Tri-Cities Presentation to the Sunrise Rotary Club

DECEMBER

- The Tri-Cities designation as an American World War II Heritage City
- December 5 - 8: U.S. Sports Congress Annual Conference, Richmond, VA
- December 14: Benton-Franklin River Heritage Foundation (BFRHF) Meeting
- December 19: Tri-Cities Rivershore Enhancement Council (TREC) Strategic Committee Meeting

Visit Tri-Cities Governance

2022 EXECUTIVE COMMITTEE

- CHAIR: **Corey Pearson**, Three Rivers Campus
- PAST CHAIR: **Rob Roxburgh**, Central Plateau Cleanup Company
- FIRST VICE CHAIR: **Buck Taft**, Tri-Cities Airport/Port of Pasco
- VICE CHAIR: **Vijay Patel**, A-1 Hospitality
- VICE CHAIR: **Staci West**, Bechtel National, Inc.
- VICE CHAIR: **Brian Lubanski**
- TREASURER: **Ron Hue**
- LEGAL COUNSEL: **John Raschko**, Miller Mertens & Comfort, P.L.L.C.
- CPA: **Monte Nail**, CPA

VISIT TRI-CITIES STAFF

- **Kevin Lewis**, President & CEO
- **Hector Cruz**, Vice President
- **Gretchen Guerrero**, Director of Operations
- **Lara Watkins**, Director of Convention Sales
- **Rosemary Fotheringham**, Director of Marketing
- **Corbin Harder**, Director of Creative Services
- **Natalie Clifton**, Sports Sales Manager
- **Linda Tedone**, Sales Administrative Assistant
- **Chase Wharton**, Business Development Manager
- **Austin Wingle**, Graphic Design Manager
- **Alane Wilkerson**, Public Relations Manager

OVERVIEW

- **FOUNDED:** 1969 as a non-profit organization
- **STAFF:** 11 full-time employees
- **STRUCTURE:** Governed by a 42-member Board of Directors
- **MEMBERS:** 381
- **WEBSITE:** www.VisitTriCities.com

2022 BOARD OF DIRECTORS

- **Deborah Barnard**, Barnard Griffin Winery
- **Jerry Beach**, A-1 Hospitality
- **Troy Berglund**, West Richland Chamber of Commerce
- **Mark Blotz**, Clover Island Inn
- **Washington State Representative Matt Boehnke**
- **Mayor Pro Tem Gretl Crawford**, City of Kennewick
- **Jennifer Cunnington**, Movement Mortgage
- **Karl Dye**, TRIDEC
- **Councilmember David Fetto**, City of West Richland
- **Robert Franklin**, B Reactor Museum Association
- **Colleen French**, Department of Energy
- **Mike Hall**, Ice Harbor Brewing
- **Monica Hammerberg**, Hampton Inn + Suites Pasco
- **Colin Hastings**, Pasco Chamber of Commerce
- **Sandra Haynes**, WSU Tri-Cities
- **Trish Herron**, Battelle
- **Commissioner Ken Hohenberg**, Port of Kennewick
- **Diahann Howard**, Port of Benton
- **Jose Iniguez**, Encanto Arts
- **Amy Johnson**, Purple Star Wines
- **Lori Mattson**, Tri-City Regional Chamber of Commerce
- **David McClain**, TC Black
- **Commissioner Will McKay**, Benton County
- **Brent Miles**, Tri-City Dust Devils
- **Commissioner Rocky Mullen**, Franklin County
- **Brisa Guajardo**, Tri-Cities Hispanic Chamber of Commerce
- **Dara Quinn**, Emerald of Siam
- **Cliff Reynolds**, Courtyard by Marriott Columbia Point, SpringHill Suites by Marriott & Hilton Garden Inn
- **Councilmember Zahra Roach**, City of Pasco
- **Rosanna Sharpe**, The REACH Museum
- **Lacey Stephens**, Home2 Suites by Hilton
- **Vivian Terrell**, Honey Baked Hams
- **Councilmember Shayne VanDyke**, City of Richland
- **Rebekah Woods**, Columbia Basin College



Our Membership

Visit Tri-Cities' ability to attract visitors to our region is made possible by the investment and support of our member organizations. Visit Tri-Cities members and partners provide unique and inclusive opportunities that are of interest to travelers and help build a better quality of life for residents. Their dedicated, unwavering support is the foundation of our work. In turn, it is our duty, obligation, and pleasure to continue the promotion and celebration of our members and our dynamic community through tourism marketing, high quality publications, destination advertising, educational forums, creative digital content, and destination development. In 2022, Visit Tri-Cities' membership total reached **381 tourism businesses**.

ECONOMIC DEVELOPMENT PARTNERS

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

DIAMOND

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

PLATINUM

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

GOLD

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

SILVER

Baymont Inn & Suites
Best Western Plus Kennewick Inn
Comfort Inn
Courtyard by Marriott Pasco Tri-Cities Airport
Fairfield Inn
Hampton Inn & Suites Pasco/Tri-Cities
Hampton Inn Kennewick at Southridge
Hampton Inn Richland
Holiday Inn Express Hotel & Suites Richland
Home2 Suites by Hilton
Homewood Suites by Hilton - Richland
Kennewick Inn & Suites
La Quinta Inn & Suites
My Place Hotel
Red Lion Inn & Suites Kennewick Tri-Cities
Sleep Inn Pasco Tri-Cities
Super 8 Kennewick
SureStay Plus Hotel by Best Western Kennewick
Tri-Cities
The Lodge at Columbia Point
TownePlace Suites by Marriott
Woodspring Suites

STANDARD MEMBERSHIP

14 Hands Winery
3 Eyed Fish Kitchen + Wine Bar
3 Rivers Folklife Society
A & A Motorcoach
Above The Curve Vineyard
Academy of Children's Theatre
Ace Jewelry & Loan
Adventures Underground
Airfield Estates
AJ's Edible Arts, Inc.
Alaska Airlines
Alexandria Nicole Cellars
Alexandria Nicole Cellars Destiny Ridge
Tasting Room
Allied Arts Association - Gallery at the Park
Anelare Winery
Anthology Event Venue by Castle Event Catering
Anthony's at Columbia Point
Arlene's Flowers & Gifts
Art on the Columbia
Art Work Northwest
Arts Center Task Force
Aspen Limo Tours
At Michele's
Atomic Ale Brewery & Eatery

