



## City of Port Orchard

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### Lodging Tax Advisory Committee October 24, 2016; 5:00 p.m. at City Hall

Committee Members present: Chair Fred Chang; Kathy Michael, Cedar Cove Inn; Bobbie Stewart, Port Orchard Bay Street Association; Jessie Turner, Fathoms O' Fun Festival, Inc; Christine Stansbery, Sidney Museum and Arts Association; Lorraine Olsen, Mrs. Howe's B&B; and Deputy City Clerk Jenine Floyd.

Absent: Chan Park, Comfort Inn

**Introductions/Roll Call** - Chair Chang introduced himself and each Committee member.

Beginning in 2017 the City will be on a biennial budget. The projected lodging tax revenue for the 2017/2018 budget years is \$190,000. The committee has agreed to award lodging tax on a yearly basis, with an estimated amount of \$95,000 for 2017.

### **Review Applications and Provide Recommendations to Council –**

The Lodging Tax Advisory Committee made the following recommendations for 2017:

<b>2017 Lodging Tax</b>	<b>Request</b>	<b>Recommendation</b>
Visit Kitsap Peninsula-Marketing	\$12,000	\$8,000
Port Orchard Bay Street Association - Marketing & Events	\$17,100	\$17,100
Sidney Museum and Arts Association-Marketing	\$7,080	\$7,080
Fathoms O' Fun Festivals-Events/Operations & Marketing	\$24,000	\$18,000
Saints Car Club- (The Cruz)	\$1,850	\$1,850
Arthritis Foundation-Jingle Bell Run	\$2,000	\$2,000
Chamber of Commerce- Seagull Calling Festival	\$2,000	\$1,620
Chamber of Commerce- Tourism Marketing Services	\$24,515	\$13,500
Chamber of Commerce-Tourism/Visitor Services	\$10,000	\$6,250
City-Festival of Chimes and Lights	\$12,000	\$7,600
City-Summer Foot Ferry Services	\$9,500	\$9,500
City-Employee Overtime for Police and Public Works	\$12,000	\$0
City- Wayfinding Signs	\$20,000	\$2,500
City Reserve	\$0	\$0
<b>Totals:</b>	<b>\$154,045</b>	<b>\$95,000</b>

Committee members discussed the applications received. The following are summaries of the Committee's review and recommendations for the 2017 funding allocations:

**Visit Kitsap – Tourism Marketing Services**

Committee member Christine Stansbery was recused from the discussion. The committee reviewed the application and was supportive of the request. Some of the committee members felt Visit Kitsap will help Port Orchard and others question the amount of tourism activities. The amount is an average based upon each member's recommendation.

❖ Recommended allocation: \$8,000

**Port Orchard Bay Street Association – Marketing and Events**

Committee members Chris Stansbery and Bobbie Stewart were recused from the discussion. The committee reviewed the application and fully supported the request. The Committee noted the possibility of an antique event would be a huge draw for tourists.

❖ Recommended allocation: \$17,100

**Sidney Museum and Arts Association - Marketing**

Committee Members Chris Stansbery and Bobbie Stewart were recused from the discussion. The committee reviewed the application and fully supported the request. The application included marketing/website, phone app for visitors, and a sign on the Hwy 16.

❖ Recommended allocation: \$7,080

**Fathoms O' Fun Festival, Inc. – Events/Operations & Marketing**

Committee member Jessie Turner was recused from the discussion. The committee reviewed the application and supported the request. The amount is an average based upon each member's recommendation. The events include the parade, fireworks show, and Concerts by the Bay which brings people into town.

❖ Recommended allocation: \$18,000

**Saints Car Club (The Cruz)**

The Committee reviewed the application and supported the request in full.

❖ Recommended allocation: \$1,850

**Arthritis Foundation-Jingle Bell Run – Advertising & Marketing**

The Committee reviewed the application and supported the request in full.

❖ Recommended allocation: \$2,000

**Port Orchard Chamber of Commerce – Seagull Calling Contest**

Committee member Bobbie Stewart was recused from the discussion. The committee reviewed the application and supported the request. This event is the only one of its kind.

❖ Recommended allocation: \$1,620

**Port Orchard Chamber of Commerce – Tourism Marketing Services**

Committee member Bobbie Stewart was recused from the discussion. Committee member Christine Stansbery abstained. The committee reviewed the application, and supported the request. The Chamber markets all of Port Orchard and South Kitsap. The amount is an average based upon each member's recommendation.

❖ Recommended allocation: \$13,500

**Port Orchard Chamber of Commerce – Tourism/Visitor Services**

Committee member Bobbie Stewart was recused from the discussion. The committee reviewed the application and supported the request with a reduction. It was noted this is for office expenses; phone, mailings, and website. The amount is an average based upon each member's recommendation.

❖ Recommended allocation: \$6,250

**City of Port Orchard – Festival of Chimes and Lights**

The Committee reviewed the application and questions how the funds would be used; however, they are supportive of the event.

❖ Recommended allocation: \$7,600

**City of Port Orchard – Summer Event Foot Ferry Services**

The Committee reviewed the application and supported the request in full. The Committee would like the County to be contacted regarding their portion of foot ferry funding. In addition, they would also like more consistency with the run times of the foot ferry.

❖ Recommended allocation: \$9,500

**City of Port Orchard – Police and Public Works Overtime**

The Committee reviewed the application and does not support using lodging tax funds for this purpose.

❖ Recommended allocation: \$0 Police and Public Works Overtime

**City of Port Orchard Wayfinding Signs**

The Committee reviewed the application and partially supported the request. They would have liked more information included with the application. The amount is an average based upon each member's recommendation.

❖ Recommended allocation: \$2,500

**City of Port Orchard Reserve**

Historically, the recommended reserve amount is 10% of the allocated funds. After a brief discussion, the Committee recommended not allocating reserve funds as all the money should be awarded to the applicants.

❖ Recommended allocation:                      \$0

**Follow Up Issues and Questions** – The Committee briefly discussed asking the City or the Economic Development and Tourism Committee to create a strategic tourism and marketing plan for Port Orchard in 2017.

There being no further business, Chair Chang adjourned the meeting at 6:47p.m.

Next meeting: TBD

cc: Council/Mayor/Department Directors