

**TO: Tourism Advisory Committee**

**FROM: David Kleitsch, Economic Development Director**

**DATE: February 3, 2012**

**SUBJECT: Director's Report**

**Tourism Promotion Area Update**

The Tourism Promotion Area (TPA) Board received 25 applications for funding from a variety of sources. Applications that received TPA Board recommendation for funding include:

Seattle Skating Club	\$5,000
Writer's on the Sound Writer's Conference	\$7,000
Monroe Athletic Fields	\$200,000
Mastercraft Pro Wakeboard Tour	\$15,000
Heroes Half Marathon	\$10,000
Tri Monroe	\$10,590
Memorial Day Baseball Tournament	\$7,500

The Snohomish County Sports Commission request for establishing a sports marketing agency was denied, however the SCTB will apply to the TPA for funds to support sports marketing. The TPA Board will continue to review applications throughout the year and are hopeful more requests will be forthcoming.

**Legacy Hotel**

The Legacy- Hospitality has proposed revisions to their hotel project on Alderwood Mall Parkway. The project is now proposed as a single flag Homewood Suites property with approximate 155 rooms. It is anticipated that the project will resume construction in Spring 2012.

**City Budget Calendar**

The City of Lynnwood operates on a biannual budget. The current budget expires at the end of this year. The FY2013-2014 budget will be developed in the latter half of 2011 for City Council approval in December. TAC/LTAC will begin work on the 2013-2014 tourism budget in the next few months with recommendations to Council in June.

The following are key dates in the budget process:

Jun. 11, 2012	Early Budget Public Hearing
Sept. 10, 2012	Proposed Preliminary Budget

Oct. 1, 2012	Dept. Budget Presentations & Hearings on Proposed. Preliminary Budget
Nov. 5, 2012	Mayor's Presentation of Budget and Message
Nov. 13, 2012	Public Hearing – Prelim. Budget, Revenues and Cap Fac. Plan
Nov. 26, 2012	Final Budget Public Hearing
Dec. 10, 2012	Start Final Consideration of the Biennial Budget
Adoption:	The City Council approves and adopts the City of Lynnwood Biennial Budget and Planning Calendar for the biennial years 2013 and 2014.

### **Dean Runyan Draft Travel Impacts Report**

The annual Dean Runyan Travel Impacts Report has been published. Per this report, average daily spending for a person staying overnight in a hotel in Washington State is \$200. This is an increase of \$15.00 or 8%. The full report is available on the City of Lynnwood Economic Development Web Site.

#### Average Expenditures for Washington State Overnight Visitors, 2011p

	<u>Travel Party</u>		<u>Person</u>		<u>Party</u>	<u>Length</u>
	<u>Day</u>	<u>Trip</u>	<u>Day</u>	<u>Trip</u>	<u>Size</u>	<u>of Stay (nights)</u>
Hotel, Motel	\$451	\$1,135	\$200	\$494	2.3	2.5
Private Home	\$121	\$426	\$55	\$187	2.2	3.5
Other Overnight	\$156	\$522	\$57	\$190	2.8	3.3
All Overnight	\$230	\$715	\$101	\$307	2.3	3.1

### **Next Meeting**

The next regularly scheduled meeting date is March 8, 2012.