

CITY OF MARYSVILLE AGENDA BILL

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: 9/10/18

AGENDA ITEM:	
Tourism Promotion Area- Amendment No. 1 to the Interlocal Agreement Authorizing Establishment of the Snohomish County Tourism Promotion Area	
PREPARED BY:	DIRECTOR APPROVAL:
Gloria Hirashima, Chief Administrative Officer	
DEPARTMENT:	
Executive	
ATTACHMENTS:	
1. Proposed Amendment to Interlocal. 2. Draft Ordinance (for action by Snohomish County Council) 3. TPA Allocations from 2016, 2017 and 2018	
BUDGET CODE:	AMOUNT:
	\$
SUMMARY:	

The City of Marysville is one of nine cities who have authorized an interlocal with Snohomish County to establish and operate a Tourism Promotion Area (“TPA”). Lodging businesses in Marysville currently charge \$1 room/day. The proposed interlocal and draft ordinance would authorize the Snohomish County Council to increase the charge to \$2 room/day. These funds are collected by Snohomish County for distribution under the direction of the TPA Board (comprised of lodging and community representatives) and approval of the Snohomish County Council. Examples of past allocations are attached.

The current TPA board has expressed support of this proposed lodging fee increase, with the funds being used to promote tourism within the region. The TPA board intends to utilize the new funding for acquisition and development of a regional sports complex, specifically for debt service payments to fund construction of the new facility.

RECOMMENDED ACTION: Staff recommends that Council approve Amendment No. 1 to the Interlocal Agreement and authorize the Mayor to sign the Agreement.

AMENDMENT NUMBER 1 TO THE INTERLOCAL
AGREEMENT AUTHORIZING ESTABLISHMENT OF THE SNOHOMISH
COUNTY TOURISM PROMOTION AREA

THIS AMENDMENT NUMBER 1 TO THE INTERLOCAL AGREEMENT AUTHORIZING ESTABLISHMENT OF THE SNOHOMISH COUNTY TOURISM PROMOTION AREA (“Amendment No 1) is entered into by and among SNOHOMISH COUNTY, a political subdivision of the State of Washington (“County”), and the CITY OF ARLINGTON, a municipal corporation of the State of Washington, CITY OF BOTHELL, a municipal corporation of the State of Washington, CITY OF EVERETT, a municipal corporation of the State of Washington, CITY OF EDMONDS, a municipal corporation of the State of Washington, CITY OF LYNNWOOD, a municipal corporation of the State of Washington, CITY OF MARYSVILLE, a municipal corporation of the State of Washington, CITY OF MONROE, a municipal corporation of the State of Washington, CITY OF MOUNTLAKE TERRACE, a municipal corporation of the State of Washington, and CITY OF MUKILTEO, a municipal corporation of the State of Washington (collectively “Cities”) pursuant to the Interlocal Cooperation Act, Chapter 39.34 RCW, and the Tourism Promotion Areas Act, Chapter 35.101 RCW.

AGREEMENT

NOW, THEREFORE, in consideration of the respective agreements set forth below and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Section 4.4 of the Agreement is amended to read in its entirety as follows:

AMENDMENT 1 TO INTERLOCAL AGREEMENT AUTHORIZING
ESTABLISHMENT OF THE SNOHOMISH COUNTY
TOURISM PROMOTION AREA RATE INCREASE

It is understood and agreed that lodging businesses located within the Snohomish County Tourism Promotion Area will be subject to lodging charges for each zone as follows:

- Zone A: \$2.00 per room/day
- Zone B: \$0.00 per room/day
- Zone C: \$0.00 per room/day

2. Section 9.2 of the Agreement is amended to read in its entirety as follows:

The County Council must adopt a resolution of intention and hold a public hearing to consider modification of the Snohomish County TPA if a petition for modification containing the signatures of persons who operate lodging businesses that pay over 40 percent of the lodging charge imposed by SCC 4.118.020 is filed with the Clerk of the County Council.

3. Section 9.3 of the Agreement is amended to read in its entirety as follows:

If a petition for ~~((disestablishment))~~modification of the tourism promotion area containing the signatures of persons who operate lodging businesses that pay over 40 percent of the lodging charge imposed by SCC 4.118.020 is filed with the clerk of the council, the council must ~~((disestablish))~~modify the tourism promotion area unless at the public hearing described in the resolution of intention protest is made by persons who operate lodging businesses that pay over 50 percent of the lodging charge imposed by SCC 4.118.020. An ordinance adopted under this paragraph shall take effect within a reasonable time as determined by the council.