Atomic Bowl & Jokers Lounge & Casino
Atomic Escape Rooms
Avennia Red Mountain Tasting Room
AXE KPR Axe Throwing
Azteca
B Reactor Museum Association (BRMA)
Badger Mountain Vineyard/Powers Winery
Barnard Griffin Winery
Bartholomew Winery
Baum's
Bella Italia Restaurant
Bennett Rentals
Benton County Fairgrounds
Bergan's Timeless Treasures
Bergstrom Aircraft, Inc.
Bill's Berry Farm
Bingo Boulevard
Black Heron Spirits, LLC
Blankslate
Bob's Burgers and Brew - Kennewick
Bob's Burgers and Brew - Richland
Boiada Brazilian Grill
Bombing Range Brewing Company
Bon Cafe Co
Brady's Brats
Brick House Pizza

Budd's Broiler by Anthony's Restaurants
Buds and Blossoms too
Burger Ranch
Burger Ranch - Pasco
Canyon Lakes Golf Course
Catering to You
CBC Arts Center
Cedars at Pier 1
CG Public House & Catering
Chandler Reach Vineyards
Chapala Express
Chaplaincy Repeat Boutique
Cherry Chalet Bed & Breakfast
Chic & Unique Furniture Kennewick
Chic & Unique Furniture Richland
Chuck E. Cheese
Chukar Cherries
Cigar Savvy Shop, LLC
Clover Island Marina
Col Solare Winery
Columbia Basin BMX
Columbia Basin College
Columbia Basin Racquet Club
Columbia Center
Columbia Crest Winery
Columbia Park Golf Tri-Plex

Our Membership

Columbia Point Golf Course
Columbia Sun RV Resort
Community Concerts of the Tri-Cities
Copper Top Tap House
Cora's E-bike Shop
Cougar Cave Espresso
Country Mercantile - Richland
Country Mercantile - Pasco
Coyote Bob's Roadhouse Casino
Coyote Canyon Mammoth Site
Coyote Canyon Winery
Crazy Moose Casino
Cupcakes Bakery & Deli
D's Wicked Cider
D-Bat Columbia Basin
Del Sol Lavender Farm
DermaCare
Desert Food Mart (Conoco)
Desert Wind Winery
Divots Golf
Don Rubio's
Dovetail Joint Restaurant
DownUnderSportFishing
DrewBoy Creative
East Benton County Historical Society & Museum
Eastern Washington Transportation
Elk Haven Winery
Emerald of Siam Thai Restaurant & Lounge
Encanto Arts
Europa Italian & Spanish Cuisine
Events at Sunset
Experience 46 Degrees
Farmhand Winery
Fast and Curryous
Fat Olives Restaurant & Catering
Fidelitas Wines
Five Guys Burgers & Fries
Foodies Kennewick
Foodies on the Go
Foodies Richland
Franklin County Historical Society & Museum
Franklin County RV Park
Fresh Leaf Co
FreshPicks WA Smoothies
Frichette Winery
Friends of Sacajawea State Park
Frost Me Sweet Bakery & Bistro
Fujiyama Japanese Steak House & Bar
Garden Hot Pot
Gesa Carousel of Dreams
Glass Studio at Barnard Griffin Winery
Goose Ridge Estate Vineyard & Winery
Gordon Estate Winery
GRAZE - 'a place to eat'
Great Harvest Bread Company Kennewick
Greenies
Griggs Ace Hardware
Ground Support Coffee
Hamilton Cellars
Havana Café
Hedges Family Estate
Hightower Cellars
HoneyBaked Ham Café
Hooked Seafood Boil & Bar
Hops n Drops
Hops n Drops - Kennewick
Horn Rapids Golf Course
Horn Rapids RV Resort & Mini Mart
Hot Tamales, LLC
How Sweet It Is
Ice Harbor Brewing Co.
Ice Harbor Brewing Company at the Marina
Iconic Brewing
IHOP Restaurants
Indaba Coffee
InterMountain Alpine Club
iplay Experience
It's All in the Details
J&S Dreamland Express
J. Bookwalter
Just Juice LLC
Kickstand Tours
Kindred Spirits
Kiona Vineyards and Winery
Kitzke Cellars
La Bella Vita Kitchen and Bar
Lakeside Gem and Mineral Club
Layered Cake Artistry
Lemon Grass
LIGO Hanford Observatory
Longship Cellars
Lower Columbia Basin Audubon Society
LU LU Craft Bar + Kitchen
Lucky Flowers
Magills Restaurant & Catering
Market Vineyards
Martinez & Martinez Winery
Masala Indian Cuisine
Master Gardener Foundation of
Benton-Franklin County
McDonald's Restaurants
Mercer Wine Estates
Mid-Columbia Ballet
Mid-Columbia Libraries
Mid-Columbia Mastersingers
Milbrandt Vineyards/Ryan Patrick Wines
MillerTime Fishing
Miss Tamale
Mocha Express on Canal
Mocha Express Tri-Cities
Monarcha Winery
Moniker Bar
Monterosso's Italian Restaurant
Moonshot Brewing
Muret-Gaston Winery
My Garden Over Floweth
National Charter Bus Richland
Northwest Paddleboarding
Nothing Bundt Cake
Nouveau Day Spa
Octopus' Garden
OH SUSHI
Opportunity Kitchen - Federal Building
Opportunity Kitchen - Public Market at CRW
Pacific Shorz Powersports
Pasco Aviation Museum
Pasco Golfland
Pasco Specialty Kitchen
Peacock Coffee Roasting Co
Pedego Electric Bikes Tri-Cities
Philocaly Lingerie Boutique
Picante Mexican Taqueria
Polka Dot Pottery
Porter's Real BBQ Kennewick
Porter's Real BBQ Pasco
Porter's Real BBQ Richland
Poutine, Eh?
Power Up Arcade Bar
Preszler's Guide Service, LLC
Proof Gastropub
Public Market at Columbia River Warehouse (CRW)
Purple Star Wines
Ranch & Home
Rattlesnake Mountain Harley - Davidson
REACH Museum
Reborn Bike Shop
Red Dot Paintball
Red Lobster
Red Mountain AVA Alliance
Red Mountain Event Center
Red Mountain Trails
Red Mountain Trails Winery
Restaurant El Chapala
Rewster's Craft Bar & Grill - Horn Rapids Golf Course
Richland Players
RideNow Powersports Tri-Cities
Roads2 Travel Company
Rocco's Pizza Kennewick
Rocco's Pizza Pasco
Rock Shop
Rollarena Skating Center
Rolling Hills Chorus
Roscoe's Coffee
Round Table Pizza - Kennewick
Round Table Pizza - Leslie
Round Table Pizza - Pasco
Round Table Pizza - Richland
Roxy Theatre Antiques & Gifts
RRoyal Rides
Runners of the Sage
Sacajawea State Park
Sage Brewing Company
Sage Brewing Hansen Park
Sageland Center
Sandollar Farms & Alpacas
Sandy's Fabrics & Machines
Seoul Fusion Korean Restaurant
Shade Cafe
Sheep's Clothing
Shelby's Floral & Gifts
Simplified Celebrations
Skippers Seafood and Chowder
Sleeping Dog Wines
Soi 705
Solar Spirits Distillery
Spare Time Lanes
Spencer Carlson Furniture & Design
Sporthaus
Summer's Hub of Kennewick

