

AGENDA

Clallam County Lodging Tax Advisory Committee

November 29, 2017

Clallam County Courthouse

Rm. 160 Commissioners' Board Room

2:30 pm

- I. **CALL TO ORDER, ROLL CALL**
- II. **REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES FOR THE MEETINGS OF:
SEPTEMBER 26, 2017
OCTOBER 13, 2017**
- IV. **OTHER BUSINESS**
 1. **Elect Vice Chair/Secretary for 2018**
 2. **Tourism Marketing on the North Olympic Peninsula – Marc Abshire, Executive Director of the Port Angeles Chamber of Commerce**
- V. **NEXT MEETING DATE**
January 11, 2018 at 2:30 p.m. - Joint meeting with the Lodging Tax Advisory Committees from Sequim, Port Angeles and Forks
- VI. **ADJOURNMENT**

Clallam County LTAC – Hotel/Motel Tax Advisory Committee Minutes ... September 26th, 2017 2:30 p.m.

Committee Members present: Chair Mark Ozias (Clallam County Commissioner), Vice Chair/Secretary Sande Balch (Juan de Fuca Scenic Byway Association), Jay Vincent (Aramark Sol Duc), Vanessa Fuller (Dungeness River Audubon Center), Lorrie Mittman (North Olympic Land Trust). Absent: Linda Keen (Quillayute River Resort). Also present with reports: Debi Cook (Clallam County), Marsha Massey (OPVB), Christopher Enges (PAPA).

Call to Order: The meeting was called to order by Chairman Mark Ozias at 2:30 pm.

Agenda: The agenda was accepted as presented.

Minutes: The minutes of the March 28, 2017 meeting were accepted as presented.

Lodging Tax Revenue Update: Debi Cook

Debi provided revenue and expenditure status reports for the Hotel/Motel tax account. Both income and expenses are in line with what would be expected to date for 2017. Debi also provided a report comparing the actual income and expenses for the last decade to the current year budget.

By computing the existing account balance plus flat revenue for the year and less the expected and approved expenditures, it was estimated that the fund balance at the end of the year should be about \$240,000. The approximate figure will help in determining the funds available to spend in the upcoming year's budget and/or to grant in 2018.

Marsha Massey (OPVB) presented a copy of the actual room tax receipts through August 2017. The report showed "spikes" in revenue received in June and July (which would have been collected in April and May). She cautioned us that this may be due to "corrections" for taxes incorrectly filed in 2016 and not a signal of increased income overall for the year.

Peninsula Area Public Access (PAPA): Christopher Enges

Chris Enges expressed appreciation for the \$18,000 Clallam County LTAC grant giving financial support to the production of the first three films in the "On the Road" series ... *New Dungeness Light Station, Olympic Discovery Trail, Port Angeles Buried Past*. These films highlighted historical sites and areas/structures on the historic register (the 160-year-old light station, the 102-year-old railroad bridge, the old Port Angeles underground).

PAPA puts emphasis and energy into developing content for television airing and to support a media center to teach and train young people/students in the profession of media production. The *Port Angeles Buried Past* film was made with help from the Skills Center students.

Films are aired regularly on PAPA TV as well as on Facebook and YouTube. Currently the "On the Road" trilogy is aired on WAVE Channel 21 at 5pm on Saturday and Sundays and early the following morning ... 16 times per month and simultaneously on papaonline.tv on the internet ... and on the Spirit Vision Films Vimeo channel.

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Continued: **Peninsula Area Public Access (PAPA):** Christopher Enges

The cost breakdown (research, scheduling, filming, editing, labor, PAPA TV) for the films showed the following total costs:

New Dungeness Light Station cost: \$11,865

Plus equipment \$4,375

Olympic Discovery Trail cost: \$10,040

Port Angeles Buried Past cost: \$6,000

(this one done with student assistance)

The grant allowed \$6000 per film for a total of \$18,000. The difference between cost and grant income was a loss of \$9905.00 .

Future films planned are *West End Sports Fishing* (salt water halibut fishing, Neah Bay/Makah Tribe, drift boat salmon fishing, Twilight/Forks, fly fishing) and *Olympic National Park* (LaPush, First Beach, Rialto, photography, Lake Crescent, Sol Duc, Hoh Rain Forest).

Although we noted that the Port Angeles film was in the city not in unincorporated Clallam County and some of the future filming will be outside Clallam County, it was determined by the county legal department that this does not violate any lodging tax laws. These two future films would have some information on sites in Forks and Jefferson County.

In discussion, the question was asked, how can these films be fully utilized? Can they be shown on motel info channels, on cruise ships in the area? How can the public be made more aware of this opportunity to learn about the area? Can the films be put on tourism websites? ... too long so better to link to the existing sites. The OPVB and OPTC could share links with other tourism entities. Could trailers be made to catch people's attention to then go to the links for the full film? Possibly in the future DVD's of the films could be available for sale.

Some of the new members on the LTAC have not had opportunity to fully review the first three films. It was decided that we would allow time for them to catch up and then consider funding at the next meeting.

The original request was for \$36,000 to fund six films at \$6000 each.