4. All other terms and conditions of the Agreement shall remain in full force and effect except as expressly modified by this Amendment No 1.

5. Counterparts. This Amendment No 1 may be executed in counterparts, each of which shall constitute an original and all of which shall constitute on and the same agreement.

IN WITNESS WHEREOF, Snohomish County and the Cities of Arlington, Bothell, Everett, Edmonds, Lynnwood, Marysville, Monroe, Mountlake Terrace, and Mukilteo have executed this Agreement by their duly authorized officers as of the date last below written.

SNOHOMISH COUNTY:

AMENDMENT 1 TO INTERLOCAL AGREEMENT AUTHORIZING
ESTABLISHMENT OF THE SNOHOMISH COUNTY
TOURISM PROMOTION AREA RATE INCREASE

Snohomish County Executive

DATE:

Approved as to form only:

Deputy Prosecuting Attorney

CITY OF ARLINGTON

Name/Title: _____
DATE: _____

Approved as to form only:

Arlington City Attorney

CITY OF BOTHELL

Name/Title: _____
DATE: _____

Approved as to form only:

Bothell City Attorney

CITY OF EVERETT

Name/Title: _____
DATE: _____

AMENDMENT 1 TO INTERLOCAL AGREEMENT AUTHORIZING
ESTABLISHMENT OF THE SNOHOMISH COUNTY
TOURISM PROMOTION AREA RATE INCREASE

Approved as to form only:

Everett City Attorney

CITY OF EDMONDS

Name/Title: _____
DATE: _____

Approved as to form only:

Edmonds City Attorney

CITY OF LYNNWOOD

Name/Title: _____
DATE: _____

Approved as to form only:

Lynnwood City Attorney

CITY OF MARYSVILLE

Name/Title: _____
DATE: _____

Approved as to form only:

AMENDMENT 1 TO INTERLOCAL AGREEMENT AUTHORIZING
ESTABLISHMENT OF THE SNOHOMISH COUNTY
TOURISM PROMOTION AREA RATE INCREASE

Marysville City Attorney

CITY OF MONROE

Name/Title: _____

DATE: _____

Approved as to form only:

Monroe City Attorney

CITY OF MOUNTLAKE TERRACE

Name/Title: _____

DATE: _____

Approved as to form only:

Mountlake Terrace City Attorney

CITY OF MUKILTEO

Name/Title: _____

DATE: _____

Approved as to form only:

Mukilteo City Attorney

AMENDMENT 1 TO INTERLOCAL AGREEMENT AUTHORIZING
ESTABLISHMENT OF THE SNOHOMISH COUNTY
TOURISM PROMOTION AREA RATE INCREASE

AMENDMENT 1 TO INTERLOCAL AGREEMENT AUTHORIZING
ESTABLISHMENT OF THE SNOHOMISH COUNTY
TOURISM PROMOTION AREA RATE INCREASE

1
2 SNOHOMISH COUNTY COUNCIL
3 SNOHOMISH COUNTY, WASHINGTON
4

5 ORDINANCE NO. 18- ____
6

7 RELATING TO THE SNOHOMISH COUNTY TOURISM PROMOTION AREA;
8 AMENDING SCC 4.118.020 , SCC 4.118.050 AND 4.118.110
9

10
11 NOW, THEREFORE, BE IT ORDAINED:
12

13 Section 1. Snohomish County Code Section 4.118.020, adopted by Ordinance No.
14 10-112 on December 15, 2010, is amended to read:
15

16 **4.118.020 Imposition of lodging charge.**
17

18 (1) There is hereby imposed pursuant to RCW 35.101.050 a lodging charge on the
19 furnishing of lodging by lodging businesses located within the tourism promotion area
20 established by SCC 4.118.010 in the amount of:
21

22 (a) (~~(\$1.00)~~)\$2.00 per night of stay at each lodging business in Zone A as defined
23 in SCC 4.118.030;
24

25 (b) \$0.00 per night of stay at each lodging business in Zone B as defined in SCC
26 4.118.030;
27

28 (c) \$0.00 per night of stay at each lodging business in Zone C as defined in SCC
29 4.118.030.
30

31 (2) In chapter 35.101 RCW and this chapter, “lodging business” means a person
32 that furnishes lodging taxable by the state under chapter 82.08 RCW that has 40 or more
33 lodging units.
34