Our Membership

Sun Willows Golf Course
Sundance Aviation
Sunken Treasures Games
SunWest Sportswear
SuperMex El Pueblo Market
Swadee Thai Cuisine
Swampy's BBQ Sauce & Catering
Swigg Coffee Bar
Tagaris Winery
Take a break Tri-Cities
Tapteal Greenway
TC Black
TC Cider House
Terra Blanca Winery & Estate Vineyard
The Bradley
The Crazy Crab Place
The Edge Steakhouse & Sports Lounge
The Educated Cigar, LLC
The Endive Eatery
The Garden TriCities
The Grain Bin Flower Farm & Inn
The Human Bean
The Moore Mansion
The Olive Garden
The Pub
The Rude Mechanicals
The Tinte Red Mountain Retreat
Thurston Wolfe Winery
Tip Pit BBQ
Transient Coffee Company
Trejos Mexican Restaurant
Trejo's Taco Factory
Tri-Cities Newcomers Club
Tri-Cities Wine Society
Tri-City Americans Hockey
Tri-City Dust Devils
Tri-City Tappers
Tucannon Cellars
Tumbleweeds Mexican Flair
Twigs Bistro & Martini Bar
Twist Clothing Co.
Uncle Sam's Saloon
Upchurch Vineyard
Uptown Antique Market
US Army Corp of Engineers
Washington State University Tri-Cities
Water2Wine Cruises
Wautoma Springs
West Richland Golf Course
Wet Palette Uncork + Create Studio
Wheelhouse Community Bike Shop
White Bluffs Brewing
White Bluffs Quilt Museum
Wine Social
Wingstop Pasco
Wright's Desert Gold Motel & RV Park
Xenophile Books
Z Place Salon & Spa
Zintel Creek Golf Club
Zullee Mediterranean Grill Richland



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MEMBERS



2022 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.
Central Plateau Cleanup Company
Hanford Mission Integration Solutions
Toyota Center
Three Rivers Convention Center
Washington River Protection Solutions

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Ben Franklin Transit
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Holiday Inn Richland on the River
Red Lion Hotel & Conference Center Pasco
Red Lion Hotel Kennewick Columbia Center
Richland Riverfront Collection by Ascend
SpringHill Suites by Marriott Kennewick

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

STRATEGIC SALES & MARKETING

Convention & Group Sales

- Generate and submit 230 sales leads (Requests for Proposals) to industry partners.
- Secure conventions, meetings and sporting events that will attract 45,000 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 five industry events and trade shows such as Meeting Planners International, Washington Society of Association Executives, 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 Customer Appreciation Luncheon for up to 50 Washington State meeting Planners.
- Coordinate Fall Sales Blitz, featuring customer appreciation events and appointments with meeting planners.
- Conduct Director of Sales meetings to support and coordinate efforts with local tourism-related businesses.

Sports Sales & Development

- Research and attract new sporting events that fit the profile of the existing venues.
- Work with athletic directors, sports venue directors and community leaders to create attractive proposals for high school athletic district and state-wide championships.
- Attend national trade shows including TEAMS, Sports ETA, S.P.O.R.T.S Relationship Conference, and Esports Travel Summit. Meet with sports event planners to promote the Tri-Cities as a premier Northwest destination and secure signature events.
- Coordinate venue costs and accommodation pricing for tournament and event directors.
- Secure hotel room blocks and complimentary rooms as needed to secure events.
- Conduct Customer Appreciation Event for sports event organizers.

Marketing

- Optimize and promote VisitTri-Cities.com, creating and updating top landing pages, itineraries, and other visitor-focused content to inspire travel and increase hotel nights.
- Strategically use user generated photos and video to inspire consideration and act as calls to action throughout the website.
- Grow the email subscribers list to 12K through a lead magnet and distribute monthly consumer newsletters to enhance top of mind awareness and encourage wine, outdoor recreation, and STEM visitation.
- Strategically direct \$588,810 in targeted digital and print advertising, promoting the Tri-Cities as a destination of choice.
- Generate 20 million impressions through targeted digital campaigns in the in the Puget Sound and Spokane regions and other key markets.
- Inspire consideration and grow social media following through strategic social communications on Facebook (>30K followers), Twitter (>8K followers) and Instagram (>15K followers).

- Optimize and grow YouTube channel to 1K subscribers, promoting attractions of national & international interest.
- Create and distribute the official Visitor Guide and complementary materials featuring local amenities.
- Develop multiple itineraries to assist with planning and to promote tourism-related businesses in the Tri-Cities.

Media Outreach

- Direct the efforts of public relations firm to secure media opportunities creating 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.
- Collaborate with and host qualified travel, lifestyle, wine, and food writers secure positive stories about the destination.
- Host familiarization tours with journalists, influencers and media reps, escorting each on a scheduled set of appointments specific to their story needs.
- 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 State of Washington Tourism to amplify efforts in promoting the state to domestic and international travelers.

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.
- Promote the Visitor Guide and other publications highlighting the community, attractions, and activities to promote the Tri-Cities as a preferred travel destination.
- Support and interact with estimated 5,000 written and telephone requests for information on the Tri-Cities.
- Produce the Tri-Cities Calendar of Events.
- Offer a "Hot Dates" program to assist visitors in finding accommodations during high-demand dates.
- Stock the Satellite Visitor Centers 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.
- Increase distribution and usage of a "wine map" highlighting Mid-Columbia wineries.
- Coordinate the development of wine tourism itineraries with suggested opportunities for overnight packages with hotels, restaurants, transportation, cultural events, etc.
- Promote and market wine-related events to increase visitation.

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

COLLABORATIVE DESTINATION DEVELOPMENT

- Coordinate and manage efforts of the Tri-Cities River Shore Enhancement Council.
- Provide direction and guidance for recommendations outlined in the Rivershore Master Plan II.
- Coordinate efforts of the Tri-Cities National Park Committee.
- Provide direction and guidance for recommendations outlined in the Sports Facilities Market Analysis and Feasibility Study.
- Manage the cooperative efforts of the Wine Tourism Council serving wineries, wine-related venues, hotels, restaurants and transportation providers in Benton and Franklin counties.
- Support initiatives to expand or enhance critical convention facilities and event venues.
- Engage in tourism related initiatives in the MyTri 2030 program to help shape the future of our region.
- Work with TRIDEC and the Tri-City Regional Chamber of Commerce to support business and economic development initiatives.
- Participate and provide leadership in tourism industry organizations such as Washington State Destination Marketing Organization (WSDMO), State of Washington Tourism, Destination Marketing Association (DMA West) and Destinations International (DI).
- Collaborate with Federal and State Legislators on tourism related priorities.

