

## Lodging Tax Advisory Committee

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### Summary Notes from 11/30/15 Meeting

Committee members present: Mike Nelson, City Council  
Joe McIalwain, Edmonds Center for the Arts Executive Director  
Frances Chapin, Edmonds Parks, Recreation, & Cultural Services, Mgr.

Committee members absent: Jan Conner, Harbor Inn  
Pat Moriarty, The Studio

Staff present: Patrick Doherty, Economic Development & Community Services Director  
Cindi Cruz, Economic Development

Meeting was opened by Mike Nelson at 4:10 p.m.

1. Approval of July 27, 2015 meeting minutes.  
Joe McIalwain moved to approve the 07/27/15 meeting minutes and Frances Chapin seconded the motion. Motion passed.
2. Review and approve 2<sup>nd</sup> round of Edmonds Arts Commission tourism awards.  
Frances Chapin explained that funding for the additional awards was approved at the previous meeting but the specific awards recommended by the Arts Commission need to be approved: Cascade Symphony \$1,500; Edmonds Historical Museum \$1,500; and Jazz Connection \$2,000. After a brief discussion Joe McIalwain moved to approve the \$5,000 in awards recommended by the Arts Commission, Frances Chapin seconded. Motion passed.
3. Miscellaneous: There was discussion on setting quarterly meetings in 2016 and it was decided to meet in February, May, July, and November. Advertising has been increased in 2015; there have been two professional photography shoots to increase the quality of photos for advertising, using locations in Edmonds at the beach, various restaurants, and outdoor locations. The tourism brochure design has been turned over to a designer for completion to be printed in 2016. A hotel demand study analysis is being conducted by a professional to determine if there is a need for additional hotel accommodations in all areas of Edmonds including Highway 99, the hospital area, and downtown.
4. Audience Comments, none.
5. Meeting adjourned at 4:30 p.m.

# Event or Tourism Activity Funding Application

**NOTE:** It is very important that you fill this report out as completely as possible to ensure you are eligible to receive support through Lodging Tax. The City of Edmonds is required to provide this information to the State of Washington, Edmonds City Council and City Lodging Tax Advisory Committee. Questions? Call 425-775-7724. If applying through the Edmonds Arts Commission call 425-771-0228.

1. Organization and nonprofit status City of Edmonds Arts Commission
2. This application covers:  
Event/Activity/Project Name and brief description: Promotion of Edmonds arts and culture through EAC Tourism Promotion Awards (Cascade Symphony \$2,000; Olympic Ballet \$2,000; Edmonds Arts Festival for Festival \$1,000 and Art Studio Tour \$1,000; Driftwood Players \$2,000; Sno-King Chorale \$1,500; DeMiero Jazz Fest \$2,000; Phoenix Theatre \$1,500) and EAC Tourism Promotion for Emerging Organizations (Cascadia Art Museum \$750; Edmonds Art Walk \$750). An additional \$5,000 was awarded in a second round of awards (Cascade Symphony \$1,500; Edmonds Historical Museum \$1,500; Jazz Connection \$2,000).  
Date(s) of Event/Project: throughout the year in 2016

3. Total Lodging Tax Funds requested \$ 19,500

4. Estimated total event attendance or user count for the event/facility: 131,700 annually

*Describe methodology used to determine this figure*

*Attendance is based on ticket sales and sign in sheets for smaller events provided by each organization (36,700) and gate count estimates of 90,000 for the 3 day Arts Festival. The CAM estimates attendance for the opening show is a conservative 5,000.*

5. Estimated percentage of total attendance for event or facility by:

- a. Tourists (total number of guests from outside Edmonds) 55-65 % OR # \_\_\_\_\_
- b. Traveled more than 50 miles \_\_\_\_\_ % OR # \_\_\_\_\_
- Traveled from other state or country \_\_\_\_\_ % OR # \_\_\_\_\_
- c. Overnight stays associated with event \_\_\_\_\_ % OR # 440

*Describe methodology used to determine this figure, e.g. ticket buyer zip codes. Provide your best "guess", do not overestimate, you are still eligible for funding even if the # is 0 for overnight stays.*

*Ticket zip code information, sign in sheet information. Hotel records for Jazz Fest (310) plus anecdotal.*

6. Estimated total paid hotel or B & B room nights generated 415

Unpaid accommodations 65

*Describe methodology used to determine this figure (eg: arrangement with hotel to report visitors, surveys of participants, etc.) Hotel reports, anecdotal, Port*

7. Any other information that demonstrates the impact of the festival, events or tourism-related facility owned by a non-profit organization or local jurisdiction (please describe, eg: restaurant or shop patronage, etc):

Theatres work with local restaurants to promote patronage. Anecdotal information for restaurant patronage from Jazz Connection and Museum.

Submitted by: Frances Chapin

Date: 11/23/15

E-mail or phone number: [frances.chapin@edmondswa.gov](mailto:frances.chapin@edmondswa.gov)