



City Council Meeting Schedule October 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regular, special and study session meetings to a virtual location until termination of the state of emergency or until rescinded.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>.

October 5, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

October 12 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. Historic Downtown Kennewick Partnership Update
2. 2022 TPA Budget & Marketing Plan
3. TRIDEC Update

October 19, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

October 26, 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. Community Outreach Update
2. KMC Amendments - Development Improvements and Mitigation
3. KMC Amendments - Park Rules & Public Camping

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	10/12/2021
Agenda Item Type	Presentation		
Subject	Historic Downtown Kennewick Partnership Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Finance		

Info Only	<input checked="" type="checkbox"/>
Policy Review	<input type="checkbox"/>
Policy DevMnt	<input type="checkbox"/>
Other	<input type="checkbox"/>

Summary

Stephanie Button, Historic Downtown Kennewick Partnership Executive Director, will provide City Council HDKP's annual update.

Through	Evelyn Lusignan Oct 06, 17:30:00 GMT-0700 2021	Attachments: PowerPoint
Dept Head Approval	Dan Legard Oct 07, 07:45:47 GMT-0700 2021	
City Mgr Approval	Dan Legard Oct 07, 11:28:22 GMT-0700 2021	



HISTORIC DOWNTOWN KENNEWICK PARTNERSHIP

Annual Report to City of Kennewick Council

City of Kennewick Council Workshop
October 12, 2021



Who is HDKP?

Our Mission for Downtown

Championing revitalization to build a vibrant downtown destination that encourages economic and creative opportunities for our community.

Our Vision for Downtown Kennewick

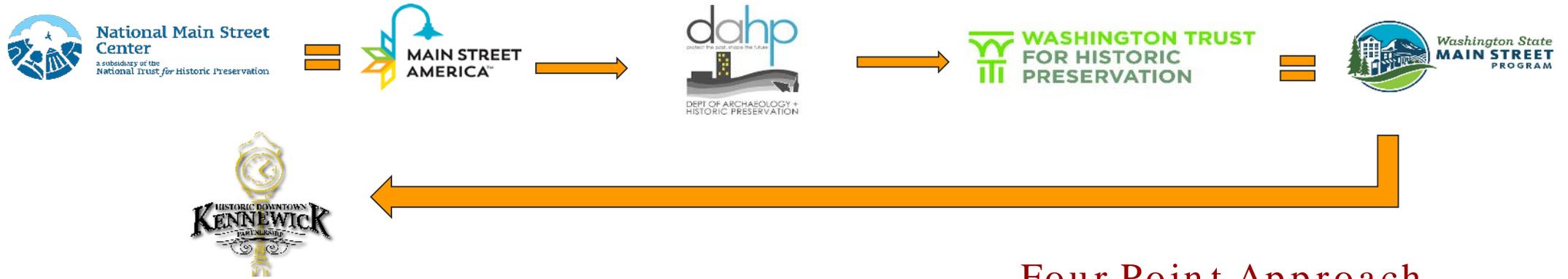
Bursting with creative vitality and authentic charm, Downtown Kennewick is a thriving, healthy community where people from all walks of life can experience a wealth of opportunities to work, shop, learn, and play.

We are a Partnership. We are a Verb. We Do!

A volunteer-driven organization that aspires to reflect our diverse community, provide an inclusive and vibrant downtown destination, encourage economic and creative opportunities, and preserve our rich history to support a dynamic future.



What is Main Street?



Four Point Approach

Economic Vitality - Organization - Promotion - Design

Economic Vitality - Build a diverse economic base

Design - Create an inviting, inclusive atmosphere

Organization/Out reach - Build leadership and strong organizational capacity

Promotion - Market district's defining assets





What We Do

Our day-to-day efforts span a wide range and we channel our mission and vision in everything we do. Our primary focus areas include:

Advocating for Downtown Businesses

Through our monthly Committee Meetings, quarterly Downtown Merchant meetings, our *“Neighborhood News”* e-Newsletter, and to our routine one on one interactions with downtown stakeholders, we are always listening to the collective voice of the downtown community. Our goal is to ensure that any concern and input regarding downtown are heard within our own organization and the City of Kennewick.

Connect People to Downtown Through Promotions & Events

At the heart of our work is building community, which we promote through our signature events and downtown promotions. We believe that downtown should be everyone’s neighborhood and we strive to create the kinds of events and promotions that draw people into the downtown core.

Develop Strategy for a Stronger, Sustainable Downtown

At the core of our economic development strategy are two guiding principles - supporting entrepreneurship and encouraging community vitality through placemaking initiatives that focus on accessibility, beautification, and safety.

We champion the vitality of Downtown Kennewick through promotion of commerce, culture, and celebration. We advocate and guide revitalization through our efforts to:

- Developing partnerships with other community-minded organizations in order to maintain and expand the downtown.
- Creating promotional events designed to bring thousands of people downtown.
- Making recruiting and retention efforts that focus on inviting complementary businesses that fill the needs of our target customers.
- Putting your tax dollars to work through the **Main Street Tax Credit Program.**

Main Street Tax Credit Incentive Program & Other Revenue

MSTCIP	Membership	Sponsorships & Grants	Other Revenue
<ul style="list-style-type: none"> We exceeded our Q1 Cap for 2021 Contributions and raised an additional \$20,000 Planning for 2022 solicitation Plan to maximize potential contributions <p><i>*MSTCIP are contributions from business and organization of their self-directed B&O and Utility Tax</i></p> <p><i>*Current Contributions Expected from MSTCIP for 2021 are: \$110,090.09. Our new cap is \$213,333.33 (2022). BUT this also goes into effect on October 1</i></p> <p><i>*As of October 1st at 8am we can try to raise an additional \$103,243.24 for 2021!</i></p>	<ul style="list-style-type: none"> 52 Active Members <ul style="list-style-type: none"> <i>*68% Renewal Rate of returning members</i> Pushing to recapture renewals in the 4th quarter in time for Board Elections 8% increase in new memberships <p><i>*COVID has contributed to a reduction in memberships.</i></p>	<ul style="list-style-type: none"> \$10,000 from WSDA Grant \$21,000 PPP <i>*\$2,000 Place Activation Grant - <ul style="list-style-type: none"> Additional Support with City of Kennewick, Best of Community Funds </i> <i>*In FY 2022 will receive \$48k from State for Electrical Infrastructure Upgrades</i> <p><i>*Reimbursement Basis</i></p>	<ul style="list-style-type: none"> Events & Programs (to date) <ul style="list-style-type: none"> \$15,623

Downtown Marketing

WE Make Everyone Our Champion!

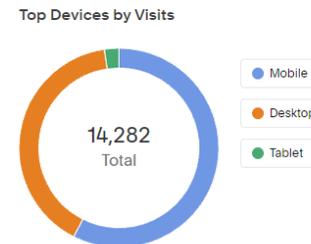
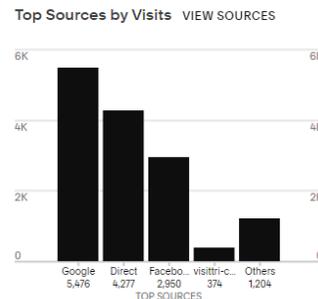
Discover



From numerous one-of-a-kind art galleries to an extensive collection of public art on display from many regional artists, Downtown Kennewick is fun place to be. The architecture in downtown Kennewick, a family-friendly locale, is home to more third-generation family businesses than anywhere for miles around, many remaining in their same location over the years, dispensing friendly customer service that people have come to expect. While some of Downtown's historic buildings still maintain their original uses from the hardware store to the farm store to eating and drinking establishments to the local mortuary, other buildings have been adapted for today's visitors from the old theater (now an antiques store), to a grain store (now a brewpub) to two old JC Penney stores. **Historic Downtown Kennewick brings the past and the present together for a unique shopping, dining, and recreational experience.** Click on the images above for business listings.



Discover Downtown Kennewick! A Destination In Your Own



Our district is full of tremendous vibrancy, ingenuity and excitement. Our growing marketing and promotional tactics help share the story of Downtown Kennewick through social media, advertising, the press and meetings and advocacy.

Social Media Channels

Instagram

- @Dwt nKennewickPartnership
- @KennewickFarmersMarket
- @AvenueSquare
- @DowntownKennewick

Facebook

- @historicdowntownkennewick
- @kennewickfarmersmarket
- @kennewickcreative
- @1stThursdayKennewick

YouTube

- @Historic Kennewick

Website

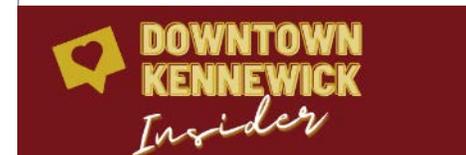
Press & PR

Two, 30-Second TV Commercials

Stephens Media Group Radio Campaigns

- Past:
 - 2021 Farmers Market Season
 - Alfresco Saturdays
- Upcoming
 - Holiday Shopping "Shop Local"
 - Hometown Holiday Events

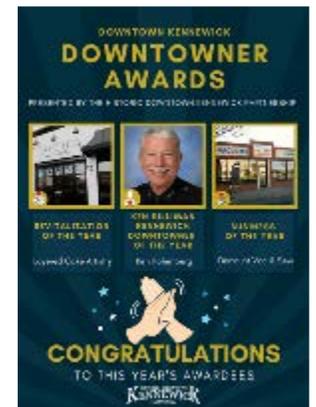
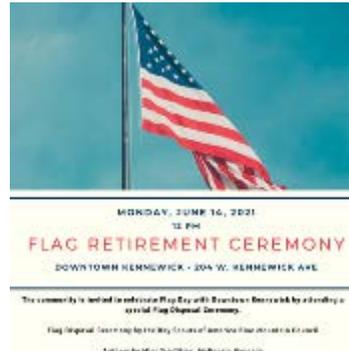
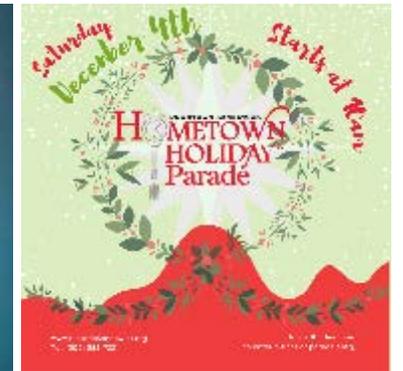
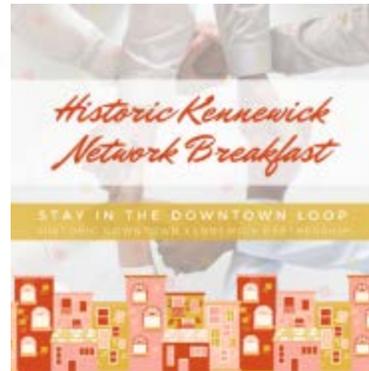
Email Blasts



Downtown Events & Promotions

We Celebrate Downtown Kennewick!