PROACTIVE COMMUNITY ENGAGEMENT

- Establish and maintain an engaging and meaningful membership program to recognize, support and promote tourism related businesses and the partner organizations that support the mission and strategic pillars of our organization.
- Promote local tourism businesses and attractions through VisitTri-Cities.com
- Develop and produce an Advertising Sales Guide to outline opportunities and member benefits.
- Host the 2023 Annual Meeting to provide inspiration, education, tourism reports and outlook to our stakeholders and partners.
- Provide key data to keep members up to date on industry trends, opportunities and events through regular newsletter communications.
- Promote local businesses to convention and sports participants through the "Show Your Badge" program.
- Create member benefit programs to support tourism employment, recruiting, and workforce development.
- Provide materials to local companies to enhance their recruitment and employee relocation efforts.
- Conduct two hospitality, sales and customer service training/educational events to assist our hospitality partners in staff development.

- Manage the cooperative efforts of the Tri-Cities Sports Council serving high school athletic directors, municipal recreation departments, local sports clubs and sports officials.
- Secure volunteers for events taking place in the Tri-Cities.

INNOVATIVE ORGANIZATION

- Create and distribute marketing assets that convey the uncommon pulse of positive energy that originates in the people of our communities.
- Inspire visitation to support our hospitality partners, visitor attractions and overall economic development goals.
- Collaborate with community leaders and help foster development to enhance the destination and quality of life.
- Interact with civic organizations and share our organization's mission and purpose to create a shared community vision.
- Bring people together to generate optimism in our communities and create a destination thriving with vitality and purpose.
- Communicate in a way that inspires others to celebrate what is right with the area.
- Support workforce development through community grant programs offering scholarships for training courses through WSU Tri-Cities to ensure the success of the tourism and hospitality industries.
- 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 inspire customer service region-wide.
- Foster Inclusivity, Diversity, Equity and Accessibility in the organization and destination by understanding, living and promoting the principles of our Tri-IDEAS initiative.
- Produce sustained and consistent tourism growth by preserving our position as an employer of choice through energizing work, professional growth and thoughtful adoption of effective employee retention initiatives.



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Kennewick, WA 99336
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1-800-254-5824
www.VisitTRI-CITIES.com
info@VisitTRI-CITIES.com

March 3, 2023

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 2022 Annual Report, 2023 Work Plan and to make a request to utilize Tourism Promotion Area reserve funds to the Kennewick City Council on Tuesday, April 11, 2023.

On behalf of the Tri-City Regional Hotel-Motel Commission, Visit Tri-Cities would like to request the transfer of \$441,500 from Tourism Promotion Area Reserve Account to be reinvested in additional tourism marketing projects.

As a result of careful resource management and conservative budgeting, our TPA reserve account currently has \$914,892 in funds available for reinvestment. These funds are in addition to the minimum reserve requirement of \$500,000. The minimum balance was determined by the City Managers who participate at Commission meetings as Ex-Officios. It is the Commission's position that once the reserve account reaches \$500,000, any additional funds should actively be used to promote the Tri Cities as a destination, creating increased visitor spending in the community. In addition, capital investments and funding for destination development are often included in reserve requests. The projects under consideration this year accomplish these goals.

Earlier this year, the Commissioners of the Tri-City Regional Hotel-Motel Commission voted in favor of re-investing \$441,500 of the surplus revenues, for projects that include: high-end photo and video production, tourism education, promotions to increase leisure travel stays, funds to secure new conventions and sports tournaments, online platforms, digital marketing campaigns, workforce retention strategies, and media asset curation and management to enhance destination marketing, education, and storytelling. A summary of the projects and the associated expenditures is attached for your review.

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin Lewis", written in a cursive style.

Kevin Lewis
President and CEO

Enclosure

2023 Proposed TPA Reserve Investments

Creative Production

\$50,000

The Visit Tri-Cities Creative Department is producing, directing, and editing multiple campaigns that require ongoing acquisition and capturing of photo, video and digital assets. The funds for this budget are for contracting with professional photographers and videographers, as well as licensing for multimedia assets included in the production of digital assets. The produced assets will be used in various marketing channels, including but not limited to Visit Tri-Cities social media, digital marketing campaigns, print advertising campaigns, website content, online video content, partner content, and more.

Media Asset Curation and Management

\$15,000

The Visit Tri-Cities Creative Department is establishing a creative asset management workflow, as well as expanding its digital library of creative assets in the form of archival photography, videography, audio, print media, and editorial for the purpose of destination marketing, education, and storytelling. The funds for this project will be applied towards a part time, temporary internship tasked with assessing, documenting, and managing the several terabytes of existing creative assets within the Creative Department's digital library, as well as curating new assets from community partners. Funds will also be applied towards adding required storage for internal archival of new assets and building an online platform for public access to produced content.

Marketing FAMs

\$23,000

The Visit Tri-Cities Marketing Department is hosting multiple members of traditional media (bloggers, journalists, reporters, and travel writers), as well as social influencers, for in-person Familiarization (FAM) visits from spring to fall. The guests on the FAM tour are selected by Visit Tri-Cities or vetted through our public relations company or other third parties like the State of Washington Tourism. They are chosen to cover a wide range of attractions and areas of interest based on Visit Tri-Cities' marketing strategy. They will enjoy an immersive experience of our rivers, restaurants, wine and other attractions to develop storytelling content. Both traditional media and social 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. The requested amount will cover costs for the visits.

- Group FAM Tour (\$8,000): We are targeting up to 5 media writers for various publications (STEM, cultural, outdoor rec, wine).
- STEM FAM Tours (\$5,000): We target science and learning-oriented social influencers to produce content on the STEM offerings in the area.
- DEI FAM Tours (\$5,000): These FAMs are selected as a continuation of our Tri-IDEAs initiative, and focus on DEI in travel for our key market segments.
- Continued tours/promotion with people we met at TBEX (\$5,000): These are additional FAMs or media relationship receptions with the goal of fostering relationships forged during TBEX. We host past writers/influencers or other applicable parties either in the Tri-Cities to give destination updates and maintain relations.

