



City Council Meeting Schedule October 2022

The City broadcasts City Council meetings on the City's website
<https://www.go2kennewick.com/CouncilMeetingBroadcasts>.

October 4, 2022

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

October 11, 2022

Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Water/Sewer Rate Study
2. Entertainment District Partnership Update (A-1 Pearl)
3. Kennewick Public Facilities District Expansion Update

October 18, 2022

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

October 25, 2022

Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. 2023 Tourism Promotion Area (TPA) Budget & Marketing Plan
2. 2023-2028 Capital Improvement Program
3. Comp Plan Amendments Part Two
4. Comp Plan Amendment (CPA) 2022-0005

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	10/25/2022
Agenda Item Type	Presentation		
Subject	2023 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

Kim Shugart, Senior Vice President of Visit Tri-Cities will present the 2023 Tourism Promotion Area (TPA) Budget and Marketing Plan.

Through

Terri Wright
Oct 17, 13:57:40 GMT-0700 2022

Dept Head Approval

City Mgr Approval

Marie Mosley
Oct 21, 09:55:36 GMT-0700 2022

Attachments:

Budget & Marketing Plan
Presentation



Visit 
TRI-CITIES
WASHINGTON

Tri-Cities Regional Hotel-Motel Commission

2023 BUDGET AND MARKETING PLAN

VISION

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

MISSION

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



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.

INTRODUCTION

The Tri-City Hotel Motel Commission, established in 2004, was created through an interlocal agreement between the Cities of Kennewick, Pasco, and Richland. The agreement allows for the collection of a tourism promotion assessment, currently \$3, for each night a guest stays in a hotel.

The proceeds of the fees collected within the tourism promotion area are used to bolster efforts to increase tourism spending in the region. The assessment complements the two other sources of financial support for Visit Tri-Cities, hotel-motel lodging tax and membership dues. The interlocal agreement specifically outlines that the proceeds from the assessment are intended to supplement these funding sources, not replace, or become a substitute for them. The assessment was enacted by a vote of those businesses (hotels) that have the fees levied on their products and the model works well because the tourism marketing efforts are supported by a collaboration between the industry, the cities and individual member investors.

In 2023 the proceeds from the tourism promotion assessment are projected to meet or exceed \$2,050,000. The funds are used for advertising across multiple mediums: traditional print, television, digital, social and backyard marketing tactics. Staffing for

marketing, convention and sports sales, media outreach and production are also covered by this source of revenue. Perhaps the most “popular” use of the proceeds is the Tourism Promotion Opportunity Fund, whereby groups are incented to book their events in the Tri-Cities and receive financial support based on the number of hotel rooms they require. Perhaps the only drawback of a tourism promotion assessment is that funding is directly tied to each and every (with a few exceptions) hotel room sold in the region, and the fluctuations in travel, even seasonality can make predicting, and therefore budgeting, tenuous. Take 2020 for example, when travel came to a startling halt in March and remained almost non-existent through the end of the year. The interruption to revenues generated by the assessment was swift and severe. Thankfully, Visit Tri-Cities went into this period with a healthy TPA Reserve Account, which underlines the importance of the need for a well-funded reserve balance and the ability to remain nimble to change directions quickly if required.

The following pages outline the detailed plan for 2023. We are excited about the year ahead and the continued importance of the tourism economy to the Tri-Cities community.





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
Nickolas Woody, Inn at Columbia Center
Marie Mosley, Ex Officio, City of Kennewick

PASCO

Monica Hammerberg, Hampton Inn & Suites Pasco / Tri-Cities
Jerry Beach, A1-Hospitality
Dave Zabell, Ex Officio, City of Pasco

RICHLAND

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

TABLE OF CONTENTS

Introduction	4
Acknowledgments	5
Tourism Outlook	7-8
Competitive Situation Analysis	9-10
2023 Group Sales Initiatives	11
Meetings and Conventions	12-13
Sports and Tournaments	14-15
Tourism Development	16-17
DMO Funding Comparative	18-20
Visit Tri-Cities TPA Budget	21



TOURISM 2023

NATIONAL OUTLOOK

The forecast for nationwide growth in the hospitality industry closely mirrors what the Tri-Cities has experienced in the last twelve months. Recently STR, widely recognized as the authority on tourism economics, upgraded the recovery timeline for U.S. hotel revenue per available room (RevPAR). The metric is now expected to surpass 2019 levels in 2022, according to the latest forecast presented in June at the 44th Annual NYU International Hospitality Industry Investment Conference.

Both demand and occupancy have performed as expected in the previous forecast provided by STR, but “pricing continues to exceed expectations due to the influence of inflation as well as the economic fundamentals supporting increased guest spending,” said Amanda Hite, STR’s president. “This latest forecast acknowledges the risk of a light recession with no anticipation of mass layoffs and household finances in a strong position to mitigate recession impacts.

The traveling public is less affected by recession, and right now, we are forecasting demand to reach historic levels in 2023 as business travel recovery has ramped up and joined the incredible demand from the leisure sector.” Of course, we must recognize that profitability has only started hitting 2019 levels recently due to concerns that persist around the cost of labor and services.

The other important factor to consider is the popularity of home sharing and the use of products like Airbnb, HomeAway, Homestay and CouchSurfing. In 2014 revenues for this subset of the hospitality industry were \$15 billion, in 2025 they are projected to reach \$335 billion; and while these hospitality choices still allow for increased visitor spending in communities, the trends do indicate that there are changes to the visitor economy underway. In fact, 74% of millennials have used vacation rental housing for business travel, while only 20% of baby boomers have joined this trend.

PROJECTED U.S. HOTEL KEY PERFORMANCE METRICS*

	2019 Actual	2021 Actual	2022 Forecast	2023 Forecast	2024 Forecast
Occupancy	66.1%	57.6%	63.4%	65.1%	66.4%
ADR	\$131	\$125	\$145	\$150	\$155
RevPAR	\$87	\$72	\$92	\$98	\$103
RevPAR Compared to 2019	-	-17%	+6%	+13%	+18%

*STR May 2022 Forecast



LOCAL OUTLOOK

The local hospitality market is not without challenges. Labor shortages and increased costs on goods and services have created havoc, just as tourism related businesses are striving to recover from pandemic induced travel bans and restrictions of public gatherings. This is not uncommon across the country, but in the Tri-Cities where Darigold is scheduled to open a new plant in the fall of 2023 requiring 1,000 workers, just on the heels of Amazon's previously delayed project, now set to open in the spring of 2023, providing an additional 1,500 new jobs; finding staff to cover housekeeping, front desk and food service is a concern.

However, the reduction of hotel room supply coupled with a strong demand created by business, leisure and sports travelers have created an enviable position for hoteliers. Through the first six months of 2022 the Tri-Cities, particularly Richland, is leading the state in occupancy rates, and ranks third in the state in percentage of RevPar growth to prior year.

The Sports market is expected to remain a strong contributor to group business in 2023. The recent investments in facilities being made by each of the cities will allow for expansion of new markets. In Richland the 30-acre West Village Community Park includes eight pickleball courts, three multi-use fields, a softball field and a basketball court. Groundbreaking is anticipated

for late Fall 2022. In Pasco, **The A Street Sports Complex**, will include 10 multi-use fields mostly for soccer, lacrosse, rugby, or ultimate Frisbee use. The first phase should be complete in the spring of 2023 with full build-out in 2025. And in Kennewick, the city is investing \$1.3 million to add 15 new pickleball courts to **Lawrence Scott Park**.

Convention group business is and will be a little slower to return to pre-pandemic levels. Although people's desire to meet face to face continues to be a basic human need, the logistics of conventions and corporate meetings have been forever changed. Technology allows for productive exchange of information and is cheaper and more efficient than traveling to a multi-day conference. Conferences and events will continue to take place, but the size will be reduced, and delegates may take fewer trips as hybrid solutions are offered. The competition to host conventions is fierce and many communities have invested in new or increased the offerings at public meeting facilities.



2022 PERFORMANCE JANUARY - JUNE*

	OCC	ADR	RevPar	RevPar vs Prior Year
SEATTLE	60.6%	\$176	\$72.09	+145%
SPOKANE	60.3%	\$133	\$80.41	+56.5%
TACOMA	58.5%	\$122	\$71.14	+40%
TRI-CITIES	65.7%	\$110	\$72.09	+52%
VANCOUVER	66.8%	\$121	\$81.22	+30.4%
YAKIMA	54.5%	\$104	\$56.71	+31%

*STR June 2022 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 and HAPO Center
- Unique offsite event venues (i.e., wineries, museums, etc.)
- Ample complimentary parking available
- Sports facility infrastructure
- Strong Sports Council
- Opportunity funds available
- Amenities and attractions that appeal to convention groups (i.e., wine experiences, outdoor recreation, etc.)
- Centrally located in the Pacific Northwest and favorable weather conditions

Destination Challenges

- Lack of hotels capable of 150+ 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
- The number of hotel rooms available to groups due to hotels converting to apartments
- Competing locations have expanded or have plans to expand their Convention Centers
- Lack of sports officials
- Lack of family friendly attractions pending the opening of the Pasco Aquatics Center
- Competing locations have newly developed indoor/outdoor multi-use sports facilities with state-of-the-art amenities
- Distance from I-5 corridor vs. competition

LEISURE TRAVEL

Destination Strengths

- Heart of Washington Wine Country
- Water2Wine Cruise
- Agritourism assets: farmers' markets and festivals
- Development of wine assets such as Columbia Gardens
- Addition of new public market, Public Market at Columbia River Warehouse
- 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
- Heavy weekend traffic on I-90
- Price of airfare/inconvenience of air travel
- No centralized downtown area
- Lingering 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

- 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 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 FORECAST	2023 BUDGET
CONVENTION BOOKINGS	20,955	18,953	8,997	18,000	20,000
CONVENTIONS CANCELLED DUE TO COVID	-	-25,978	-7,251	-805	0
SPORTS BOOKINGS	25,085	10,057	15,483	20,000	25,000
SPORTS CANCELLATIONS	-	-23,765	-475	0	0
TOTAL	46,040	-20,733	16,754	37,195*	45,000*

RFP PRODUCTIVITY

LEADS ISSUED	2019	2020	2021	2022	2023
QTR 1	40	60	23	40	45*
QTR 2	64	18	22	44	52*
QTR 3	74	18	36	40*	62*
QTR 4	87	15	39	56*	71*
TOTAL	265	111	120	180*	230*

*Estimated Production



2023 GROUP SALES INITIATIVES

QUARTER 1

JANUARY - MARCH

- Host Sports Planner Customer Event in Portland
- Launch ad campaign on PlayEasy
- Customer Event in Olympia
- Olympia Sales Blitz
- Establish quarterly meeting planner e-newsletter, similar to Your Weekend Starts Here
- MPI Cascadia Conference
- Launch digital ads targeting MPI attendees
- Launch meeting planner incentive package

QUARTER 2

APRIL - JUNE

- Customer Event at ETA Event Symposium
- E-Sports Conference
- Washington Society of Association Executives Convention
- Society of Government Meeting Planners event
- Ad campaign targeting WSAE Members
- Launch first time sports event incentive

QUARTER 3

JULY - SEPTEMBER

- Sports Relationship Conference
- Publish Sports Facilities Map
- Host Customer Event for Tri-Cities Sports Council
- Convention and corporate sales mission to Seattle/Greater Puget Sound Region
- Host Super FAM event for meeting planners

QUARTER 4

OCTOBER - DECEMBER

- TEAMS Conference
- US Sports Conference
- Launch digital ads targeted at TEAMS and US Sports Congress attendees
- Direct mail "Remember Tri-Cities" gift
- Olympia Sales Blitz



MEETINGS & CONVENTIONS



20,000
GUEST ROOMS BOOKED



\$5,250,000
ESTIMATED ECONOMIC IMPACT



\$2,600,000
ESTIMATED DIRECT
HOTEL SPENDING

2023 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 luncheon in the spring to promote the Tri-Cities as a destination. Event to be held in conjunction with Spring Sales Blitz.

MEETING PLANNER FAM TOURS

Host qualified meeting planners for individual and group, customized FAM tours.

RELATIONSHIPS

Continue staff attendance at Washington Society of Association Executives (WSAE) and 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 the WSAE Convention Planning committee. Staff will continue to serve on industry boards and committees such as WSAE, WTA and SGMP. Renew Diamond Level enhanced listing with Cvent.

ADVERTISING

Digital campaigns of industry tradeshows and site campaigns of meeting professionals by geographic location.

MEETING INCENTIVES

Utilize the opportunity fund specifically to offset costs for new group business and groups that block more than 300 rooms per night city-wide. Create meeting planner incentives and develop a "deals" page outlining any hotel sponsored incentives.

REGIONAL/STATE/NATIONAL CONFERENCES AND TRADESHOWS

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

SKYNAV AND KUULA

Convention sales department will leverage the SkyNAV and Kuula platforms to promote Tri-Cities and meeting venues to convention professionals. 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:

\$73,569

ADVERTISING

- MPI site retargeting campaign: \$8,450 (Jan)
- Cvent Diamond Listing: \$9,700 (Sept)
- Digital targeting campaigns of industry tradeshows: \$6,000 (\$500 per month)
- Cvent retargeting campaigns: \$12,000 (April)

Total: \$36,150

TRAVEL

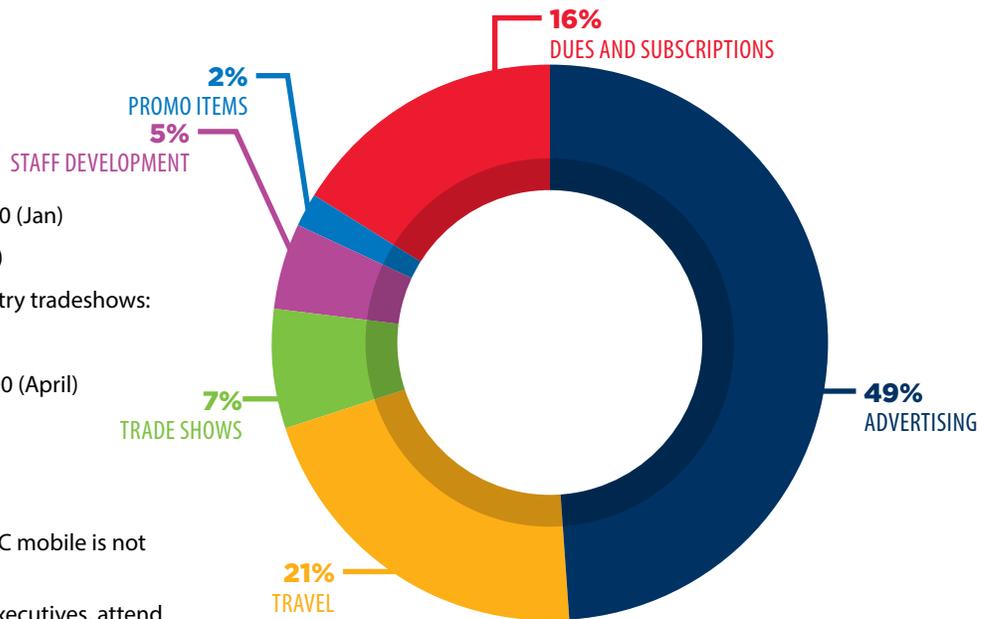
- Mileage for site inspections when VTC mobile is not available: \$480 (\$40 per month)
- Washington Society of Association Executives, attend one association meeting: \$500 (Oct)
- Meeting Planners International Annual Convention: \$600 (March) (hotels and meals)
- Olympia Spring Sales Blitz: \$2,500 (March) (\$500 per staff x 5)
- Fall Sales Blitz: \$2,000 (Oct) (\$500 per staff x 4)
- WSAE Convention: \$800 (June) (hotels, meals, travel at \$400 per staff x 2)
- Continuing education courses: \$8,000 (March and July) (hotels, meals, flight at \$2,000 per session per staff member x 4)
- Society of Government Meeting Professionals Winter Workshop: \$300 (Feb) (hotel, meals, travel)

Total: \$15,180

TRADE SHOWS

- Meeting Planners International (MPI) registration for hosted buyer program: \$1,100 (Jan)
- MPI Conference Sponsorship: \$1,000 (Feb)
- Washington Society of Association Executives Conference Registration: \$450 (May)
- WSAE Conference Sponsorship: \$1,775 (May)
- National trade show targeted at meeting planners, travel media and travel advisors: \$1,000 (March)

Total: \$5,325



STAFF DEVELOPMENT

- CE training courses: \$4,000 (Feb, March, July) (\$1,000 registration per staff x 4)

Total: \$4,000

PROMO ITEMS

- Amenities: \$800 (Feb, Aug)
- Logo'd items: \$700 (Feb, Aug)

Total: \$1,500

DUES AND SUBSCRIPTIONS

- WSAE Sapphire Level Sponsorship: \$2,550 (Jan)
- WSAE dues: \$690 (June) (\$345 per staff x 2)
- Meeting Planners International: \$495 (Dec)
- Society of Government Meeting Professionals: \$400 (April)
- Professional Conference Management Association: \$485 (Nov)
- National Tour Association: \$700 (Feb)
- Religious Conference Management Association Dues: \$195 (July)
- Military Reunion Network: \$699 (May)
- DI MINT subscription: \$5,200 (Jan)

Total: \$11,414

SPORTS AND TOURNAMENTS



25,000
GUEST ROOMS BOOKED



\$7,187,500
ESTIMATED ECONOMIC IMPACT



\$3,125,000
ESTIMATED DIRECT
HOTEL SPENDING

2023 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 the Portland or Seattle metropolitan areas in February.