Our events draw thousands into the district year-round. From Alfresco Saturdays (our four-part outdoor open streets series) and the Farmers Market and First Thursday Art Walks, to our seasonal events like - our events have become local attractions drawing attendees from the city, region and beyond.



2021 Highlights - - Year to Date

1

Alfresco Saturdays

We continued to build upon and innovate on our COVID-19 relief program, “Alfresco.” Activating the streets and sidewalks for commerce and programming to increase vibrancy downtown and to **expose a wider portion of our community to the unique assets located in historic business district core**. These citizens are then more likely to visit downtown for shopping/ dining/ entertainment on other occasions and are more likely to consider living downtown or perhaps locating their business downtown. An added benefit of these types of events is that they engage local merchants, artists, and entrepreneurs.

2

Farmers Market

We added 20 new vendors to the Farmers Market and increased the number and frequency of Farmers Market Nutrition Program users. We invested in branding, swag, signage, and amenities to make our market more comfortable and accessible. We know that holding this ongoing public event in the downtown helps **drive positive awareness of Downtown Kennewick**. Our market brings people from all over the Tri-Cities on a regular basis, once a week or even just once a month. This serves to make citizens aware of the unique amenities that exist in the downtown.

3

Business Support & Engagement

We increased communications of emails and newsletters with general community and downtown information, COVID-19 related resources, funding opportunities, and public safety information. We also shared other partner resources like webinars, recovery planning documents, and other forms of support. We have increased in-person outreach to businesses, with particular emphasis on businesses off Kennewick Avenue with the help of volunteers & board members .

4

Grants

We applied for 5 significant grants/ funding opportunities in 2021 and were successful in receiving 3 of them. We received a WSDA grant for Farmers Market, a Placemaking Grant through Washington State Main Street, and Community Project Funds through the State of Washington for electrical infrastructure upgrades to support growing activities and programs downtown.

Alfresco Saturdays Attendance:

July: 650

August: 1,000

September: 2,000+

Farmers Market (YTD)

Total Vendor Count 43. (Ave 18)

Attendance to date: 6,000

Total Vendor Sales: \$65,000



Downtown businesses have direct access to HDKP Staff. In addition to in person visits made by staff, **we have fielded over 350 calls** with downtown businesses, property owners, about downtown opportunities and concerns.



2021 Highlights - - Year to Date

5

Marketing the District

Via historickennewick.com and social media accounts we promoted a positive, vibrant downtown that highlights small, independent business and showcases our cultural resources. We put extra emphasis on promoting business adaptations including online sales, curbside pick-up, and take out options. We amplified the social media of our downtown businesses. In addition, partnered with the Port of Kennewick to produce two 30-second TV commercials. These are assets what we continue to utilize on our website, YouTube channel, and other platforms.

6

Placemaking & Beautification

We are investing in community spaces. We have help secure funding for new murals in the downtown (Railroad Mural and Local Foods Mural) and have supported continued maintenance of the HDKP owned bronze sculptures in downtown.

7

Avenue Square Pilot

Continuing our initiative to provide people many opportunities to come together and engage with the community in downtown, we piloted a program to activate a central downtown parking lot, known as "Flag Plaza," into a public square that is accessible, dynamic, and multifunctional to our community needs. Our goal is to cultivate a permanent public space that will enable us to expand our Farmers Market, host more frequent and diverse events downtown, and create space for public gatherings and food truck dining. Activating public spaces that can support small business, enhance quality of life for residents, and restore vitality to impacted districts.

8

SOCO, the Downtown Kennewick Creative District

We collaborated with the City and other community partners to apply for a Creative District designation. This Statewide recognition will highlight Downtown Kennewick's distinctive creative identity and increase its economic vitality by uplifting, encouraging, incubating, promoting, and developing the arts and creative businesses in the Downtown Kennewick community.

2021 YTD HDKP \$ Focused
Downtown Marketing
Investments:
\$10,500+





“ **CONGRATULATIONS** on becoming Washington’s newest Creative District! Our board of commissioners voted unanimously to ratify your application request. I’ve attached the official letter of certification for your records. We are so pleased to welcome you to Washington’s Creative District network.”

--Annette Roth, Community Development Manager
10/8/2021



October 8, 2021

Ms. Stephanie Button, Executive Director
Historic Downtown Kennewick Partnership
124 W Kennewick Avenue
P.O. Box 6552
Kennewick, WA 99336

Dear Ms. Button:

We are pleased to let you know that Downtown Historic Kennewick Partnership’s application for the South Columbia Creative District certification has been approved. Our review panel thought your application was very thoughtful, and our board voted unanimously to ratify your application request. Congratulations on becoming the newest Creative District in Washington State!

We are excited to begin this process with your community and are looking forward to supporting your success.

Best regards,

Annette M. Roth
Community Development Manager
Washington State Arts Commission
711 Capital Way South, Suite 600
Olympia, WA 98504
(360) 252-9982

Cc: Karen Hanan, Executive Director

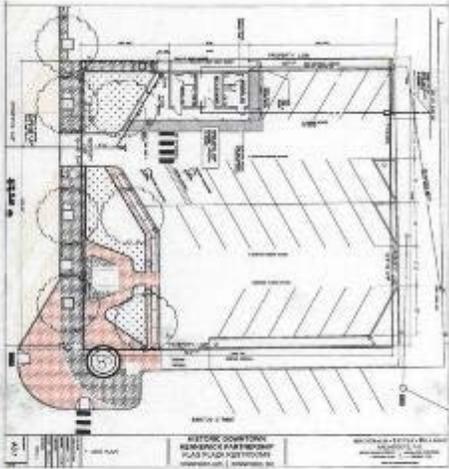


Flag Plaza Redevelopment Project: Avenue Square

“We have identified Flag Plaza as the cornerstone of our overall Downtown Development Plan to activate public spaces for economic growth and resilience within Historic Downtown Kennewick.”



CURRENT LAYOUT OF FLAG PLAZA:
204 W KENNEWICK AVE



Inspiration



MAIN STREET IS BUILT FOR INNOVATION

Main Streets activated over 342,670 square feet of public space.

Main Street is built for this.

Learn more: preservation.wa.gov/NMS2020



Downtown Avenue Square/Former Flag Plaza Electrical Upgrade. Starts FY 22



Flag Plaza Redevelopment Project: Avenue Square Planning

- Functional but also attractive
- Lighting (& any other ways to deter transients)
- EV charging station
- WiFi hotspot

Intended & Additional Uses

Important to keep in mind because design should be made around intended uses of:

- Central Gathering Place in Downtown
- Farmer's Market Location
- Food Truck location/plug-ins
- Outdoor café space
- Drivability – both when not in use and in use (i.e. back up pickup during farmers market)

- Upgrading Panel to 400 from 200
- Additional Power for future stage placement (temporary/permanent)
- Upgrading Transformer for Increased Powerload
- Future RV/Food Truck Hookups
- Future EV Charging Stations
- Freestanding Meter/Panel for RV/EV/Stage breakers

Phase 1:
Upgrade Transformer to 50kva & install up to 4 RV/Food Truck Hook-Ups
\$46K in funds from Capital Projects Community Fund (State Funding)

Phase 2:
EV Charging Stations & additional two, 30amp hook-up

Phase 3:
Upgrade 200amp panel to 400amp panel. Add additional outlets to exterior of Restroom/Storage building

The Historic Downtown Kennewick Partnership

We're only getting started!



Future Project Priorities

We will pursue opportunities to partner with the City and other stakeholders on funding and executing our upcoming priorities for a vibrant downtown destination that encourages economic and creative opportunities for our community.

Infrastructure for a Stronger, Sustainable Downtown:

- **First Street Traffic Calming, Connectivity, and Accessibility**
 - First Street traffic needs to be calmed. It is dangerous to pedestrians, customers visiting fronting businesses, and drivers
- **Increased Lighting for Safety, Security, and Useability**
 - Additional illumination is needed for downtown sidewalks and alleys
- **Broadband and Fiber to Downtown**
 - We are investing in bringing a WiFi Hotspot to downtown. The future growth of downtown needs robust internet for the future of business and entrepreneurial success
- **Parking and Transportation Study**
 - How do our downtown users commute to and navigate in downtown

Press, PR, Promotions, and Marketing

- **Increase in Targeted and General Marketing, PR, & Promotions**
 - Pursue media coverage locally, regionally and nationally to highlight the accomplishments of our district, businesses and stakeholders. Through collaborations with Visit Tri Cities, the City of Kennewick and other stakeholder groups, we seek to secure Downtown Kennewick in the press.
 - Produce digital and traditional promotional marketing assents. Ex: rack cards, shopping guides, branded swag.

Beautification

- **Wayfinding Signage throughout the Downtown**
- **Streetscape Amenities: flowers, new/ more trash cans and benches**
- **Downtown Street Trees Replacement and Sidewalk/ Curbing repair and enhancements**

Thank you

HISTORIC DOWNTOWN KENNEWICK PARTNERSHIP

historickenewick.org

partnership@historickenewick.org

509-582-7221

**Council Workshop
Coversheet**



Agenda Item Number	2.	Meeting Date	10/12/2021
Agenda Item Type	Presentation		
Subject	2022 TPA Budget and Marketing Plan		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	<input checked="" type="checkbox"/>
Policy Review	<input type="checkbox"/>
Policy DevMnt	<input type="checkbox"/>
Other	<input type="checkbox"/>

Summary

Michael Novakovich, President & CEO of Visit Tri-Cities will present the 2022 Tourism Promotion Area (TPA) Business and Marketing Plan.

