



City of Kirkland
Tourism Development Committee (TDC)
Special Meeting Minutes
August 26, 2015 9:00-12:30pm
Kirkland City Hall - Council Chambers

Present: Toby Nixon (Chair), Jac Cooper, Michelle Quisenberry, Jennifer Gill, Lori Goldfarb, Belinda Jensen, Maxim Khokhlov

Welcome: Meeting came to order at: 9:04pm

Tourism Funding Presentations

Kirkland Oktoberfest

Tom Anderson of And Events presented on behalf of Kirkland Events, Inc. The event has an expanded role of promoting the craft beer industry with a homebrew competition -- Washington Brewers Guild-Taste off at Chainline Brewing. They advertise in NW brewing news and blog, intercom radio, bus boards and metro rapid ride with a social media reach of 1-2,000 people. There are 150 people coming from outside of 50 miles based on Groupon sales.

EvergreenHealth 7 Hills of Kirkland

Bill Fores and Cheri Kilty presented on behalf of Attain Housing. The tourism dollars allow the event to reach a larger tourism audience. They advertise in Rocky Mountain Tour Guide that has a southwest reach. There were 1,100 people last year and 110 were local. The remaining were from out of town. In 2016 they expect to increase to 1600 riders and extend their reach out to 50+ miles. They also plan to use social media to extend their reach farther. They mentioned the event is one of the first rides of the season and people love to use it as a training ride for Seattle to Portland bike ride.

12K's of Christmas Holiday Run

Garett Slettebak of Promotion Events presented. 12K's of Christmas Holiday Run is one of the premier runs in the US and the largest running/walking event in Kirkland. The new course alleviates the parking need in downtown Kirkland. The tourism funding is directly used for online advertising targeted to runners 50+ miles away in Portland, Bellingham and Vancouver. They partner with 14 businesses with a bib promotion. They expect 2900 runners.

Eastside Subaru Mother's Day Half Marathon

Garett Slettebak of Promotion Events presented. They partner with KAC on promoting the Mother's Day events. Participation has increased since using the CKC and it being a flatter course. They now start at

Northwest University and end at Juanita Beach. They will have a booth at the Seattle Marathon promoting the event and place ads in Northwest Running Magazine. They expect 2,100 runners.

Bill Holman: The Composer's Composer

Michael Brockman from SRJO presented. SRJO performs five concerts annually at the Kirkland Performance Center. They already do outreach to Bellingham and Olympia and they hope to reach out to Oregon and California. 30 fans routinely come up from Portland and they are getting interest from Monterey, Calif. They plan to hold tickets for out of town people to entice them to come and stay in Kirkland.

Celebrate Kirkland 4th of July

Barbie Young, Samantha St. John and Bruce Wynn presented. They received a great response from the community for providing free events. They advertise through other Chambers and have lots of community involvement. Parade entrants are from "all over". They had a lot of people from Olympia. The City contributes \$16,000 to match Waste Management's \$16,000. It is \$100,000 to put on the entire event and they raise \$35,000 in sponsorship and crowdfunding.

Kirkland Winterfest

Barbie Young, Samantha St John and Bruce Wynn presented. They decorate downtown with garlands and lights, hold a tree lighting in downtown and time the event with the Argosy Christmas Ships. Tree lightings are a big draw and they are pairing the event with Small Business Saturday. They are working with childrens performance groups and hope to highlight the different cultures in Kirkland.

Kirkland Classic Car Show

Barbie Young, Samantha St. John, Bruce Wynn and Doug Davis presented on the event. Even with the rain it was still a popular event. People came from Alaska and Canada. They would like to increase advertising so people drive and stay for the weekend.

Kirkland Summerfest

Barbie Young, Samantha St. John and Bruce Wynn presented. In 2015 is was two days instead of three days. They mount a huge effort to raise money for the event. Two weeks before the event all the calls to the Visitors Center were related to Summerfest.

Classic Music Concert

Lake Washington Symphony Orchestra is a new orchestra that has one concert in Kirkland every year. They partner with a lot of local businesses. Cutler and Associates hosted a pre-concert event at the Heathman Hotel. There are 2732 total on their mailing list and 600 people on the mailing list are outside of a 50 mile radius.

