



LODGING TAX ADVISORY COMMITTEE

JUNE 17, 2022

10:00 A.M.

This meeting will be conducted remotely. [The public may watch the meeting by visiting: https://us02web.zoom.us/j/82461251707](https://us02web.zoom.us/j/82461251707)

Or listen in by dialing toll-free:
[888-788-0099](tel:888-788-0099) – Webinar ID **824 6125 1707**

AGENDA

1. **Welcome**
Councilmember Malcolm Miller
2. [Approval of Minutes from September 29, 2021](#) (Attachments)
Councilmember Malcolm Miller
3. [2022 Lodging Tax Fund Financial Report](#) (Attachment)
Troy Woo, Director of Finance
4. [Washington Center Request](#)
Scott Spence, City Manager
5. **Next Steps**
Scott Spence
6. **Adjourn**

LODGING TAX ADVISORY COMMITTEE MEETING
SEPTEMBER 29, 2021
REMOTE
12:00 P.M. – 2:00 P.M.

LTAC PRESENT: Councilmember Malcolm Miller, Ruth Weigelt, Chad Carpenter, Susana Matis

STAFF PRESENT: Scott Spence, Troy Woo, Nicole Williams

Councilmember Miller called the meeting to order and welcomed the committee.

CHAD CARPENTER MOVED TO APPROVE THE SEPTEMBER 21, 2021, MEETING MINUTES. RUTH WEIGELT SECONDED. MOTION CARRIED.

LODGING TAX REVENUE

The Lodging Tax Advisory Committee (LTAC) reviewed remaining applications for LTAC funds. If all funding requests were awarded the full amount submitted, the Committee would need to use reserve funds. The reserves required would total \$225,895. Current reserve funds include:

2021 Budget Use of Reserves	\$ 91,307
Wayfinding Signs	50,000
RAC Synthetic Field Replacement	500,000
Emergency Reserves	99,375
Unencumbered Reserves	353,145
Total	\$ 1,093,827

2022 LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

LTAC made the final following recommendations:

American Lung Association	\$5,000
Brats, Brews & Bands	5,000
Capital Lakefair	10,000
Cultural Celebration	9,000
Experience Olympia & Beyond	100,000
Golf Classic 2022	5,000
Lacey Banners	10,000
July 3rd Fireworks Spectacular	20,000
Lacey In Tune Series	18,000
Lacey Museum Operations	48,500
Lacey Spring Fun Fair	12,000
Winter-Fest Sip, Savor, Shop *location dependent	5,000
Polyfest	10,000
R.A.C. Marketing & Promotion	180,000
South Sound Block Party *location dependent	10,000
South Sound BBQ Festival	18,000
Visitor Services & Community Profile	70,000
Washington Center for the Performing Arts	30,000
Washington State Senior Games	15,000
Total	\$580,500

Scott Spence advised that the final recommended list would require \$174,466 from reserves to balance the LTAC budget, leaving \$178,679 in unencumbered reserves.

Ruth Weigelt made a motion to use \$174,466 in reserve funds to balance the 2022 LTAC budget. Chad Carpenter seconded. Motion Carried. Councilmember Miller made a motion to accept the approvals made during the meeting and the levels agreed on in the meeting making the LTAC budget for 2022 total \$580,500. Chad Carpenter seconded. Motion Carried. Councilmember Miller noted the amounts allocated to Winterfest Sip, Savor, Shop and Tomorrow South Sound Block Party are only awarded funds if the location for the event is in Lacey.

Scott Spence advised the recommended LTAC budget will be forwarded the City Council for approval.

NEXT STEPS

- Committee would like to review LTAC funding from other local jurisdictions when it reconvenes in 2022 for the 2023 LTAC process.

Meeting adjourned at 1:23 PM.