Through

Terri Wright Oct 07, 09:43:36 GMT-0700 2021
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Dept Head Approval

--

City Mgr Approval

Dan Legard Oct 07, 11:27:39 GMT-0700 2021
--

Attachments:

2022 TPA Budget & Marketing Plan Presentation
--



Tri-Cities Regional Hotel-Motel Commission

2022 BUDGET AND MARKETING PLAN

MISSION

To promote, market and sell the region as a preferred destination to visitors. We will develop incremental visitation by promoting our destination products, programs and activities; the overall economic vitality of our communities and the quality of life for our citizens.

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.



Tourism Promotion Area Marketing Plan
prepared by Visit Tri-Cities for:

CITY OF KENNEWICK
CITY OF PASCO
CITY OF RICHLAND



Please Note: The attached document reflects only those programs and costs associated with Tourism Promotion Area (TPA) funding. Visit TRI-CITIES manages many other aspects of tourism development, which are funded by hotel and lodging taxes and membership investment. Such programs include, Rivershore Enhancement, Media Outreach, Visitor Services and Member Development.

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PRESIDENT & CEO MESSAGE

It is with great pleasure that we present 2021 Tri-Cities Regional Hotel-Motel Marketing Plan, which outlines Visit Tri-Cities' use of Tourism Promotion Area funds. The following plan provides a detailed overview of the state of our industry, a competitive analysis and our planned endeavors to drive economic impact through visitor spending. This plan highlights the strategies we will deploy in 2022 to drive continued economic recovery through visitor spending by securing leisure travel, sports events, and meetings & conventions business. Our tourism development strategies support all our sales endeavors as well as aid our corporate partners with their recruitment and retention activities.

Much like 2020, 2021 has proved challenging as we continue to navigate the dynamic COVID landscape, which has created significant adverse impact in the tourism industry. Challenges include staffing shortages for hospitality businesses, lags in the return of business travel, as well as meeting planner sentiments and decision making regarding the safe return of their events (not to mention related restrictions earlier in the year). Recently we saw several local hotel properties convert to micro-housing units, reducing our community's inventory of hotel rooms. Our expectation is this will lead to a higher Average Daily Rate (ADR), which would positively impact lodging taxes collected. However, it is possible the reduced inventory could negatively impact TPA collections. We will be monitoring this situation as it continues to unfold.

Challenges aside, an investment in tourism is an investment in the future prosperity of our region and enhanced quality of life that every Tri-Citian benefits from. Simply put, we sell futures. Much of the work the Visit Tri-Cities team engages in, as outlined in this plan, is recognized one to five years into the future. These are the booking windows our meeting planners and tournament directors are utilizing to plan their future events. While the booking window for leisure travel is often shorter, our promotional endeavors also yield returns in the future. An investment today pays dividends tomorrow.

Even during the toughest of times in 2020, due to COVID restrictions and consumer behavior, tourism in the Tri-Cities continued to be a strong economic driver. Visitation generated roughly \$350 million in visitor spending last year. While this was down 30% over the prior year, the Tri-Cities fared far better than many other destinations. Through strong community collaborative partnerships and the marketing and sales efforts outlined in this plan, we feel confident we can drive economic recovery for the benefit of all Tri-Citians. To this end, visitor spending, along with associated visitor-generated tax revenues, help fund a more thriving and vibrant Tri-Cities by financially supporting a safe, educated, employed and beautiful community with many amenities for all to enjoy.

All of us at Visit Tri-Cities, from our Board of Directors to our team of talented professionals, look forward to continuing our investment into the strong return of the visitor economy. We have recently launched a new suite of tools to influence travel to the Tri-Cities and continue to develop creative initiatives to introduce prospective visitors to this amazing place we call home.



A handwritten signature in black ink, appearing to read 'Michael Novakovich', written in a cursive style.

MICHAEL NOVAKOVICH
President & CEO, Visit Tri-Cities



ACKNOWLEDGMENTS

We greatly appreciate the time and dedication of our city partners and hoteliers who meet monthly to provide Visit Tri-Cities with support and direction on how to invest the proceeds from the tourism promotion assessments collected in Kennewick, Pasco and Richland.

TRI-CITY REGIONAL HOTEL-MOTEL COMMISSION

KENNEWICK

Mark Blotz, Clover Island Inn
Jerry Beach, A-1 Hospitality
Marie Mosley, Ex Officio, City of Kennewick

PASCO

Monica Hammerberg, Hampton Inn & Suites Pasco / Tri-Cities
Vijay Patel, A-1 Hospitality
Dave Zabell, Ex Officio, City of Pasco

RICHLAND

Wendy Higgins, The Lodge at Columbia Point
Andrew Lucero, Richland Courtyard by Marriott
Jon Amundson, Ex Officio, City of Richland

TOURISM 2022

NATIONAL OUTLOOK

Predictions on the future of travel and the tourism industry have never been more uncertain. Consumer sentiments change weekly based on changes in COVID counts, the impacts of variants, the latest media coverage and the ongoing politicizing of the world-wide pandemic. The crystal ball is murky at best.

Analysts agree on two things. The foremost being that the return of travel will occur first with leisure travel, followed by a changed version of business travel, and eventually group and convention travel will gradually return at a reduced rate over prior levels. "Leisure demand is gathering strength with substantial recovery in sight for many markets. However, transient business, group and international travel face continued headwinds, and a full recovery will take several years." states Tourism Economics president Adam Sacks.

The second significant factor is that private accommodation purveyors such as Airbnb and VRBO are gobbling up market share at an alarming rate. A recent study by Morgan Stanley Research showed that 49% of surveyed Airbnb guests stated that they booked an Airbnb in place of a traditional hotel. As a result, Airbnb captured an 18% market share of the lodging in the U.S. in 2020 and when combined, Airbnb and VRBO accounted for 29% of total lodging revenue. This is especially concerning for destination marketing organizations, like Visit Tri-Cities, that receive funding from tourism promotion assessments collected by hotels, which are not paid by private living space rentals.

PROJECTED U.S. HOTEL KEY PERFORMANCE METRICS*

	2019 Actual	2020 Actual	2021 Forecast	2022 Forecast
Occupancy	66.1%	41.6%	53.3%	60.1%
ADR	\$131.21	\$103.00	\$109.47	\$117.34
RevPAR	\$86.76	\$42.88	\$58.39	\$70.57

*STR May 2021 Forecast



LOCAL OUTLOOK

The recovery of tourism and return of visitor spending was a little slower to take shape locally because Washington State was under a stay-at-home order with travel restrictions for much longer than other states, not resuming “normal” business activities until July. Attracting leisure travelers and sports tournaments will be key objectives for 2022 with increased emphasis on rebuilding the conventions and meetings segment. The competition to attract consumers for week-end getaways and outdoor recreation will be fierce as many destinations will deploy the same strategy for their communities.

Conventions may be restructured in the future, changing the size and number of delegates and incorporating some virtual/hybrid features which will affect the number of out-of-town visitors attending each event. Decisions on future events may be delayed and meeting planners are expected to seek to re-book events that did not take place in 2020-2021, placing them at their previous locations. In general, there is a “wait and see” phenomenon that is paralyzing the meetings industry.

For the first time in years, there are no new scheduled hotel openings to report, and no new rooms expected to be added to the market. In fact, the recent conversion of 5 hotels to apartments by Fortify may actually create compression which will strengthen existing hotels’ financial performance.



2021 PERFORMANCE JANUARY - JUNE*

	OCC	ADR	RevPar	RevPar vs Prior Year
SEATTLE	36.90%	\$117.75	\$43.51	-22.7%
SPOKANE	52.20%	\$98.49	\$51.38	45.3%
TACOMA	54.30%	\$93.48	\$50.80	10.3%
TRI-CITIES	53.90%	\$88.01	\$47.42	46.3%
VANCOUVER	65.20%	\$95.74	\$62.45	47.6%
YAKIMA	50.50%	\$85.72	\$43.25	58.0%

*STR June 2020 Destination Report

COMPETITIVE SITUATION ANALYSIS

In order to promote the Tri-Cities as a preferred destination for group, business and leisure travelers, it is important to recognize both the strengths and challenges within our community and to set sales strategies accordingly.

CONVENTION AND SPORTS

Destination Strengths

- Variety of Hotels and Brands
- Positive Relationship Between Visit Tri-Cities, Hotels and Meeting Venues
- Three Rivers Convention Center
- HAPO Center
- Unique Offsite Event Venues (i.e. wineries, etc.)
- Competitive Pricing
- Ample Complimentary Parking and Wi-fi Offered at all Hotels and Meeting Venues
- Sports Facility Infrastructure
- Strong Sports Council
- Opportunity Funds Available
- Amenities and Attractions that Appeal to Convention Groups (i.e. wine experiences, outdoor recreation, etc.)

