



## LODGING TAX ADVISORY COMMITTEE

SEPTEMBER 15, 2021

4:00 P.M.

This meeting will be conducted remotely. The public may watch the meeting by visiting:  
<https://us02web.zoom.us/j/83763822934>

Or listen in by dialing toll-free:  
888-788-0099 – Webinar ID **837 6382 2934**

### AGENDA

1. **Welcome**  
Councilmember Malcolm Miller
2. **[Approval of Minutes from September 8, 2021](#)** (Attachments)  
Councilmember Malcolm Miller
3. **2022 Lodging Tax Fund Applications Presentations**  
2022 Funding Applicant Presentations  
*Each program will provide a five-minute presentation addressing questions raised by the Committee, with five minutes of follow-up questions from the committee*  
  
**[Experience Olympia & Beyond](#)**  
Annette Pitts, CEO  
  
**[Washington Center for the Performing Arts](#)**  
Jill Barnes, Executive Director  
  
**[American Lung Association](#)**  
Season Oltman, Executive Director  
  
**[TOMORROW](#)**  
Christen Greene, Founder, Head of Talent  
  
**[Polynesian Association of Thurston County](#)**  
Isaia Vimoto, Chairman  
  
**[Capital Lakefair Inc.](#)**  
Adam Stilz, Office Manager
4. **Next Steps**  
Scott Spence
5. **Adjourn**

[Link to Agenda Packet Containing All Applications](#)

## **LODGING TAX ADVISORY COMMITTEE MEETING**

**SEPTEMBER 8, 2021**

**REMOTE**

**4:00 P.M. – 5:00 P.M.**

**LTAC PRESENT:** Councilmember Malcolm Miller, Ruth Weigelt, Chad Carpenter, Susana Matis

**STAFF PRESENT:** Scott Spence, Troy Woo, Nicole Williams

Councilmember Miller called the meeting to order and welcomed the committee.

CHAD CARPENTER MOVED TO APPROVE THE AUGUST 3, 2021, MEETING MINUTES. RUTH WEIGELT SECONDED. MOTION CARRIED.

### **LODGING TAX REVENUE**

Troy Woo, Director of Finance, briefed the Committee on the 2021 Lodging Tax revenue. It is anticipated that next year's lodging revenue will total \$406,000. The requests for 2022 total \$631,929.

If all funding requests are awarded as received, the Committee would need to use reserve funds to meet the demand. The amount needed from reserves would be \$225,895. Current reserve funds include:

|                                 |                   |
|---------------------------------|-------------------|
| 2021 Budget Use of Reserves     | \$ 91,307         |
| Wayfinding Signs                | 50,000            |
| RAC Synthetic Field Replacement | 500,000           |
| Emergency Reserve               | 99,375            |
| <b>Total</b>                    | <b>\$ 740,682</b> |

### **DISCUSSION OF LATE APPLICATIONS**

Scott Spence advised that one application was received by mail September 1, 2021 from the American Lung Association and the Committee has accepted late applications in the past.

RUTH WEIGELT MOVED TO ACCEPT LATE APPLICATIONS. COUNCILMEMBER MILLER SECONDED.  
MOTION CARRIED.

**2022 LODGING TAX FUNDING APPLICATIONS**

Scott Spence advised the Committee they did not accept new applications for 2021 due to Covid-19 restrictions.

The Committee reviewed the 19, 2022 lodging tax funding applications:

|                                           |                  |
|-------------------------------------------|------------------|
| American Lung Association                 | \$5,000          |
| Brats, Brews & Bands                      | 5,000            |
| Capital Lakefair                          | 14,000           |
| Cultural Celebration                      | 14,000           |
| Experience Olympia & Beyond               | 119,429          |
| Experience Olympia Sports Commission      | 0                |
| Golf Classic 2022                         | 10,000           |
| Lacey Banners                             | 10,000           |
| July 3rd Fireworks Spectacular            | 20,000           |
| Lacey In Tune Series                      | 18,000           |
| Lacey Museum Operations                   | 48,500           |
| Lacey Spring Fun Fair                     | 12,000           |
| Winter-Fest Sip, Savor, Shop              | 10,000           |
| Polyfest                                  | 11,000           |
| R.A.C. Marketing & Promotion              | 180,000          |
| South Sound Block Party                   | 25,000           |
| South Sound BBQ Festival                  | 20,000           |
| Visitor Services & Community Profile      | 70,000           |
| Washington Center for the Performing Arts | 30,000           |
| Washington State Senior Games             | 15,000           |
| <b>Total</b>                              | <b>\$631,929</b> |

Following a review of the applications and discussion, the Committee agreed to invite 12 applicants back to provide presentations and provide specific information

to the Committee. The Committee decided to divide the 12 between two LTAC meetings. September 15, 2021 and September 21, 2021. The Committee asked that Nicole Williams provide the questions to the applicants in advance of their scheduled meeting date. The Committee requested that each applicant provide a 5 minute presentation. After each presentation the Committee will have a 5 minute questions and answer period.

#### **APPLICANTS ASKED TO PRESENT**

- American Lung Association
- Capital Lakefair
- Experience Olympia & Beyond
- Golf Classic 2022 – Lacey South Sound Chamber
- Winter Fest Sip, Savor, Shop – Lacey South Sound Chamber
- South Sound BBQ Festival – Lacey South Sound Chamber
- Visitor Services & Community Profile – Lacey South Sound Chamber
- Lacey Banners
- Polyfest
- R.A.C. Marketing and Promotion
- South Sound Block Party
- Washington Center for the Performing Arts

#### **NEXT STEPS**

- Meeting scheduled for September 15, 2021, 4:00 – 6:00 p.m. to receive additional information from six applicants.
- Meeting scheduled for September 21, 2021, 4:00 – 6:00 p.m. to receive additional information from six applicants.
- Committee felt they would be able to make final decisions at the end of the September 21, 2021 meeting.

Meeting adjourned at 5:20 PM.