The grant allowed for \$6000 for each of three films totaling \$18,000 with an opportunity to show results and ask for the remaining \$18,000 later.

Options for funding could include:

Fund each of the two future films at for \$9,000 ... total \$18,000.

Fund one film for \$12,000 ... total \$12,000.

No funding for future films ... no further money granted.

Strategic use of funds discussion ...

In discussions about use of lodging tax funds for grants, there are two different groups of thought. One is to fund several small projects and spread the funds around a bit more. The second is to fund a couple of larger strategic projects which might have a bigger impact.

LTAC fund use perspectives ...

If this group was so inclined to hold more meetings, there could be a meeting to discuss the perspective of how the funds should/could be used with other tourism entities such as the OPVB, Aramark, Coho, B&B, RV, etc.

It was also suggested we could host an annual meeting with at least the four Clallam County LTAC committees ... Port Angeles, Sequim, Forks, and Unincorporated Clallam County. This could be expanded to include Jefferson County/Port Townsend if it would be beneficial. The group could brainstorm the grant process and the projects being funded for that current year.

Meeting transparency ...

Commissioner Ozias asked if anyone in the group would be opposed to having meetings in the larger commissioner room where the meeting could be live streamed for public viewing. No one was opposed to this since we are discussing public funds and working for the benefit of the tourism partners. Future meetings will be held in the larger room with live stream coverage.

Meeting schedule ...

First fall meeting ... September 26 ...

- Welcome new members

- To get acquainted with the new members share background on the committee

- Allow for questions from the new members

Second fall meeting ... mid-October ...

- Budget meeting

- Set 2018 budget

- PAPA grant funding decision

Third fall meeting ... early to mid-November ...

- More background information of work of past LTAC's

- Strategize use of funds for grants

- Make decision on amount of funds available for projects through grants ... if any

 - If grants will be available, advertise and set application deadline

Winter meetings ...

- Meet with other LTAC's ... January

- Grant decisions if funds are made available ... January or February

Commissioner Ozias will request that links for the films and Vimeo be sent to all members.

The meeting was adjourned at 4:10pm. Submitted by Secretary, Sande Balch

Clallam County LTAC – Hotel/Motel Tax Advisory Committee

Minutes ... October 13, 2017 2:30 p.m.

Room 160 ... Commissioners' Board Room

(As agreed at the September 26, 2017 meeting, this meeting and, when possible, all future meetings will be held in Room 160 and be live streamed for public accessibility.)

Committee Members present: Chair Mark Ozias (Clallam County Commissioner), Vice Chair/Secretary Sande Balch (Juan de Fuca Scenic Byway Association), Jay Vincent (Aramark Sol Duc), Vanessa Fuller (Dungeness River Audubon Center), Linda Keen (Quillayute River Resort). 2018 appointed member: Lorrie Mittman (Peninsula Adventure Sports). Also present with reports: Marsha Massey (OPVB), Ali Baker (Clallam Bay-Seki Chamber/Tourism), Bruce Giddens (Clallam County Parks, Fair, Facilities) and Christopher Enges (PAPA).

Call to Order: The meeting was called to order by Chairman Mark Ozias at 2:30 pm.

Agenda: The agenda was accepted as presented. (Linda/Vanessa)

Minutes: The minutes of the September 26 were not available and will be submitted for approval at the next meeting.

Other Business:

Presentation by OPVB/Marsha Massey ...

2017 activity 2018 budget request

OPVB Mission: To promote diverse tourism experiences with engaged partners and residents to enhance our region's economic vitality.

Goal: Create and expand tourism partnerships

Tourism Enhancement Grants, VIC Opportunity Grants

OPTC, Jefferson County, Sequim LTAC, Port Angeles LTAC, Strait of Juan de Fuca

Scenic Byway, OP Culinary Loop, Visit Seattle/Port of Seattle, WA Destination Marketing Organizations, WA Tourism Alliance

Goal: Advocate for the tourism industry

Goal: Inspire travel

Travel planner, websites/social media, e-newsletters

Targeted outreach to primary markets ... Paid print advertising ... Paid online advertising

New in 2017 ... Instagram fam tour series

Goal: Educate industry

Fam Tours, Tourism Summit, OP GeoTour

Goal: Evolve organization

Photo Library Project ... funded with \$6,000 LTAC

\$3,170 spent on new photography (approximately 500 new photos)

Barberstock.com/Olympic Peninsula established with 250 of best images for media use

Website Project ... funded with \$10,000 LTAC

RFP almost ready to be released for website development, first quarter 2018

OPVB/Marsha Massey ... cont.

New or shifted focus for 2018:

NEW ... Port of Seattle "Spotlight" program ... in terminal advertising \$3,500.

Increase Tourism Enhancement Grant budget by + \$10,000 total \$55,000.

Increase OPTC destination marketing funding +\$2,000

Increase shoulder season marketing +\$5,000

The OPVB may outsource the direct mail work to save time for their small staff.

A conservative year end forecast for Clallam County lodging tax revenue 2017 is \$725,000.

Requested amount for 2017 budget was \$470,000.

A projected year end for 2018 Clallam County lodging tax revenue is \$761.250.