Destination Challenges

- Lack of Hotels Capable of 200+ Room Block
- Lack of Resort-Style Hotels with Ample Meeting Space
- Meeting Venues with Larger Meeting Space in Competing Locations
- Limited Number of Meeting Rooms and Exhibit Space Available Under One Roof
- Number of Hotel Rooms within Walking Distance of Convention Center/ Large Facilities
- Hotels Converting to Studio Apartments (losing hotel guest room inventory, specifically the 197 room hotel with meeting space)
- Newly Expanded Convention Centers in Competing Locations
- Inability to Secure Funding to Expand the Three Rivers Convention Center to Allow for More Exhibit Space and Breakout Rooms
- Lack of Sports Officials
- Lack of Sports Field Availability
- Newly Developed Indoor and Outdoor Multi-use Sports Facilities with State-of-the-Art Amenities in Competing Locations
- Continued Uncertainty of Future Pertaining to COVID-19 Pandemic
- Lack of Family Attractions (i.e., family fun centers, theme parks etc.)
- Distance from I-5 Corridor vs. Competition

LEISURE TRAVEL

Destination Strengths

- Heart of Washington Wine Country
- Water2Wine Cruise
- Agritourism Assets: Farmers' Markets and Festivals
- Popularity of Outdoor Recreation / Wide Open Spaces
- Trail Systems
- Weather
- Water Recreation
- STEM Tourism Assets
- Travel Writer Outreach
- Easy Three Hour Drive from I-5 Corridor Destinations
- Consumer Sentiments About Driving vs Flying for Travel

Destination Challenges

- Weak Reputation as a Wine Destination vs Walla Walla or Woodinville
- Seasonal Demand
- Mountain & Snow Winter Driving from key drive markets
- Perceived Lack of Family Activities
- Hanford B Reactor Public Tours on Hold
- Heavy Weekend Traffic on I-90
- Price of Airfare / Inconvenience of Air Travel
- Travel Safety Concerns Due to COVID

BUSINESS TRAVEL

Destination Strengths

- Less Price Sensitive for Airfare and Hotels
- Mid-week Demand Complements Weekend and Convention Groups
- Recently Expanded Tri-Cities Airport
- Direct Flights From Denver, Salt Lake City, Seattle, Mesa/Phoenix, San Francisco, Minneapolis and Burbank

Destination Challenges

- Some flights cancelled due to cutbacks in 2020 may be slow to return
- Destination Choice Not Influenced by Sales and Marketing Efforts
- Mostly Mid-Week Travel
- Popularity of Zoom Meetings, Reducing in Person Meetings and Travel
- Business travel reductions due to Covid-19
- Very Dependent on Hanford Business Trends

GUESTROOM PRODUCTIVITY

	2019	2020	2021	2022
CONVENTION BOOKINGS	20,955	18,953	12,000	18,000
CONVENTIONS CANCELLED DUE TO COVID		-25,978	-6,200	
SPORTS BOOKINGS	25,085	10,057	12,067	20,000
SPORTS CANCELLATIONS		-23,765	0	
TOTAL	46,040	-20,733	17,867	38,000

RFP PRODUCTIVITY

LEADS ISSUED	2019	2020	2021	2022
QTR 1	40	60	23	40*
QTR 2	64	18	22	40*
QTR 3	74	18	25*	40*
QTR 4	87	15	40*	55*
TOTAL	265	111	104	175

*Estimated Production

MEETINGS & CONVENTIONS



18,000
GUEST ROOMS BOOKED



\$4,725,000
ESTIMATED ECONOMIC IMPACT



\$2,070,000
ESTIMATED DIRECT
HOTEL SPENDING

2022 ACTIONS

SALES BLITZES

Develop two separate multi-day sales blitzes in Spring (Olympia) and Fall (location to be determined).

CUSTOMER EVENTS

Organize meeting planner customer appreciation luncheon in the spring to promote the Tri-Cities as a destination. Event to be held in conjunction with Spring Sales Blitz, and to be held in person if possible.

MEETING PLANNER FAM TOURS

Host qualified meeting planners for individuals, customized FAM tours.

RELATIONSHIPS

Continue staff attendance at Washington Society of Association Executives (WSAE), Meeting Professionals International (MPI) Washington Chapter and Professional Convention Management Association (PCMA) monthly/quarterly meetings to strengthen relationships with key meeting planners. Staff will continue to serve on industry boards and committees such as WSAE, WTA and SGMP.

OPPORTUNITY FUND

Utilize the opportunity fund specifically to offset costs for new group business and groups that block more than 300 rooms per night city-wide.

REGIONAL/STATE/NATIONAL CONFERENCES AND TRADESHOWS

Attend the 2022 National Tour Association (NTA), Washington Society of Association Executives (WSAE) and Meeting Professionals International and (MPI) Cascadia Annual Conferences. Participate in additional sponsorship opportunities at each of these events for increased exposure.

SKYNAV

The Convention Sales Department will leverage the newly added SkyNav program to secure conventions. The interactive tour highlights points of interest with image galleries, videos and information to assist meeting planners in selecting the Tri-Cities for their events. The tour link will be included with all electronic proposal packets, digital Meeting Planner Guide as well as communications to meeting groups.

CONVENTION SALES PROGRAM TOTAL:

\$55,973

ADVERTISING

CVENT (Sept) = \$7,500

DI EmpowerMINT (Jan) = \$7,300

Meetings Today: \$4,800 each (March, Aug) = \$9,600

Total: \$24,400

TRAVEL

Mileage for site inspections when VTC mobile is not available, \$65 per month = \$780

Washington Society of Association Executives, attend one association meeting (Oct) = \$500

Meeting Planners International Annual Convention hotels, meals and flight (March) = \$1,000

Olympia Spring Sales Bliz: \$500 per staff, 5 people (March) = \$2,500

Fall Sales Blitz: \$500 per staff, 4 people (Oct) = \$2,000

WSAE Convention: hotels, meals, travel at \$500 per staff, 2 people (June) = \$1,000

Training Classes: continuing education courses for 2 staff, hotel, meals and travel at \$2,000 per session (May, Aug) = \$4,000

Society of Government Meeting Professionals Winter Workshop: hotel, meals, travel (Feb) = \$300

National Tour Association: hotel, meals, travel (Oct) = \$1,600

Total: \$13,680

TRADE SHOWS

Meeting Planners International: Registration for buyer program and registration (Jan) = \$1,100

Meeting Planners International: Sponsorship (Feb) = \$1,000

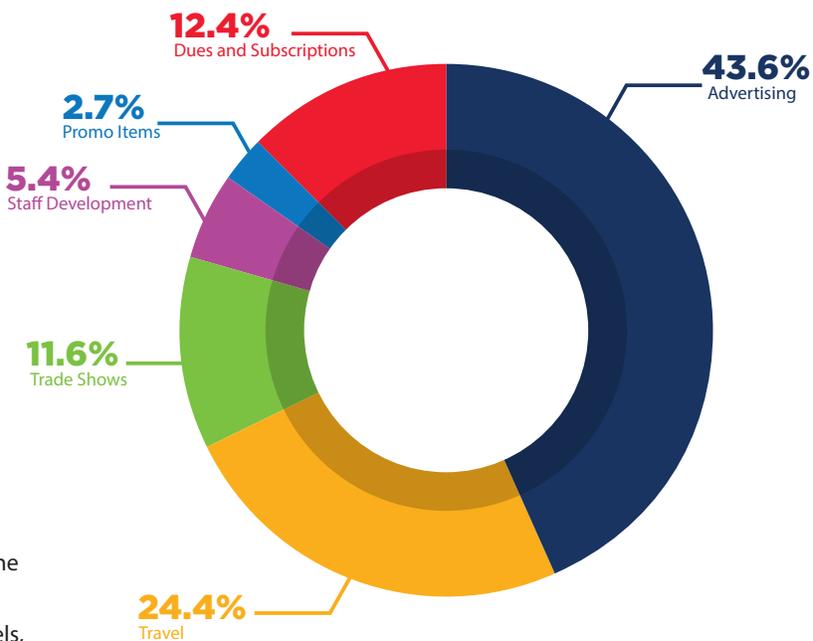
Washington Society of Association Executives: Convention registration \$450 per staff, 2 people (May) = \$900

Washington Society of Association Executives: Conference Sponsorship (May) = \$1,775

Society of Government Meeting Professionals Winter Workshop: registration (Jan) = \$100

National Tour Association (Oct) = \$1,600

Total: \$6,475



STAFF DEVELOPMENT

Continuing Education Training Courses: 3 staff to attend, \$1,000 registration (March, May, Aug) = \$3,000

Total: \$3,000

PROMO ITEMS

Amenities: \$400 (Feb, Aug) = \$800

Logo'd Items: \$350 (Feb, Aug) = \$700

Total: \$1,500

DUES AND SUBSCRIPTIONS

Washington Society of Association Executives: Sapphire Level sponsorship (Jan) = \$2,550

Washington Society of Association Executives Dues: \$300 each (June) = \$600

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Religious Conference Management Association Dues (May) = \$195

NTA Sponsorship (Washington Delegation) (Oct) = \$1,000

Military Reunion Network (May) = \$499

Total: \$6,918

SPORTS AND TOURNAMENTS



20,000
GUEST ROOMS BOOKED



\$5,940,000
ESTIMATED ECONOMIC IMPACT



\$2,100,000
ESTIMATED DIRECT
HOTEL SPENDING

2022 ACTIONS

SPORTS COUNCIL

Organize and administer activities for the Tri-Cities Sports Council.

ADVERTISING

Place print and digital advertising as appropriate in publications such as: Sports Events, Sports Destination Management, and Sports Planning Guide.

SALES BLITZ

Conduct sales calls in November in a major metropolitan area outside the Tri-Cities.

PROMOTE RESOURCES

Update the sports facilities guide, provide e-version and QR Code links for consumer access.

FAM TOURS & SERVICES

Arrange both virtual and in-person site inspections for tournament planners, provide tools and information for promotional purposes and communicate with tournament planners during their event.

SKYNAV

SkyNav tour links will be promoted in our communications to sports groups. SkyNav allows tournament directors to experience the Tri-Cities virtually and the ability to see first-hand the amenities, attractions and accommodations that would be available to their teams. The interactive tour highlights points of interest with image galleries, videos and information to aid tournament directors in understanding the advantages of selecting the Tri-Cities.

OPPORTUNITY FUND

Utilize the opportunity fund specifically to offset tournament costs for groups that block more than 300 rooms per night city-wide.

TRADESHOWS

Promote the Tri-Cities as a premier sports destination at National Tradeshow Events such as TEAMS, S.P.O.R.T.S, EsportsTravel Summit, and Sports ETA.

CUSTOMER EVENTS

Sponsor events at annual national sports tradeshows.

BIDDING FEES

Bid on new regional/national level tournaments that demand bidding fees to host events.