Wine Convention Booth Upgrade Contracting

\$25,000

Visit Tri-Cities is working with a contractor to craft a new wine trade show booth, materials, and strategy that will allow Visit Tri-Cities to have a stronger presence at the largest wine-related event in Washington State, Taste Washington, in 2024. This event directly reaches one of our most important key markets, which is wine-related tourism in Seattle, and a key goal is to bolster our overall strategy around wine tourism here in the Heart of Washington Wine Country. Funding of the booth upgrade will give the Tri-Cities more visibility and allow our booth to be comparable to our biggest competitors, especially Walla Walla. A competitive presence at Taste Washington will also give us a better ability to connect with wine writers to open possibilities of future FAMs. The expense of \$25,000 covers but is not limited to the contractor fee, cost to create the physical booth itself, and materials.

Taste Washington Digital Campaign

\$20,000

This digital campaign is an additional initiative that will go with our all-out wine booth upgrade in 2024 which will allow us to bolster our wine story before, during, and after Taste Washington, and make sure that our efforts deliver a measurable return on investment. This digital campaign will focus on the Seattle market that attends Taste Washington.

Marketing Platforms

\$7,500

The Visit Tri-Cities Marketing Department is implementing social and marketing solutions that integrate social channels and digital content into a single platform to increase workload efficiency, comprehensive analytics, enhance creative abilities, and create greater brand cohesion across our growing digital presence. It will also allow for implementation of digital tools to benefit partners and visitors, creating greater value to our community and intuitive experiences for those who explore our region.

Staff Retention Incentives

\$45,000

A current trend in the United States and elsewhere post-pandemic is a significant amount of movement within the workforce. The job market is extremely competitive in the Tri-Cities and Visit Tri-Cities is not insulated from the lure of new opportunity. Our organization has been impacted by this greater trend, leading to significant staffing changes in recent months. We want to take proactive measures to ensure that our experienced administrative and manager-level staff choose to remain at Visit Tri-Cities and feel confident in their decision to do so. These are positions that are critical to our success in growing hotel lodging revenue and achieving the Visit Tri-Cities mission. These proactive measures would also reduce the impact caused by turnover, including loss of institutional knowledge and industry expertise, hiring and onboarding costs, and the reduced ability of remaining staff to execute on existing projects and advance the work we are doing to promote the Tri-Cities as a premier destination. Retention incentives may include performance-based bonuses, a structured retention program and rewards to support and retain talented employees with specialized skills, knowledge and experience.

Publish e-Proposal

\$6,000

Publish is an application that is fully integrated within the iDSS Cyclone CRM platform, currently utilized by VTC for account management and lead distribution. Publish will provide the sales team the power to create beautiful, brand-on, print-ready electronic proposals utilizing key iDSS data, free-form content creation, and custom artwork. The application uses powerful page building tools and templates, helping to streamline the proposal creation process from start to finish.

State of Washington Tourism 2024 Conference**\$25,000**

State of Washington Tourism (SWT), the official state tourism office, hosts an annual conference each year where Washington's tourism industry professionals can convene for professional development, topical panel discussions, industry breakout sessions and networking. SWT is seeking an enthusiastic host destination for their 2023 and 2024 Conferences. Visit Tri-Cities will be submitting a bid to host the 2024 Conference. Destination host responsibilities include serving on the planning committee, arranging area Familiarization (FAM) tours including transportation, arranging transportation for speakers and attendees, and coordinating for local art, culture and attractions to be showcased during the event. Hosting the conference in Tri-Cities gives us the opportunity to showcase our destination while educating key tourism partners on the unique attractions and assets we offer, as well as building on future opportunities for collaboration.

IRONMAN Event Support**\$125,000**

Visit Tri-Cities is pursuing a bid to host a world-renowned IRONMAN event. As with most large national/international sporting events there is a requirement for financial support from the organizers. This financial support would only be incurred if the event is awarded to the destination. IRONMAN is one of the world's strongest brands, famous for being the premier triathlon series. An IRONMAN race consists of a unique 2.4-mile swim, 112-mile bike, and 26.2-mile run. An IRONMAN 70.3 race consists of a unique 1.2-mile swim, 56-mile bike, and 26.2-mile run. IRONMAN events typically attract more than 2,000 participants and over 5,000 spectators for each event and generate between \$4-7 million in economic impact for host destinations.

S.P.O.R.T.S Relationship Conference**\$100,000**

Visit Tri-Cities is preparing a bid to host the 2024 S.P.O.R.T.S Relationship Conference presented by SportsEvents Media Group. S.P.O.R.T.S. is a national hosted-buyer, multi-day event that attracts sports event planners and sports event suppliers to a single location to share educational and networking opportunities. The event attracts an estimated 70-80 sports event planners who are directly responsible for more than \$24 million in sports-tourism-related spending. In fact, just one event booked by an attendee at S.P.O.R.T.S. is estimated to generate an average of \$261,000.00 in direct spending for the destination. In addition to pre-set appointments between destinations and sports planners, the conference provides general sessions, roundtables, workshops, and opportunities for destination marketing organizations to collaborate.

\$441,500

Council Agenda Coversheet	Agenda Item Number: 3. Council Date: 4/11/2023 Agenda Item Type: Presentation	Category: Info Only
	Subject: Therapeutic Courts Update Department: City Attorney	
<p>Summary</p> <p>Benton County Therapeutic Courts Coordinator, Ryan Washburn along with District Court Judges, Jennifer Azure, Jim Bell and Dan Kathren, and attorney Michelle Morales will be providing a presentation to Council regarding the Therapeutic Courts program in District Court.</p> <p>Benton County District Court has three Therapeutic Courts: (1) Recovery Court; (2) Mental Health Court; and (3) Veterans Court. Defendants can be referred to a therapeutic court when they have a criminal charge pending in District Court or when they have entered a guilty plea and are on probation.</p> <p>The presentation will cover the requirements to participate in each program as well as the services provided to individuals while in the program.</p> <p>The Therapeutic Courts program in District Court is paid for by Benton County through Public Safety Sales Tax revenue.</p>		
<p>Attachments:</p> <ol style="list-style-type: none"> 1. Presentation 		



Benton County Therapeutic Courts

RYAN WASHBURN, MSW



What is a *Drug Court?*

What exactly are these drug courts?
How are people treated differently?
What does the research show ?

What is Drug Court?

Voluntary, specialized problem-solving courts that reframe the traditional legal process by providing an alternative to incarceration for those who qualify.

Treatment Courts address the root causes of criminal activity with an emphasis on treatment, accountability, intense supervision, and access to resources.