Junior Softball World Series

John Chadwick presented. The week-long event brings players from all around the world. Parents come with the teenagers and almost all are from outside of King County. They produce 500 room nights for the teams and about 500 more for family. They encourage participants and family to visit downtown Kirkland.

Kirkland Artist Studio Tour (KAST)

Jennifer Gill and Jennifer Lee presented. In 2015, 43 artists participated in 20 different locations. The event helps Kirkland's brand as an arts destination. They have 1500 participants and 11% traveled over 50 miles. Sunday is higher attendance than Saturday. Notable press and promotion included Evening Magazine, ad campaign in Seattle Magazine, mention in Alaska Magazine, and catalogues sent to partner organizations outside of 50 miles. They are creating a new KAC website with the Explore Kirkland logo and where to stay page. There is the potential to place artists work in hotels.

Kirkland Home Tour

Sue Contreras presented the Kirkland Home tour. The tour takes place on September 17, 2016 and would include 7-8 old and new houses. They would include the Peter Kirk Building, Marsh Mansion and possibly the Cannery. They will promote to regional historical societies and hope to attract 400 people. They plan to charge \$25 and will split profits between KPC and Historical Society. They met with the City re permits and do not need a permit.

Kirkland Performance Center Presents Cirque Alfonse: Timber!

Jeff Lockhart presented. The show would be an anchor show featuring an act from Quebec. They would promote to visitors from Canada. Working with the productions marketing team, market research shows 150 people would come from Canada. There would be 1600 total and 18% will come from 50 miles or more away.

Kirkland Uncorked

Phil Megenhart and John Thorburn presented. The event started and was funded as a tourism event and it continues to run as one. 2015 was the best year yet with an 18% increase in tasting garden attendance. They worked with Yelp to track metrics and reports of where people are coming from and checking in from. They also track through ticket sales zip code analysis – 3% average before this year, 7% in 2015. Addressing comments regarding lack of food, they noted that there are high expectations for the food component and they are working on improving it. They do google and Pandora-targeted advertising as well as geo-targeted social media advertising. They do year round promotion of Kirkland and hotels.

SIFF Kirkland

Branden Hawkins presented. They will screen 20 films in Kirkland and 2-4 films will have special guests. They conducted a survey this year and are trying to attract more people from outside of 50 miles. They plan to work with the hotels this year and secure packages with Kirkland opening night. They have a 150,000 subscriber email newsletter and can send email blasts for Kirkland and Kirkland hotels. Their survey reported that 73% of attendees do not live in Kirkland and each guest's average expenditure is \$341. They have an IMBD promotion and SIFF Channel on Alaska Airlines

StoryBook Theatre & Summer Teen Show

Lani Brockman and Jeni Craswell presented. It is the 2nd largest youth theatre in the region. Storybook Theatre is produced in five different cities in Seattle area and has a 50,000 annual audience base. They

are looking to reach out beyond the current community and partner with hotels and create destinations for people to come. They host a Princess Show over Mother's Day weekend and Elves event in December. They plan to market to cities where they perform. Every other year they do a show in Olympia or the San Juan Islands. The years they are not in that community they will promote Kirkland.

The Kirkland Halloween Parade

Paul Wild with Classic Parade Floats presented on the new event. It would be the only Halloween Parade in Western Washington. He also produces the Bellevue Snowflake Lane event and Seafair Torchlight parade. There is potential to incorporate a 5K run in the morning and then the winners of the Race could be in the parade. He spoke with event permitting and would use the 4th of July parade route. He also spoke with the Kirkland Downtown Association who like the event idea. He mentioned that Kirkland could find sponsors to cover costs if he was not fully funded.

City of Kirkland Tourism Program

Philly Hoshko and Ellen Miller-Wolfe presented on the City of Kirkland's Tourism Program. They detailed the advertising plan that includes regional travel magazine and tourism partner advertising, the public relations successes, current focuses of promotion and goals for 2016. They also recapped the growth of website visitors and lodging tax over the past year.