35 Section 2. Snohomish County Code Section 4.118.050, added by Ordinance No. 10-
36 112 on December 15, 2010, is amended to read:
37

38 **4.118.050 Uses of lodging charge revenue.**
39

40 (1) Revenue from lodging charges collected under this chapter shall only be used
41 for the following purposes:
42

43 (a) The general promotion of tourism within Snohomish county as specified in
44 the annual tourism promotion area business plan adopted pursuant to SCC
45 4.118.090;

ORDINANCE NO. _____
RELATING TO THE SNOHOMISH COUNTY TOURISM PROMOTION AREA, ETC.

- 1 (b) The marketing of convention and trade shows that benefit local tourism and
2 the lodging businesses in the county;
3
4 (c) The marketing of Snohomish County to the travel industry in order to benefit
5 local tourism and the lodging businesses in the county;
6
7
8 (d) The marketing of Snohomish County to recruit sporting events in order to
9 benefit local tourism and the lodging businesses in the county; or
10
11 (e) Land acquisition and/or infrastructure improvements designed to increase
12 tourism and convention business.
13

14 (2) The uses described in this section are limited to tourism promotion as defined
15 in RCW 35.101.010 and may include payment of administrative costs associated with
16 operation of the tourism promotion area as determined by the county council.
17

18 (3) Pursuant to RCW 35.101.130, the county council shall have sole discretion as
19 to how the revenue derived from the lodging charge imposed by SCC 4.118.020 is to be
20 used to promote tourism.
21

22 Section 3. Snohomish County Code Section 4.118.110, added by Ordinance No. 10-
23 112 on December 15, 2010, is amended to read:
24

25 **4.118.110 Modification and disestablishment.**
26

27 (1) The county council may modify (~~or disestablish~~) the tourism promotion area
28 by ordinance after adoption of a resolution of intention and public hearing. The
29 resolution of intention shall describe the proposed action and state the time and place of
30 the public hearing, and may be adopted by motion.
31

32 (2) The county council must adopt a resolution of intention and hold a public
33 hearing to consider modification (~~or disestablishment~~) of the tourism promotion area if
34 a petition for modification (~~or disestablishment~~) containing the signatures of persons
35 who operate lodging businesses that pay over 40 percent of the lodging charge imposed
36 by SCC 4.118.020 is filed with the clerk of the council.
37

38 (3) If a petition for (~~disestablishment~~)modification of the tourism promotion
39 area containing the signatures of persons who operate lodging businesses that pay over 40
40 percent of the lodging charge imposed by SCC 4.118.020 is filed with the clerk of the
41 council, the council must (~~disestablish~~)modify the tourism promotion area unless at the
42 public hearing described in the resolution of intention protest is made by persons who
43 operate lodging businesses that pay over 50 percent of the lodging charge imposed by
44 SCC 4.118.020. An ordinance adopted under this paragraph shall take effect within a
45 reasonable time as determined by the council.
46

ORDINANCE NO. _____
RELATING TO THE SNOHOMISH COUNTY TOURISM PROMOTION AREA, ETC.

1
2 PASSED this ____ day of _____, 2018.
3

4 SNOHOMISH COUNTY COUNCIL
5 Snohomish County, Washington
6

7 _____
8 Chairperson
9

10 _____
11 Asst. Clerk of the Council
12

- 13 () APPROVED
14 () EMERGENCY
15 () VETOED
16

17 DATE: _____
18

19 _____
20 Deputy Executive for County
21 Executive
22

23 ATTEST: _____
24

25 Approved as to form only:
26

27 _____
28 Deputy Prosecuting Attorney

ORDINANCE NO. _____
RELATING TO THE SNOHOMISH COUNTY TOURISM PROMOTION AREA, ETC.