SPORTS PROGRAM TOTAL:

\$86,005

ADVERTISING

Sports Events Magazine Featured Listing (Dec) = \$1,000

Sports Planning Guide Site InSpection Feature (July) = \$2,000

Printed Sports Facilities Map (June) = \$800

Total: \$3,800

BIDDING FEES

USTA Tennis Championships (Aug) = \$5,000

National Association of Intercollegiate Athletics, Softball Opening Rounds (May) = \$5,000

American Junior Golf Association (July) = \$15,000

Total: \$25,000

TRAVEL

Sports ETA Symposium: hotel, meals, travel at \$1,420 per staff, 2 people (April) = \$2,840

TEAMS Conference: hotel, meals, travel at \$1,745 per staff, 2 people (Oct) = \$3,490

S.P.O.R.T.S-Relationship Conference: hotel, meals, travel (Sept) = \$1,745

Connect Sports Marketplace: hotel, meals, travel (Aug) = \$1,800

EsportsTravel Summit: hotel, meals, travel (Dec) = \$1,490

Staff Development, Continuing Education Travel: \$1,600 per staff, 2 people (May, July) = \$3,200

Mileage for site inspections when VTC mobile is not available = \$300 per year

Total: \$16,465

TRADE SHOWS

TEAMS Conference: registration for two staff \$3,000, sponsorship \$10,000 (Feb) = \$13,000

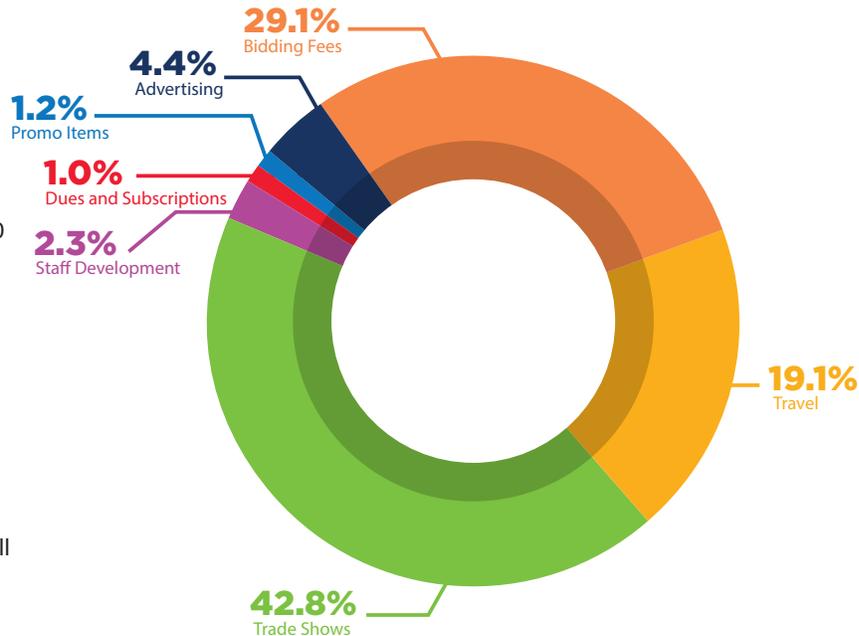
EsportsTravel Summit: registration (Feb) = \$2,000

S.P.O.R.T.S-Relationship Conference: registration \$1,500, sponsorship \$4,500 (March) = \$6,000

Sports ETA Symposium: registration for two staff \$2,390, sponsorship \$9,000 (Dec) = \$11,390

Connect Sports Marketplace: registration (March) = \$4,450

Total: \$36,840



STAFF DEVELOPMENT

Continuing Education Training Courses: 2 staff to attend, \$1,000 registration (May, July) = \$2,000

Total: \$2,000

PROMO ITEMS

Sports Amenities: \$500 (April, Aug) = \$1,000

Total: \$1,000

DUES AND SUBSCRIPTIONS

National Association of Sports Commissions (NASC) Membership (Dec) = \$900

Total: \$900

TOURISM DEVELOPMENT

2022 ACTIONS

WEBSITE

The Visit Tri-Cities website, VisitTri-Cities.com, is the foundation of the organization's marketing efforts as all campaign's "call to action" direct users to the website. The website has been redesigned and augmented with new technology, such as an itinerary builder and Crowdriff (user generated content platform) to enhance the visitor experience.

PROMOTE THE DESTINATION

Promote increased leisure travel through development of campaigns targeting wine enthusiasts, foodies, golfers, outdoor adventurers, cyclists and STEM tourism. The campaigns will be geographically focused on metropolitan areas that are within a 300-mile radius of the Tri-Cities as well as markets with non-stop flights to the destination.

TRAVEL TRADE SHOWS

Target wine enthusiasts at consumer focused wine and food events such as Taste Washington and Vintage Spokane.

MATERIALS

Develop marketing materials including, but not limited to, Official Tri-Cities Visitor Guide and wine map. Publications will be available online as many visitors access information digitally, as consumers are increasingly aware of environmental impacts and concerns of public health. Additionally, digital publications are also easier to update, which benefits the user as well as tourism-based businesses and attractions.

ADVERTISE

Digital and social media advertising will be the primary marketing channels, supplemented by broadcast and print advertising campaigns. The advertising budget calls for a little more flexibility to target not only seasonal needs as they arise, but react to the changing landscape of consumer's travel needs.

SOCIAL MEDIA

Social media are marketing tools to connect with and engage potential visitors. Visit Tri-Cities will promote the destination through Tri-Cities, WA (25,943 followers) on Facebook, as well as through Twitter and Instagram. In 2022 we will increase social content, including video, to boost engagement.

TECHNOLOGY

We will continue to lead the industry in technology and improve visitor experience by investing in programs and platforms:

- o Bandwango (visitor passes and packages)
- o SkyNav (virtual 360 tours of community attractions)
- o SeeSource (consumer analytics)
- o Kuula (virtual site inspections for meeting and sports facilities)

TRI-CITIES WINE TOURISM COUNCIL

There has long been the need to assist wine industry related businesses in becoming more cohesive and organized in order to market the region. Visit Tri-Cities staff provides management and leadership for the Tri-Cities Wine Tourism Council, which works on marketing projects designed to increase wine tourism.

PACKAGES

Work with member hotels to showcase their existing packages to travel media and on the Visit Tri-Cities website.

CONSUMER E-NEWS

User generated content on the website and social media channels will be supplemented by quarterly consumer newsletters targeted to interest groups (outdoor recreation, wine, science) to compel readers to plan leisure travel to the region.

TOURISM DEVELOPMENT TOTAL:

\$587,325

ADVERTISING

WTA State Official Visitor Guide (Nov) = \$7,500
(Remainder Paid by Hotel-Motel Tax)

Social Media/Google Ads: \$1,000 (Jan, June, Nov);
\$2,000 (Feb, March, April, May, July, Aug, Sept, Oct);
\$600 (Dec) = \$19,600

Television Commercials in Puget Sound Region:
\$25,000 each for Spring (May, June) and Fall
(Aug, Sept) = \$50,000

Digital Ad Campaigns targeting group, sports, leisure
travel, varying by market and time frame as
needed (\$106,250 per quarter, March, June,
Sept, Dec) = \$425,000

Total: \$502,100

TRAVEL

Tri-Cities Wine Tourism Council: Travel allowance to
support Tradeshow \$600 for 1 staff member
(May) = \$600

Training Classes: continuing education courses for 3 staff,
hotel, meals and travel at \$2,000 per session (March, May,
and Sept) = \$6,000

Total: \$6,600

TRADE SHOWS

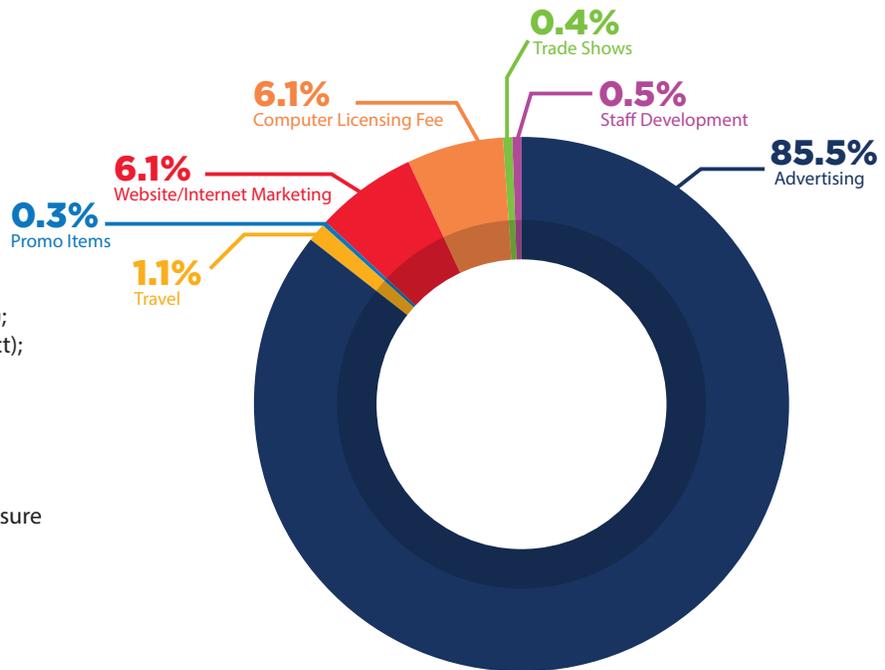
Spokane Wine Show "Vintage Spokane" (May) = \$2,065

Total: \$2,065

WEBSITE/ INTERNET MARKETING

Invest in Search Engine Optimization for new
website: SEO Package \$9,000 a quarter (Jan, April,
July, Oct) = \$36,000

Total: \$36,000



COMPUTER LICENSING FEE:

Website Hosting Fee: \$6,250 a quarter (March, June, Sept,
Dec) = \$25,000 annually

iDSS: \$2,250 per quarter (March, June, Sept, Dec) = \$9,000

Blue Buzzard: \$130 monthly = \$1,560

Total: \$35,560

STAFF DEVELOPMENT

Continuing Education Training Courses: 3 staff to attend,
\$1,000 registration (March, July, Sept) = \$3,000

