



City of Kirkland
Tourism Development Committee (TDC)
Meeting Minutes
October 2, 2014 9:00-11:00pm
Peter Kirk Room

Present: Toby Nixon (Chair), Brad Zorich, Belinda Jensen, Jac Cooper, Michelle Quisenberry, Jennifer Gill, Maxim Khokhlov, Philly Hoshko (Staff) Ellen Miller-Wolfe (Staff)

Welcome: The meeting came to order at 9:03am.

Approval of Minutes: The committee approved the minutes from July 3, 2014 and September 24, 2014. (Maxim moved, Jac seconded, unanimous)

OUTSIDE AGENCY FUNDING

Staff Report of Additional Information

Ellen and Philly updated the committee on some additional information. They received information from the Kirkland Performance Center that the Moisture Festival total budget is \$28,000. Ellen shared research on SIFF. Bellevue and Renton have not started their process but Renton expects the same investment of \$18,000. Ellen shared information on the Community Events (Winterfest and Celebrate Kirkland). Waste Management has given the city funding toward these events. In 2014 the City decided to fund Celebrate Kirkland 16,000 and Winterfest 8,000. The 2015/2016 budget that will be presented to the City Council has a match by the city doubling the amounts to \$32,000 for Celebrate Kirkland and \$16,000 for Winterfest.

Toby shared information on research he conducted for the Anut Cohen schedule. Her schedule does not yet have any other West Coast locations and is mostly international.

It was suggested by the Committee that next year we obtain information on the revenue and previous year's ticket sales information on the application to understand the gap in funding that there might be for the events. Additionally, for continuing events, compare what was predicted as regards visitor overnights and distance traveled to what the final report indicates.

The committee also discussed the criteria.

The committee then rated each of the events. The scores were tallied and sorted. The committee decided to not fund the "Community Events," events that the City Council has defined as benefitting the

community, based on other funding that is being proposed for them by the City in the 2015-16 budget. The committee then discussed the events and funding levels.

The Tourism Development Committee recommends the amounts listed below for the events that applied for tourism funding (Jen moved, Jac seconded, unanimous)

Event Name	2013 Award	2014 Request	2014 Funding Recommended	Score**
Junior Softball World Series	9000	10,000	10000	30
SIFF Kirkland	4500	9,600	10000	29
Stand Up Paddle Race		10,000	7000	30
Kirkland Summerfest	5000	10,000	6000	27
Kirkland Uncorked	4500	15,000	6000	26
Kirkland Oktoberfest	4000	10,000	6000	24
Moisture Festival at KPC		10,000	6000	22
Kirkland Artist Studio Tour (KAST)	2500	11,000	6000	22
Kirkland Car Show	2500	6,000	4000	24
7 Hills of Kirkland	2000	18,300	3500	25
12K's of Christmas Holiday Run	2000	3,500	3500	25
SRJO: Special Guest Anat Cohen		3,000	3000	28
NW Trail Runs Winter Series		3,700	2000	21
Street Scramble Kirkland		2,500	1000	22
Summerfest Seattle Syncro		2,800	1000	16
Winterfest		3,000	0	22
Celebrate Kirkland		6,000	0	22
TOTAL outside agency request		134,400	75,000	

CITY OF KIRKLAND BUDGET

The City Tourism program requests \$250,000 in 2015 and 2016 for internal program costs. Ellen updated the TDC on her conversation with Jac regarding his concerns on the waterfront optimization study. She explained that part of the study is to increase more commercial business as well as providing added moorage for private boats.

She also mentioned her conversation with the City Manager regarding the requested funding for the permitting, engineering and operations costs. Approximately half of the engineering and permitting costs as well as the cost of installation would come from a city service package request. Based on the results of the Demand Study that is scheduled for December or January the TDC can review and determine if and how it would like to move forward with investing in the implementation of additional moorage.

The Tourism Development Committee recommended that the City Tourism Budget be established at \$250,000 and that the use of the \$20,000 allocated for Special Projects be contingent on further TDC approval. (Maxim moved, Jen seconded, unanimous).

Meeting Adjourned at 10:48am.

Minutes Prepared by Philly Hoshko