TPA Final Fund Allocations 2016						
Projects with 2016 Business Plan						
Run date:	8/23/2018 20:33					
Run time:	8/23/2018 20:33					
Project Number	Project Sponsor	Project Title	Total Project	Sponsor Match	Sponsor Request	OED Rec.
TPA-16-01	Association of Chief Executives for Sport	ACES 2016 Winter Conference	89,906	17,881	72,025	63,100
TPA-16-02	Washington Recreation and Park Association	2016 WRPA Annual Conference and Trade Show	107,200	92,200	15,000	15,000
TPA-16-03	Arts Council of Snohomish County dba Schack Arts C	Chuck Close Exhibit and Public Events	225,000	175,000	75,000	50,000
TPA-16-04	Everett Community College	2016 Northwest Athletic Conference (NWAC) Basketball Championships	26,500	21,500	5,000	5,000
TPA-16-06	Salish Events, LLC	OrcaCon	30,000	25,000	5,000	5,000
TPA-16-07	Pacific Northwest Aerospace Alliance	PNAA 2016 Aerospace Conference	274,971	234,971	75,800	40,000
TPA-16-09	Washington State University	International Municipal Signal Association Northwest Conference	27,935	20,625	7,310	7,310
TPA-16-10	Champion Taekwondo Local Organizing Committee	Pan American Taekwondo Club Championships	253,500	183,500	80,000	70,000
TPA-16-11	Snohomish County Tourism Bureau	Snohomish County Tourism Bureau-2016 Sports Marketing Program	341,618	151,925	230,092	189,693
TPA-16-12	Katie MacAlister dba KatieCon	KatieCon 2016	24,850	23,650	1,200	1,200
TPA-16-13	Snohomish Running Company LLC	Snohomish Running Company	152,120	141,620	12,900	10,500
TPA-16-14	USA Taekwondo Washington	USAT Washington State Championships	19,800	11,550	8,250	8,250
TPA-16-15	Smith Brothers, LLC	Sweet Cheeks Feature Film	2,190,337	2,090,337	150,000	100,000
Total Requests with Business Plan			3,763,737	3,189,759	737,577	565,053
Proposed Projects for Approval						
TPA-16-16	Washington Rush	Washington Rush Cup Soccer Tournament Series	330,025	222,025	108,000	108,000
TPA-16-17	Washington Association for the Education of Young C	Washington Association for the Education of Young Children Conference	110,125	104,125	6,000	6,000
TPA-16-18	Go2 Z 3, llc	Z Nation	1,947,831	1,846,415	101,416	101,416
TPA-16-19	Alpha GRP, INC dba Global Rallycross	Red Bull Global Rallycross Seattle	80,000	60,000	20,000	20,000
TPA-16-20	City of Monroe	USA Triathlon Youth and Junior Elite Series	20,200	5,000	15,200	15,200
TPA-16-21	Washington State Coalition Against Domestic Violence	WSCADV 25th Annual Conference	171,888	162,538	19,350	9,350
TPA-16-22	United States Tennis Association / Pacific Northwest	USTA/PNW Mixed 40/55 & Over Sectional Championships	43,294	28,500	14,794	14,794
TPA-16-23	Chris Gets Out LLC	Untitled Lynn Shelton Film	650,000	0	75,000	30,000
The TPA grant cycle is ongoing, 12 times a year, subsequent proposed projects will be submitted for Council and Executive approval as needed.						304,760
						869,813

TPA Final Fund Allocations 2017						
Projects with 2017 Business Plan						
Run date: 8/23/2018 20:34						
Run time: 8/23/2018 20:34						
Project Number	Project Sponsor	Project Title	Total Project	Sponsor Match	Sponsor Request	OED Rec.
TPA-17-01	Everett Community College	2017 Northwest Athletic Conference (NWAC) Basketball Cha	26,500	21,500	5,000	5,000
TPA-17-02	Granite Curling Club	2017 USA Curling National Championships	141,500	61,500	80,000	80,000
TPA-17-03	Northwest Aerials-	USA Gymnastics Level 9 Western Championships	403,565	83,565	20,000	20,000
TPA-17-04	Wa Mens's Gymnastics	USA Gymnastics Men's Collegiate National Championship 2017	83,875	71,875	12,000	10,000
TPA-17-05	Pacific NW Aerospace Alliance	2017 Aerospace Conference	297,860	265,310	32,550	32,550
TPA-17-06	Revitalize WA Conference 2017	Revitalize WA Conference 2017	19,947	6,352	13,595	13,595
TPA-17-07	Mill Creek Business Association	Mill Creek Festival 2017	80,000	7,500	10,000	0
TPA-17-08	Spartan US Championship Race, Kids Races	Spartan US Championship Race, Kids Races, Beast and Super	878,031	788,031	125,000	125,000
TPA-17-09	Snohomish County Tourism Bureau	2017 SCTB Sports Marketing & Development Plan	353,218	157,608	195,610	189,693
TPA-17-10	City of Lynnwood	Meadowdale Playfields Renovation	5,350,000	5,050,000	300,000	100,000
TPA-17-11	Puget Sound Anglers Sno-King Chapter	The Monroe Sportsman Show	47,000	18,000	18,000	9,500
TPA-17-12	High Roads Promotions/Evergreen Speedway	Evergreen Speedway Repaving	300,000	150,000	150,000	50,000
Total Requests with Business Plan			7,681,496	6,681,241	961,755	601,743
Subsequent Projects Approved						
TPA-17-13	Metropolitan Gymnastics	USA Gymnastics Men's Regional Championships	83,875	71,875	12,000	12,000
TPA-17-14	Snohomish County Tourism Bureau	2018 USA Badminton Adult Nationals	22,875	20,375	2,500	2,500
TPA-17-15	Schack Art Center	Glass Studio Expansion	130,000	90,000	45,000	20,000
TPA-17-16	The Historic Everett Theatre Preservation Soc	Operation Finally Home presents The American Stories Tour	25,000	10,000	10,000	2,500
						638,743