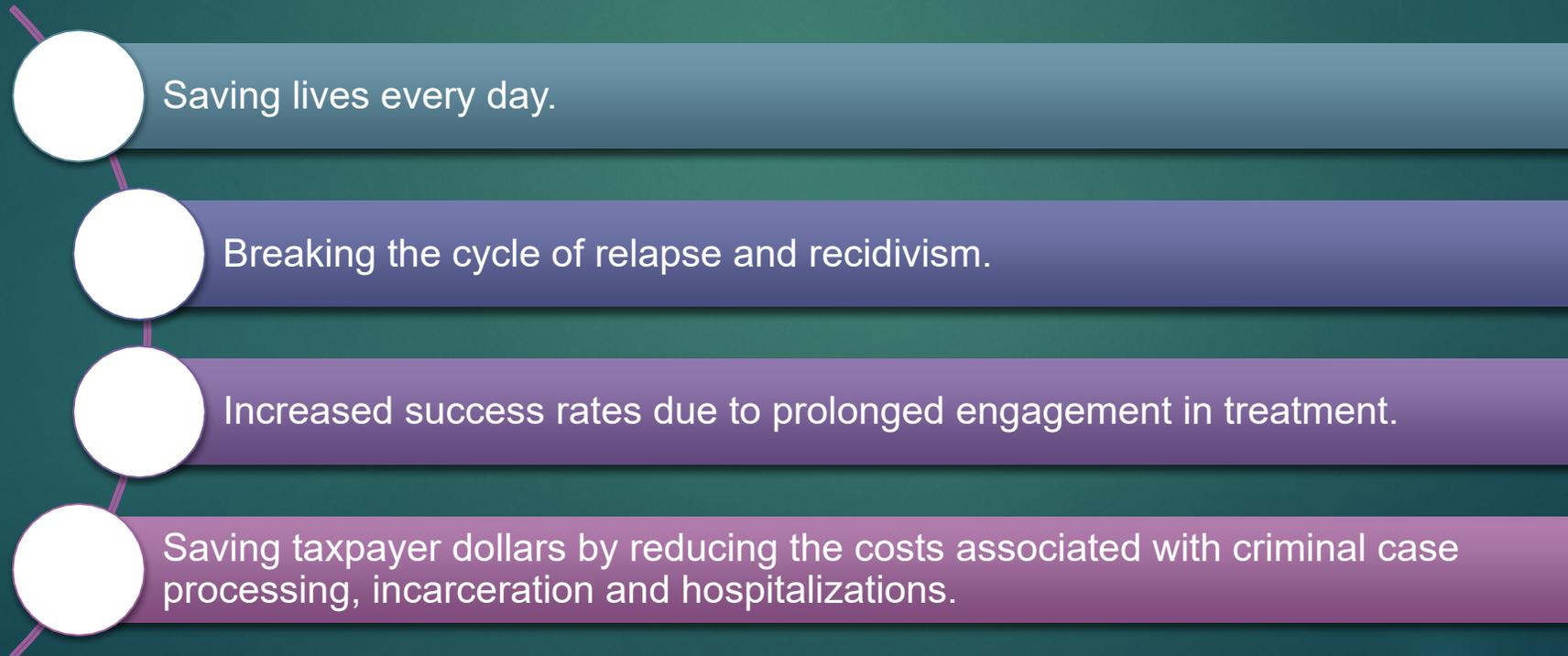
Crimes committed by those with mental health and/or substance use disorders are not only a criminal justice problem but a public health and safety problem.

A person wearing an orange jumpsuit is shown from the chest up, holding a handgun behind vertical metal prison bars. The person's face is not visible. The background is dark and out of focus.

CRIMINAL JUSTICE REFORM

Foundation for Criminal Justice Reform

Treatment Courts are the single most successful intervention in our nation's history for leading people living with mental health and substance use disorders out of the justice system and into lives of recovery and stability.



Treatment Courts ARE Criminal Justice Reform



Treatment Court Models

Adult Drug Court

- Benton-Franklin Superior Court
- Benton County District Court

Juvenile Drug Court

- Benton-Franklin Superior Court

Mental Health Court

- Benton County District Court

Veterans Court

- Benton County District Court

DUI Court

Family Dependency Court

Domestic Violence Court

Tribal Healing to Wellness Court

Therapeutic Courts Overview

12 – 24 month SOC

Attend regular court appearances and regular appointments with your Case Manager

- Phase 1 – minimum two months. Weekly court, weekly case management
- Phase 2 – minimum four months. Biweekly court, biweekly case management
- Phase 3 – minimum four months. Court and case management every three weeks
- Phase 4 – minimum two months. Monthly court, monthly case management

Regular drug testing

Clean and sober housing

Therapeutic Courts Overview (cont.)

Comply with any and all treatment recommendations:

- MH Counseling
- Medication management
- SUD Treatment
- Group Counseling
- Self-help meetings

Abstain from the use of illegal drugs, non-prescribed medications, alcohol and mood-altering chemicals

Complete at least 20 hours of community service

Pursue employment and/or education if able

Mental Health Court (MHC)

- ◆ The mission of the Benton County Mental Health Court is to transform the lives of justice involved individuals with mental illnesses by utilizing a strengths-based approach to hold them accountable as they engage in a process of recovery essential to living lives free of the criminal justice system.
- ◆ Requirements:
 - ◆ Mental Health Counseling & other treatment recommendations
 - ◆ Substance Use Disorder Treatment (if deemed applicable)
 - ◆ Community Service
 - ◆ Regular court appearances
 - ◆ Regular drug testing

MHC Eligibility

- ◆ 18 years of age or older
- ◆ Legally competent
- ◆ Willing to voluntarily participate and commit to the court conditions and treatment plan
- ◆ Charged with a crime in Benton County District Court or Superior Court
- ◆ Affected by a serious and persistent mental illness
- ◆ Likely to achieve long-term benefits to quality of life as it relates to mental illness by participating in MHC
- ◆ Able to access necessary treatment services in our community
- ◆ Free of active warrants or able to resolve them quickly

Common Severe and Persistent Mental Illnesses

Schizophrenia

Schizoaffective disorder

Delusional disorder

Bipolar disorder
or manic
depression

Major depressive disorder

Personality disorder

MHC Team

- ◆ Judge : Honorable James Bell
- ◆ Defense Attorney: Dawn Hickman
- ◆ Prosecuting Attorney: Michelle Morales
- ◆ Program Coordinator: Ryan Washburn, MSW
- ◆ Administrative Assistant: Jennifer Testerman
- ◆ Case Mgr/Community Supervision: Jaime Flores
- ◆ Case Mgr/Community Supervision: Jennifer Webb
- ◆ Law Enforcement Liaison: Officer Roman Trujillo –
Kennewick Police Dept.
- ◆ Treatment Liaison: Victor Hunt – Merit Resources

Lives Saved

- ◆ Mental Health Court
 - ◆ Established April 6, 2016
 - ◆ 133 graduates
 - ◆ More than 3,000 hours of community service performed
 - ◆ 13% recidivism rate



Restored Hope



Veterans Therapeutic Court (VTC)

- ◆ The mission of the Benton County Veterans Therapeutic Court is to transform the lives of justice involved veterans by reframing the traditional legal process through treatment and mentorship.
- ◆ Created to recognize the selfless service of Veterans to our country by addressing their unique needs and emphasizing rehabilitation over incarceration.
- ◆ VTC helps reintegrate Veterans back into our community with the tools they need to become valuable members of society and return them to the life they fought to protect.
- ◆ The most unique benefit of VTC is the Mentor Program where veterans are provided a veteran mentor for additional support.

