



**City of Kirkland
Tourism Development Committee (TDC)
Special Meeting Minutes
September 24, 2014
9:00-12:00pm
Council Chambers**

Welcome

After a brief introduction of the Tourism Development Committee the presentations began.

Celebrate Kirkland

Doug Davis, Barbie Young and Samantha St. John of the Kirkland Downtown Association and Greater Kirkland Chamber of Commerce presented the event. They mentioned that they saw more children participating than before, and that a lot of extended families come in for the celebration. They promote the event through sister cities and chambers in the NW region. Parade entrants come from all over. They are hoping to build connections with Snohomish and Woodinville Chambers. They plan on creating a drawing in order to get information from people on where they are coming and staying.

Kirkland Classic Car Show

Doug Davis presented the event. The Kirkland Downtown Association works with Legends Car Club on the Main Street-awarded car show. They plan on having a Saturday night event so there is more emphasis on staying overnight. They have about 14,000 people that attend and they target car enthusiasts from all over the state. They also will target electric cars this year. The Car Club in Kirkland that used to be part of the Concours event wants to have more involvement. They hope to create packages with the hotels. They usually get 300 cars and 600 would be the max that Kirkland could accommodate.

Winterfest

Doug Davis, Barbie Young and Samantha St. John presented the event. They will now pair it with Small Business Saturday on Thanksgiving Weekend. They described this as a benefit because residents have family members in town for the holiday, and it gives them something to do. Also, it takes place the same weekend as the Christmas Ships opening day in Kirkland. They have involvement from local schools and want to have a DECKorating contest. The hope is to grow the event so it is like the Leavenworth tree

lighting. They want to work with hotels to market the event to their other properties. The hotel representatives on the TDC mentioned that there is room availability in November.

Kirkland Oktoberfest

Doug Davis, Barbie Young and Samantha St. described the event as having a Bavaria theme with all things German. They mentioned that a lot of people come from all over because they are Oktoberfest enthusiasts and want to collect the Oktoberfest pin. There is a potential for overnight stays by promoting staying overnight instead of driving. They will encourage people to come from Eastern Washington and attend the event multiple days. They promote through a “key card”, coaster and marketing with sister cities and chambers.

Ellen mentioned that the Tourism Program might want to sponsor a shuttle for all events over a certain size whose route includes all of the hotels. This would help measure the amount of people from hotels that are attending the events and on the shuttle questions could be asked to help with metrics. It also could make hotels further from events more marketable for overnights.

Kirkland Summerfest

Doug Davis, Barbie Young and Samantha St. John presented the event. They stated that this year was a very successful year and the beer garden had four times the people it had in the prior year. The event is family-oriented with arts, music, vendors, shopping, games and waterfront activities such as the duck dash, cardboard races, fish frolic, and dragon boat races. Unique activities on each day encourage multi-day attendance and overnight stays. They mentioned that the event gives hotel guests something to do. They will have a door prize drawing to track where people are coming from and where they are staying.

Seattle Synchro

David Forcucci of Seattle Synchro presented the event. Seattle Synchro would like to perform at Marina Park during Summerfest. The team has performed in a lake before and would add a waterfront activity to Summerfest. They do not know how many additional people would come to Summerfest based on the Seattle Synchro performance.

Stand Up Paddle Race

Jeff Underwood and Alina Aaron presented the proposed new event. They said that Stand up Paddle Boarding is one of the fastest growing water sports. They produce the Round the Rock off of Mercer Island and people come from all over the world to participate. Jeff currently operates stand up paddle rentals at Juanita Bay Park. The event would take place in Juanita Bay in late June before the summer gets into full swing, and there is a need for a race in the PNW during this time. The event would attract a lot of manufacturers and local dealers, and in Kirkland, it would be more of a spectator-friendly venue. Two hundred participants, and they estimated an additional 400 spectators. They would market through public relations and targeted ads as well as the database that they maintain.

12K's of Christmas

Garrett from ProMotion Events presented the 12K's of Christmas. The event was launched in 2003 and consists of a 12K, 5K free kids dash and exhibitor with about 30 booths. It is the largest run in Kirkland, and will now take place on the 3rd weekend in December. Garrett believes that having the event closer to Christmas will encourage more people to make mini holiday vacations out of it. Kirkland is decorated in downtown and they hope to partner with the KDA to encourage holiday shopping. The event will now start at Heritage Park and utilize the Cross Kirkland Corridor. The event is currently up 300% from last year to date for registrations. They have a 48,000 person email list and plan on more targeted google ads outside the Puget Sound area in Tacoma, Portland, Vancouver, Bellingham and Mount Vernon.

Jac mentioned that they do see people from Vancouver come down for the holiday, so this would be a great promotion. The week before the holidays is great. Toby asked about the course and impact to residents. Garrett mentioned that it is a reversed course, so the impact would be less.