TPA Final Fund Allocations 2018

Projects with 2018 Business Plan

Run date: 8/23/2018 20:34
Run time: 8/23/2018 20:34

Project Number	Project Sponsor	Project Title	Total Project	Sponsor Match	Sponsor Request	OED Rec.
TPA-18-01	Everett Community College	2018 Northwest Athletic Conference (NWAC) Basketball Championships	26,500	21,500	5,000	5,000
TPA-18-02	SCTB & Sno Cty Parks, Rec, & Tourism Dep	2018 WA State Trail Coalition Conference	65,500	42,600	22,900	22,900
TPA-18-03	Xfinity Arena	2018 STIHL Timbersports US National Championships	85,239	70,239	15,000	15,000
TPA-18-04	Snohomish County Tourism Bureau	2018 USA Badminton Junior Nationals	67,500	52,500	15,000	15,000
TPA-18-05	Lynnwood Convention Center	Hotel Shuttle Services (Year 1 of a 3 year project)	54,000	0	54,000	18,000
TPA-18-06	Spartan Race, Inc.	2018 Spartan US Championship Race, Super, Sprint and Kids Race	662,082	546,083	125,000	125,000
TPA-18-07	Snohomish County Tourism Bureau - Sports	2018 Sports Sales, Marketing & Development Program - full funding	364,369	27,905	336,464	336,464
TPA-18-08	SnoKing Puget Sound Anglers	2018 Monroe Sportsman Show	64,650	8,000	17,000	8,500
TPA-18-09	Pacific Northwest Aerospace Alliance	PNAA's 17th Annual Aerospace Conference	290,000	41,000	35,000	5,000
TPA-18-10	Snohomish County Tourism Bureau	2018 US Boomerang National Championships	3,400	1,900	1,500	1,500
		Total Requests with Business Plan	1,683,240	811,727	626,864	499,464

Subsequent Projects Approved

TPA-18-11	World Wakeboard Association	Nautique WWA Wakeboard National Championships	307,970	277,970	30,000	20,000
TPA-18-12	Snohomish Running Company	2018 USATF Masters Marathon National Championships	40,152	30,842	9,310	9,310
TPA-18-13	Professional Aerial League, Inc.	Pro Aerial League Team Drone Racing at Angels of the Winds Arena	30,500	25,500	5,000	5,000
TPA-18-14	A Huge Production	Sk8 Lake Tye Long Board Event	8,267	5,267	3,000	1,500
TPA-18-15	Stanwood Camano Arts Festival	Summer Arts Jam Festival	17,200	1,000	8,600	8,600
TPA-18-16	Everett Music Initiative	Wild Coyote Americana and Country Music Festival	120,000	80,000	40,000	25,000
TPA-18-17	Legacy Global Sports-Football/Basketball LL	Pro Football Hall of Fame Regional Championships (1 of 3 years)	114,400	78,900	35,500	35,500
TPA-18-18	USA Powerlifting Team Phoinix	2018 Holiday Classic competition at Everett CC	19,100	12,100	7,000	7,000
TPA-18-19	Snohomish County Tourism Bureau	Market Analysis & Feasibility Study 2018	95,000	10,000	85,000	85,000

Proposed Projects for Approval

						687,064
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Comments
The TPA grant cycle is ongoing, 12 times a year, subsequent proposed projects will be submitted for Council and Executive approval as needed.