VTC Eligibility

- ◆ Veteran, Active Duty or Reserve member of the US Army, Navy, Marine Corps, Air Force, Coast Guard or National Guard;
- ◆ Willing to agree to participate and commit to the court conditions and treatment plan;
- ◆ Pending charges in Benton County District/Superior Court;
- ◆ Affected by Post-Traumatic Stress Disorder, Military Sexual Trauma, a substance use disorder or other mental health conditions;
- ◆ Able to access necessary treatment services in our community;
- ◆ Insured (privately, VA Healthcare, Tri-Care, Medicare, Medicaid);
- ◆ Free of active warrants or able to resolve them quickly.

VTC Team

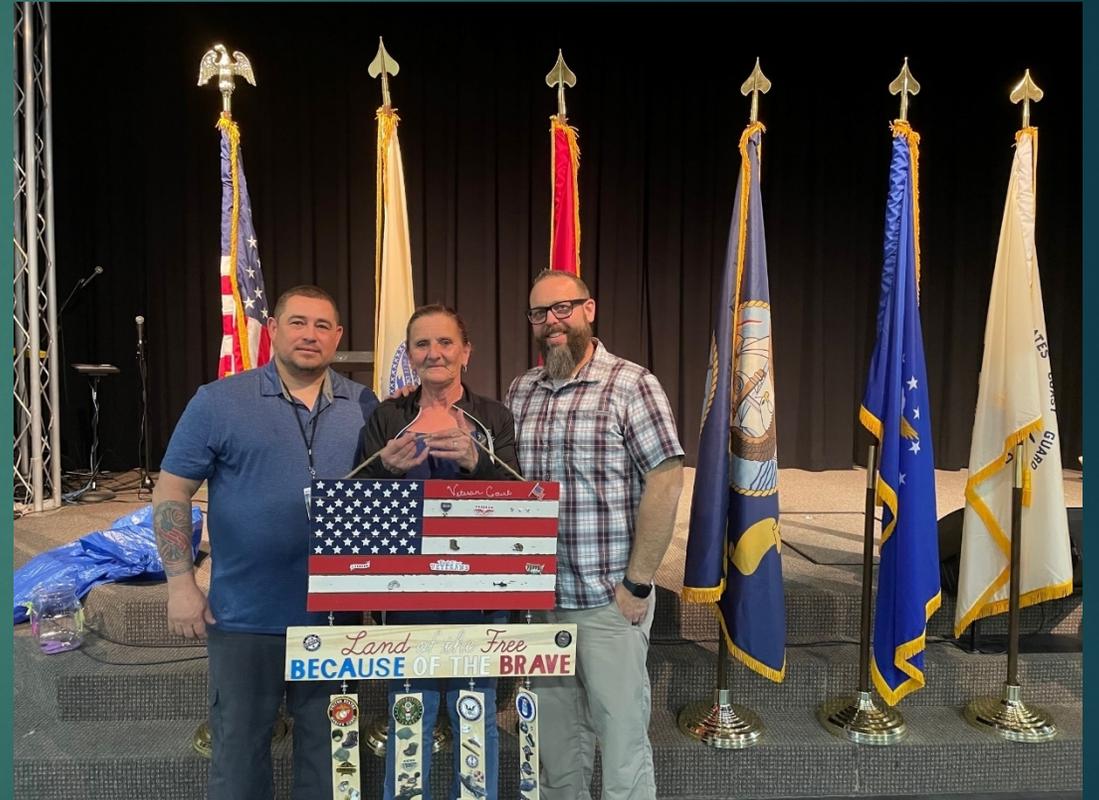
- ◆ **Judge:** Honorable Dan Kathren
- ◆ **Defense Attorney:** Catherine Harkins
- ◆ **Prosecuting Attorney:** Eric Andrews (US Navy)
- ◆ **Program Coordinator:** Ryan Washburn, MSW (US Navy)
- ◆ **Administrative Assistant:** Jennifer Testerman
- ◆ **Case Mgr/Community Supervision:** James Torres, MSW (US Army)
- ◆ **Law Enforcement Liaison:** Sgt. Justin Gerry (US Air Force) –
Benton County Sheriff's Dept.
- ◆ **VA Liaison:** Diane Goodnight, LICSW
- ◆ **Mentor Coordinator:** Matt Sammons (US Marine Corps) –
Columbia Basin Veterans Center

Lives Changed

- ◆ Veterans Therapeutic Court
 - ◆ Established June 11, 2019
 - ◆ 45 Graduates
 - ◆ More than 1000 hours of community service performed
 - ◆ 5% recidivism rate



Restored Pride



Recovery Court (Misdemeanor Drug Court)

- ◆ The mission of the Benton County Recovery Court is to transform the lives of justice involved individuals with substance use disorders by coordinating effective and accountable substance use treatment and supportive services with the goal of enhancing public safety and reducing recidivism.
- ◆ Addressing the unmet needs of those defendants who do not qualify for Mental Health Court or Adult Drug Court.

Recovery Court Eligibility

- ◆ 18 years of age or older;
- ◆ Legally competent;
- ◆ Willing to voluntarily participate and commit to the court conditions and treatment plan;
- ◆ Charged with a misdemeanor crime in Benton County District Court, including but not limited to:

❖ Criminal Trespass	❖ Assault
❖ DUI	❖ Obstruction
❖ Theft	❖ Resisting Arrest
❖ NCO Violation	❖ Weapons Violations

- ◆ Affected by a substance use disorder,

Recovery Court Eligibility (cont.)

- ◆ Likely to achieve long-term benefits to your quality of life as it relates to your addiction by participating in Recovery Court;
- ◆ Able to access necessary treatment services in our community;
- ◆ Insured (privately, Medicare, Medicaid) or Medicaid-eligible and complete Medicaid application within three days of being accepted into Recovery Court;
- ◆ Free of active warrants or able to resolve them quickly.