Total: \$3,000

PROMO ITEMS

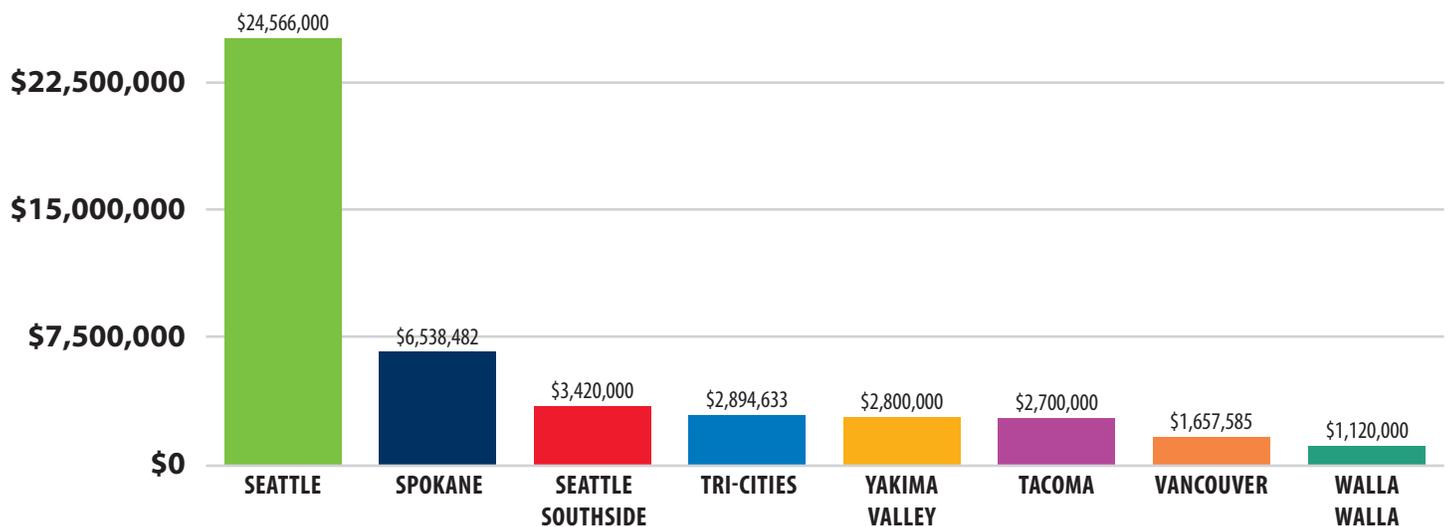
Logo'd Swag \$1,000 (April, Aug) = \$2,000

Total: \$2,000

DESTINATION MARKETING ORGANIZATION (DMO) FUNDING COMPARATIVE

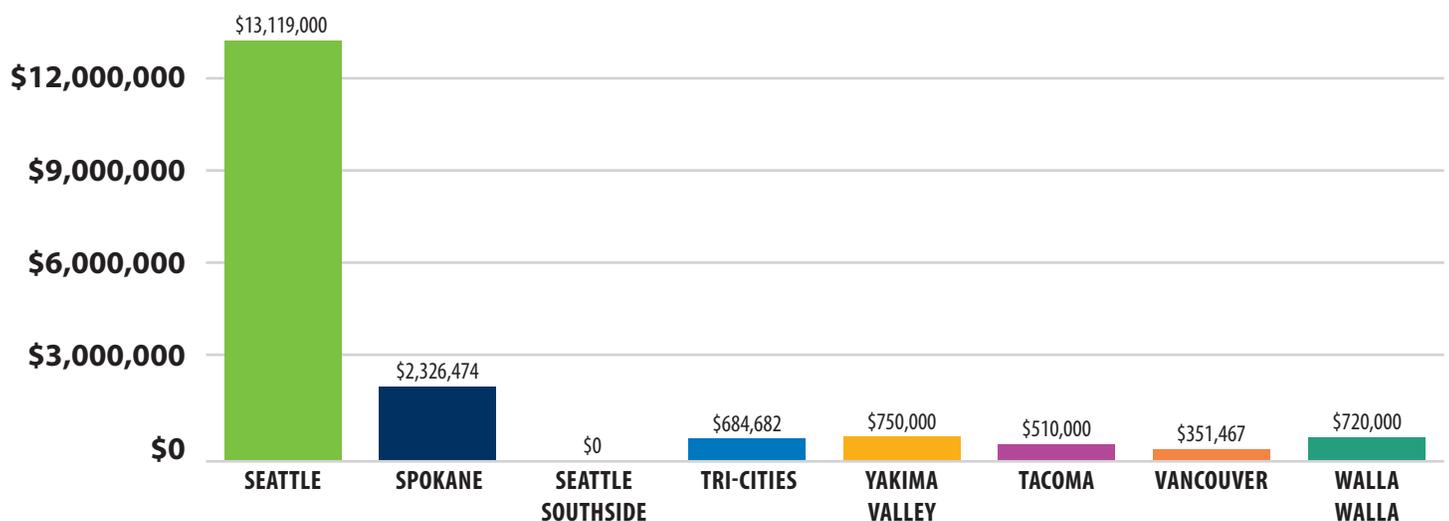
OVERALL BUDGET

The following chart provides historical look at a total budget comparative (including Hotel Motel Tax, Membership Investments and Tourism Promotion Assessment) in key competitive markets.



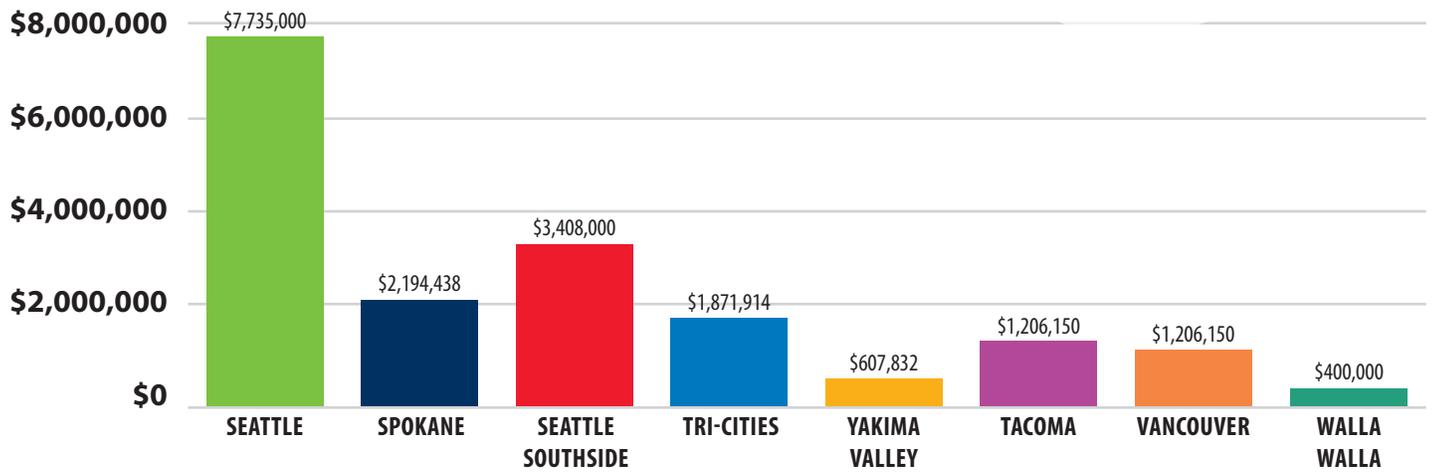
HOTEL-MOTEL TAX INVESTMENTS

The following chart provides historical look at hotel-motel tax investments in key competitive markets.



TPA BUDGET

The following chart provides historical look at a tourism promotion assessments in key competitive markets.



DESTINATION MARKETING ORGANIZATION (DMO) FUNDING COMPARATIVE

The following chart provides historical look at a total budget comparative (including Hotel Motel Tax, Membership Investments and Tourism Promotion Assessment) in key competitive markets.

COMPETING CITY	BUREAU BUDGET	NUMBER OF HOTEL ROOMS	\$ SPENT PER ROOM
Visit Seattle	\$24,566,000	14,861	\$1,653
Visit Spokane & Sports Commission	\$6,538,482	7,169	\$912
Seattle Southside Tourism Authority	\$3,420,000	9,403	\$364
Visit Tri-Cities	\$2,894,633	3,849	\$752
Yakima Valley Tourism	\$2,800,000	3,061	\$915
Travel Tacoma	\$2,700,000	7,000	\$386
Visit Vancouver USA	\$1,657,585	2,835	\$585
Walla Walla Tourism	\$1,120,000	1,100	\$1,018

The following chart provides historical look at hotel-motel tax investments in key competitive markets.

COMPETING CITY	HOTEL-MOTEL TAX	NUMBER OF HOTEL ROOMS	\$ SPENT PER ROOM
Visit Seattle	\$13,119,000	14,861	\$883
Visit Spokane & Sports Commission	\$2,326,474	7,169	\$325
Yakima Valley Tourism	\$750,000	3,061	\$245
Walla Walla Tourism	\$720,000	1,100	\$655
Visit Tri-Cities	\$684,682	3,849	\$178
Travel Tacoma	\$510,000	7,000	\$73
Visit Vancouver USA	\$351,467	2,835	\$124
Seattle Southside Travel Authority	\$0	9,403	\$0

The following chart provides historical look at a tourism promotion assessments in key competitive markets.

