

**MOSES LAKE LODGING TAX ADVISORY COMMITTEE**  
October 10, 2018

The regular meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 8:32 a.m. by Chair Ryann Leonard in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington.

Executive Assistant Lia Gunderson called the roll. The following were present:

Committee: Chair Ryann Leonard  
Members Leslie Ramsden, Tim Molitor, Debbie Duran-Martinez, and Cale Russell  
Staff: Gilbert Alvarado, Community Development Director/Deputy City Manager  
Cindy Jensen, Finance Director

Chair Leonard advised that binders have been updated as per the request at the last meeting as follows:

1. The current application guidelines to tab #1
2. A complete copy of the 2019 application to tab #2.

**CONSENT AGENDA:**

3. Approval of Minutes dated September 21, 2018
4. Budget / Current funds available

**Action Taken:** Committee member Duran-Martinez moved to approve the Consent Agenda. Seconded by Committee member Russell. The motion passed unanimously.

**NEW BUSINESS:**

Finance Director Jensen reviewed the financial information provided to the Committee. Discussion of year to date revenue, anticipated revenue, debt repayment, and continued savings for future capital expenditures took place.

Committee Member Molitor inquired about the debt repayment line item of \$56,600. Staff explained that the allocation of the debt repayment is split 50/50 between the first 2% (State credit) and the second 2% (Local option) which was determined by the City Council at the time the bond was taken, which was prior to the formation of this Committee.

The Committee requested to have staff show an annual allocation of 15% to be set as a reserve and as a separate line item.

The current amount agreed upon for 2019 distribution is a maximum of \$423,786.00.

The Committee reviewed all applications and assigned an initial placeholder amount before determining the final amounts to recommend to Council for approval.

**Review of 2018 Lodging Tax Funding Applications:**

5. **Organization Name: Basin Gym Booster**  
**Event: Eastern Washington State Sectionals Gymnastics Meet**
- \$20,000 Requested
  - \$10,000 LTAC Recommendation

Basin Gym Boosters is a non-profit organization that was selected to host a regional gymnastics meet in the community. There are 25 different gyms traveling from all over the area to come and compete.

More detailed financial information was given and added to the application packet. Applicant was also contacted during the meeting to provide detailed revenue information.

This is a first-time event, which was important to the committee to support and see how it grows.

6. **Organization Name: Moses Lake Spring Festival**  
**Event: Moses Lake Spring Festival**
- \$48,000 Requested
  - \$30,000 LTAC Recommendation

Moses Lake Spring Festival is a non-profit organization that offers a free four day event filled with fun entertainment, food booths, commercial booths, a carnival, a 3 on 3 basketball tournament, a moonlight parade as well as numerous downtown activities.

There was considerable discussion by the Committee on the request. More detailed financial information was provided and added to the application. Applicants were present and provided more detailed explanations, as well. After considerable discussion by the Committee, they agreed to help contribute to the deposit to secure a better headliner for this event.

7. **Organization Name: Moses Lake Business Association**  
**Event: Harvest Festival**
- \$3,000 Requested
  - \$0 LTAC Recommendation

Moses Lake Business Association is a non-profit organization hosting a Harvest Festival in downtown Moses Lake. Families can trick or treat for Halloween in a safe environment as the streets are blocked off and multiple activities are provided such as a hay maze.

The Committee did not recommend to support this event financially as this is an event in which attendees are local.

8. **Organization Name: Moses Lake Business Association**  
**Event: Ag Parade Event**
- \$3,000 Requested
  - \$1,000 Recommended

Moses Lake Business Association is a non-profit organization hosting the Downtown Ag Parade. This parade takes place every December to celebrate and embrace the local agricultural heritage. Activities are provided for all ages.

More detailed financial information was provided and added to the application.

**9. Organization Name: Moses Lake Business Association  
Event: Holiday Tree Lighting Event**

- **\$9,000 Requested**
- **\$2,000 Recommended**

The Moses Lake Business Association is a non-profit organization that hosts the holiday tree lighting festival held downtown every November.

More detailed financial information was provided and added to the application.

**10. Organization Name: Moses Lake Business Association  
Event: Downtown Sip and Stroll**

- **\$8,000 Requested**
- **\$1,000 Recommended**

The Moses Lake Business Association is a non-profit organization hosting their annual Downtown Sip and Stroll event in September. This event provides participants the opportunity to walk the downtown business area while viewing local art, listening to live music, visiting breweries, and shop numerous specialty shops while wine tasting.

More detailed financial information was provided and added to application. No LTAC money is to be spent on alcohol. Event is profitable. Recommendation for funds was for additional advertising.

**11. Organization Name: Moses Lake Business Association  
Event: Downtown Brews and Tunes**

- **\$8,000 Requested**
- **\$4,000 Recommended**

The Moses Lake Business Association is a non-profit organization hosting their annual Brews & Tunes downtown event in February. Participants walk the downtown business area while listening to local live bands, shop the local specialty shops, and taste local craft beers.

More detailed financial information was provided and added to the application. No LTAC money is to be spent on alcohol.

