



Lodging Tax Advisory Committee Meeting Agenda

Refer to the bottom of the agenda for meeting information.

Thursday, April 17, 2025

3:00 PM

Council Chambers and Online

1. Call to Order

2. Roll Call

3. Land Acknowledgement

We, the City of Lacey, are on the ancestral land of the Tribal People of the Treaty of Medicine Creek, including the Nisqually Indian Tribe and Squaxin Island Tribe. We acknowledge and remember those Tribal People not recognized today who were absorbed or relocated into other tribes for survival. We recognize the ancestors and their descendants who are still here. We recognize and respect the Tribal People of the Treaty of Medicine Creek as the traditional stewards of this land since time immemorial and their role today in taking care of these lands in perpetuity. We recognize and have the responsibility to call attention to the histories of dispossession, forced removal, and abridged treaty rights that allowed our nation, state, and city to develop as they have today. We recommend that community members read the Medicine Creek Treaty of 1854.

4. Approval of Agenda, Previous Meeting Minutes, and Consent Items

A. Minutes of September 26, 2024

5. Public Comment

Refer to the bottom of the agenda for instructions on how to provide public comment.

6. Business Items

A. 2024 Funding Cycle Review

Sadie Siglin, Management Analyst

B. 2025 LTAC Planning

Sadie Siglin, Management Analyst

Troy Woo, Finance Director

Chelsea Yarwood, Accounting Manager

7. Adjourn

Attendance and Public Comment

Attend Remote or In-Person

The public may attend the meeting in-person, or you may view or listen to the meeting using one of the following platforms:

- In-Person Council Chambers at Lacey City Hall
420 College Street SE, Lacey, WA 98503
- Zoom: https://us02web.zoom.us/webinar/register/WN_kCQ_cfKQSqqEHAa9DgzUEQ
- Website: <https://cityoflacey.org/government/public-meetings/>
- Facebook: <https://www.facebook.com/cityoflacey>
- YouTube: <https://www.youtube.com/watch?v=T9Fhho77cxg>
- Cable: Channel 77 with your local cable provider
- Phone: (888) 788-0099 or (877) 853-5247 (Webinar ID 841 2909 3899)

Verbal Public Comment

Each speaker is limited to three minutes. Comments are welcome on matters connected to City business or specific agenda items.

Prior to starting your comments, please provide your:

- a. Name
- b. City of residence or connection to the City
- c. Topic or subject matter of your comments

Those wishing to provide verbal public comment may do so in-person or by Zoom:

- In-Person: Use the sign-up sheet located at the meeting location.
- Zoom: Preregister using the following Zoom link no later than two hours prior to the meeting:
https://us02web.zoom.us/webinar/register/WN_kCQ_cfKQSqqEHAa9DgzUEQ

Instructions and access details will be provided once registration is complete.

Written Public Comment

Public comments may also be submitted by email to LodgingTax@cityoflacey.org. The commenting period will close two hours before the meeting time. Written comments will be provided to the committee electronically prior to the meeting. Comments will not be addressed during the meeting; however, comments received will be added to the official record.





Lodging Tax Advisory Committee (LTAC) Meeting Minutes Thursday, September 26, 2024 - Council Chambers and Online

1. Call to Order

Chair Miller called the meeting to order at 3:00 p.m.

2. Roll Call

LTAC MEMBERS PRESENT: Chair Malcolm Miller and Committee Members Ruth Weigelt, Andrew Shin (present until 5:49 p.m.), and Chad Carpenter

LTAC MEMBERS ABSENT: None

STAFF PRESENT: Shannon Kelley-Fong, Assistant City Manager; Troy Woo, Finance Director; Sadie Siglin, Management Analyst; and Paul J. White, Deputy City Clerk

3. Land Acknowledgment

Chair Miller presented the abbreviated Land Acknowledgment.

4. Approval of Agenda, Previous Meeting Minutes, and Consent Items

A. Approval of the minutes of September 19, 2024

Committee Member Carpenter moved to approve the September 26 agenda and minutes of September 19, 2024. Committee Member Weigelt seconded. The motion carried.

5. Public Comment

No one signed up to speak at the meeting remotely or in person, and no written comment was received.

6. Business Items

A. **Budget Tool Review and Funding Recommendations**

Sadie Siglin, Management Analyst

Troy Woo, Finance Director

Siglin presented the results of the scoring rubric and budget tool and provided three funding options for committee consideration. Woo stated there were no changes to budget projections since the September 12, 2024, meeting. Committee members deliberated funding proposals by application and collaboratively formed the 2025 Lodging Tax Funding Budget recommendation described in the following table:

Applicant	Application Category	Intended Use of Funds	2025 Funding Recommendation
Experience Olympia and Beyond	Tourism Marketing	Marketing	\$100,000
Washington Center for the Performing Arts	Tourism-Related Facility	Facility Operations	\$20,000
Lacey South Sound Chamber Visitor Center	Tourism-Related Facility	Facility Operations	\$35,000
Regional Athletic Complex	Tourism-Related Facility	Facility Operations	\$180,000
Lacey MakerSpace	Tourism-Related Facility	Facility Operations	\$17,500
Lacey Museum	Tourism-Related Facility	Facility Operations	\$40,000
Lacey Cultural Celebration	Special Event	Event Expenses & Marketing	\$10,000
Lacey Spring Fun Fair	Special Event	Event Expenses & Marketing	\$18,000
Lacey Fireworks Spectacular	Special Event	Event Expenses & Marketing	\$22,000
Lacey in Tune Concert Series	Special Event	Event Expenses & Marketing	\$18,000
South Sound Block Party	Special Event	Event Expenses	\$7,500
Lacey Polyfest	Special Event	Event Expenses	\$8,000
Washington State Senior Games	Special Event	Event Expenses & Marketing	\$13,000
Thurston County Fair and Event Center	Special Event	Event Expenses & Marketing	\$17,000
Olympia Harbor Days Festival	Special Event	Event Expenses & Marketing	\$2,500
Kris Kringle Market	Special Event	Event Expenses & Marketing	\$6,000

