



MINUTES

**City of Kirkland
Tourism Development Committee (TDC)
September 1, 2022 (8:30am – 10:00am)**

1. Welcome and Call to Order –Councilmember Toby Nixon, Chair 8:34am

Clarification that this meeting today, September 1, is not a special meeting as publicized but a regular meeting of the TDC. Special meetings are noted as such when scheduled outside of the regularly scheduled meetings.

2. Roll Call

Members: Mike Hill, Phil Megenhardt, Rod Lapasin, Jackie Socha, Lori Goldfarb, Toby Nixon
Staff: Carmine Anderson, Sudie Elkayssi, Jim Lopez
Absent: Skye Branson

3. Public Comment

No public comment

4. Action Needed

- a. Approval of August Minutes
Mike motioned to approve the August 22 minutes. Lori Goldfarb seconded the motion. There were no objects or comments. Minutes are approved.

5. 2023 Tourism Grant Funding Final Ranking and Selection

- a. Review and Final Ranking Discussion and Decision
 - 23 applicants
 - 5 new events applied
 - Review focused on in-person event with track record of high attendance, ability to draw tourists to Kirkland for overnight stays, and/or if event brings tourists during the shoulder season, and/or if a multi-day event.
 - Events sorted by score, highest to lowest
 - Awards to top scoring events with ability for overnight stays
 - Only one new event awarded due to organizer’s track record of success with their other events
 - The other 4 new events are encouraged to apply in the future once their program is further developed
 - Kirkland Downtown Association’s Waterfront Car Show event requested \$5,000. TDC awarded \$8,000. TDC believes the event is one of our best for attracting out-of-town visitors with overnight stays. Purpose of greater award is to afford organizer the ability to increase their marketing to bring even more people.
- b. Final Funding Recommendation
 - i. Motion made by Lori Goldfarb to approve funding to Bold Hat Productions for Kirkland Uncorked event as part of the 2023 Tourism Funding. Seconded by Mike Hill. TDC Member, Phil Megenhardt of Bold Hat Productions abstained from the vote.
 - ii. TDC voted to approve the \$60,000 2023 Tourism Grant Funding distribution as follows with a motion made by Mike Hill and seconded by Lori Goldfarb. All were in favor to approve the following awards:

\$60,000 2023 Tourism Funding Awards (shown in order of scoring)			
Organizer	Event	Requested	Awarded
Little League	Jr Softball World Series	\$20,000.00	\$10,000.00
Stars Unlimited	Great NW 3on3 Basketball Tournament	\$25,00.000	\$8,500.00
Bold Hat Productions	Kirkland Uncorked	\$15,000.00	\$8,500.00

Chump Change Productions	Oktoberfest	15,000.00	\$8,000.00
Kirkland Downtown Association	Waterfront Car Show	\$5,000.00	\$8,000.00
Chump Change Productions	Kirklandia Waterfront Festival	\$15,000.00	\$2,500.00
Kirkland Performance Center	Eastside Community Musical	\$5,000.00	\$2,000.00
Orca Running	Mother's Day Half Marathon	\$2,000.00	\$2,000.00
Chump Change Productions	Summerfest	\$15,000.00	\$2,000.00
Seattle Repertory Jazz Orchestra	Thad Jones 100th Birthday Celebration	\$3,000.00	\$1,500.00
Studio East	Shakespeare in the Park	\$5,000.00	\$2,000.00
Orca Running	Lake Washington Half Marathon	\$2,000.00	\$2,000.00
Studio East	Summer Teen Show	\$5,000.00	\$1,000.00
Space for Youth	Kirkland Children's Fair	\$2,000.00	\$1,000.00
Tasveer	Tasveer South Asian Film Festival	\$10,000.00	\$1,000.00
		Total Funding	\$60,000.00

- iii. The 2023 Tourism Grant Funding recommendation will go to Council for consent on the October Council Agenda along with the Explore Kirkland Tourism Program lodging tax funding request of \$230,500. This amount for Explore Kirkland funds a portion of the Lodging Tax (Tourism) Discretionary Budget, and internal personnel for tourism staffing.

6. Staff Updates

- a. Digital Marketing Program
Time did not allow for update. Move this item to the October agenda.

7. Good of the Order

TDC Chair Toby Nixon adjourned the meeting at 9:59