



**City of Kirkland
Tourism Development Committee (TDC) Special Meeting Minutes
August 24, 2016 9am-12pm
Kirkland City Hall – Council Chambers**

Present: Toby Nixon (Chair), Jac Cooper, Lori Goldfarb, Troy Longwith, Jennifer Gill, Ellen Miller-Wolfe (staff), Philly Marsh (staff)

Absent: Michelle Quisenberry, Ardene Skraban,

Welcome: Meeting came to order at 9:11am.

Tourism Funding Presentations

Celebrate Kirkland

Barbie Collins-Young of the Kirkland Downtown Association presented. Celebrate Kirkland is a free family friendly events open to the public. There is a large parade that brings in a lot of veterans. It is one of the few children's parades in Washington and there is a Large Fireworks Display at night. People come into town to visit family. Many people stay in downtown so they don't have to fight traffic. Marketing: Newspaper Ads. Facebook ads targeted outside of 50 miles. #Floatvote campaign. Lots of community involvement as well as the Seattle Seahawks. Increased parade participants last year. When asked how they will encourage making an extended vacation out of it they responded that they will be adding information on website on where to stay and encouraging people to come early for the weekend.

Kirkland Classic Car Show

New partnership worked really well. They had 300+ cars and attracted all types of demographics including young families and older generations. Received good press from the Kirkland Reporter. The 2016 attendance was 25,000. Saturday night event with music to encourage people coming in from out of town. Weekend is a big travel weekend for families. Marketing: Online targeted advertising, Car show magazines. Great to have Lance Lambert as a draw and Larry Hansen on board with great reputations. They will add more information on website regarding where to stay. Lots of photography and social media with #KirklandCarShow Restaurants had a 45 min wait to get in. Great survey data.

Kirkland Summerfest

Summerfest is a Seafair Sanctioned event and a big family event with lots of art activities in the park. It is free to attend. Waterfront activities include– new sand and sand toys, duck dash. Thursday night –

combined with Summer Concerts Series and was at capacity in beer/wine garden for entertainment. Weekend attendance is 45,000. A 3-day event is better for people making a weekend out of it.

Marketing: Doing TV Ads with Frontier and Comcast and can target. Seafair sanctioned promotion. Facebook targeted ads. Regional Magazine – coop ad. Online event guides across the state.

There were 3,700 in Beer Garden but always room to grow. Hoping to get some great featured bands to make it more of a music and arts festival. Good variety of music. No complaint about parking and access to downtown. Think a lot of people using the CKC and more people using public transport. Friday/Sat and Sun event.

Kirkland Wine Walk

Regional ad for wine lovers to put on calendar. Work with Kirkland Chamber of Commerce. Pair wineries with downtown shops. Starting to make downtown be more of a “Walla Walla” destination. Visitors use these events to travel to different destinations. High ratio of overnight stays because of drinking and parking. Guests can purchase wine u tried at the Heathman Hotel.

Advertising in wine tasting mags, social media, postcards and posters in wineries across the state. Has sold out every time it has been done.

Can move dates or add them to the winter months. Capacity to grow with more wineries and more merchants.

Kirkland Winterfest

17 years in existence. Tree lighting. But not just about the day but the entire holiday season and creating a spirit in Kirkland. No longer doing garland. Event is on Thanksgiving weekend on same day as Small Business Saturday and decorations are up through December. Going to feature Park Lane for the event. Survey to find out where people are staying and hotels and Airbnb at capacity. Marketing: collaborating with Google Lights and Small Business Saturday. Work with schools and events. Funding gap met with community funding. Goal is to make Park Lane a miniature snowflake lane by use of computer controlled lights with Hawkhouse or Google. Maybe some snow on buildings.

The KDA is hoping to do a combined ad with all of the KDA events into a regional publications

Kirkland Oktoberfest

Kirkland Oktoberfest is one month from today and has been doubling in size every year. It raises 15K for Kirkland non-profits. On target to hit 20,000 people this year. Expanding to Heritage Park in 2017. The event utilizes 300 volunteers. American Cancer Society just came on as a non-profit and will do a going pink promotion. Kirkland Oktoberfest is on NW Oktoberfest circuit of best authentic German beer festivals, currently at number 4 in the regional and on track moving to #3 position for Authentic Beer Festival. Annual Pin to give out. It is dubbed an Oktoberfest with a NW twist.

Advertise in NW Beer Guide, Pandora, Bus Ads. Have been conservative on number of Heads in Beds. Bands from Oregon and BC a bring a large following. Set up to film at 2016 event and produce promos to promote 2017.

Kirkland Uncorked

Kirkland Uncorked is in 9th year with improved food and 10,000 raised for Homeward Bound. 23% of attendance comes from 50 miles or more away. 7% traveled from another state.