**City of Lacey Lodging Tax Advisory Committee
2023 Proposed Budget**

	2021 Adopted Budget	2021 Actual	2022 Budget	2022 Y-T-D	2023 Agency Requests	Lodging Tax Advisory Committee 2023 Recommendations
Revenues:				(May 31)		
Beginning Cash	91,307		174,466			
Hotel/Motel Tax	305,896	507,729	400,634	180,837	520,000	
Interest Income	6,297	(2,654)	5,400	2,661	9,000	
Misc. Revenue						
Total Revenues	403,500	505,075	580,500	183,499	529,000	-
Expenditures:						
Contract Services						
Lacey Chamber of Commerce						
Visitor Services/Community Profile	70,000	70,000	70,000	35,000		
Washington Center For Performing Arts	25,000	25,000	30,000	7,500		
Experience Olympia and Beyond						
General Promotion/Visitor Services	100,000	100,000	100,000	25,000		
Promotion/Advertising/Special Events						
Lacey Fun Fair			12,000	10,571		
Senior Games			15,000			
Cultural Celebration			9,000	9,049		
South Sound BBQ Festival			18,000			
Brats, Brews, and Bands/Tour de Lacey (Rotary Club of Gateway)			5,000			
Capital Lakefair			10,000			
July 3rd Fireworks and Concert			20,000	4,379		
Polyfest			10,000	3,280		
City of Lacey Art Fund - Banners			10,000			
Chamber of Commerce 2022 Golf Classic			5,000			
Chamber of Commerce Winter Fest - Sip, Savor, Shop			5,000			
Tomorrow - South Sound Block Party			10,000			
American Lung Association - Reach the Beach			5,000			
Regional Athletic Complex - Marketing & Promotion						
Operation and Maintenance	160,000	160,000	180,000			
Lacey Parks						
Huntamer Park Concerts & Events			18,000	4,144		
Museum Operations	48,500	48,500	48,500			
Total Museum & Contract Services	403,500	403,500	580,500	98,923	-	-
Capital						
Wayfinding						
Total Expenditures	403,500	403,500	580,500	98,923	-	-

March 18, 2022

Andy Ryder, Mayor
City of Lacey
420 College Street SE
Lacey, WA 98503

Dear Mayor Ryder and Lacey City Council,

We would like to revisit conversations we had started prior to the pandemic and ask the City of Lacey to help deliver the highest level of quality of the arts, cultural, and community experience for local families, children, and residents, with an investment to support our capital campaign.

We are proud to serve Lacey and have deep relationships with Lacey businesses and individuals. During our 2018-2019 season, **7,068 patrons had a Lacey-specific address, 16% of all Thurston County tickets.** In addition, we are proud to be the home of Olympia Junior Programs (OJP), which serves approximately 24,000 students each year. We work closely with OJP, providing scheduling priority and significantly discounted rates as an artistic partner, and further as an educational partner. OJP serves all of the 5,800 elementary school students in the North Thurston School District. Each school year, students typically attend two shows, totaling almost **11,600 visits each and every year to the Washington Center by Lacey students.** Many of the students coming to see live performances are experiencing theater for their very first time at the Washington Center.

We are proud to have an active corps of 311 volunteers who collectively contributed 8,619 hours last year, demonstrating the significant community interest in supporting the Center. Our **Lacey volunteers represent 10% of our entire volunteer force and donated 1,031 hours** this past year.

Perhaps most important to our mission, we are a professional home for students and youth growing and exploring the arts and how they impact their lives. The vast majority of individuals who on stage at the Washington Center perform with one of our local artistic partners, most from the Thurston County area.

A representative snapshot of students from several of our largest and most active artistic partners including Ballet Northwest, Studio West, Olympia Symphony Orchestra, Masterworks Choral Ensemble, and Student Orchestras of Greater Olympia show that a range of 18% of their students or members live in Lacey. We have 18 artistic partners that combined have over 10,000 individuals appearing on stage each year. Using an estimate of 18% representing Lacey, we estimate that **Lacey residents performed over 1,800 times on the Washington Center stage in our last pre-pandemic season alone.**

The City of Lacey can help invest in capital equipment that will improve the experience for every guest. **We respectfully request support of \$250,000.** Your support will help the Center provide a high quality of life for Thurston County residents, and ensure the Center continues to be an economic anchor and shining jewel, serving all ages and families, as well as attract tourism to the region.

We ask you to join the City of Olympia and the City of Tumwater in meeting these critical capital needs. We understand the sources of funding may include the economic development fund, capital budget, and/or lodging taxes; all three sources would be relevant and appropriate. We would be happy to meet with any city council members or city staff to discuss projects, options, or answer any questions.

It is in community gathering places, like the Washington Center, where we connect as humans. A strong and healthy performing arts center is important for a thriving community. A performing arts center is at once a space for children to be exposed to new ideas, as well as be on stage themselves. These opportunities are exponentially improved with an updated and world-class facility.

We appreciate your consideration and look forward to speaking with you regarding this request. If you have any questions, please feel free to contact us at any time. Thank you so much for your time and for your support of so many projects throughout the region.

Sincerely,



Jill Barnes
Executive Director
(360) 753-8585 x104



Alex Bunn
Campaign Committee Co-Chair
(360) 789-3046