Recovery Court Team

- ◆ **Judge** : Honorable Jennifer Azure
- ◆ **Defense Attorney**: Michelle Alexander
- ◆ **Prosecuting Attorney**: Michelle Morales
- ◆ **Program Coordinator**: Ryan Washburn, MSW
- ◆ **Administrative Assistant**: Jennifer Testerman
- ◆ **Case Mgr/Community Supervision**: Patrisha Pesina, SUDP
- ◆ **Law Enforcement Liaison**: Sgt. Shawn Swanson – Richland Police Dept.
- ◆ **Treatment Liaison**: Chad Morris, SUDP – Merit Resources

Benefits of Therapeutic Court

- ◆ Through a collaborative effort with community partners, Benton County Therapeutic Courts provides:
 - ◆ Court Supervised Treatment
 - ◆ Judicial Accountability
 - ◆ Structure
- ◆ And connects participants to benefits they may qualify for such as:
 - ◆ Healthcare
 - ◆ Education
 - ◆ Disability
 - ◆ Housing

Therapeutic Court's Goals

Eliminate	Eliminate participant contacts with the criminal justice system.
Reduce	Reduce the costs associated with criminal case processing, incarceration and hospitalization.
Improve	Improve access to community mental health services.
Accountability	Ensure that accountability for non-compliance with the treatment plan is swift and tailored to fit the circumstances.
Communication	Maximize the communication and cooperation between the mental health providers and the criminal justice system.
Community	Incorporate community-based educational, vocational, counseling and self-help courses and programs into a comprehensive treatment plan for self-improvement.

Incentives, Sanctions, & Therapeutic Responses

Incentives

•Verbal Praise

•Fishbowl

•Rocket Docket

•Gift Card

•Food Items

•Waived court fines

•Skip Week

Sanctions

•Reflective Essay

•Community Service

•Workbook

•Work Crew

•Day Reporting

•Daily Check-ins

•Jail

Therapeutic Adjustments

•Reassessed level of care

Increased participation in treatment

Residential treatment

Increased frequency in drug testing

Self-help meetings

•Adjusted treatment interventions

Who benefits from Therapeutic Court?

Court System

Jails

Law
Enforcement

Social
Service
Agencies

Hospitals

Community
Members

Family
Members

Participants

Disqualifying Charges

- ◆ RCW 2.30.030 determines persons not eligible to participate in therapeutic courts:
 - ◆ Violent offences or sex offences as defined in RCW 9.94A.030
 - ◆ Current offense alleging intentional discharge, threat to discharge or attempt to discharge firearm
 - ◆ Past or present charge or conviction of vehicular homicide
 - ◆ Past or present charge or conviction alleging substantial bodily harm as defined in RCW 9A.04.110

Other Disqualifying Criteria

- ◆ Mental Health Disorder with violent manifestation that would create unreasonable risk to Therapeutic Court staff.
- ◆ Dementia, delirium, developmental disabilities or brain injuries are primary diagnosis w/out evidence of an underlying Mental Health Disorder.
- ◆ Substance abuse is primary diagnosis (MHC only)

Referral Process



Program Success

Improved quality of life

Community Relations

Cost Savings

Reduced Recidivism

Questions?



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Council Agenda Coversheet	Agenda Item Number: 4. Council Date: 4/11/2023 Agenda Item Type: Presentation	Category: Info Only
	Subject: Public Safety Sales Tax Update Department: Police Department	
Summary Kennewick Police Chief Chris Guerrero will provide historical information on the Public Safety Sales Tax. Additional information will include an overview of information from the Benton County Law and Justice Council.		
Attachments: 1. Presentation		



KENNEWICK POLICE DEPARTMENT

PUBLIC SAFETY SALES TAX (PSST)

PRESENTATION

April 11, 2023



Presentation Outline

- Introduction
- Voter Approved PSST (2014)
- Kennewick Implementation & Use
- Current Status



Introduction

- RCW 82.14.450 – Sales and Use Tax for Counties and Cities
 - (1) A county legislative authority may submit an authorizing proposition to the county voters at a primary or general election and, if the proposition is approved by a majority of persons voting, impose a sales and use tax in accordance with the terms of this chapter. The title of each ballot measure must clearly state the purposes for which the proposed sales and use tax will be used. The rate of tax under this section may not exceed three-tenths of one percent of the selling price in the case of a sales tax, or value of the article used, in the case of a use tax.
 - (6) Money received by a county under subsection (1) of this section must be shared between the county and the cities as follows: 60 percent must be retained by the county and 40 percent must be distributed on a per capita basis to cities in the county.
 - March 4th, 2014 Benton County Commissioners approved placing the measure on the August 2014.



2014 – Voter Approved

- Specific Ballot Language:
 - “The Benton County Board of Commissioners adopted Resolution No. 2014-259 that seeks to improve public safety including combating criminal gangs. This proposition would fund the hiring of additional police officers, corrections officers, and prosecutors; fund the Metro Drug Task Force and gang and crime prevention efforts; and fund court and clerk programs including a seventh Superior Court Judge and drug and mental health courts, by imposing a sales and use tax equal to three-tenths of one percent (three cents on a ten dollar purchase) with the tax expiring December 31, 2024. Should this proposition be: Approved.....[] Rejected.....[]”
- Kennewick would receive:
 - 15 Sworn Officer positions, 1 Assistant City Attorney, 2 Support Staff Positions
- August of 2014 the majority of Benton County voters approved the PSST.



Kennewick Implementation & Use – 2015 to Current

- 15 Police Officers funded – This includes associated equipment & vehicles
 - 7 Police Officers (April of 2015)
 - 4 Police Officers (2016)
 - 4 Police Officers (2017)
- 1 new Assistant City Attorney (2016)
- 2 Support Staff Positions (1 FTE in April of 2015, 1 FTE in 2016)
- 0.5 FTE Public Records Position (2019)
- Police Cadet Program (2017) - 6 Cadet positions and associated equipment
- Evidence Technician (2023)
- Technology Improvements – Taser, Less Lethal Launchers, Software, redundant ISP, physical security upgrades, interview room updates, audio/visual improvements, FLOCK Safety System, Intersection Cameras
- Cold Case Resolution



Current Status

- Commissioner requested 4 questions of Law and Justice Council:
 - Should the PSST be renewed?
 - What has the revenue generated from the PSST been utilized for across the region since its inception? How has that benefited the region?
 - If the tax is renewed should there be a sunset and, if so, what time frame should that be?
 - Should costs related to SECOMM and regional 911 be included as eligible uses of the tax? If so, who contributes to SECOMM and how much?
- Benton Co. Commissioners are planning to have the renewal presented to voters on the November 7th, 2023 (General Election)
- Benton Co. has hired a Public Relations firm to work on public communication.

QUESTIONS??