They would like to do more geo targeting on places they know people are coming from. Attract Oregon, BC and Cal. Advertise through: Pandora, Seattle Times, received ResortandLodges.com coverage. Has become a real destination event. Website connects to hotels and is mobile responses. Will look at inventorying available hotel rooms and push out that weekend. There is room to grow the event.

KAST

The Kirkland Artist Studio Tours have 20 different sites throughout Kirkland where artist open their homes to have public buy directly from artist. It is held every Mother's Day weekend. People get to learn about the process of making art. 40K reported in art sales. Partner with Kirkland ½ marathon to hang a banner and do some cross promotion. Work with artist to help promote. Increased marketing – sent packages out to art organizations 50 miles or more away. Seattle times ad campaign. Worked with a lot of the downtown businesses to sponsor the event and host artists. 10 more artists this past year – 20 first time artists. Gather data with sign in sheets with zip codes and has been growing and more people coming. More studio sites too. Artist fee of \$100 covers administration costs.

Jr Softball World Series

Teams from all over the world plus host team from Kirkland. There are nine World Series events in the US and Kirkland is one of those nine. A lot of social events- girls' night out at Teen Center. Banquet Dinner. Challenger Program. 9 out of 10 teams are from out of town. Host hotels are Baymont, La Quinta and Marriott. \$140,000 comes back in the Kirkland area. Grant goes to housing and meals. 6-7,000 people coming to Kirkland from outside the area for a week. Staff will contact to learn how to hang Explore Kirkland Banners behind home plate.

12K's of Christmas

One of the premier Christmas themed events in America. Uses the CKC and people love it. Kirkland's largest running event. Moved event to Heritage Park to be the Sunday before Christmas. With inclement weather still able to get the same attendance. On track to be the 5th largest 12K event in America. Bib discounts at local businesses. Hoping to extend to hotels. They have a 62K email database and a booth at Seattle Marathon. Marketing 50 miles away through Facebook and Google Ad words. Push to promote CKC and Downtown Core to come to Kirkland before the holiday. Benefit for Sleep Train.

Mother's Day Half Marathon

Branded as a Mother's Day Holiday Event. Open to all ages and sexes. Added a wine and mimosa garden. Team with KAST and is a benefit for the Hope Heart Institute. Run starts at NW University and uses the CKC. Virginia Mason and Eastside Subaru are major sponsors. They are starting marketing early this year to help get more people from out of area. People travel for ½ marathons. Google adwords successful with out of area registrants and they will have a booth at Seattle Marathon Expo. All funding will go to marketing 50 miles and out.

Seven Hills of Kirkland

The ride takes place early in season and bike riders use it as a training ride. 2017 will be 18th year. Volunteer driven but added more staff oversight which resulted in good result.

Hoping to promote City of Kirkland through jersey design. Marketing: Facebook Ads, Targeted ORBike promotion – promote to 50,000 people, insert in Cascade Bicycle. Momentum BC. They were up 200 riders this year and 75 people stayed in hotels. Hoping to strengthen in 2017. Adding electronic maps. Bike shops doing packet pickups. 300 day of sign-ups. Went from 1% out of state to 12%. ORbike helped a lot as well as connecting with Regional Bike Shop.

StoryBook Theatre Summer Teen Show

Introduces young children to theatre. Partner with Kirkland Performance Center and attract a wide range audience. Destination for experience live theatre.

Marketing: Direct mail, Commercials, Tourist destinations of other areas. 250 expected tourists attending shows. Work with hotels to put hotel packages together.

SIFF Kirkland

SIFF has been in Kirkland for 8 years and will be the 43rd overall SIFF presentation. Festival is May 18- June 11 and is June 1-8 at the Kirkland Performance Center. There are 20 films from all over the world in Kirkland. Provides community only opportunity to see these cultural events. SIFF has a 1.5 marketing budget to promote globally as well as Local marketing. Distribute free tickets in Kirkland. 20% of audience is coming from elsewhere. BC, Oregon, LA, NY and FL. SIFF spends grant in Kirkland by giving it to Kirkland Performance Center. KPC rental fee is going up as well as labor.

Advertising is donated. The festival is promoted on Alaska Airlines. There is a plan your trip page with a link to Explore Kirkland on Website.

Survey with Ushers is able to track metrics and they ask people if they are spending the night. Continue to work on attracting tourists. A lot of foodie films to get people out. Good relationships with restaurants.

70-80 percent capacity at event. SIFF is not returning to Renton and they hope to break into Kirkland Neighborhoods.

SJRO

Focusing promotion on Bellingham and East of the Mountains. They advertise through the Portland Jazz Festival. Concerts sell out. The price is \$49 with Senior and Student Rates.

Flying Karamozov Brothers

Visitors come throughout the northwest region. The Flying Karamozov Brothers do their own regional marketing. Two shows selling out at 800. 200 people come from outside of the Eastside and 15% from 50 miles away.

Explore Kirkland

Philly Marsh 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.

Meeting Adjourned at 12:13pm

Minutes prepared by Philly Marsh