2018 Budget Request is \$490,000.000

Commissioner Ozias inquired if there were gaps in tourism promotion or things we should know about current tourism? Marsha responded that:

In 2018 we should continue to put emphasis on ONP to extend the effect of the 100th

OP needs more inventory in peak season, so OPVB continues to emphasize the

appeal of the shoulder season spring/fall ... Seattle is best off-season market

Lodging by Jamestown in Blynn and Elwha downtown will not pay lodging tax ... so

how can these entities be enticed to participate in the OPTC cooperative

The Baby Boomer market is still strong

How to identify who pays tax and who does not?

AirBnB pay into department of revenue ... other groups talking about doing this

Campers on private property ... do they pay tax? hipcamp.com

How to expand/lengthen the stay of visitors for big events ... Crabfest, Lavender

How to work with the DOT/Hood Canal Bridge ... people get grumpy if they can't

get access to their destination

2018 may have slower growth impacted by hwy 101 work, fishing season, wet winter

➤ **Motion: Approved OPVB request for \$490,000 for 2018.** (Vanessa/Jay)

Presentation by Clallam Bay/Seki Chamber of Commerce/Ali Baker ... 2017 activity 2018 budget request

Fun Days this year was a big success with a large parade and a weekend of music. The town was full, even camping in yards. The 100th anniversary of the National Parks System helped an otherwise difficult season. Tourism is in large part dependent on fishing. 2017 had a short fishing season, had no fishing derbies (for the last two years), and all the docks were pulled as soon as possible. Mason's Resort had a water leakage problem and shut down 30-34 rooms which had a huge impact on summer lodging tax revenue. In the off season, only two are open (by phone reservation only) ... Winters Summer Inn B&B and Van Riper's.

Clallam Bay-Sekiu Chamber/Ali Baker ... cont.

The 2018 Tourism Plan is to:

- Purchase brochures and partner with OPVB to do the mailings
- Host another expanded Fun Days weekend
- Continue partnerships and support of local events, including possible new events
- Participate in advertising opportunities
- Explore grant opportunities
- Seek new ways to promote overnight stays

2018 Budget Funding Request ... \$25,000 up front to fund spring marketing efforts

The LTAC committee will request that Debi Cook provide financial information of the actual amount of revenue generated by the area in the last few years. This will be reviewed at the next meeting and a decision made concerning the request for \$25,000 for Clallam Bay-Sekiu.

- A “place holder” for the amount of \$25,000 will be set until that decision is made

**Presentation by Clallam County Parks, Fair, Facilities/ Bruce Giddens ...
2017 activity 2018 budget request**

There are 18 day use parks in the Clallam County Parks system. It has been difficult to find seasonal workers. Many other campsite parks in the area have been closed or reduced ... private parks, federal parks at the Elwha and Altaire. 25% of visitors to Clallam County Parks are from Clallam County, 75% from outside the county including 4% from outside the USA. The online reservation system has increased occupancy at the parks. Salt Creek Recreation Area had a 95% occupancy in July and 93% in August. The Dungeness Park will be updated with additional campsites with utilities increasing the shoulder season occupancy (like it is at Salt Creek).

2018 Budget Funding Request ... \$30,000

- \$ 8,400 Clallam Bay Park maintenance and operations
- \$ 8,600 Day use parks maintenance person
- \$13,000 Advertising for Parks and Fair

- **MOTION: Approved Cl Co Parks request for \$30,000 for 2018.** (Vanessa/Linda)

**Decision regarding additional funding for Peninsula Area Public Access
(PAPA) video/Chris Enges ...**

The request for 2017 funds was \$36,000 (\$6,000 each for six films). The amount approved by LTAC for the initial work was \$18,000 for three films with a request to come back later in the year with the products. A discussion then would decide if/how much of the remaining funds (\$18,000) would be invested in the video project. There was some concern about promoting the videos so that people would access/make use of them. It was suggested that short 3 minute “trailers” with highlights of the film and then linked to the full video would make it easier to share through tourism partner websites.

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PAPA/Chris Enges cont. ...

- **MOTION: Approved request for ONP film for \$12,000 .** (Sande/Linda)

- **MOTION: \$2,500 be funded 4 trailers and marketing plan for films.** (Vanessa)
Jay amended to \$3,000 (4x\$500/\$2000 for trailers and \$1000 for marketing)
- **AMENDED MOTION: Approved \$3,000 for trailers/marketing films.**

Chairman Commissioner Ozias noted that he had spoken with Bruce Giddens from Clallam County Parks, Fair, Facilities concerning a funding opportunity for parks improvements through the Recreation Conservation Office. The RCO funds projects with state and federal funds. Since the parks are owned by Clallam County, are tourism related and generate lodging taxes, improvement projects should qualify as an appropriate use of LTAC funds. With \$100,000 from LTAC, Clallam County could apply for the remaining funds for improvements from RCO. When it is determined if funds are available, Clallam County Parks, Fair, Facilities could apply for funding through LTAC.

Next meeting date January, 2018.

Loni will poll the LTAC committee to set up 2018 meeting dates.

The meeting was adjourned at 4:45pm. Submitted by Secretary, Sande Balch