



MINUTES

LODGING TAX ADVISORY MEETING

August 30, 2022 at 1 pm; held via ZOOM/In-person

CALL TO ORDER

Present: Councilmember Cindi Hochstatter (chair), Meilee Anderson, Dean Burke, Kim Straight and Trevor Sutton, staff: Carmen Palmer

COMMITTEE BUSINESS

1. Financial Update

Carmen Palmer updated the committee on revenue received and status of projects funded by past recommendations. The budget conservatively anticipates \$100,000 of revenue in 2023 and \$105,000 in 2024. However, given some previously recommended projects that had funds not used, staff recommended LTAC could recommend up to \$125,000 in funding for 2023.

2. Funding Recommendations

Carmen Palmer presented to the committee the recommendation of up to \$75,000 for a strategic tourism plan. This has been a desire of the City's for a long time to ensure individual efforts continue to build year-over-year to successful overnight stays. The City's previous brand/marketing strategy was developed in-house as there was no funding then. Pierce County Lodging Tax is hiring MMGY NextFactor to develop a regional strategic plan. The City has the opportunity to join onto that contract for a sub-plan, estimated at \$75,000. This opportunity offers both a more efficient use of funding but also means Sumner's sub-plan will align with the regional plan.

Members were in favor of this and discussed the other \$50,000. Knowing big projects like 902 Kincaid/Heritage Park redesign and Ryan House renovation are getting underway, they preferred to not allocate at this time and see what project needs the funding next year. Palmer added that Pierce County Lodging Tax applications will be due next April, and it may be prudent to develop a way to not just spend the \$50,000 but also leverage it for further funding.

Members voted unanimously to recommend \$75,000 for a strategic tourism plan and hold the \$50,000 for future recommendation.

Meeting adjourned at 1:30 pm