COMPETING CITY	TPA	NUMBER OF HOTEL ROOMS	\$ SPENT PER ROOM
Visit Seattle	\$7,735,000	14,861	\$520
Seattle Southside Tourism Authority	\$3,408,000	9,403	\$362
Visit Spokane & Sports Commission	\$2,194,438	7,169	\$306
Visit Tri-Cities	\$1,871,914	3,849	\$486
Travel Tacoma	\$1,400,000	7,000	\$200
Visit Vancouver USA	\$1,206,150	2,835	\$425
Yakima Valley Tourism	\$607,832	2,236	\$272
Walla Walla Tourism	\$400,000	1,100	\$364

VISIT TRI-CITIES 2022 TPA BUDGET

REVENUE		2021 BUDGET	2021 FORECAST		2022 PROJECTED BUDGET		VARIANCE TO 2022 BUDGET	VARIANCE TO 2022 F/C
	City of Kennewick	\$772,273	\$690,049		\$804,923		32,650	\$114,874
	City of Richland	\$628,596	\$607,107		\$692,608		64,012	\$85,501
	City of Pasco	\$395,117	\$343,797		\$374,383		-20,734	\$30,586
1000	Total Revenues:	\$1,795,986	\$1,640,953		\$1,871,914		75,928	\$230,961

EXPENSES		2021 BUDGET	2021 FORECAST		2022 PROJECTED BUDGET		VARIANCE TO 2022 BUDGET	VARIANCE TO 2022 F/C
5010	Salaries	\$563,837.00	\$567,750		\$696,526		132,689	\$128,776
5012	401k	\$22,553.00	\$18,902		\$33,527		10,974	\$14,625
5015	Health Insurance	\$86,753.00	\$75,526		\$101,558		14,805	\$26,032
5030	Payroll Taxes	\$50,745.00	\$46,425		\$58,508		7,763	\$12,083
5035	Accounting Services	\$24,747.00	\$24,711		\$24,747		0	\$36
5050	Telephone & Toll free	\$7,500.00	\$7,467		\$7,500		0	\$33
5060	Office Expense	\$10,000.00	\$7,469		\$9,000		-1,000	\$1,531
5070	Office Insurance	\$4,200.00	\$4,517		\$6,000		1,800	\$1,483
5080	Postage	\$7,000.00	\$2,215		\$4,000		-3,000	\$1,785
5090	Equipment Upkeep	\$22,000.00	\$17,042		\$22,000		0	\$4,958
5092	Visit Mobile	\$3,660.00	\$2,121		\$3,660		0	\$1,539
5095	Capital Expenditures	\$10,000.00	\$8,703		\$15,000		5,000	\$6,297
5100	Office Rent	\$63,000.00	\$63,000		\$63,000		0	\$-
5105	Legal/Professional	\$2,500.00	\$1,068		\$2,500		0	\$1,432
5110	Dues & Subscriptions	\$7,200.00	\$5,210		\$7,200		0	\$1,990
5112	Platform Fees	\$41,500.00	\$39,429		\$58,500		17,000	\$19,071
5115	Computer Licensing Fee	\$36,000.00	\$26,286		\$36,000		0	\$9,714
5225	Website Maintenance	\$36,000.00	\$27,315		\$38,000		2,000	\$10,685
5230	Training	\$9,000.00	\$8,488		\$10,000		1,000	\$1,512
5290	Advertising/Marketing	\$552,091.00	\$363,550		\$440,988		-111,103	\$77,438
5300	Promo Items *	\$7,000.00	\$2,152		\$5,000		-2,000	\$2,848
5310	Bid Fees	\$25,000.00	\$25,000		\$25,000		0	\$-
5315	Travel	\$37,200.00	\$16,868		\$37,200		0	\$20,332
5317	Trade Shows	\$46,500.00	\$19,659		\$46,500		0	\$26,841
5500	Opportunity Fund	\$120,000.00	\$73,780		\$120,000		0	\$46,220
Total Expenses		\$1,795,986	\$1,454,653		\$1,871,914			



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



Tri-Cities Regional Hotel-Motel Commission

2022 BUDGET AND MARKETING PLAN

CITY OF KENNEWICK | OCTOBER 12, 2021

ITEMS FOR DISCUSSION

- Tourism Promotional Area Programs
- TPA Budget



FUNDED BY TOURISM PROMOTION ASSESSMENT

- Convention, Sports and Group Marketing
- Digital Advertising
- Social Media Advertising
- Broadcast Advertising
- Wine Country, STEM, and Outdoor Advertising
- Website
- Regional and National Tradeshows
- Opportunity Fund Grants



TRI-CITY REGIONAL HOTEL-MOTEL COMMISSION

CITY OF KENNEWICK

Mark Blotz, Clover Island Inn
Jerry Beach, A-1 Hospitality
Marie Mosley, Ex Officio, City of Kennewick

CITY OF PASCO

Monica Hammerberg, Hampton Inn & Suites Pasco / Tri-Cities
Vijay Patel, A-1 Hospitality
Dave Zabell, Ex Officio, City of Pasco

CITY OF RICHLAND

Wendy Higgins, The Lodge at Columbia Point
Andrew Lucero, Richland Courtyard by Marriott
Jon Amundson, Ex Officio, City of Richland

TOURISM 2022

PROJECTED U.S. HOTEL KEY PERFORMANCE METRICS*

	2019 Actual	2020 Actual	2021 Forecast	2022 Forecast
Occupancy	66.1%	41.6%	53.3%	60.1%
ADR	\$131.21	\$103.00	\$109.47	\$117.34
RevPAR	\$86.76	\$42.88	\$58.39	\$70.57

*STR May 2021 Forecast

2021 PERFORMANCE JANUARY - JUNE*

	OCC	ADR	RevPar	RevPar vs Prior Year
SEATTLE	36.90%	\$117.75	\$43.51	-22.7%
SPOKANE	52.20%	\$98.49	\$51.38	45.3%
TACOMA	54.30%	\$93.48	\$50.80	10.3%
TRI-CITIES	53.90%	\$88.01	\$47.42	46.3%
VANCOUVER	65.20%	\$95.74	\$62.45	47.6%
YAKIMA	50.50%	\$85.72	\$43.25	58.0%

*STR June 2020 Destination Report



MEETINGS & CONVENTIONS



18,000
GUEST ROOMS BOOKED



\$4,725,000
ESTIMATED ECONOMIC IMPACT



\$2,070,000
ESTIMATED DIRECT HOTEL SPENDING

CONVENTION SALES PROGRAM TOTAL:

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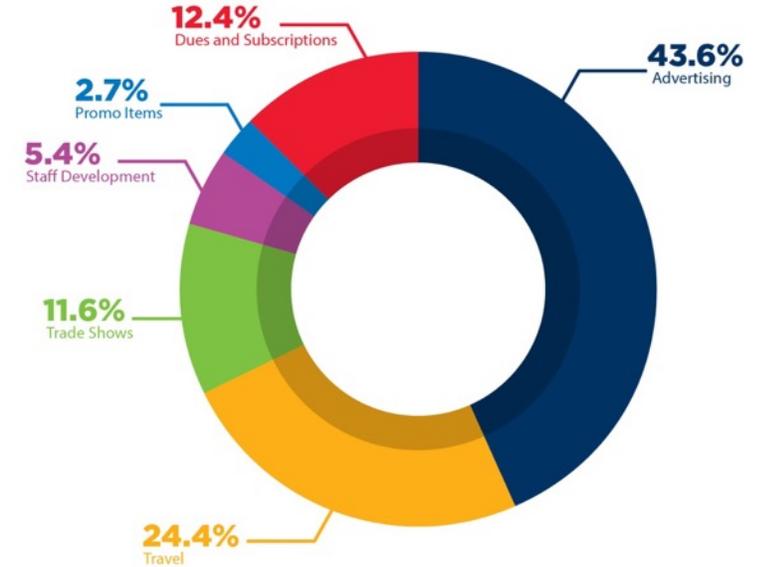
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SPORTS AND TOURNAMENTS



20,000
GUEST ROOMS BOOKED



\$5,940,000
ESTIMATED ECONOMIC IMPACT



\$2,100,000
ESTIMATED DIRECT HOTEL SPENDING

SPORTS PROGRAM TOTAL: **\$86,005**

ADVERTISING

Sports Events Magazine Featured Listing (Dec) = \$1,000
Sports Planning Guide Site Inspection Feature (July) = \$2,000
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Total: \$3,800

BIDDING FEES

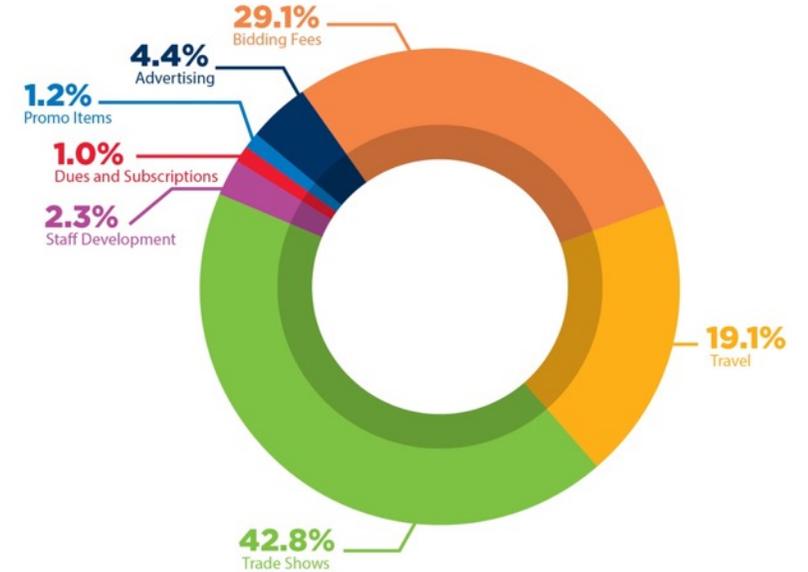
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American Junior Golf Association (July) = \$15,000
Total: \$25,000

TRAVEL

Sports ETA Symposium: hotel, meals, travel at \$1,420 per staff, 2 people (April) = \$2,840
TEAMS Conference: hotel, meals, travel at \$1,745 per staff, 2 people (Oct) = \$3,490
S.P.O.R.T.S-Relationship Conference: hotel, meals, travel (Sept) = \$1,745
Connect Sports Marketplace: hotel, meals, travel (Aug) = \$1,800
EsportsTravel Summit: hotel, meals, travel (Dec) = \$1,490
Staff Development, Continuing Education Travel: \$1,600 per staff, 2 people (May, July) = \$3,200
Mileage for site inspections when VTC mobile is not available = \$300 per year
Total: \$16,456

TRADE SHOWS

TEAMS Conference: registration for two staff \$3,000, sponsorship \$10,000 (Feb) = \$13,000
EsportsTravel Summit: registration (Feb) = \$2,000



S.P.O.R.T.S-Relationship Conference: registration \$1,500, sponsorship \$4,500 (March) = \$6,000

Sports ETA Symposium: registration for two staff \$2,390, sponsorship \$9,000 (Dec) = \$11,390

Connect Sports Marketplace: registration (March) = \$4,450

Total: \$36,840

STAFF DEVELOPMENT

Continuing Education Training Courses: 2 staff to attend, \$1,000 registration (May, July) = \$2,000