USSSA National Championship Tournament	Special Event	Event Expenses	\$5,475
Juneteenth	Special Event	Event Expenses & Marketing	\$8,000
SWAE Night Market at the Depot	Special Event	Event Expenses & Marketing	\$8,500
Harlequin Productions 2025 Season	Special Event	Event Expenses & Marketing	\$2,000
South Sound BBQ Festival	Special Event	Event Expenses & Marketing	\$8,000
SWAE Night Market at Ricardo's	Special Event	Event Expenses & Marketing	\$3,000
Winterfest	Special Event	Event Expenses & Marketing	\$2,250
SWAE Holiday Market	Special Event	Event Expenses & Marketing	\$2,500
Oly Soccer 2025 Season	Special Event	Event Expenses & Marketing	\$35,000
Reach the Beach	Special Event	Event Expenses & Marketing	\$7,500
Olympia Funk Off Festival	Special Event	Event Expenses & Marketing	\$2,500
Capital Lakefair	Special Event	Event Expenses & Marketing	\$5,000
All Kids Win 5K	Special Event	Event Expenses & Marketing	\$3,000
Olympia Symphony	Special Event	Event Expenses & Marketing	\$0

Committee Member Carpenter moved to accept the 2025 Lodging Tax Funding Budget recommendation as shown in the table above. Committee Member Weigelt seconded. Motion carried.

B. 2025 LTAC Discussions: Reports, Processes, Timelines, and Other Items
Sadie Siglin, Management Analyst

Siglin provided an overview of potential 2025 discussion items, including the reporting metrics for the 2024 funding cycle, application improvements, the 2025 application cycle schedule, and potential improvements to the scoring rubric. Siglin reported that recruitment is underway for the current vacancy on the

committee.

7. Adjourn

Chair Miller adjourned the meeting at 6:37 p.m.

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Table A
Lodging Tax Funding Application Scoring Rubric

Category	Details	Point Weight	Application Question
Location	Activities occur in Lacey or the Lacey UGA.	10 points	1
New Activities	Has existed three years or less. This does not include cancelled events.	10 points	2
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	20 points	3
Frequency	Duration of activities is two days or more.	20 points	4
Date of Activity	Activities occur during the shoulder season, October – April.	10 points	5
Marketing	Demonstrates the ability to promote tourism in Lacey or the Lacey UGA that encourages the support of businesses, restaurants, and retail.	20 points	6
Safe, Inclusive, and Welcoming Events	Demonstrates the City’s commitment to being a safe, inclusive and welcome place for all.	10 points	7
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	20 points	8
Financial Sustainability	Demonstrates financial stability, not dependent on lodging tax funding.	10 points	Budget
		Total Available Points 130	



Table B Lodging Tax Funding Application Scoring Rubric Criteria				
Category	Details	Point Criteria	Point Weight	Application Question
Location	Activities occur in Lacey or the Lacey UGA.	0 - Is not located in Lacey or the Lacey UGA 10 - Is located in Lacey or the Lacey UGA	10 points	1
New Activities	Has existed three years or less. This does not include cancelled events.	0 – Has existed for four years or longer 10 – Has existed for three years or less	10 points	2
Tourist Attraction	Demonstrates the ability to attract visitors from 50 miles or more.	0 - Demonstrates the ability to attract only City of Lacey community members 10 - Demonstrates the ability to attract visitors from surrounding areas 20 - Demonstrates the ability to attract visitors from areas 50 miles or greater	20 points	3
Frequency	Duration of activities is two days or more.	0 - Is only one day 20 - Is two days or greater	20 points	4
Date of Activity	Activities occur during the shoulder season, October – April.	0 - Does not occur October – April 10 - Occurs October – April	10 points	5



Table B Continued				
Lodging Tax Funding Application Scoring Rubric Criteria				
Category	Details	Point Criteria	Point Weight	Application Question
Marketing	Demonstrates the ability to market activities and promote tourism in Lacey or the Lacey UGA.	0 - Does not demonstrate the ability to market activities and promote tourism in Lacey or the Lacey UGA 10 - Demonstrates the ability to market activities, but does not promote tourism in Lacey or the Lacey UGA to visitors from surrounding areas 20 - Demonstrates the ability to market activities and promote tourism in Lacey or the Lacey UGA	20 points	6
Safe, Inclusive, and Welcoming Events	Demonstrates the City's commitment to being a safe, inclusive and welcome place for all.	0 - Does not demonstrate the ability to be safe, inclusive, or welcoming 10 - Demonstrates the ability to be safe, inclusive, and welcoming for all	10 points	7
Community and Business Collaboration	Demonstrates community appeal and support, while generating positive economic impact in Lacey or the Lacey UGA.	0 - Does not demonstrate community appeal or collaboration 10 - Demonstrates community appeal 20 - Demonstrates community appeal and has collaborated with local businesses for support with their event	20 points	8
Financial Sustainability	Demonstrates financial stability, not dependent on lodging tax funding.	0 - Does not demonstrate the ability to secure other funding 10 - Demonstrates the ability to secure other funding	10 points	Budget