PROMOTE RESOURCES

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

VIRTUAL TOURS

SkyNav and Kuula tour links will be promoted in our communications to sports groups. SkyNav and Kuula allows tournament directors to experience the Tri-Cities virtually and the ability to see first-hand the venues, amenities, attractions and accommodations that would be available to their teams. The interactive tours highlight 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. Relationship, US Sports Congress and Sports ETA.

CUSTOMER EVENTS

Sponsor event at annual national sports tradeshows, such as TEAMS and Sports ETA Symposium. In addition, host customer event luncheon in conjunction with the Sales Blitz in February.

BIDDING FEES

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

NEW BUSINESS

With the addition of new pickleball courts in the Tri-Cities, staff will continue to research and focus on pursuing major pickleball tournaments.

SPORTS PROGRAM TOTAL:

\$96,670

ADVERTISING

- Miscellaneous ads to support tournaments: \$925 (Jan: \$100, March: \$150, May: \$325, Nov: \$200, Dec: \$150)
- Sports Events Magazine featured listing: \$1,000 (Dec)
- Sports Planning Guide site inspection feature: \$2,000 (July)
- Playeasy platform destination spotlight: \$3,250
- Printed Sports Facilities Map: \$600 (Jun)

Total: \$7,775

BIDDING FEES

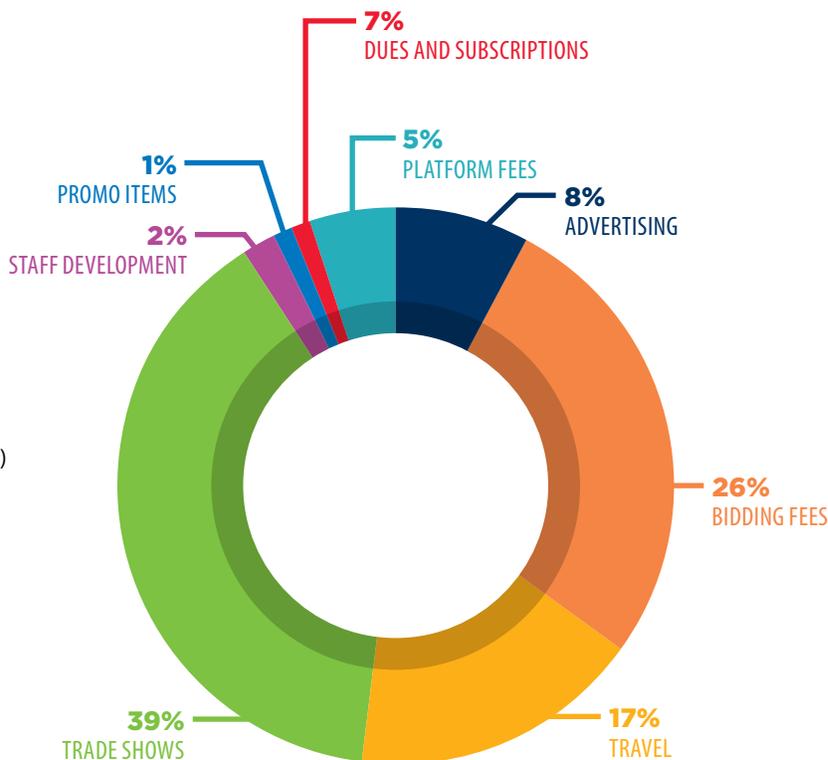
- USTA Tennis Championships: \$5,000 (Aug)
- National Association of Intercollegiate Athletics, Softball Opening Rounds: \$5,000 (May)
- B.A.S.S. Nation: \$15,000 (July)

Total: \$25,000

TRAVEL

- Sports ETA Symposium: \$2,840 (May) (\$1,420 per staff x 2; hotel: \$180 x 4 = \$720, airfare: \$575, meals: \$125)
- TEAMS Conference: \$3,490 (Oct) (\$1,745 per staff x 2; hotel: \$180 x 4 = \$720, airfare: \$875, meals: \$150)
- S.P.O.R.T.S - Relationship Conference: \$1,745 (Sept) (hotel: \$180 x 4 = \$720, airfare: \$875, meals: \$150)
- US Sports Congress: \$1,800 (Dec) (hotel: \$950, airfare: \$700, meals: \$150)
- EsportsTravel Summit: \$1,490 (June) (hotel: \$180 x 3 = \$540, airfare: \$800, meals: \$150)
- Sports Sales Blitz/Customer Event: \$1,120 (\$560 per staff x 2; hotel \$180 x 2 = \$360, meals: \$125, fuel: \$75)
- Staff development, continuing education travel: \$4,000 (May, July) (\$2,000 per staff x 2)
- Mileage for site inspections when VTC mobile is not available: \$300

Total: \$16,785



TRADE SHOWS

- TEAMS Conference: \$12,750 (Feb) (two staff members: \$2,750, TEAMS Conference sponsorship: \$10,000)
- EsportsTravel Summit registration: \$3,000 (Feb)
- S.P.O.R.T.S Relationship Conference: \$6,025 (March) (registration: \$1,500, sponsorship: \$4,525)
- Sports ETA Symposium: \$12,790 (Dec) (registration for two staff members: \$2,790, sponsorship: \$10,000)
- US Sports Congress registration: \$3,150 (April)

Total: \$37,715

STAFF DEVELOPMENT

- Continuing Education Training Courses: \$2,000 (May and July) (\$1,000 registration per staff x 2)

Total: \$2,000

PROMO ITEMS

- Sports Amenities: \$1,200 (April: \$600 and Sept: \$600)

Total: \$1,200

DUES AND SUBSCRIPTIONS

- Sports ETA Membership: \$1,195 (Dec.)

Total: \$1,195

PLATFORM FEES

- Playeasy Digital Platform: \$5,000 (March)

Total: \$5,000

TOURISM DEVELOPMENT

2023 ACTIONS

WEBSITE

The Visit Tri-Cities website, VisitTri-Cities.com, is the foundation of the organization's marketing efforts as all campaigns "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) and SkyNav (virtual 360 tour) to enhance the visitor experience. Website content is continually optimized to ensure a first-rate visitor experience when trip planning.

PROMOTE THE DESTINATION

Promote increased leisure travel through development of a cohesive year-long campaign targeting wine aficionados, foodies, golfers, outdoor adventurers, multi-generational families and STEM enthusiasts. The campaigns will be geographically focused on metropolitan areas that are within a 300-mile radius of the Tri-Cities, primarily the Puget Sound and Greater Spokane.

TRAVEL TRADE SHOWS

Target wine enthusiasts at consumer-focused wine and food events such as Taste Washington to increase destination awareness as a world-class wine region.

MATERIALS

Develop compelling 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, and consumers are increasingly aware of environmental impacts and concerns of public health. Additionally, digital publications may be updated at-will, which benefits the visitor as well as tourism-based businesses and attractions.

ADVERTISE

Digital and social media advertising are the primary marketing tactics, with complementing print and broadcast advertising campaigns. The advertising budget calls for a flexibility in target not only seasonal needs but to reach a targeted audience that is most likely to visit the Tri-Cities.

SOCIAL MEDIA

Social media are ever evolving marketing tools that can be used to connect and engage potential visitors. Visit Tri-Cities will promote the destination through Tri-Cities, WA (30,968 followers) on Facebook, as well as through Instagram and Twitter. In 2023 we will increase social content with compelling photos and video, and engage with popular platforms (e.g. TikTok) to boost engagement.

TECHNOLOGY

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

- TrueOmni Digital Kiosks (touchscreen information centers with itinerary builders)
- Bandwango (visitor passes and packages)
- SkyNav (virtual 360 tours of community attractions)
- Kuula (virtual site inspections for meeting and sports facilities)

TRI-CITIES WINE TOURISM COUNCIL

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.

SEGMENTED CONSUMER NEWSLETTERS

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

TRI-IDEAS

Visit Tri-Cities will continue to highlight, share and celebrate the diversity of the Tri-Cities that can be experienced through travel and tourism activities.

TOURISM DEVELOPMENT TOTAL:

\$501,810

ADVERTISING

- WTA State Official Visitor Guide: \$7,500 (Nov)
- Cohesive multi-channel campaign to include a mix of broadcast television, digital and social ads targeting leisure travelers in the geographic markets of the Puget Sound Region and Greater Spokane throughout 2023: \$400,000 (\$47,000 Jan/Feb/March, \$165,000 Apr/May/June, \$145,000 July/Aug/Sept, \$43,000 Oct/Nov/Dec)

Total: \$407,500

TRAVEL

- Tri-Cities Wine Tourism Council: \$1,200 (Mar, Sept) (\$600 each show for 1 staff member)
- Continuing education courses: \$10,000 (Mar, May, and Sept) (hotel, meals and travel at \$2,000 per session per staff member x 5)
- Spokane Golf & Travel Show: \$1,400 (Feb) (\$700 per staff member for hotel, meals and travel x 2)

Total: \$12,600

TRADE SHOWS

- Spokane Golf & Travel Show exhibit fees: \$1,300 (Oct)
- Taste Washington is expected to return in 2023

Total: \$1,300

WEBSITE/INTERNET MARKETING

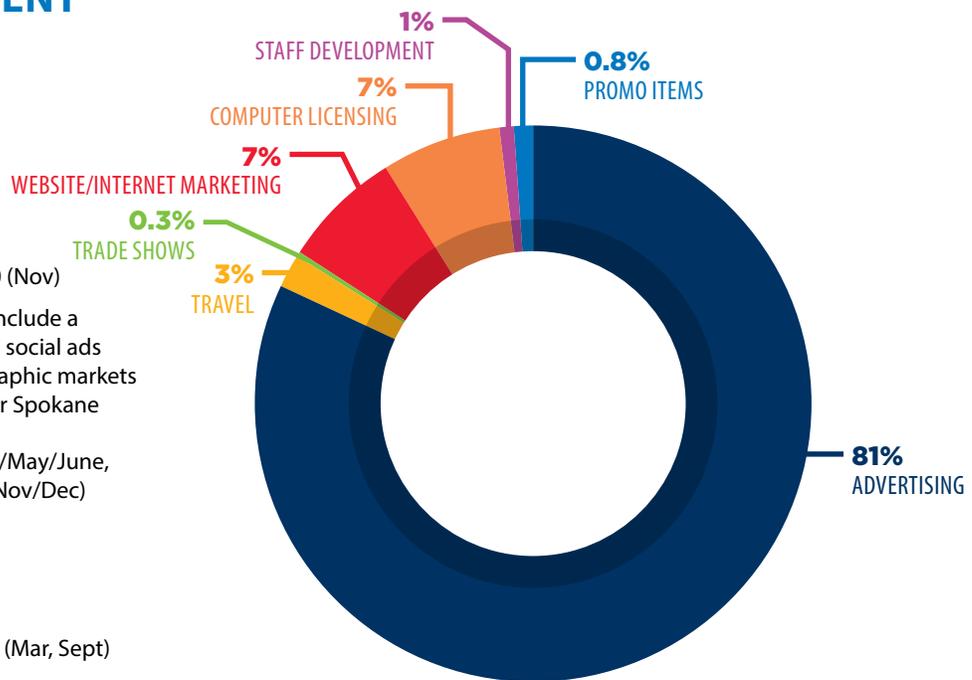
- Invest in Search Engine Optimization for new website: SEO Package: \$36,000 (Jan, April, July, Oct) (\$9,000 a quarter)

Total: \$36,000

COMPUTER LICENSING FEE:

- Website Hosting Fee: \$25,000 (March, June, Sept, Dec)(\$6,250 a quarter)
- iDSS: \$9,000 (March, June, Sept, Dec) (\$2,250 per quarter)
- Blue Buzzard: \$1,560 (\$130 monthly)

Total: \$35,560



STAFF DEVELOPMENT

- Continuing Education Training Courses: \$5,000 (March, May, July, Sept) (\$1,000 registration per staff member x 5)

Total: \$5,000

PROMO ITEMS

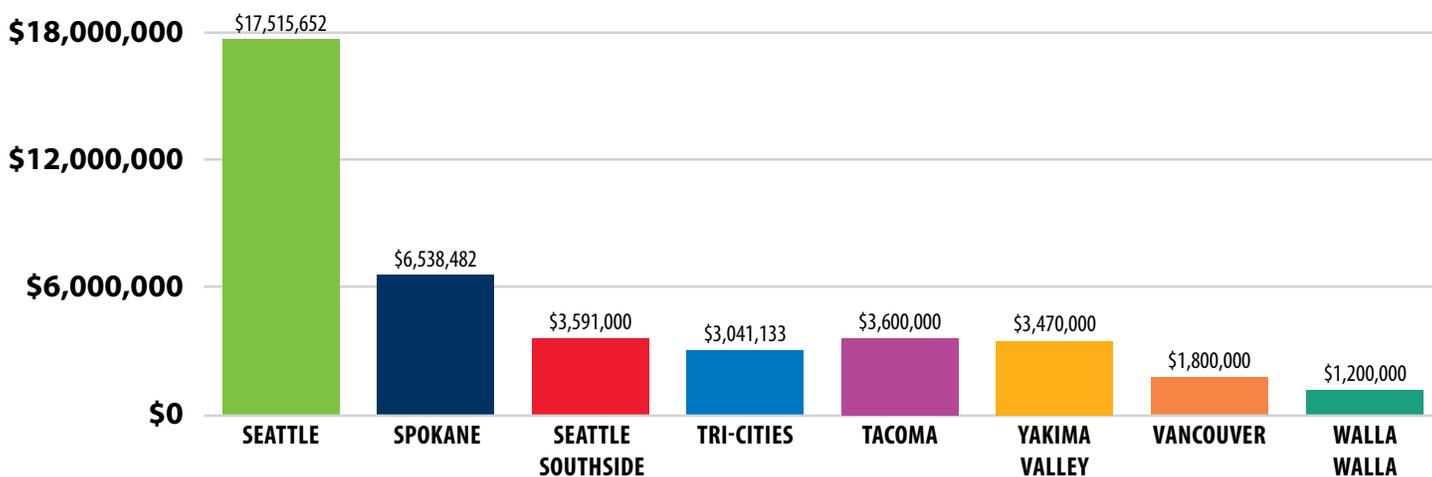
- Registration Bags: \$1,450 (Feb)
- Logo'd Swag: \$2,400 (April, Aug)

Total: \$3,850

DESTINATION MARKETING ORGANIZATION (DMO) FUNDING COMPARATIVE

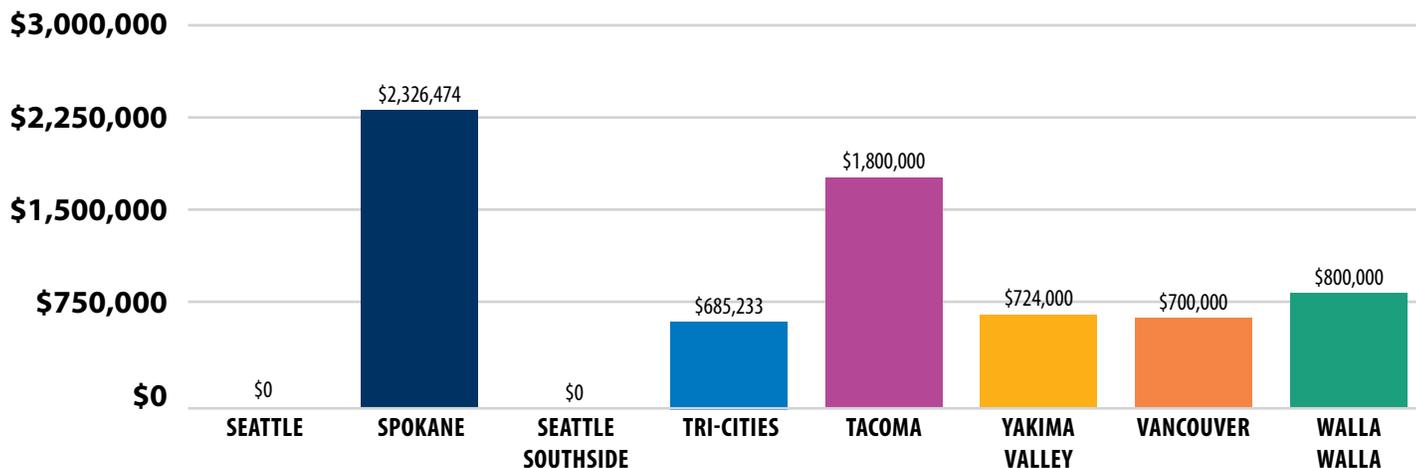
OVERALL BUDGET

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.



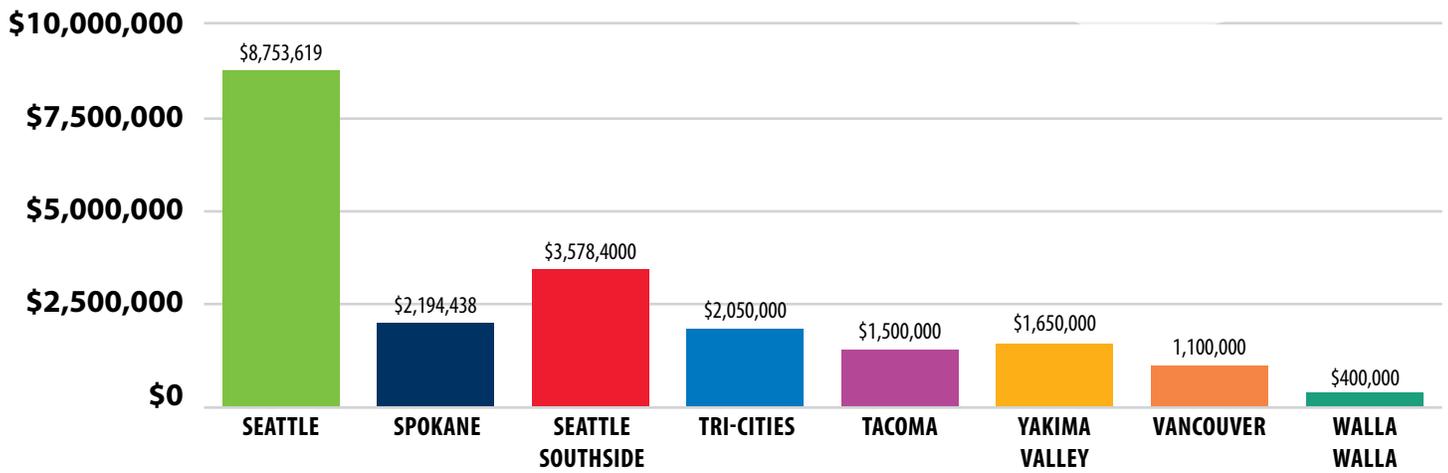
HOTEL-MOTEL TAX INVESTMENTS

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	DMO BUDGET	NUMBER OF HOTEL ROOMS	\$ SPENT PER ROOM
Visit Seattle	\$17,515,652	14,565	\$1,203
Visit Spokane & Sports Commission	\$6,538,482	7,169	\$912
Seattle Southside Tourism Authority	\$3,591,000	9,394	\$382
Visit Tri-Cities	\$3,041,133	3,670	\$829
Travel Tacoma	\$3,600,000	7,000	\$514
Yakima Valley Tourism	\$3,470,000	3,063	\$1,133
Visit Vancouver USA	\$1,800,000	3,332	\$540
Walla Walla Tourism	\$1,200,000	987	\$1,216

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	\$0	14,565	\$0
Visit Spokane & Sports Commission	\$2,326,474	7,169	\$325
Seattle Southside Travel Authority	\$0	9,394	\$0
Visit Tri-Cities	\$685,233	3,670	\$187
Travel Tacoma	\$1,800,000	7,000	\$257
Yakima Valley Tourism	\$724,000	3,063	\$236
Visit Vancouver USA	\$700,000	3,332	\$210
Walla Walla Tourism	\$800,000	752	\$1,064

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	\$8,753,619	14,545	\$601
Visit Spokane & Sports Commission	\$2,194,438	7,169	\$306
Seattle Southside Tourism Authority	\$3,578,400	9,394	\$381
Visit Tri-Cities	\$2,050,000	3,670	\$559
Travel Tacoma	\$1,500,000	7,000	\$214
Yakima Valley Tourism	\$1,650,000	1,858	\$888
Visit Vancouver USA	\$1,100,000	3,332	\$330
Walla Walla Tourism	\$400,000	752	\$532

VISIT TRI-CITIES 2022 TPA BUDGET

REVENUE		2022 BUDGET	2022 FORECAST		2023 PROJECTED BUDGET		VARIANCE TO 2022 BUDGET	VARIANCE TO 2022 F/C
	City of Kennewick	\$804,923	\$906,045		\$881,500		76,577	\$(24,545)
	City of Richland	\$692,608	\$723,471		\$738,000		45,392	\$14,529
	City of Pasco	\$374,383	\$421,599		\$430,500		56,117	\$8,901
1000	Total Revenues:	\$1,871,914	\$2,051,115		\$2,050,000		178,086	\$(1,115)

EXPENSES		2021 BUDGET	2021 FORECAST		2022 PROJECTED BUDGET		VARIANCE TO 2022 BUDGET	VARIANCE TO 2022 F/C
5010	Salaries	\$696,526.00	\$682,444		\$774,811		78,285	\$92,367
5012	401k	\$33,527.00	\$24,826		\$38,741		5,214	\$13,915
5015	Health Insurance	\$101,558.00	\$102,481		\$137,688		36,130	\$35,207
5030	Payroll Taxes	\$58,508.00	\$62,441		\$75,157		16,649	\$12,716
5035	Accounting Services	\$24,747.00	\$24,744		\$24,747		0	\$3
5050	Telephone & Toll free	\$7,500.00	\$6,844		\$7,000		-500	\$156
5060	Office Expense	\$9,000.00	\$9,141		\$9,000		0	\$(141)
5070	Office Insurance	\$6,000.00	\$5,198		\$6,000		0	\$802
5080	Postage	\$4,000.00	\$2,861		\$3,000		-1,000	\$139
5090	Equipment Upkeep	\$22,000.00	\$19,399		\$20,000		-2,000	\$601
5092	Visit Mobile	\$3,660.00	\$3,048		\$3,600		-60	\$552
5095	Capital Expenditures	\$15,000.00	\$15,628		\$15,000		0	\$(628)
5100	Office Rent	\$63,000.00	\$41,390		\$45,500		-17,500	\$4,110
5105	Legal/Professional	\$2,500.00	\$1,500		\$2,500		0	\$1,000
5110	Dues & Subscriptions	\$7,200.00	\$7,090		\$7,200		0	\$110
5112	Platform Fees	\$58,500.00	\$58,028		\$61,000		2,500	\$2,972
5115	Computer Licensing Fee	\$36,000.00	\$35,187		\$37,000		1,000	\$1,813
5225	Website Maintenance	\$38,000.00	\$37,672		\$38,000		0	\$328
5230	Training	\$10,000.00	\$9,234		\$11,000		1,000	\$1,766
5290	Advertising/Marketing	\$440,988.00	\$440,031		\$512,056		71,068	\$72,025
5300	Promo Items *	\$5,000.00	\$4,542		\$6,000		1,000	\$1,458
5310	Bid Fees	\$25,000.00	\$25,000		\$25,000		0	\$-
5315	Travel	\$37,200.00	\$24,290		\$25,000		-12,200	\$710
5317	Trade Shows	\$46,500.00	\$37,610		\$45,000		-1,500	\$7,390
5500	Opportunity Fund	\$120,000.00	\$111,775		\$120,000		0	\$8,225
Total Expenses		\$1,871,914	\$1,792,404		\$2,050,000			



Visit 
TRI-CITIES
WASHINGTON

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



Tri-City Regional Hotel-Motel Commission

2023 BUDGET AND MARKETING PLAN

CITY OF KENNEWICK | OCTOBER 25, 2022

ITEMS FOR DISCUSSION

Tourism Promotion Area Programs

TPA Budget



TOURISM PROMOTION ASSESSMENTS SUPPORT:

Convention, Sports and Group Marketing
Digital Advertising
Social Media Advertising
Broadcast Advertising
Wine Country, STEM, and Outdoor Recreation

Website
Regional and National Trade Shows
Opportunity Fund Grants
Regional Collaborative Projects



TRI-CITY REGIONAL HOTEL-MOTEL COMMISSION

CITY OF KENNEWICK

Mark Blotz, Clover Island Inn
Nickolas Woody, Inn at Columbia Center
Marie Mosley, Ex Officio, City of Kennewick

CITY OF PASCO

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

CITY OF RICHLAND

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



TOURISM 2023

PROJECTED U.S. HOTEL KEY PERFORMANCE METRICS*

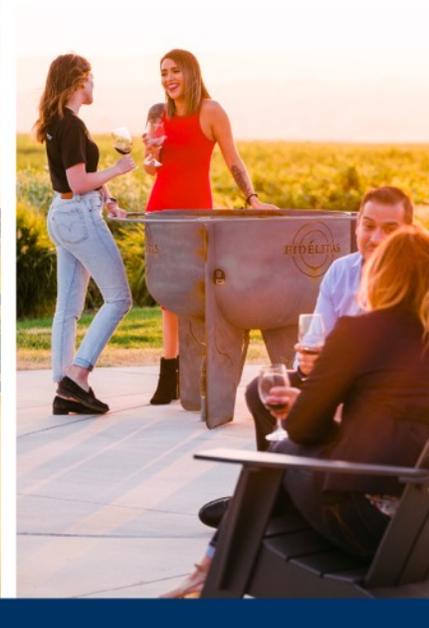
	2019 Actual	2021 Actual	2022 Forecast	2023 Forecast	2024 Forecast
Occupancy	66.1%	57.6%	63.4%	65.1%	66.4%
ADR	\$131	\$125	\$145	\$150	\$155
RevPAR	\$87	\$72	\$92	\$98	\$103
RevPAR Compared to 2019	-	-17%	+6%	+13%	+18%

*STR May 2022 Forecast

2022 PERFORMANCE JANUARY - JUNE*

	OCC	ADR	RevPar	RevPar vs Prior Year
SEATTLE	60.6%	\$176	\$72.09	+145%
SPOKANE	60.3%	\$133	\$80.41	+56.5%
TACOMA	58.5%	\$122	\$71.14	+40%
TRI-CITIES	65.7%	\$110	\$72.09	+52%
VANCOUVER	66.8%	\$121	\$81.22	+30.4%
YAKIMA	54.5%	\$104	\$56.71	+31%

*STR June 2022 Destination Report



GUESTROOM AND RFP PRODUCTIVITY

GUESTROOM PRODUCTIVITY

	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 FORECAST	2023 BUDGET
CONVENTION ROOM NIGHTS	20,955	18,953	8,997	18,000	20,000
CONVENTIONS CANCELLED DUE TO COVID	-	-25,978	-7,251	-805	0
SPORTS ROOM NIGHTS	25,085	10,057	15,483	20,000	25,000
SPORTS CANCELLATIONS	-	-23,765	-475	0	0
TOTAL	46,040	-20,733	16,754	37,195*	45,000*

RFP PRODUCTIVITY

LEADS ISSUED	2019	2020	2021	2022	2023
QTR 1	40	60	23	40	45*
QTR 2	64	18	22	44	52*
QTR 3	74	18	36	40*	62*
QTR 4	87	15	39	56*	71*
TOTAL	265	111	120	180*	230*

*Estimated Production



MEETINGS & CONVENTIONS



20,000
GUEST ROOMS BOOKED



\$5,250,000
ESTIMATED ECONOMIC IMPACT



\$2,600,000
ESTIMATED DIRECT HOTEL SPENDING

CONVENTION SALES PROGRAM TOTAL:

\$73,569

ADVERTISING

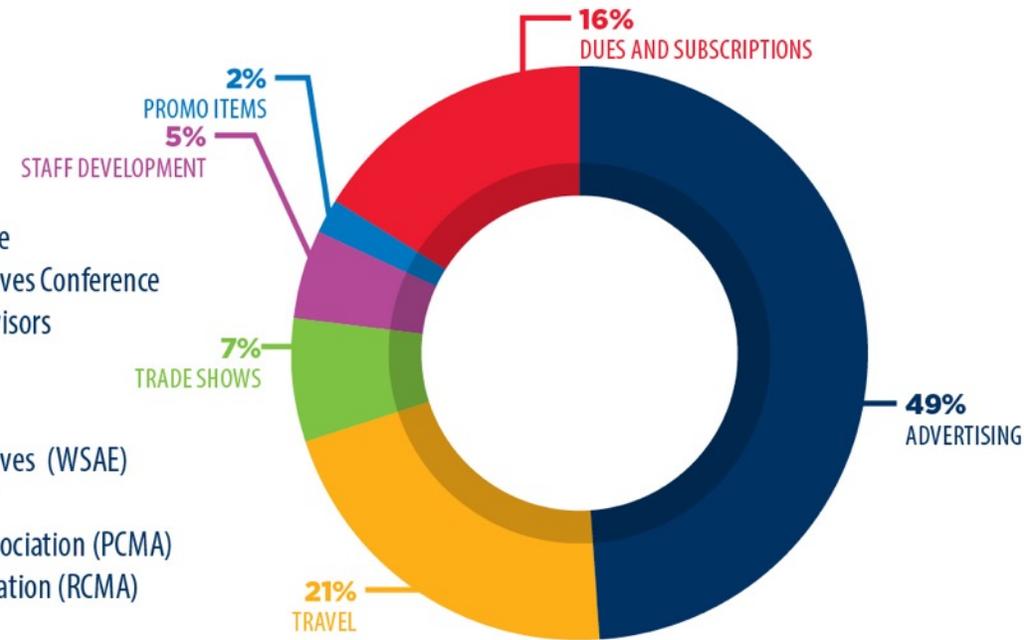
Digital Advertising
Retargeting Campaigns

TRADE SHOWS

Meeting Planners International Conference
Washington Society of Association Executives Conference
National Event for Planners and Travel Advisors

MEMBERSHIPS

Washington Society of Association Executives (WSAE)
Meeting Professionals International (MPI)
Professional Convention Management Association (PCMA)
Religious Conference Management Association (RCMA)
Military Reunion Network



SPORTS AND TOURNAMENTS



25,000
GUEST ROOMS BOOKED



\$7,187,500
ESTIMATED ECONOMIC IMPACT



\$3,125,000
ESTIMATED DIRECT HOTEL SPENDING

SPORTS PROGRAM TOTAL:

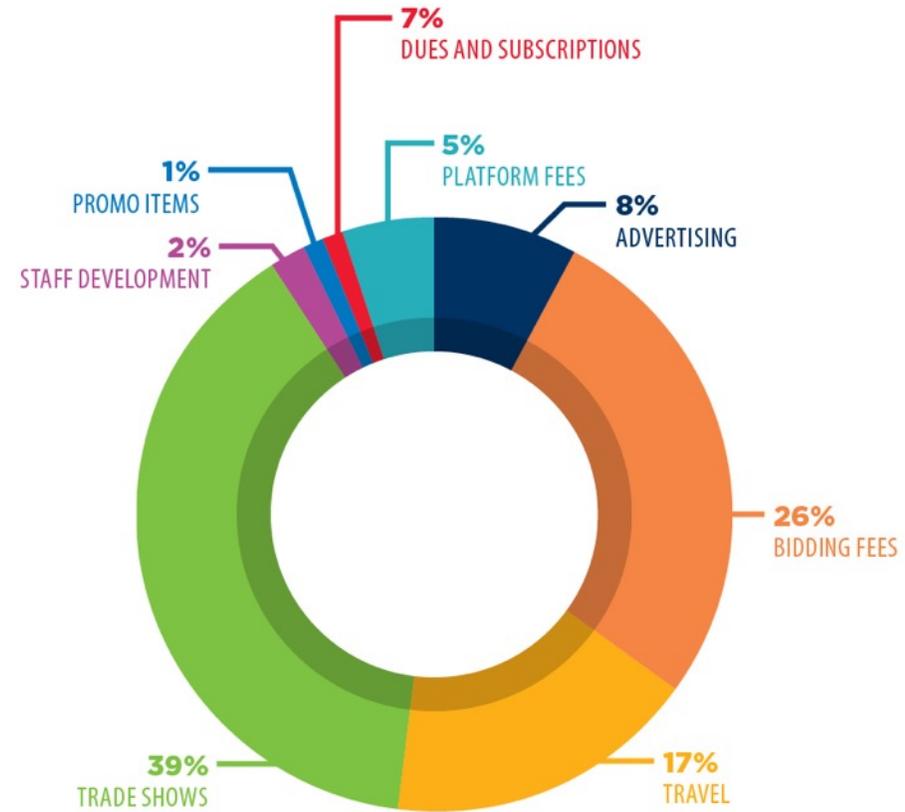
\$96,670

ADVERTISING

Print Advertising
Playeasy Event Planner Platform
Sports Planning Guide Listings

TRADE SHOWS

TEAMS Conference
EsportsTravel Summit
S.P.O.R.T.S Relationship Conference
Sports ETA Symposium
US Sports Congress



TOURISM DEVELOPMENT

TOURISM DEVELOPMENT TOTAL:

\$501,810

ADVERTISING

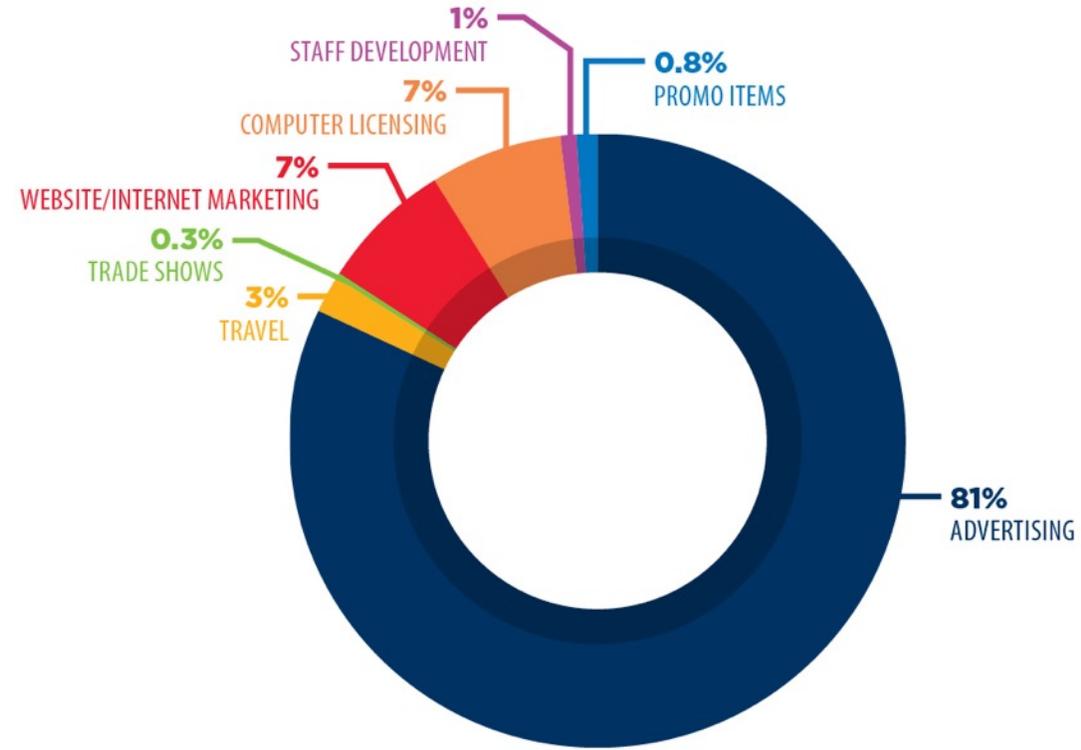
Print
Digital
Social
Broadcast

WEBSITE

TRI-CITIES WINE TOURISM COUNCIL

TRADE SHOWS

Taste Washington
Golf and Travel Shows



DESTINATION MARKETING ORGANIZATION (DMO) FUNDING COMPARATIVE

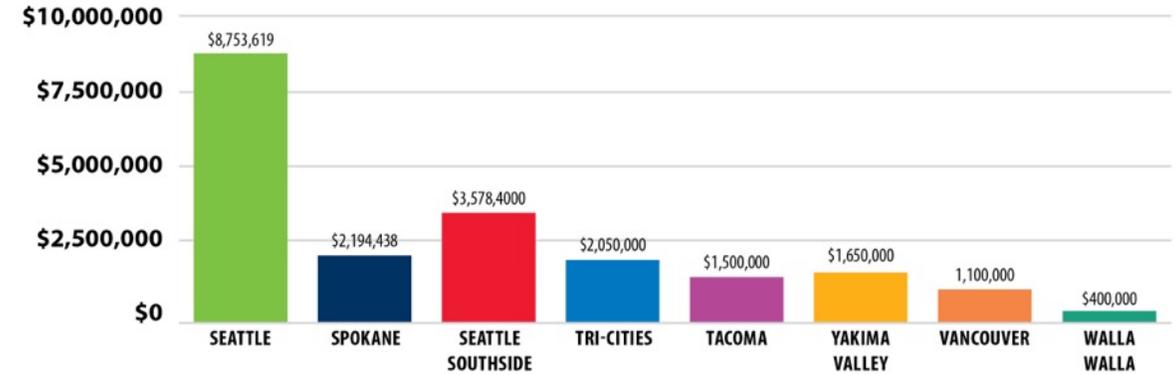
OVERALL BUDGET

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.



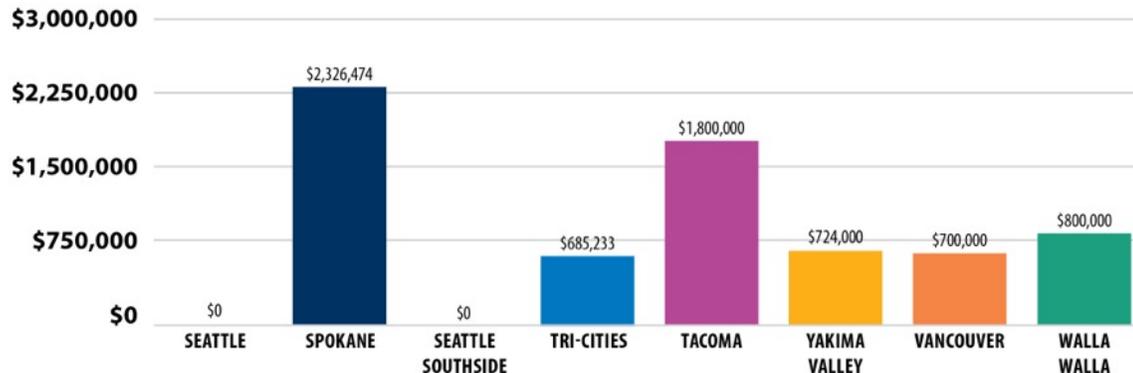
TPA BUDGET

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.





Visit 
TRI-CITIES
WASHINGTON

THANK YOU

Council Workshop Coversheet



Agenda Item Number	2.	Meeting Date	10/25/2022
Agenda Item Type	Presentation		
Subject	2023-2028 Capital Improvement Program		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Finance		

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

Summary

At the October 25, 2022 Kennewick City Council Workshop, City staff will present an overview of the proposed 2023-2028 capital improvement program for the City's general governmental funds, including anticipating funding sources and uses (projects) over the six-year period. The 2023-2028 (6-year) capital improvement program will be formally adopted in conjunction with the 2023/2024 biennial budget later in the year.

Through

Attachments:

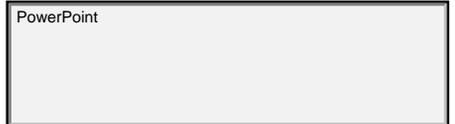
PowerPoint

Dept Head Approval

Dan Legard
 Oct 19, 08:57:03 GMT-0700 2022

City Mgr Approval

Marie Mosley
 Oct 21, 09:58:49 GMT-0700 2022





2023-2028 Capital Improvement Program

Kennewick City Council Workshop

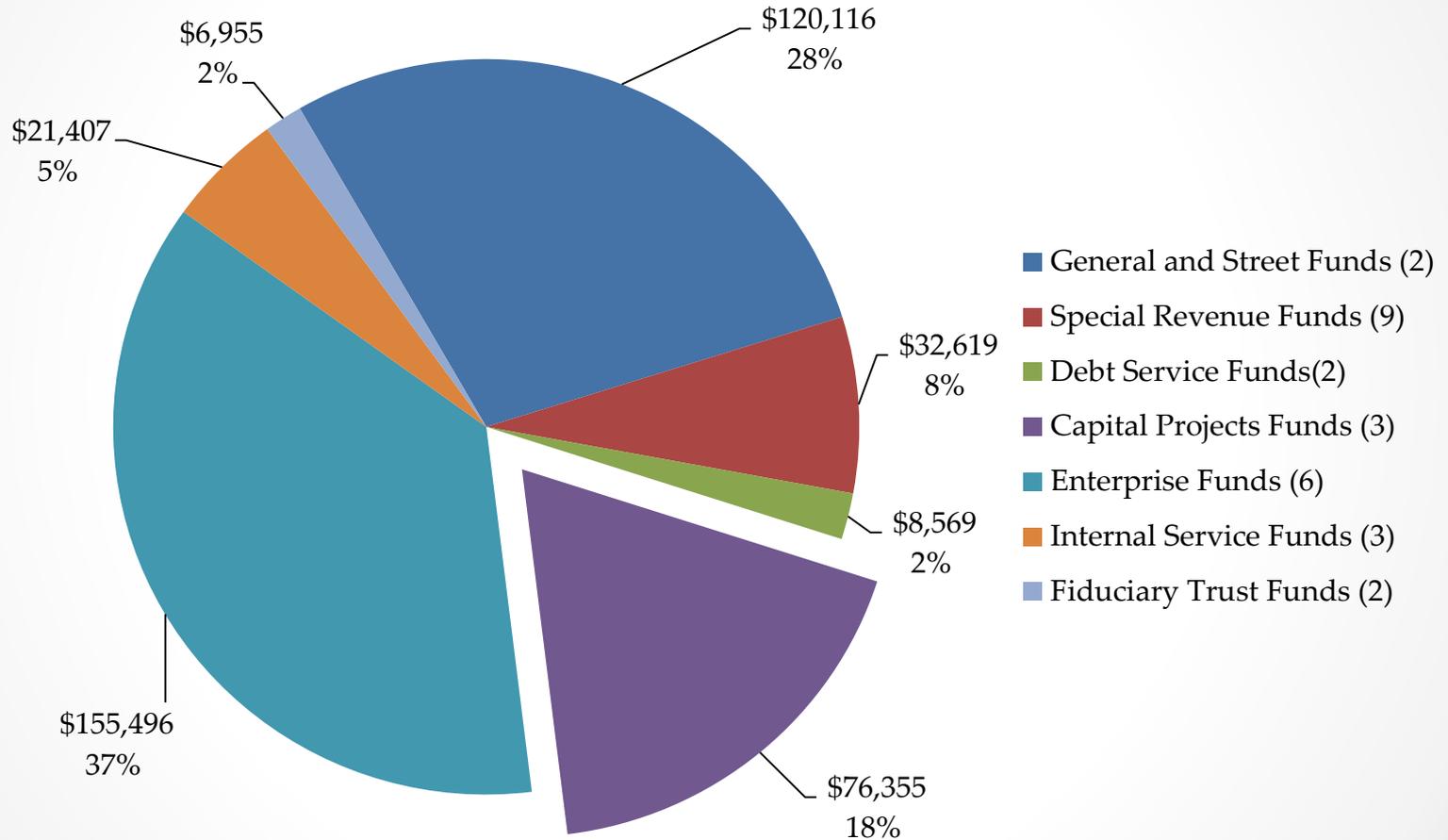
October 25, 2022

Fund Types

- **General Governmental Funds:**
 - **General Fund:** to account for financial resources not required to be accounted for in another fund.
 - **Special Revenue Funds:** to account for legally restricted resources.
 - **Capital Projects Funds:** to account for financial resources to be used for acquisition or construction of capital facilities.
 - **Debt Service Funds:** to account for resources accumulated for the repayment of debt.
- **Proprietary Funds:**
 - **Enterprise Funds:** to account for operations that are financed and operated in a manner similar to a private business.
 - **Internal Service Funds:** to account for financing of goods or services provided by one department to another within the government.
- **Trust & Custodial Funds:**
 - Fund used to account for assets held by a government in a trustee capacity.

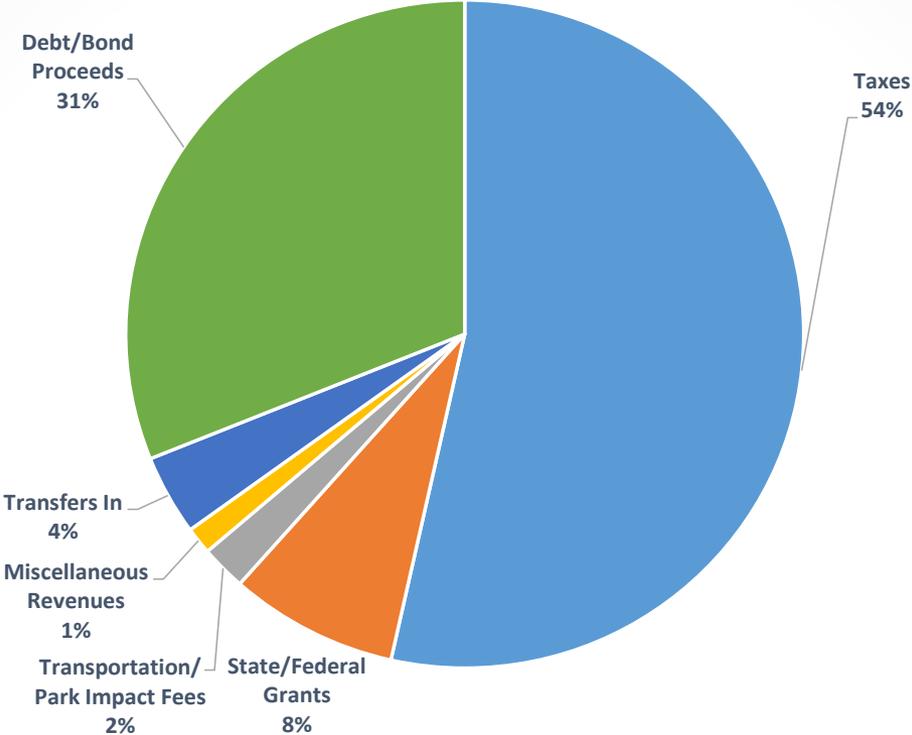
2021/2022 Adjusted Budget by Fund Type

(In Thousands)



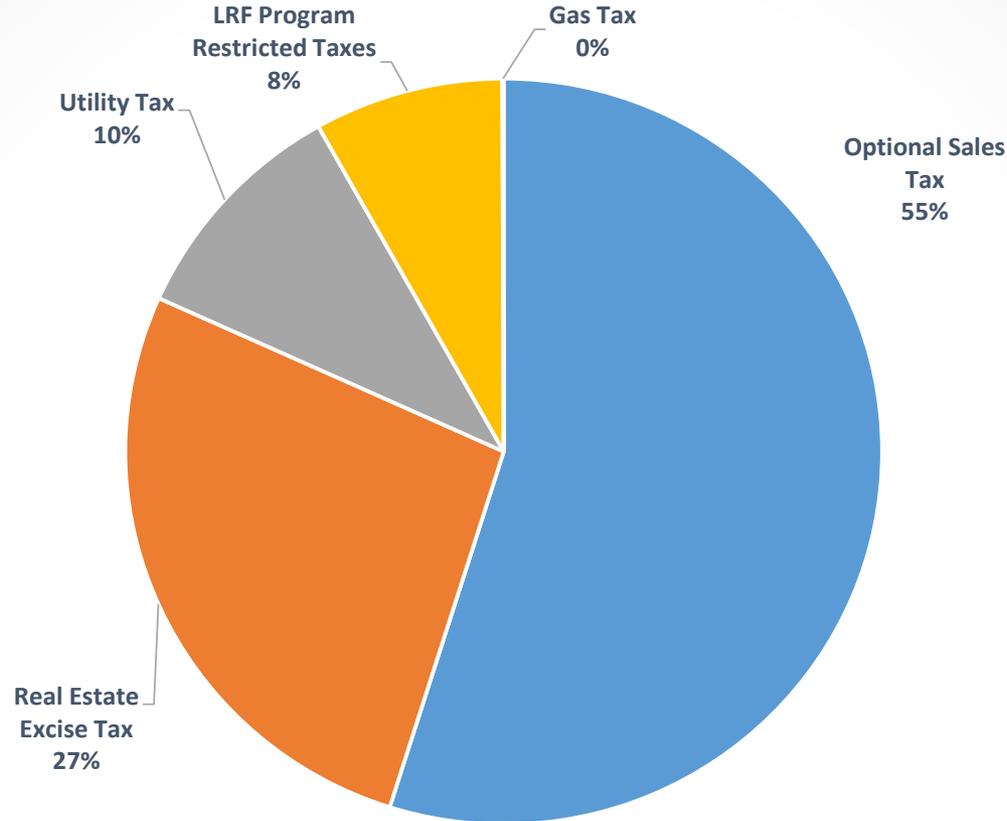
Total 2021/2022 Adjusted Budget = \$421,607,135

2023-2028 Capital Program Funding (In Thousands)



Revenue Category	2023	2024	2025	2026	2027	2028	TOTAL 2023-2028
Taxes	\$ 12,620	\$ 12,951	\$ 13,469	\$ 14,006	\$ 14,563	\$ 15,160	\$ 82,769
State/Federal Grants	1,363	1,767	3,290	3,802	1,744	500	12,466
Transportation/Park Impact Fees	560	560	560	560	560	560	3,360
Miscellaneous Revenues	475	330	315	315	315	273	2,023
Transfers In	1,000	1,000	1,000	1,000	1,000	1,000	6,000
Debt/Bond Proceeds	-	-	-	35,500	-	12,600	48,100
Totals:	\$ 16,018	\$ 16,608	\$ 18,634	\$ 55,183	\$ 18,182	\$ 30,093	\$ 154,718

2023-2028 Capital Program Tax Revenues (In Thousands)



Revenue Category	2023	2024	2025	2026	2027	2028	TOTAL 2023-2028
Optional Sales Tax	\$ 7,001	\$ 7,102	\$ 7,383	\$ 7,674	\$ 7,974	\$ 8,284	\$ 45,418
Real Estate Excise Tax	3,438	3,542	3,648	3,758	3,870	3,986	22,242
Utility Tax	1,180	1,259	1,343	1,433	1,529	1,621	8,365
LRF Program Restricted Taxes	993	1,040	1,087	1,134	1,183	1,261	6,698
Gas Tax	8	8	8	8	8	8	48
Totals:	\$ 12,620	\$ 12,951	\$ 13,469	\$ 14,007	\$ 14,564	\$ 15,160	\$ 82,771

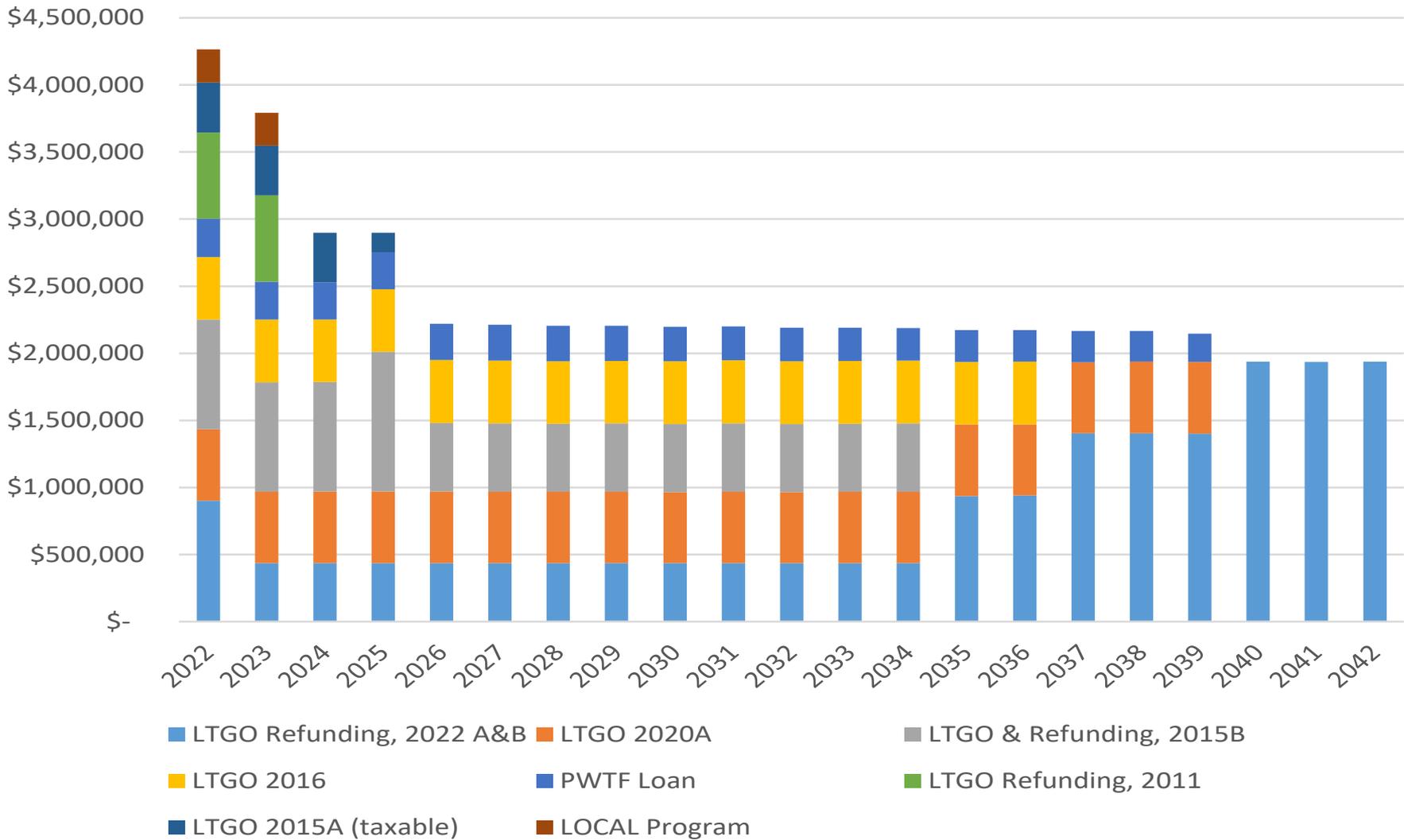
General Obligation Debt Capacity

- Local governments in Washington State have limited debt authority under state law:
 - Non-voted debt: (councilmanic) cannot be greater than 1.5% of assessed value (AV) for the jurisdiction
 - Voter-approved debt: cannot be greater than 2.5% of AV and calculation is inclusive of non-voted debt
 - An additional 2.5% of AV is authorized for voter-approved debt for open spaces, parks, and capital facilities, as well as utilities
- City of Kennewick Non-Voted Limit 7/1/22:
 - Current AV of \$8,429,184,256 x 1.5% = \$126,437,763
 - Less: o/s general obligation debt @ 7/1/22 = (\$44,461,848)
 - Less: o/s debt of the KPFD guaranteed by City = (\$6,226,397)
 - 7/1/2022 Non-Voted Debt Capacity = \$75,749,518

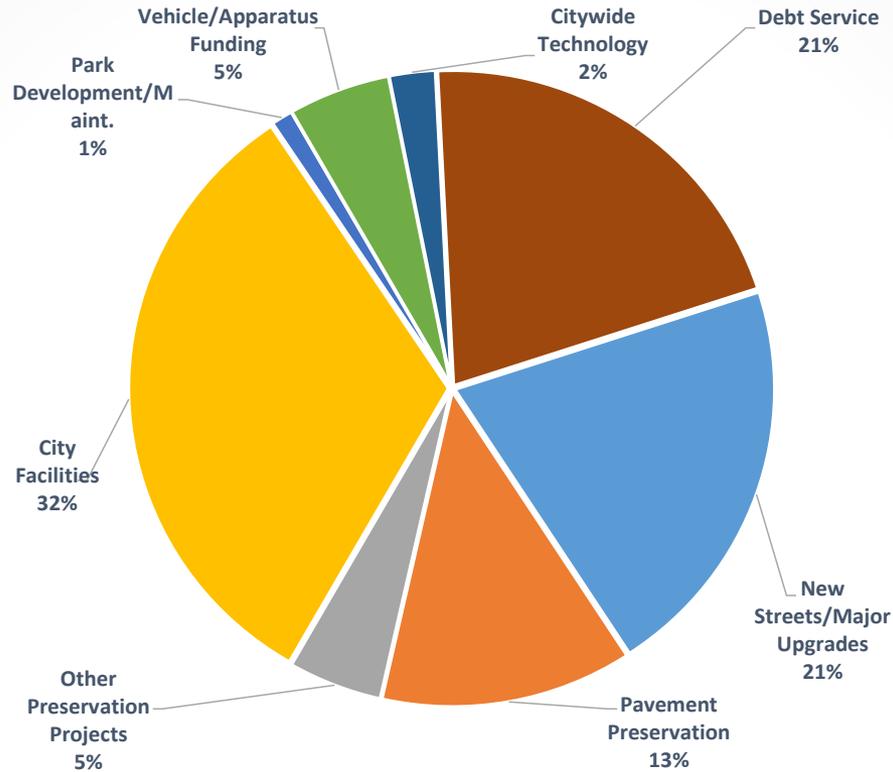
O/S General Obligation Debt

	<u>Year of Issue</u>	<u>Final Maturity</u>	<u>Amount Issued</u>	<u>Amount Outstanding</u>
<u>Non-Voted General Obligation Bonds</u>				
LTGO Refunding, 2011	2011	2023	\$ 5,330,000	\$ 1,215,000
LTGO 2015A (taxable)	2015	2025	\$ 3,255,000	\$ 1,180,000
LTGO & Refunding, 2015B	2015	2034	\$ 10,000,000	\$ 6,610,000
LTGO 2016	2016	2036	\$ 6,505,000	\$ 5,265,000
LTGO 2020A	2020	2039	\$ 7,670,000	\$ 7,195,000
LTGO Refunding, 2020B	2020	2034	\$ 9,530,000	\$ 8,410,000
LTGO Refunding, 2022A & 2022B	2022	2042	\$ 10,170,000	\$ 10,170,000
<u>State Loans</u>				
Public Works Trust Fund Loans	2018	2038	\$ 5,600,000	\$ 3,946,946
<u>Other Non-Voted General Obligation Debt</u>				
LOCAL Program	2018	2023	\$ 1,062,976	\$ 469,902
				<u>\$ 44,461,848</u>

G.O. Debt Service 2022-2042



2023-2028 Capital Program Uses (In Thousands)



Expenditure Category	2023	2024	2025	2026	2027	2028	TOTAL 2023-2028
New Streets/Major Upgrades	\$ 600	\$ 2,570	\$ 3,501	\$ 15,356	\$ 8,568	\$ 2,079	\$ 32,674
Pavement Preservation	4,000	4,000	3,000	3,000	3,000	3,000	20,000
Other Preservation Projects	1,099	1,341	1,247	1,253	1,260	1,267	7,467
City Facilities	552	390	410	35,930	452	13,074	50,808
Park Development/Maint.	1,074	436	50	50	50	50	1,710
Vehicle/Apparatus Funding	2,114	1,111	1,165	1,165	1,270	1,270	8,095
Citywide Technology	561	582	611	611	641	641	3,647
Debt Service	5,079	4,430	5,118	6,025	6,013	6,005	32,670
Totals:	\$ 15,079	\$ 14,860	\$ 15,102	\$ 63,390	\$ 21,254	\$ 27,386	\$ 157,071

2023/2024 CIP Funded Projects

- Pavement Preservation – Increase to \$4M per year
- Bob Olson & Sherman Traffic Signal
- Community Dog Park (Ph. I)
- Pool Splash Pad Improvements (CDBG Funded)
- Southridge Sports & Events Complex Improvements
- CCB Intersections at Quinault & Deschutes (Grant Funded)
- Comprehensive Parks, Recreation and Facilities Planning
- Playground Surface Replacement Project
- Completion of 2021/2022 Projects:
 - ARPA Funded Projects
 - Fire Station #1
 - Steptoe/Gage Intersection Improvements
 - Animal Control Facility

2025-2028 CIP Funded Projects

- CCB Widening (2026-2027)
- 10th Ave – Clearwater to B. Olson Parkway (2025-2026)
- W. 45th Avenue Widening – Ely/Olympia (2027-2028)
- Canal Drive & Edison Intersection (2026-2027)
- 1st Avenue Road Diet (2025-2026)
- Fire Station #6 (2028)
- City Hall Replacement (2026)
- Pavement Preservation - \$3M per year (2025-2028)
- Vehicle & Apparatus Repl. - \$1.3M per year (2025-2028)

Questions?

Council Workshop Coversheet



Agenda Item Number	3.	Meeting Date	10/25/2022
Agenda Item Type	Presentation		
Subject	2022 Comprehensive Plan Amendments Part 2		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Planning		

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

Summary

The annual comprehensive plan amendment requests CPA-2022-0001, CPA-2022-0004 and CPA-2022-0006 are scheduled to be presented for final decision at the November 15, 2022, regular City Council meeting. On October 17, 2022 the Planning Commission held public hearings and voted unanimously to recommend approval for CPA-2022-0001 and CPA-2022-0006 and voted 5-2 to recommend approval for CPA-2022-0004. Because staff recommended denial of these three applications, the Planning Commission will hold a meeting on November 7, 2022 to develop findings and conclusions in support of the applications.

1. CPA-2022-0001: To change 25.41-acres located at 9678-11358 W Clearwater Avenue from Commercial to High Density Residential.
2. CPA-2022-0004: To change 11.29-acres located at 8428 Bob Olson Parkway from Commercial to High Density Residential.
3. CPA-2022-0006: To change 13.76-acres located at 8224 Bob Olson Parkway Street from Commercial to High Density Residential.

Through	Steve Donovan Oct 19, 10:36:02 GMT-0700 2022	Attachments: <input type="text" value="Presentation"/>
Dept Head Approval	Anthony Muai Oct 19, 11:18:21 GMT-0700 2022	
City Mgr Approval	Marie Mosley Oct 21, 10:01:33 GMT-0700 2022	

2022 Comprehensive Plan Amendment Review

City Council Workshop
October 25, 2022



Approval Criteria

KMC 4.12.110 (7) : Approval Criteria. The City may approve Comprehensive Plan Amendments and area-wide zone map amendments if it finds that:

- (a) The proposed amendment bears a substantial relationship to the public health, safety, welfare, and protection of the environment;
- (b) The proposed amendment is consistent with the requirements of Chapter 36.70A RCW and with the portion of the City's adopted Comprehensive Plan not affected by the amendment;
- (c) The proposed amendment corrects an obvious mapping error; or
- (d) The proposed amendment addresses an identified deficiency in the Comprehensive Plan.
- (e) A rezone shall be treated as an area-wide map amendment when:
 - i. It is initiated by the City and a significant class of property is similarly affected by the proposed rezone; and
 - ii. It is either:
 - A. Based upon an adopted or ongoing comprehensive planning process or undertaken to ensure compliance with or to implement the provisions of the Growth Management Act; or
 - B. Part of the process that includes amending text for this title where such amendments will have a significant impact on a large area of the City.

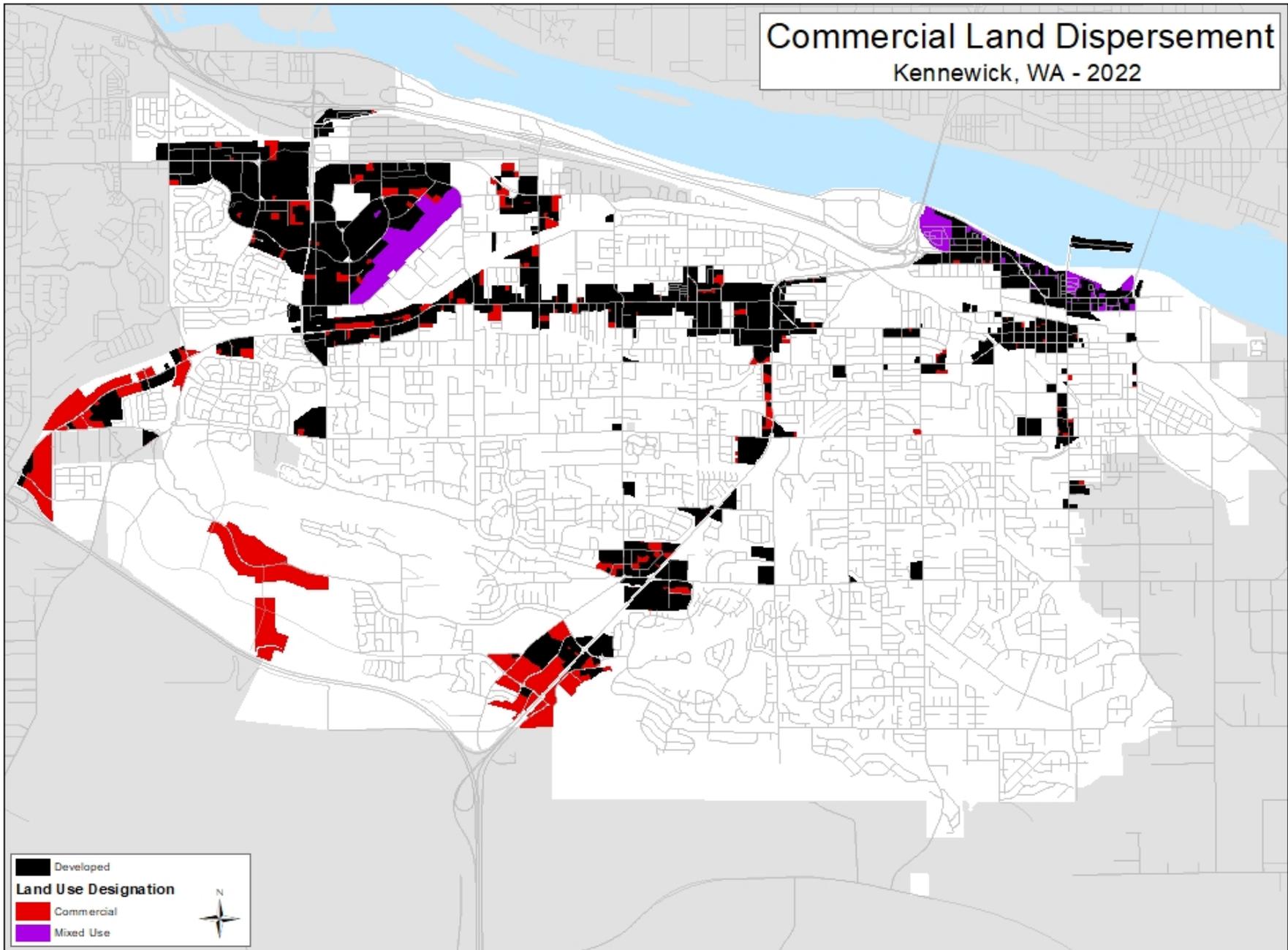
Additional Factors

KMC 4.12.110 (8) : Additional Factors. The City must also consider the following factors prior to approving Comprehensive Plan Amendments:

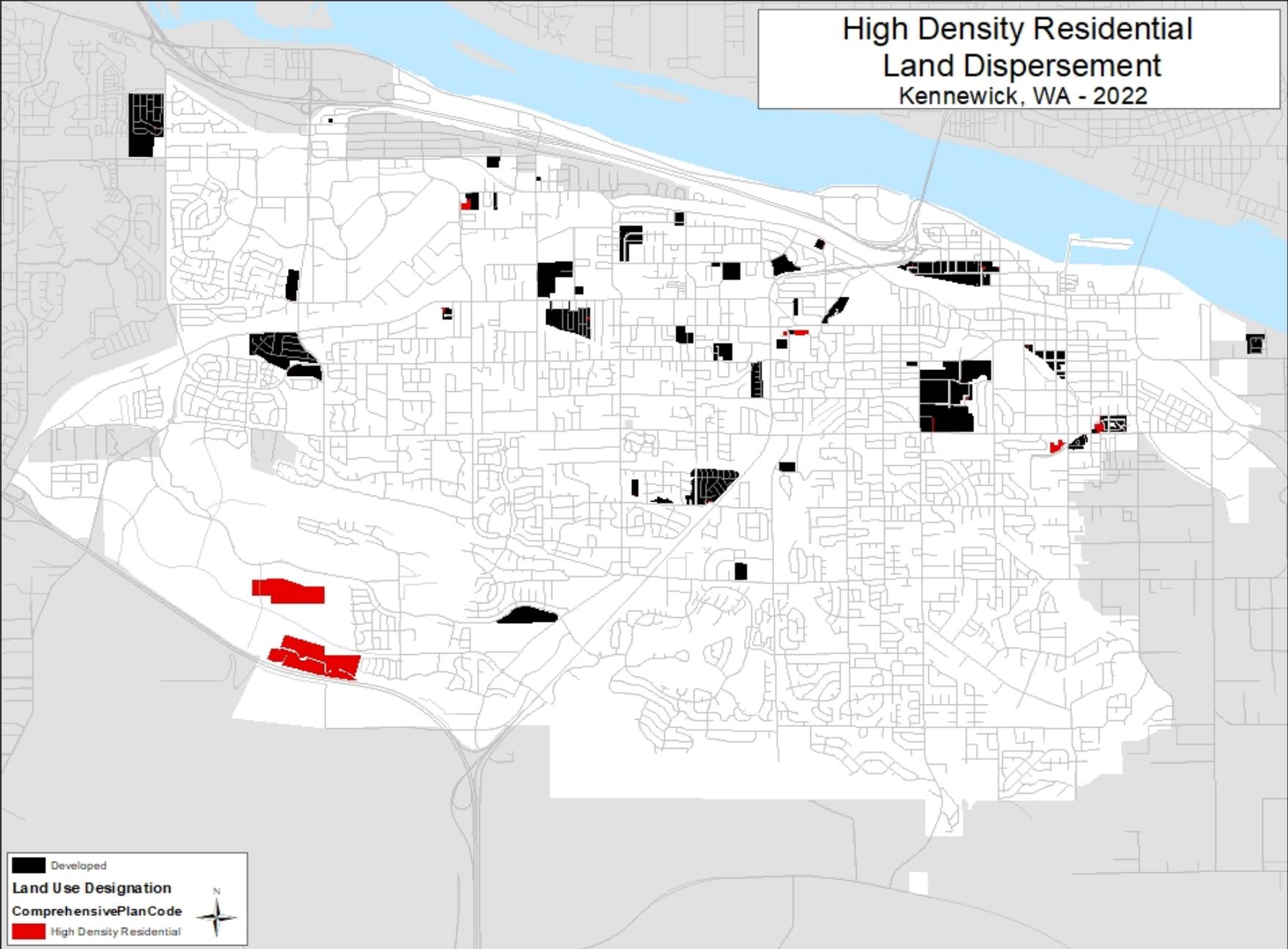
- a) The effect upon the physical environment;
- b) The effect on open space and natural features including, but not limited to, topography, streams, rivers, and lakes;
- c) The compatibility with and impact on adjacent land uses and surrounding neighborhoods;
- d) The adequacy of, and impact on community facilities, including utilities, roads, public transportation, parks, recreation, and schools;
- e) The quantity and location of land planned for the proposed land use type and density and the demand for such land;
- f) The current and projected project density in the area; and
- g) The effect, if any upon other aspects of the Comprehensive Plan.

Commercial Land Dispersement

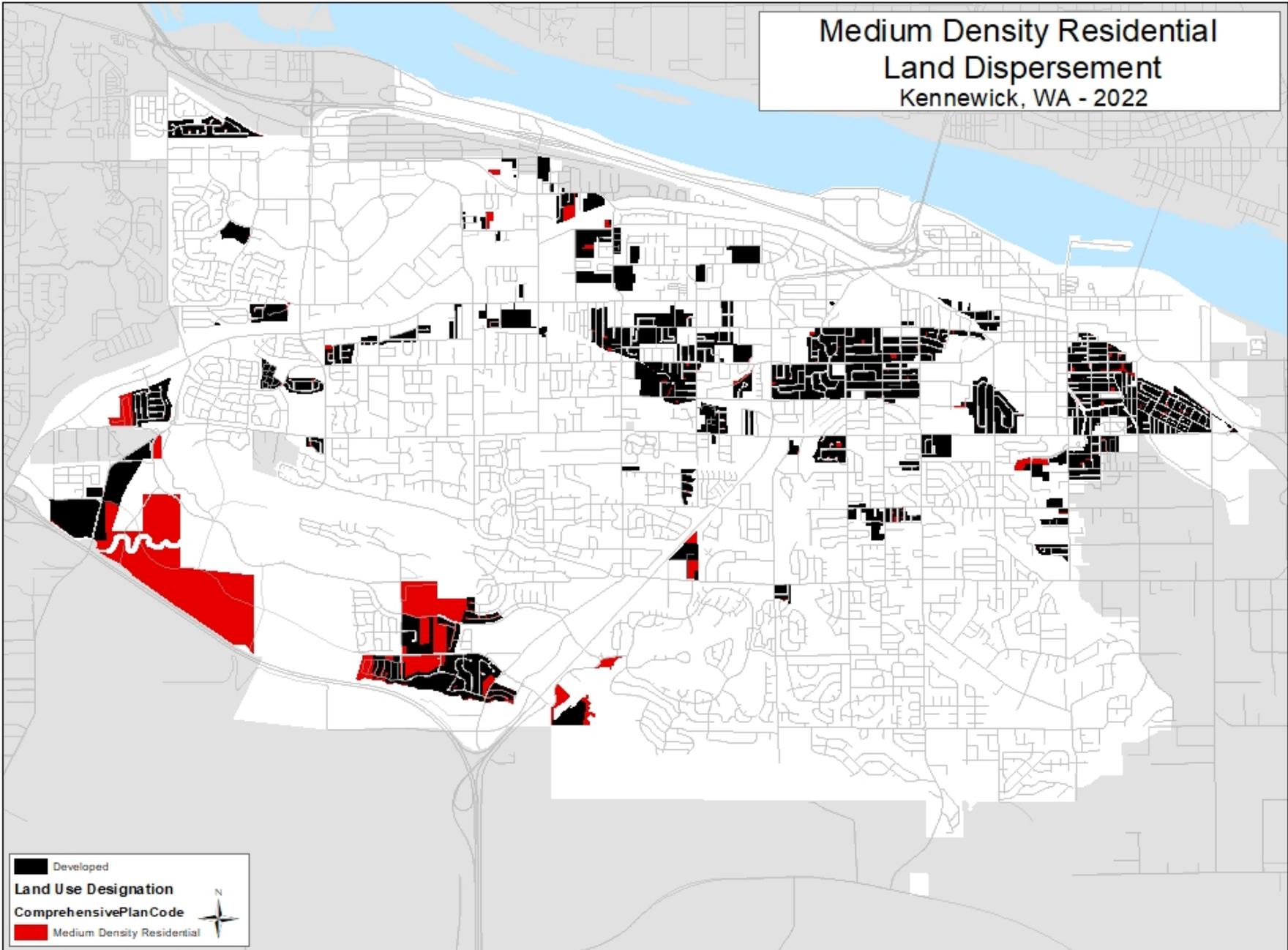
Kennewick, WA - 2022



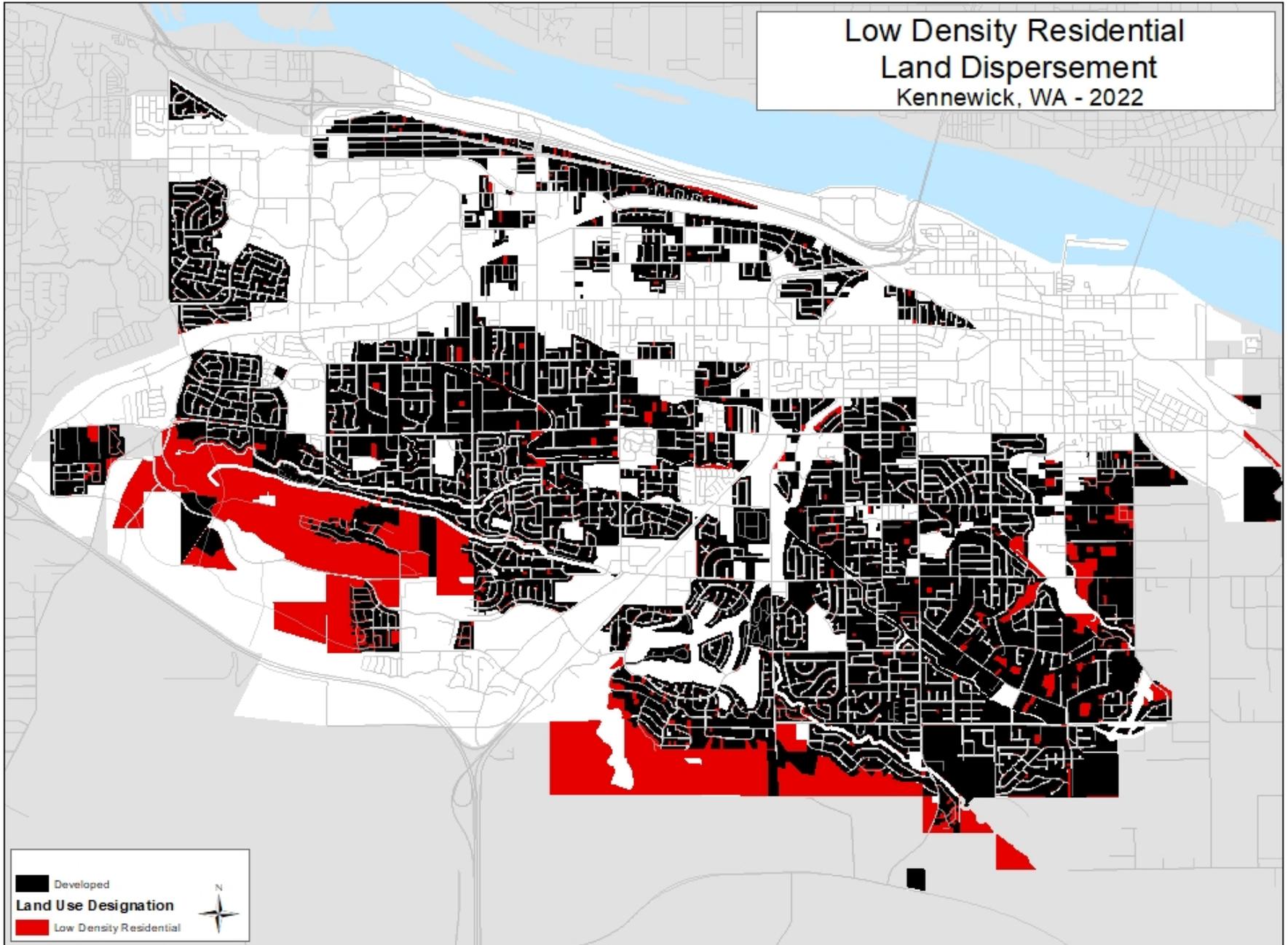
High Density Residential Land Dispersement Kennewick, WA - 2022



Medium Density Residential Land Dispersement Kennewick, WA - 2022



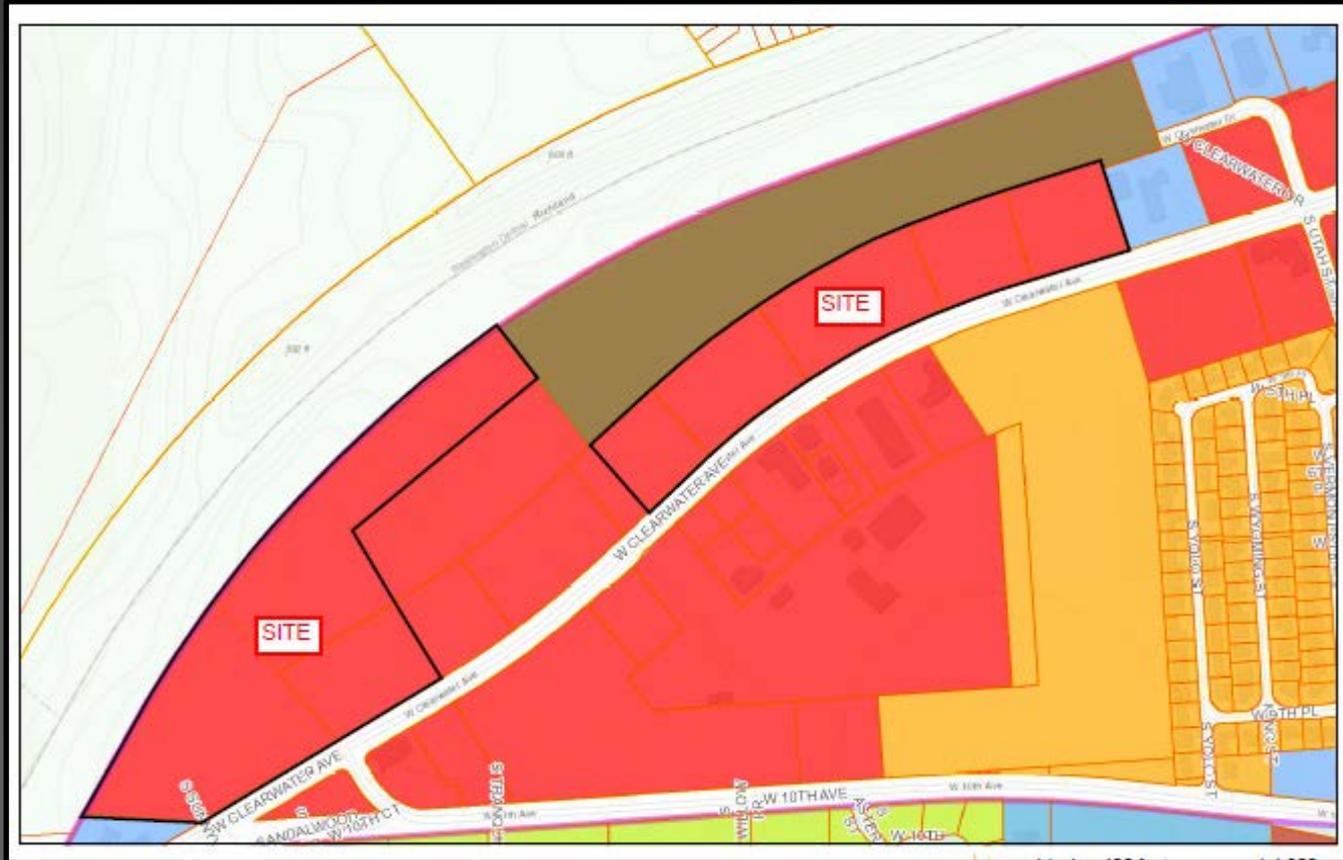
Low Density Residential Land Dispersement Kennewick, WA - 2022



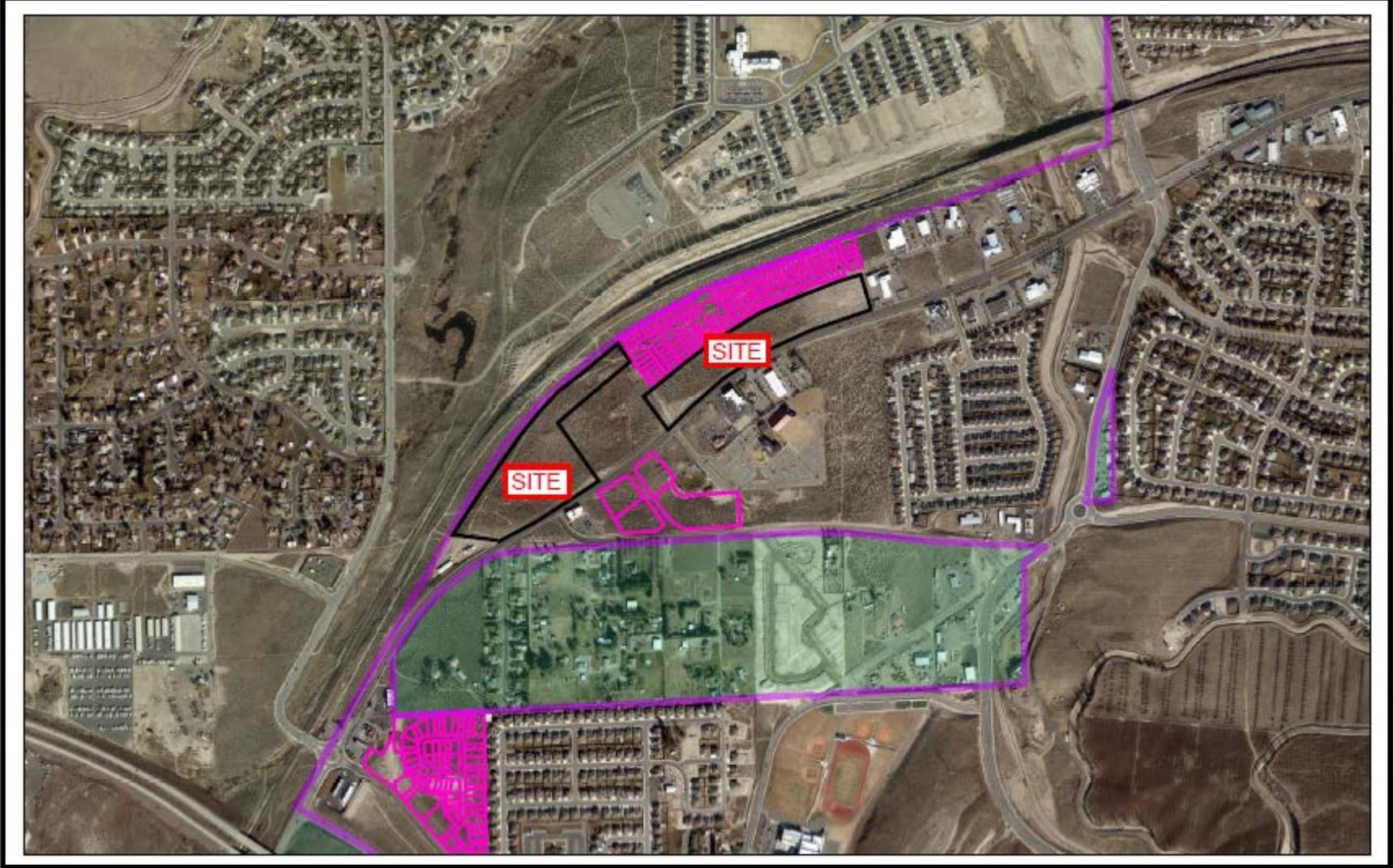
CPA-2022-0001

- Tom and Vicki Solbrack are the applicants.
- Amend 25.41 acres from Commercial (C) to High Density Residential (HDR)
- The site is located at 9678, 9812, 10072, 10314, 10600, 11228 and 11358 W Clearwater Avenue.

Land Use Map



Aerial Map



Key Issues

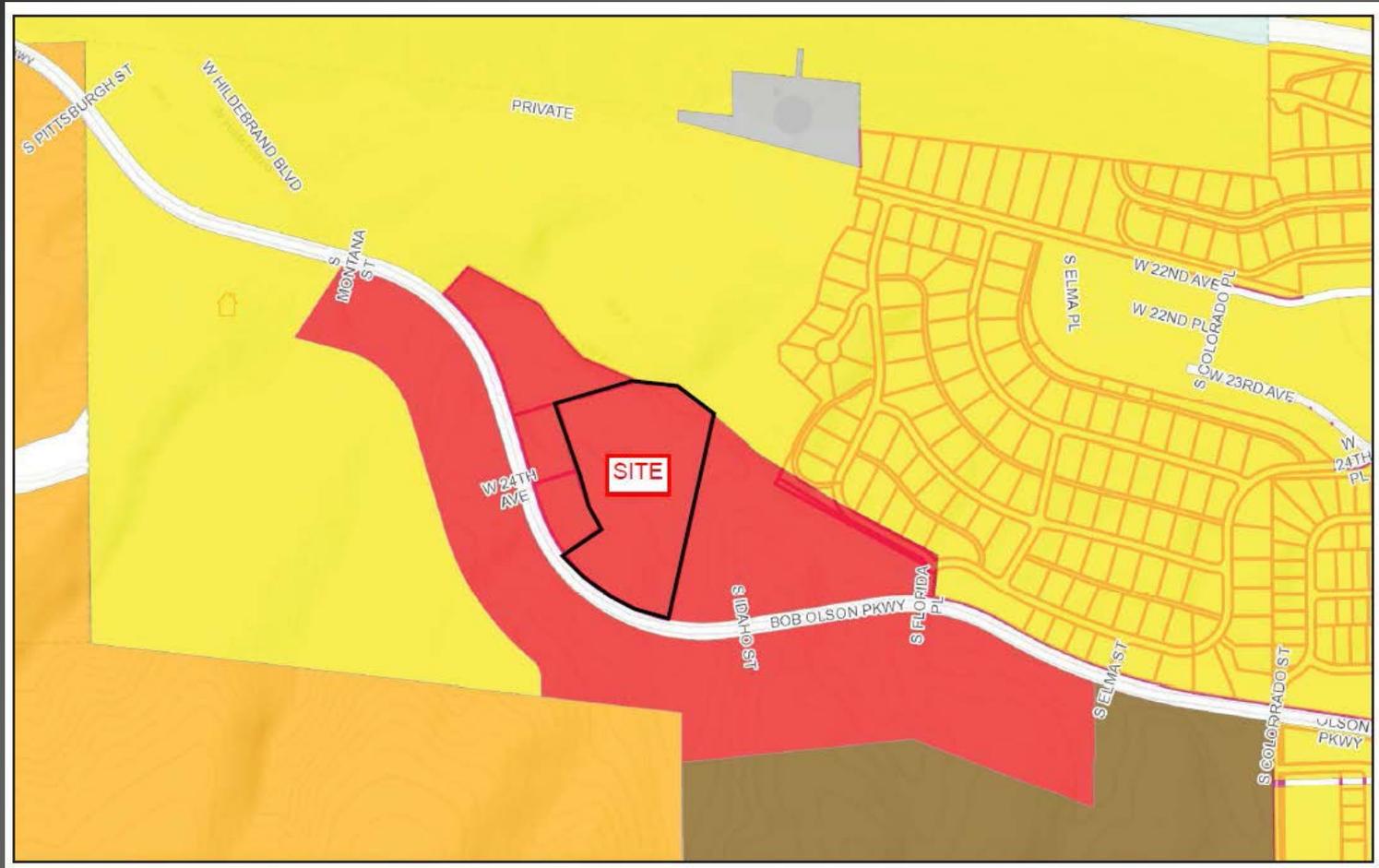
- Loss of a large commercial property with direct access to an arterial.
- Ability to serve West Kennewick with large-scale commercial services.
- Will provide much needed High Density Residential options.

Planning Commission voted 7-0 to recommend approval.

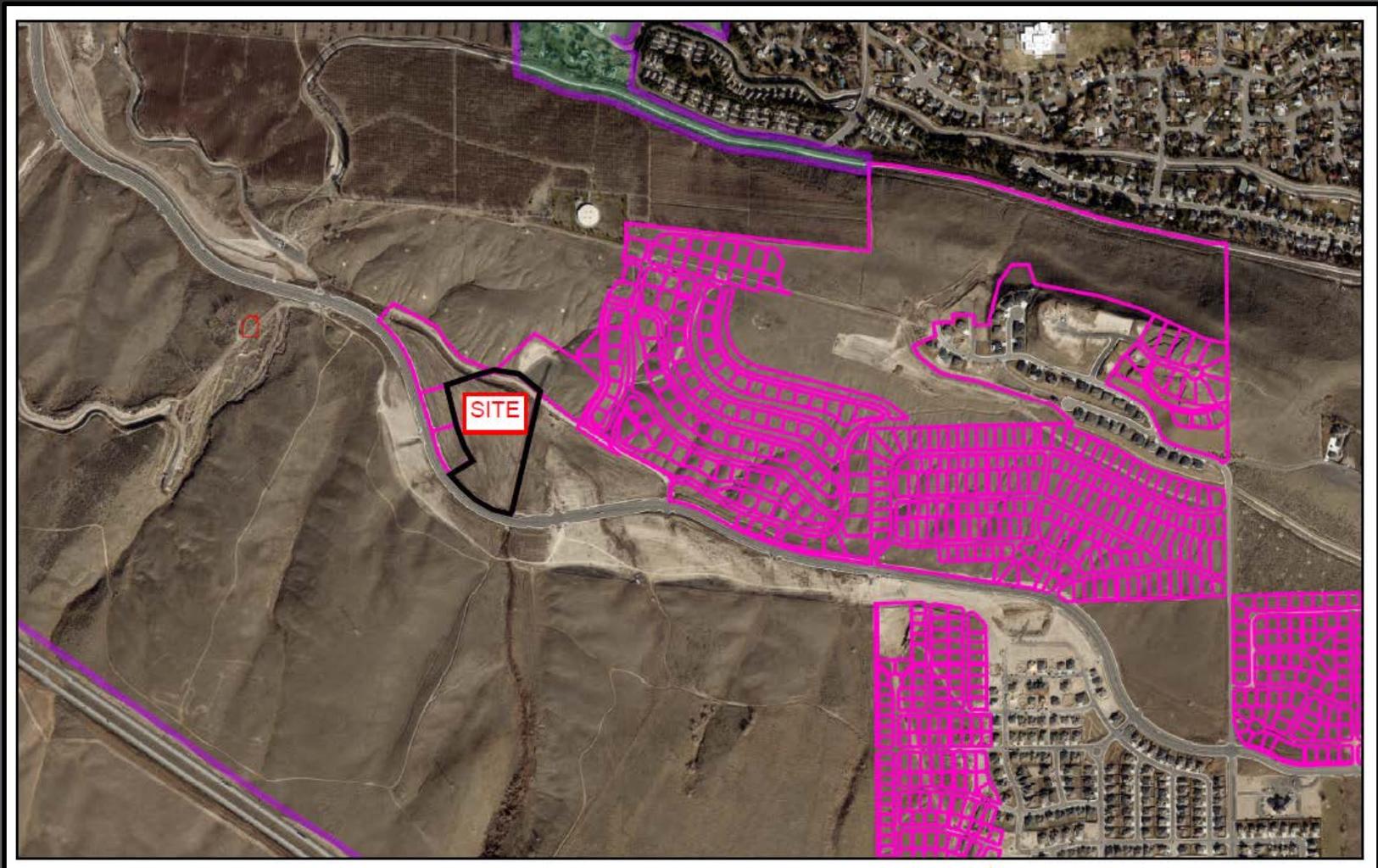
CPA-2022-0004

- Nick Wright is the applicant.
- The site consists of 11.29 acres.
- The proposal is located at 8428 Bob Olson Parkway

Land Use Map



Aerial Map



Key Issues

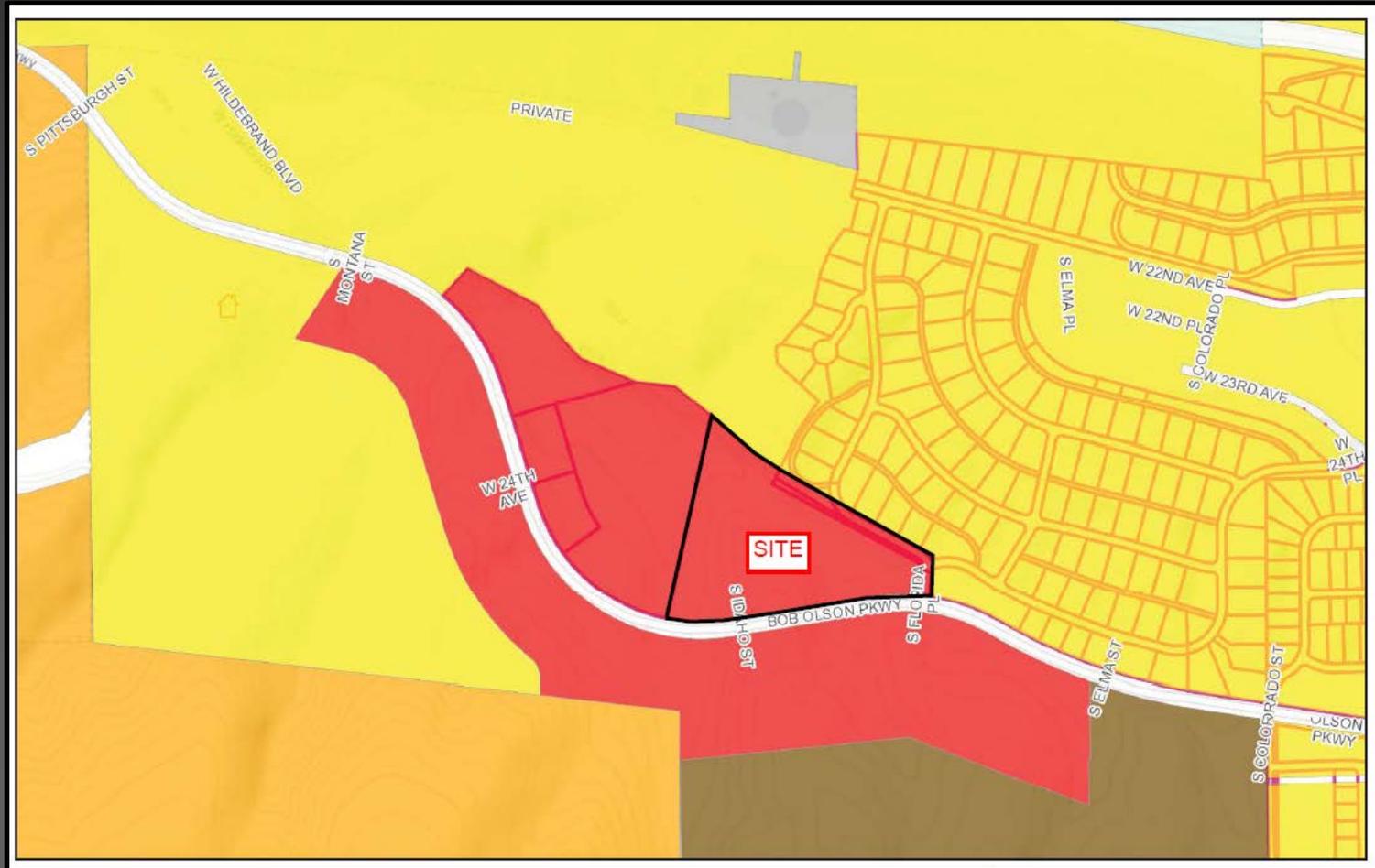
- Loss of a large commercial property with direct access to an arterial.
- Ability to serve Southridge Area with large-scale commercial services.
- Will provide much needed High Density Residential options.

Planning Commission voted 5-2 to recommend approval.

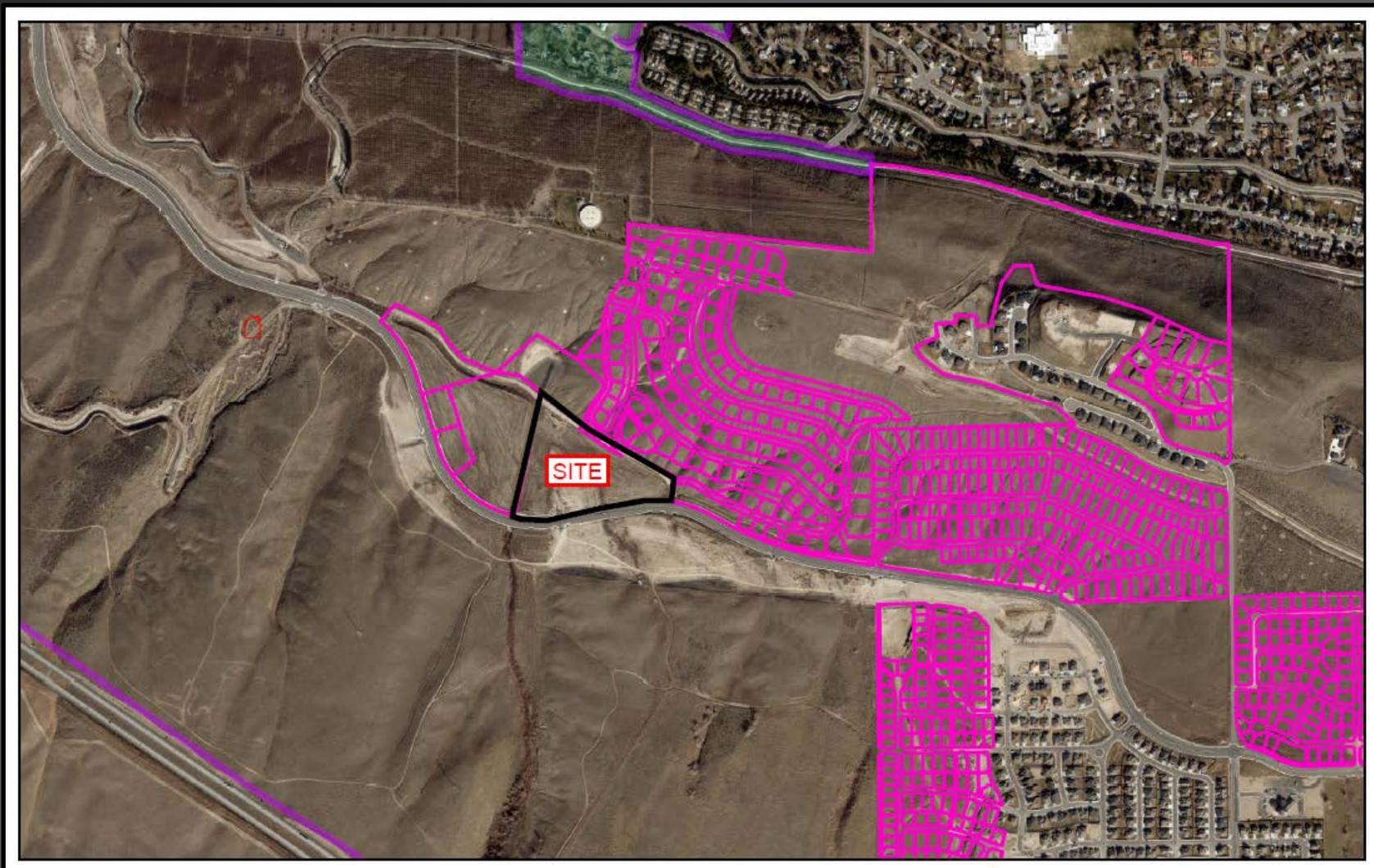
CPA-2022-0006

- Commercial (C) to High Density Residential (HDR)
- 13.76 acres
- 8224 Bob Olson Parkway
- Red Tail Multi-Family Land Development, LLC, c/o Bob Garrison

Land Use Map



Aerial Map



Key Issues

- Loss of a large commercial property with direct access to an arterial.
- Ability to serve Southridge Area with large-scale commercial services.
- Will provide much needed High Density Residential options.

Planning Commission voted 7-0 to recommend approval.

Next Step

- 11/07 – Planning Commission Meeting for CPA-2022-0001, CPA-2022-0004 and CPA-2022-0006.
- 11/15 – City Council Final Decision on CPA-2022-0001, CPA-2022-0004, CPA-2022-0006 and CPA-2022-0010 if legal description completed.

Questions?



Council Workshop Coversheet



Agenda Item Number	4.	Meeting Date	10/25/2022
Agenda Item Type	Presentation		
Subject	CPA-2022-0005 - Jose Chavallo		
Ordinance/Reso #		Contract #	
Project #		Permit #	CPA-2022-0005
Department	Planning		

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

Summary

The applicant, Jose Chavallo, has requested to change 4.31 acres from Low Density Residential to High Density Residential and 33.93 from Low Density Residential to Medium Density Residential. The site is located at 2701 and 2711 S Sherman Street and has a total acreage of 38.24 acres.

The Planning Commission held a public hearing on September 19, 2022.

The Planning Commission voted 4 to 0 to recommend denial to the City Council.

On October 4, 2022, Council voted to have a workshop on October 25, 2022 for City Council to develop findings and conclusions in support of CPA-2022-0005.

The application is scheduled for City Council's decision on November 1, 2022.

Through	Anthony Muai Oct 20, 12:40:27 GMT-0700 2022
Dept Head Approval	Anthony Muai Oct 20, 12:40:29 GMT-0700 2022
City Mgr Approval	Marie Mosley Oct 21, 10:04:57 GMT-0700 2022

Attachments: Presentation Memo



MEMORANDUM

Community Planning Department

To: City Council

From: Anthony Muai, Community Planning Director

Date: October 18, 2022

Re: Developing Findings for CPA-2022-0005

At the October 4, 2022 City Council meeting, Council voted to refer CPA-2022-0005 to workshop to develop findings and conclusions in support of the proposal. KMC 4.12.110 (7) specifies a list of five findings, where at least one finding needs to be identified in order to approve a comprehensive plan amendment. KMC 4.12.110 (8) specifies additional factors that must be considered when evaluating amendments to the comprehensive plan. Attached to this memorandum are KMC 4.12.110 (7) and (8) for Council's reference to aid in developing the necessary findings and conclusions.

In developing findings, Council should refer to the criteria outlined in KMC 4.12.110 (7) and (8). In addition, it may be helpful for Council to ask themselves why this amendment should be approved and how those reasons tie into the approval and evaluation criteria contained in the KMC.

Attachments: KMC 4.12.110 (7) & (8)

(7) Approval Criteria. The City may approve Comprehensive Plan Amendments and area-wide zone map amendments if it finds that:

(a) The proposed amendment bears a substantial relationship to the public health, safety, welfare, and protection of the environment;

(b) The proposed amendment is consistent with the requirements of Chapter 36.70A RCW and with the portion of the City's adopted Comprehensive Plan not affected by the amendment;

(c) The proposed amendment corrects an obvious mapping error; or

(d) The proposed amendment addresses an identified deficiency in the Comprehensive Plan.

(e) A rezone shall be treated as an area-wide map amendment when:

(i) It is initiated by the City and a significant class of property is similarly affected by the proposed rezone; and

(ii) It is either:

(A) Based upon an adopted or ongoing comprehensive planning process or undertaken to ensure compliance with or to implement the provisions of the Growth Management Act; or

(B) Part of the process that includes amending text for this title where such amendments will have a significant impact on a large area of the City.

(8) Additional Factors. The City must also consider the following factors prior to approving Comprehensive Plan Amendments:

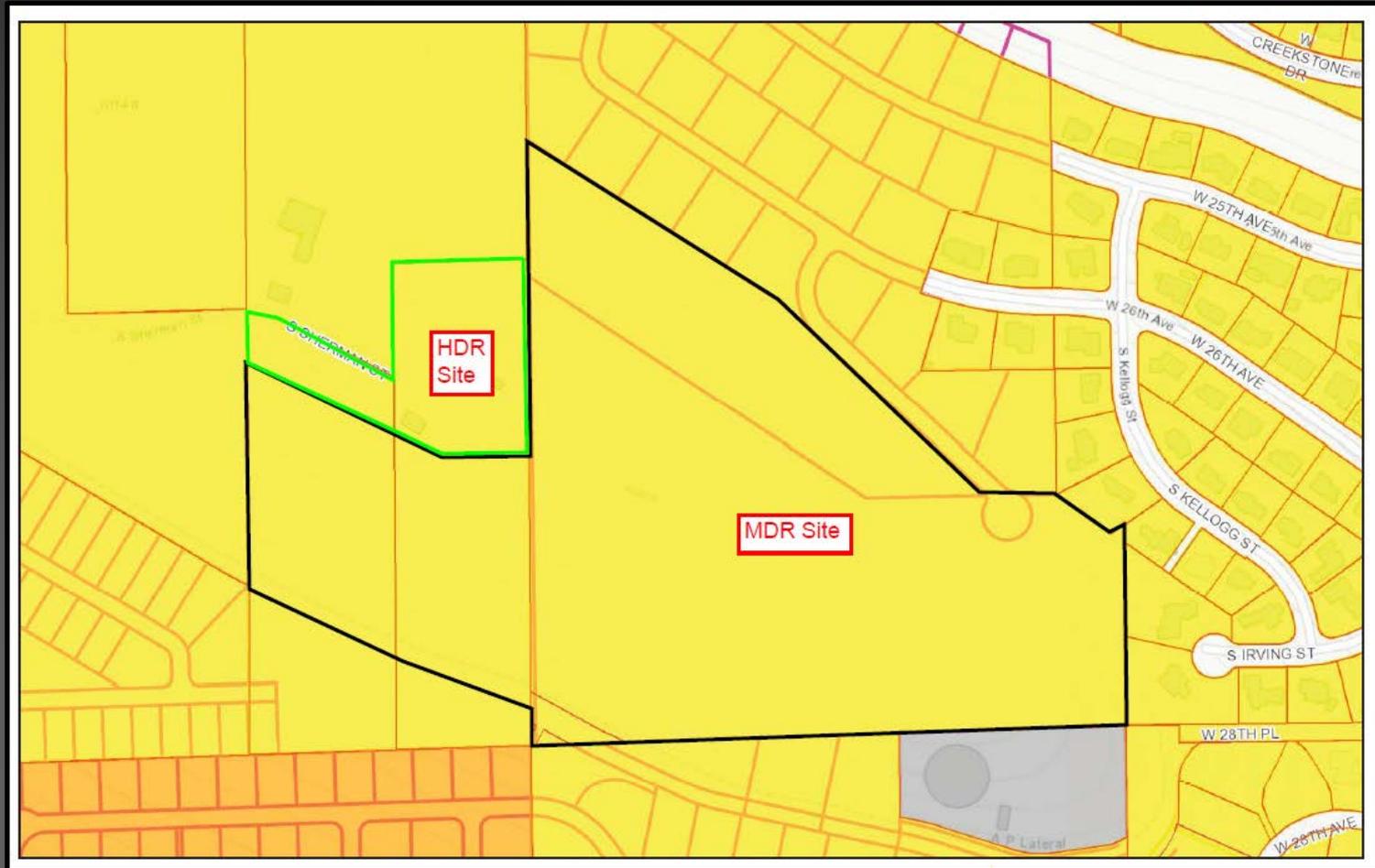
(a) The effect upon the physical environment; (b) The effect on open space and natural features including, but not limited to, topography, streams, rivers, and lakes; (c) The compatibility with and impact on adjacent land uses and surrounding neighborhoods; (d) The adequacy of, and impact on community facilities, including utilities, roads, public transportation, parks, recreation, and schools; (e) The quantity and location of land planned for the proposed land use type and density and the demand for such land; (f) The current and projected project density in the area; and (g) The effect, if any upon other aspects of the Comprehensive Plan.

Comprehensive Plan Amendment CPA-2022-0005

City Council Workshop
October 25, 2022



CPA-2022-0005



Help for Findings

- KMC 4.12.110 (7) & (8) (contained in packet)
- Questions to help identify findings
 - Why should this amendment be approved?
 - What criteria in KMC 4.12.110 (7) & (8) do my reasons for approval align with?
 - What goals or policies in the comprehensive plan do my reasons for approval align with?

Next Steps

- 11/01 – City Council Final Decision for CPA-2022-0005.

Questions?





City Council Meeting Schedule November 2022

The City broadcasts City Council meetings on the City's website
<https://www.go2kennewick.com/CouncilMeetingBroadcasts>.

November 1, 2022

Tuesday, 5:30 p.m.

WORKSHOP MEETING

1. 2023/2024 Biennial Budget Presentation

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

November 8, 2022

Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. 2023 Property Tax Levy
2. Council Legislative Priorities
3. Stormwater Code Amendments

November 15, 2022

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

November 22, 2022

Tuesday, 6:30 p.m.

WORKSHOP MEETING

November 29, 2022

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