7 Hills of Kirkland

Bill Forbes presented on the 7 Hills of Kirkland event as a fundraiser for KITH. They get 12,000-1,500 riders weather permitted. The goal is to grow the event with cyclists from outside the area because if people are traveling they are less affected by the weather. Local vendors like the event because it attracts serious riders with high end bike. They are hoping to create more of a rider experience and have a partnership with tri-freaks to use their start and finish line arches. They also are going to have numbered bibs that have tear off tabs with coupons for retail establishments. This year they would like to highlight Veterans for Memorial Day.

Jr Softball World Series

John Chadwick presented the event. Nine teams from around the world come to compete for the title. In 2014, teams from Italy, Philippines, Mexico and Canada came to Kirkland. They advertise locally, through the Mariners and through Little League Baseball International. Their website gets over 8,000 hits over two weeks of tournament and features the City of Kirkland. The budget pays for players to stay in local hotels. They secure over 500 room nights plus parent room nights. 5,500 -8,000 people are in attendance. In 2014, a lot of parents came in on Saturday night and also went to Summerfest. ESPN broadcasts the tournament and advertises Kirkland but their still photographs are focused on Seattle. Ellen mentioned how staff will continue to work on changing this. Over \$20,000 goes to teams for meals and is mostly spent in Kirkland. The exposure of the event encourages people to return from vacations to attend it.

Kirkland Uncorked

Phil Megenhardt and John Thourburn presented the event. They mentioned that eight years ago the committee started the event as a tourism event. In 2014, they were able to maintain the previous year's attendance with rainy weather and saw 8,000 in the tasting garden and 40,000 at the festival. They mentioned that they changed the tag line to "Washington's summer food and wine festival" in order to

have a more regional appeal. John, who was recently hired to work on the event, mentioned his experience of growing destination events and his previous success at the Seattle Boat Show. He believes there is opportunity for additional tourism growth at the event. Currently 28% are travelling from 50 or more miles away, and 3% come from out of the country. They plan on advertising with targeted online ads and Pandora network. They have good local and regional press reaching the foodie traveler. Their social media takes the brand beyond just the event weekend. 365 marketing – with guests engaged throughout the year.

NW Trail Run Winter Series

Mark Taylor presented the event. The series has been in existence for over 10 years and the company produces 40-50 events a year. The run would showcase the area and consist of 5-10 miles partly on the CKC. It would be the final run of the winter trail series and he expect 150-200 runners for the first run. Their events grow over time. Lake Sammamish started 5 years ago and now has 1700 participants. They would encourage local businesses to get involved.

Street Scramble

Mark Taylor presented on the Street Scramble. He described the event as similar to a scavenger hunt and he noted the different cities in Western Washington where they produce them. They expect about 150 participants for the event. The Gig Harbor event gets over 500 people. Their email list has people from all over the state. They are looking for a long term partnership with the city and local business involvement.

SIFF

Brady Becker and Branden Hawkinson presented the event. They had success last year with the 4 days (down from 10) and are proposing an 8-day festival to be held at the Kirkland Performance Center with an expected attended of 5,000. They described how they have about \$1200 per day that needs to be covered after box office revenues to break even. Four days at \$4,800 would be the minimum amount of days. They hope to redirect people from Seattle to Kirkland with incentives such as free tickets and parties.

Moisture Festival

Margurite and Patrick presented on the Moisture Festival at the Kirkland Performance Center. The Moisture Festival would consist of four performances that take place during the Seattle Festival. That festival has been in existence for over a decade and lasts for four weeks. They would strive to create hotel packages and lodge various artists. With 25-35 individuals who all have their own social media, the promotional reach is larger than most performances. 52% from patrons at the KPC are from beyond Seattle/Greater Eastside (58K), and they have 25K subscribers to their e-newsletters. They hope to partner and become an annual event. Seattle does two weekends. Kirkland Performance Center would start with one weekend and hope to expand. Toby asked what the total cost of production is (questions was left blank on application) and Marguerite will send it to Philly.

SJRO – Anat Cohen

Michael of Seattle Jazz Repertory Orchestra showed a film to introduce the organization to the Tourism Development Committee. He then explained how he will extend outreach for the Anat Cohen concert and how there is opportunity to market in CA, OR and Vancouver and set up packages with the Heathman and other hotels.

KAST

Jenny Lee and Jenn Gill presented on the Kirkland Artist Studio Tours. The event showcases 40 artists at 20 different sites on Mother's Day Weekend. Last year they had 1500 tour participants and visitors. They target Mother's Day visitors and art and wine lovers. They have a Google ad words campaign and partner with the Kirkland ½ Marathon and Kirkland Performance Center. They hope to grow the event and increase partnerships and hotel packages. The event highlights Kirkland as an arts destination and they are looking for a way to incorporate the CKC in the tour.

City of Kirkland

Ellen and Philly gave an overview of the history of the Tourism Program at the City of Kirkland and the current work plan and priorities. A discussion about proposed funding for the Waterfront Optimization Study took place that included whether other city funds should match the investment of the Tourism Development Committee. Ellen will provide more information on October 2 to the Committee.

Meeting Adjourned at 12:20pm

Minutes prepared by Philly Hoshko