



CITY OF
SUMNER
WASHINGTON

**LODGING TAX ADVISORY COMMITTEE
FIRST FLOOR CONF ROOM
1104 MAPLE STREET
SUMNER, WA 98390
AUGUST 19, 2024 1:00 PM**

The city is conducting this public meeting using a hybrid model. The public is welcome to attend this meeting in-person at City Hall, or virtually by using the meeting access link below.

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NThjYmJjZmItNGQzOS00YmQwLWFkODEtYTE5YTNkMThmNGIy%40thread.v2/0?context=%7b%22Tid%22%3a%22d2e17d56-5ed4-4f6d-9847-78f1db76cd6f%22%2c%22Oid%22%3a%22502139c3-ec70-4e66-9642-0778066b6fe8%22%7d

CALL TO ORDER

COMMITTEE BUSINESS

1. Introductions and New Chair
2. Update on Funding and Budget process
3. Fulfilling the Strategic Tourism Subarea Plan
4. Funding Recommendations for Consideration

REPORTS

ADJOURNMENT

SUBJECT: Introductions and New Chair

CATEGORY: Presentation

BUDGET IMPACT:

Expenditure Required: None

Within Budget Allocation: N/A

ATTACHMENTS:

STAFF CONTACT:

SUMMARY BACKGROUND:

This is just a general introduction and welcome. With the retirement of Deputy Mayor Hochstatter, Councilmember Barbara Bitetto was selected to be the new Chair of this committee, starting in 2024. This is an introduction of her as well as of the other members.

COUNCIL COMMITTEE/STUDY SESSION:

MEETING/STUDY SESSION DATE:

COMMITTEE RECOMMENDATION:

STAFF RECOMMENDATIONS/MOTION:

SUBJECT: Update on Funding and Budget process

CATEGORY: Presentation

BUDGET IMPACT:

Expenditure Required: None

Within Budget Allocation: N/A

ATTACHMENTS:

STAFF CONTACT:

SUMMARY BACKGROUND:

Brief overview of the fund's use and status of past funding recommendations, including Wayfinding Signs, Heritage Park & Hops Alley. This will include an update on funds and forecast in 2025-2026 budget.

COUNCIL COMMITTEE/STUDY SESSION:

MEETING/STUDY SESSION DATE:

COMMITTEE RECOMMENDATION:

STAFF RECOMMENDATIONS/MOTION:

SUBJECT: Fulfilling the Strategic Tourism Subarea Plan

CATEGORY: Presentation

BUDGET IMPACT:

Expenditure Required: None

Within Budget Allocation: N/A

ATTACHMENTS:

STAFF CONTACT:

SUMMARY BACKGROUND:

Discussion about the final plan and ideas to begin routine meetings in an effort to keep goals on track over multiple years and among range of potential partners.

COUNCIL COMMITTEE/STUDY SESSION:

MEETING/STUDY SESSION DATE:

COMMITTEE RECOMMENDATION:

STAFF RECOMMENDATIONS/MOTION:

SUBJECT: Funding Recommendations for Consideration

CATEGORY: Presentation

BUDGET IMPACT:

Expenditure Required: None

Within Budget Allocation: N/A

ATTACHMENTS:

STAFF CONTACT:

SUMMARY BACKGROUND:

Review and vote on potential funding items for consideration. Reminder: with most of Sumner's Lodging Tax still going to Pierce County, the City sends all funding applicants/potential applicants to participate in Pierce County's existing process. The balance of the funding (this portion) is used primarily for asset development and planning, large projects that benefit most/multiple users for impact.

The City will bring to Sumner's Lodging Tax for consideration the following items:

1. \$75,000 to replace the street trees on Sumner's Main Street, to be spent in 2024 - while normally not a tourism item, the street trees on Main Street are a key improvement of the Main Street vision. The current trees are healthy, but the variety is too large for a downtown setting with leaves that are a strange rusty-brown that blends into the brick buildings. This effort includes planters for more appropriate, green trees to give a better visual appearance to the Main Street experience and offer autumn color.
2. \$6,000 to add bicycle racks in Downtown Sumner, to be spent in 2025 - there are very few bicycle racks downtown, and the overcrowding of the City Hall rack during Rhubarb Days highlighted the need to add more options, especially as events get bigger, to encourage non-vehicular access.
3. \$5,000 to add more tables, chairs and umbrellas to Heritage Park in 2025 - the City used General Fund to buy 5 initial sets in 2024, and they're a hit. Not only are they full most days, but they offer a more festive appearance immediately to Heritage Park and Downtown Sumner.

All these items support the overall Main Street Vision, as compiled in 2021 by UW Tacoma's Urban Studies program. In Sumner's Strategic Tourism Plan, items 1. and 3. fulfill Goal 1: Enhance Strategic Tourism Infrastructure, particularly with placemaking while Item 2. fulfills Goal 3: Augment Connectivity and Mobility with an emphasis on non-vehicular options.

This does not expend all the funding available; however, the City of Sumner applied to Pierce County Lodging Tax for construction funding to build Hops Alley and Phase 1 of the Heritage Park renovation. Staff recommend not expending any further of Sumner's portion of Lodging Tax until we better know the needs of that project to continue to move forward successfully.

COUNCIL COMMITTEE/STUDY SESSION:

MEETING/STUDY SESSION DATE:

COMMITTEE RECOMMENDATION:

STAFF RECOMMENDATIONS/MOTION: