



LODGING TAX ADVISORY COMMITTEE
JULY 22, 2022
12:00 P.M.

This meeting will be conducted remotely. [The public may watch the meeting by visiting: https://us02web.zoom.us/j/88553776015](https://us02web.zoom.us/j/88553776015)

[Or listen in by dialing toll-free: 888-788-0099](tel:888-788-0099) – Webinar ID **885 5377 6015**

AGENDA

1. **Welcome**
Councilmember Malcolm Miller
2. [Approval of Minutes from June 17, 2022 \(Attachment\)](#)
Councilmember Malcolm Miller
3. [2022 Lodging Tax Fund Financial Report \(Attachment\)](#)
Scott Spence, City Manager
4. **Local Jurisdictions LTAC Funding**
Scott Spence, City Manager
5. **LTAC Schedule**
Scott Spence, City Manager
6. [Application Review \(Attachment\)](#)
Scott Spence, City Manager
7. **Adjourn**

LODGING TAX ADVISORY COMMITTEE MEETING

JUNE 17, 2022

HYBRID

10:00 A.M. – 11:00 A.M.

LTAC PRESENT: Deputy Mayor, Malcolm Miller, Ruth Weigelt, Chad Carpenter, Susana Matis

STAFF PRESENT: Scott Spence, Troy Woo, Nicole Williams

Deputy Mayor Miller called the meeting to order and welcomed the committee

RUTH WEIGELT MOVED TO APPROVE THE AGENDA FOR THE MEETING CHAD CARPENTER SECONDED. MOTION CARRIED.

RUTH WEIGELT MOVED TO APPROVE THE SEPTEMBER 29, 2021 MEETING MINUTES. DEPUTY MAYOR MILLER SECONDED. MOTION CARRIED.

2022 LODGING TAX FUND FINANCIAL REPORT

Lacey Finance Director Troy Woo shared year-to-date LTAC funds, and provided a revenue overview. Troy reminded the Committee that in 2021, funding was limited to the Lacey Chamber Visitor Center, Washington Center for the Performing Arts, Experience Olympia and Beyond, Lacey Museum, and Regional Athletic Complex due to COVID-19. The Finance Director shared the following fund updates:

Cash Balance as of 1/1/2022 \$ 1,178,709

Reserves/Commitments:

2022 Budget Use of Reserves	\$ 174,466
Wayfinding Signs	50,000
RAC Synthetic Field Replacement	500,000
Emergency Reserve	99,375
Total	\$ 823,841

Projected Available Cash Balance \$ 354,868

WASHINGTON CENTER FOR THE PERFORMING ARTS REQUEST

City Manager Scott Spence advised that Committee member Chad Carpenter would not participate in the discussion related to the Washington Center of Performing Arts request since he is an employee of the Center.

The City Manager shared a letter from the Washington Center of Performing Arts requesting the Lacey City Council consider funding its Capital Campaign in the amount of \$250,000 to complete planned renovations of the Center. The Lacey City Council directed the request to LTAC. Scott advised that the request should follow the regular cycle for funding requests to the LTAC Committee. The Committee agreed and did not want to make an exception or set a precedent that requests could be made outside the normal process.

Scott stated he would advise Jill Barnes of the Committee's direction that the request should be made during the normal LTAC funding cycle.

NEXT STEPS

- Committee established future dates for meetings.
- Committee asked to see how other jurisdictions used their LTAC funds.
- Committee is set to review the LTAC application at its next meeting.

Meeting adjourned at 10:55 A.M.

**City of Lacey Lodging Tax Advisory Committee
2023 Proposed Budget**

	2021 Adopted Budget	2021 Actual	2022 Budget	2022 Y-T-D	2023 Agency Requests	Lodging Tax Advisory Committee 2023 Recommendations
Revenues:				(June 30)		
Beginning Cash	91,307		174,466			
Hotel/Motel Tax	305,896	507,729	400,634	225,338	520,000	
Interest Income	6,297	(2,654)	5,400	4,062	12,458	
Misc. Revenue						
Total Revenues	403,500	505,075	580,500	229,399	532,458	-
Expenditures:						
Contract Services						
Lacey Chamber of Commerce						
Visitor Services/Community Profile	70,000	70,000	70,000	35,000		
Washington Center For Performing Arts	25,000	25,000	30,000	7,500		
Experience Olympia and Beyond						
General Promotion/Visitor Services	100,000	100,000	100,000	25,000		
Promotion/Advertising/Special Events						
Lacey Fun Fair			12,000	12,591		
Senior Games			15,000			
Cultural Celebration			9,000	9,049		
South Sound BBQ Festival			18,000			
Brats, Brews, and Bands/Tour de Lacey (Rotary Club of Gateway)			5,000			
Capital Lakefair			10,000			
July 3rd Fireworks and Concert			20,000	18,509		
Polyfest			10,000	5,183		
City of Lacey Art Fund - Banners			10,000			
Chamber of Commerce 2022 Golf Classic			5,000			
Chamber of Commerce Winter Fest - Sip, Savor, Shop			5,000			
Tomorrow - South Sound Block Party			10,000			
American Lung Association - Reach the Beach			5,000			
Regional Athletic Complex - Marketing & Promotion						
Operation and Maintenance	160,000	160,000	180,000	180,000		
Lacey Parks						
Huntamer Park Concerts & Events			18,000	5,124		
Museum Operations	48,500	48,500	48,500	48,500		
Total Museum & Contract Services	403,500	403,500	580,500	346,457	-	-
Capital						
Wayfinding						
Total Expenditures	403,500	403,500	580,500	346,457	-	-



CITY OF LACEY LODGING TAX FUNDS APPLICATION

ORGANIZATION/AGENCY INFORMATION

Organization/Agency			Federal Tax ID Number		
Contact Name			Title		
Mailing Address			City	State	Zip
Work Phone	Cell Phone	Fax	Email Address		

☐ Tourism Promotion Activities

☐ Tourism-Related Facility

☐ Events/Festivals: _____
Name of Event/Festival Location Date

☐ **Non-profit** (Attach copy of current non-profit corporate registration with Washington Secretary of State)

☐ **Public Agency**

Amount Requested: \$ _____

CERTIFICATION

I hereby state on behalf of _____ that:

Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

- ☐ This is an application for a contract with the City of Lacey and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the City of Lacey.

Events/Festivals:

- ☐ The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.
- ☐ I understand the City of Lacey will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

Due to COVID-19 the City of Lacey cannot guarantee funds authorized in the 2023 budget if local or state officials limit public gatherings at events and related tourism activities.

Any funds spent shall be the full responsibility of the applicant. Initials Required: _____

SIGNATURE

PRINTED NAME

DATE

SUPPLEMENTAL QUESTIONS

Describe your program's tourism-related activities or event:

1. Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:

- Stay **overnight in paid accommodations** away from their place of residence or business:
- Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business:
- Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business:
- **Attend but are not included** in one of the categories above:
- Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries):

How will the funds received increase the number of people traveling for business or pleasure on a trip?

2. How will your programs services promote and enhance tourism for Lacey?

- Describe the tourism promotion impact on the economy of the City of Lacey, specifically lodging, food service sectors, and community facilities.
- Provide copies of proposed promotional material.

3. Describe how you will encourage support of Lacey businesses, restaurants, and retail:

4. Is there a host hotel for your program's event:

5. What is target age group(s) of your event or activity?

6. Describe the community appeal and/or support of your program:

7. Do you rely solely on LTAC funds from the City of Lacey?

Yes ☐ No ☐

- Provide an itemized list identifying each type of expenditure to be reimbursed.

8. Identify your program's top five sources of revenue:

1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____

9. Do you plan to become self-funded?

Yes ☐ No ☐

If yes...

- Include your plan to become self-funded.
- Include progress to date to become self-funded.

10. Have you received City funds in the past:

Yes ☐ No ☐

11. Is this application for new funds: Yes ☐ No ☐ Or increased funds: _____ Yes ☐ No ☐

12. If you answered yes to increased funds, describe the reason for the increase:

13. Event Location: _____ ☐ Lacey ☐ Lacey's Urban Growth Area

☐ Other _____

14. Date(s) of event: _____

15. Single or multi-day event: _____

16. Projected attendance: _____

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: AUGUST 31, 2022

REQUIRED DOCUMENTS:

1. **Application and Supplemental Questions:**

- Original (signed)
- 8 copies 3-hole punched, paper clipped, no staples.

Brochures and Other Materials:

- 9 copies 3-hole punched, paper clipped, no staples.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. (A copy of the online record is sufficient.)
3. An itemized budget in the amount you are requesting from the City. As an example, if you are requesting \$5,000 in LTAC funds from the City, provide detail about what the \$5,000 will pay for.

SUBMIT TO:

City of Lacey Lodging Tax Advisory Committee
Attn: Nicole Williams
420 College Street SE
Lacey, WA 98503

QUESTIONS?

Nicole Williams
360-438-2620
nwilliam@ci.lacey.wa.us