**12. Organization Name: Moses Lake Museum & Art Center  
Event: October 2018 – December 2019**

- **\$35,785 Requested**
- **\$10,000 Recommended**

The Moses Lake Museum & Art Center is a municipally owned tourism related facility that has served the community for over 60 years. The funding requested is to support the museum operations through interpretive planning to clarify the museum's dual art and history mission while enriching the experience of visitors and utilizing marketing and communication tools for target audiences for the supplemented funding of exhibitions in 2019.

- 13. Organization Name: City of Moses Lake Parks and Recreation**  
**Event: Replacement of FlowRider Surface at Surf 'n Slide Water Park**
- **\$45,000 Requested**
  - **\$0 Recommended**

The FlowRider at the Surf 'n Slide requires the surface to be replaced. This attraction consistently brings tourism to the community.

There was considerable discussion by the Committee on the request and it was determined that this is a capital request and could be covered by the City's 2% at the meeting on September 21<sup>st</sup>.

- 14. Organization Name: City of Moses Lake Parks and Recreation**  
**Event: Cooperative Regional Marketing with Grant County Tourism Commission**
- **\$75,000 Requested**
  - **\$0 Recommended**

The City of Moses Lake and the Grant County Tourism Commission is proposing to cooperatively enhance the community tourism marketing efforts. This marketing strategy would be specific to attractions and events taking place locally versus generalized marketing. This would be marketing in addition to already established marketing.

The Committee requested clarification and additional information from applicant Spencer Grigg. He explained the intent of cooperative efforts with all current marketing campaigns and how these funds are attempting to strengthen the local advertising.

There was considerable discussion by the Committee on the request. The Committee decided to add \$35,000 of this request to the Chamber's advertising request #18 to target the marketing more specifically to Moses Lake.

- 15. Organization Name: Moses Lake Chamber of Commerce**  
**Event: Moses Lake LEAD**
- **\$30,000 Requested**
  - **\$30,000 Recommended**

Moses Lake LEAD (Visionary Leadership; Economic Development; Community Advocacy; Purposeful Design) is a collaboration of community residents and business leaders with a goal of purposefully creating, planning, and building the Moses Lake of tomorrow. This effort replaces the former Vision 2020 and implements unfinished projects.

There was considerable discussion by the Committee on the request.

- 16. Organization Name: Moses Lake Chamber of Commerce**  
**Event: Visitor Information Center Operation 2019**
- **\$50,000 Requested**
  - **\$50,000 Recommended**

This request is in support of the operation of a tourism related facility owned or operated by non-profit organizations. The visitor information provides information to those interested in the community in a variety of ways.

There was considerable discussion by the Committee on the request.

**17. Organization Name: Moses Lake Chamber of Commerce****Event: Moses Lake Freedom Fest 2019**

- \$50,000 Requested
- \$50,000 Recommended

The Moses Lake Chamber of Commerce hosts an annual festival beginning the first Saturday of July to celebrate the Independence Day holiday with a fireworks display, food truck rodeo, and concerts in the park. This is done in collaboration with the Moses Lake Farmer's Market, Moses Lake Business Association, Moses Lake Classic Car Club, Columbia Basin Elks, VFW, Moses Lake High School Boosters, and more.

There was considerable discussion by the Committee on the request.

**18. Organization Name: Moses Lake Chamber of Commerce****Event Name: Moses Lake Advertising Campaign 2019**

- \$115,000 Requested
- \$150,000 Recommended

This request is for funding for an advertising campaign to attract tourists to the community.

There was considerable discussion by the Committee on the request. Committee agreed to add \$35,000 from Moses Lake Park & Recreation's request for Cooperative Regional Marketing with Grant County Tourism Commission, application #14. Committee thought this advertising would be more targeted to Moses Lake.

**19. Organization Name: Columbia Basin Allied Arts****Event Name: Premiere Season 42**

- \$30,000 Requested
- \$20,000 Recommended

This request is for funding assistance for their Premiere Season 42 which will assist in covering costs for the October to March productions, a new summer series, and shows that support Spring Fest and the Grant County Fair.

There was considerable discussion by the Committee on the request.

**20. Organization Name: Visit Washington****Event Name: Port of Moses Lake's Father's Day Airshow**

- \$60,000 Requested
- \$0 Recommended

This funding request is to help organize and establish an annual air show to take place on Father's Day weekend. Marketing will be local and regional and will retain services of professionals.

There was considerable discussion by the Committee on the request.

**21. Organization Name: Visit Washington****Event Name: Marketing**

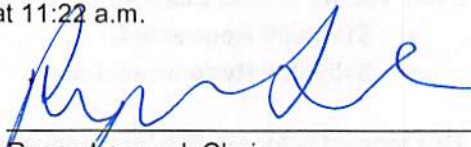
- **\$75,000 Requested**
- **\$0 Recommended**

This request is specifically for marketing special events and festivals occurring in Central Washington as well as throughout the State of Washington.

There was considerable discussion by the Committee on the request.

**Action Taken:** Committee Member Molitor moved to recommend the Council allocate the \$358,000 for the 2019 budget. Committee Member Doran-Martinez seconded the motion. The motion passed unanimously.

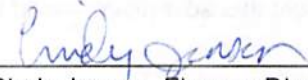
**ADJOURNMENT:** The regular meeting was adjourned at 11:22 a.m.



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Ryann Leonard, Chair

ATTEST:



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Cindy Jensen, Finance Director