Total: \$2,000

PROMO ITEMS

Sports Amenities: \$500 (April, Aug) = \$1,000

Total: \$1,000

DUES AND SUBSCRIPTIONS

National Association of Sports Commissions (NASC) Membership (Dec) = \$900

Total: \$900

TOURISM DEVELOPMENT

TOURISM DEVELOPMENT TOTAL: \$587,325

ADVERTISING

WTA State Official Visitor Guide (Nov) = \$7,500 (Remainder Paid by Hotel-Motel Tax)

Social Media/Google Ads: \$1,000 (Jan, June, Nov); \$2,000 (Feb, March, April, May, July, Aug, Sept, Oct); \$600 (Dec) = \$19,600

Television Commercials in Puget Sound Region: \$25,000 each for Spring (May, June) and Fall (Aug, Sept) = \$50,000

Digital Ad Campaigns targeting group, sports, leisure travel, varying by market and time frame as needed (\$106,250 per quarter, March, June, Sept, Dec) = \$425,000

Total: \$502,100

TRAVEL

Tri-Cities Wine Tourism Council: Travel allowance to support Tradeshows \$600 for 1 staff member (May) = \$600

Training Classes: continuing education courses for 3 staff, hotel, meals and travel at \$2,000 per session (March, May, and Sept) = \$6,000

Total: \$6,600

TRADE SHOWS

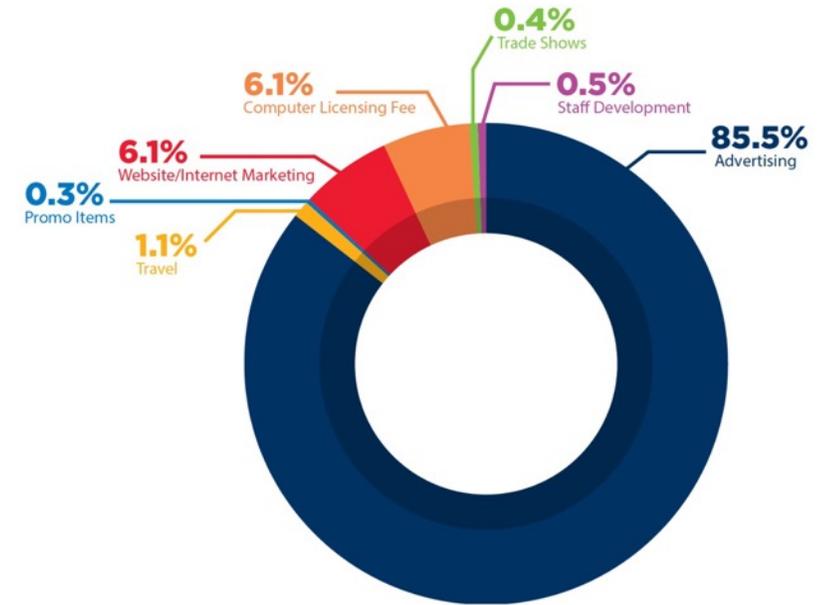
Spokane Wine Show "Vintage Spokane" (May) = \$2,065

Total: \$2,065

WEBSITE / INTERNET MARKETING

Invest in Search Engine Optimization for new website: SEO Package \$9,000 a quarter (Jan, April, July, Oct) = \$36,000

Total: \$36,000



COMPUTER LICENSING FEE

Website Hosting Fee: \$6,250 a quarter (March, June, Sept, Dec) = \$25,000 annually

iDSS: \$2,250 per quarter (March, June, Sept, Dec) = \$9,000

Blue Buzzard: \$130 monthly = \$1,560

Total: \$35,560

STAFF DEVELOPMENT

Continuing Education Training Courses: 3 staff to attend, \$1,000 registration (March, July, Sept) = \$3,000

Total: \$3,000

PROMO ITEMS

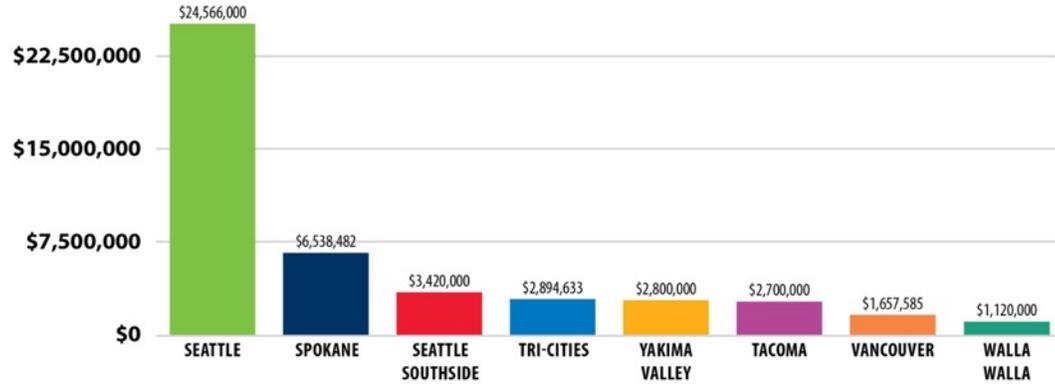
Logo'd Swag \$1,000 (April, Aug) = \$2,000

Total: \$2,000

DESTINATION MARKETING ORGANIZATION (DMO) FUNDING COMPARATIVE

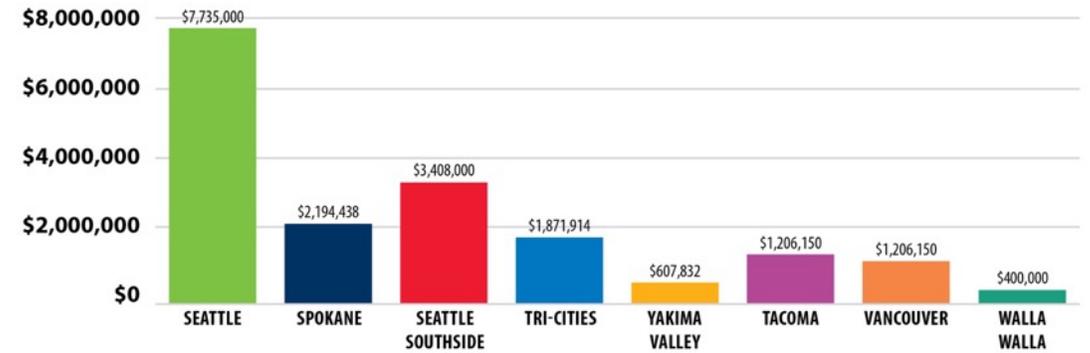
OVERALL BUDGET

The following chart provides historical look at a total budget comparative (including Hotel Motel Tax, Membership Investments and Tourism Promotion Assessment) in key competitive markets.



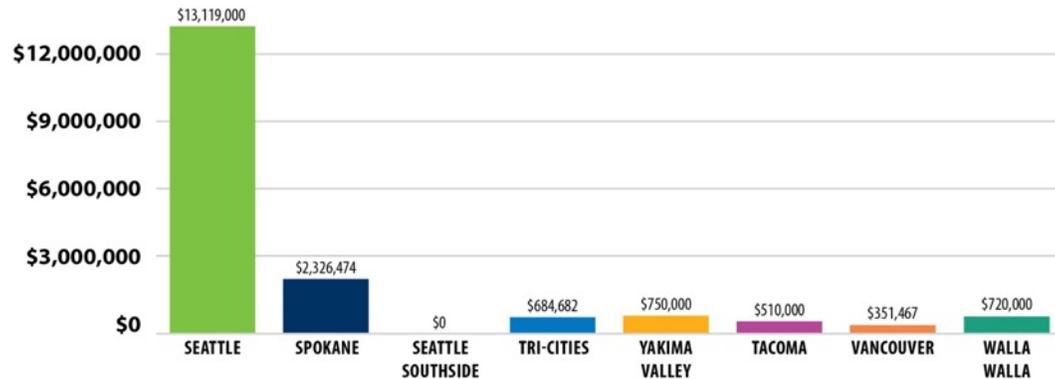
TPA BUDGET

The following chart provides historical look at a tourism promotion assessments in key competitive markets.



HOTEL-MOTEL TAX INVESTMENTS

The following chart provides historical look at hotel-motel tax investments in key competitive markets.



The logo for Visit Tri-Cities Washington features the word "Visit" in a red, cursive font. To its right is a stylized sunburst composed of several colorful, rounded rectangular shapes in shades of blue, yellow, red, and green. Below this graphic, the words "TR!-CITIES" are written in a large, bold, blue, sans-serif font, with a red exclamation point replacing the dot of the "I". Underneath "TR!-CITIES", the word "WASHINGTON" is written in a smaller, blue, sans-serif font.

Visit
TR!-CITIES
WASHINGTON

The background of the image is a scenic landscape at sunset or sunrise. The sky transitions from a deep blue at the top to a warm orange and yellow near the horizon. In the foreground, a calm body of water reflects the colors of the sky. A bridge with a central arch and two side spans is visible in the distance, silhouetted against the bright horizon. The overall mood is peaceful and scenic.

THANK YOU

**Council Workshop
Coversheet**



Agenda Item Number	3.	Meeting Date	10/12/2021
Agenda Item Type	Presentation		
Subject	TRIDEC Annual Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	<input checked="" type="checkbox"/>
Policy Review	<input type="checkbox"/>
Policy DevMnt	<input type="checkbox"/>
Other	<input type="checkbox"/>

Summary

TRIDEC President & CEO Karl Dye and Vice President for Federal Programs David Reeploeg will provide a TRIDEC update to City Council.

Through	Evelyn Lusignan Oct 06, 17:18:08 GMT-0700 2021	Attachments:
Dept Head Approval	Dan Legard Oct 07, 07:49:47 GMT-0700 2021	
City Mgr Approval	Dan Legard Oct 07, 11:27:58 GMT-0700 2021	



City Council Meeting Schedule November 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>.

November 2, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

November 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. City Manager Strategic Plan Update
2. Mid-Biennium Review and Budget Adjustment
3. 2022 Property Tax Levy

November 16, 2021

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

November 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. Public Works Capital Update
2. WWTP Phase II Update
3. Council Meeting Policy Updates

November 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