

**AGENDA**  
**GIG HARBOR LODGING TAX ADVISORY COMMITTEE MEETING**  
Thursday, March 14, 2024 – 12:00 p.m.  
Community Rooms

Optional Virtual Meeting Link: <https://zoom.us/j/93352757315>  
Call-in: (253) 215-8782 Meeting ID: 933 5275 7315

- I. **CALL TO ORDER / ROLL CALL**
- II. **APPROVAL OF MINUTES: September 14 and September 28, 2023**
- III. **DISCUSSION ITEMS**
  - A. **Lodging Tax Grant Application Scoring Criteria**
  - B. **Direct Marketing Organization Application Window**
- IV. **ADJOURN**

**MINUTES**  
**GIG HARBOR LODGING TAX ADVISORY COMMITTEE MEETING**  
**Thursday, September 28, 2023 – 12:00 p.m.**  
**Community Rooms**

**Call To Order / Roll Call:** Chair Mary Barber called the meeting to order. Committee members Jannae Mitton, Patsy Irwin, Sue Braaten Carrienne Ekberg Stephanie Lile, Miriam Battson, and Lindsey Stover were present. James Karrer was absent.

**Review of Applications for 2024 Lodging Tax Grants:** The committee reviewed the 2024 lodging tax grant applications.

**MOTION:** Move to recommend funding the 2024 lodging tax grant applications at the following amounts (Braaten/Mitton):

GH Canoe and Kayak Racing Team	Paddlers Cup/Narrows Challenge	\$15,000.00
GH Film Festival	Film Festival	\$20,000.00
GH Kiwanis	Veterans Day Celebration	\$2,000.00
GH Sportsman's Club	Sea Food Shoot	\$0.00
GH Yacht Club Junior Sail Program	Sail Camp and Narrows Race Team	\$0.00
Greater GH Foundation	Rattle Dem Bones	\$2,000.00
Greater GH Foundation	Summer Sips (formerly Cider Swig)	\$0.00
Greater GH Foundation	Shamrock'n the Harbor Run and Walk	\$0.00
Peninsula Art League	Summer Art Festival	\$5,000.00
Peninsula Art League	Open Juried Show	\$0.00
Permission to Start Dreaming Foundation	Prayer Breakfast & Race for a Soldier	\$25,000.00
Rotary Club of GH Foundation	Galloping Gertie	\$0.00
Downtown Waterfront Association	Operations	\$100,000.00
GH BoatShop	Operations	\$20,000.00
Harbor History Museum	Operations	\$70,000.00
Harbor WildWatch	Operations	\$30,000.00

**VOTE:** Unanimously approved.

**ADJOURN:** The meeting adjourned at 1:25 p.m.

  
\_\_\_\_\_  
Joshua Stecker, CMC  
City Clerk

**MINUTES**  
**GIG HARBOR LODGING TAX ADVISORY COMMITTEE MEETING**  
**Thursday, September 14, 2023 – 12:00 p.m.**  
**Virtual Meeting**

**Call To Order / Roll Call:** Chair Mary Barber called the meeting to order. Committee members Jannae Mitton, Patsy Irwin, Sue Braaten Carrienne Ekberg Stephanie Lile, Miriam Battson, and Lindsey Stover were present, and James Karrer joined the meeting at 12:50 p.m.

**Approval of Minutes:** The minutes of June 8, June 30, and August 30, 2023, were unanimously approved.

**Review of Applications for 2024 Lodging Tax Grants:** The committee received presentations from the applicants for 2024 lodging tax grants. The committee will evaluate the applications and make funding recommendations at the September 28 meeting.

**ADJOURN:** The meeting adjourned at 1:50 p.m.



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Joshua Stecker, CMC  
City Clerk

Lodging Tax Advisory Committee (LTAC)  
Recommended Scoring Guidelines

This document aims to ensure that a) there is a clear, consistent and well-communicated approach to the creation of the LTAC budget, and b) lodging tax expenditures are in line with RCW 67.28.1815-1816 including being used for tourism promotion, acquisition of tourism-related facilities, and/or operation of tourism-related facilities.

All proposals must meet the minimum statutory requirements of RCW 67.28. Event organizers must demonstrate that they have appropriately mitigated any potential impacts and acquired any required permits.

The following guidelines are merely a roadmap to use while reviewing applications, and designed to help members keep projects distinct from each other. The forms are not required.

**Visitors to Gig Harbor during shoulder season or winter (up to 25 points)** \_\_\_\_\_

The City wants to place emphasis on projects that bring visitors to Gig Harbor from more than 50 miles away during the seasons when fewer visitors normally come, namely November through April.

Does the applicant demonstrate how the project will bring visitors to Gig Harbor from more than 50 miles away between November and April

Does the applicant demonstrate how the project will the project bring overnight guests?

**Visitors to Gig Harbor during summer months (up to 15 points)** \_\_\_\_\_

The city understands there still need to be projects/events during the summer months

Does the applicant demonstrate how the project will bring visitors to Gig Harbor from more than 50 miles away

Does the applicant demonstrate how the project will the project bring overnight guests?

**New Projects (up to 15 points)** \_\_\_\_\_

The City is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses

Is this a new project?

Will it create jobs for Gig Harbor residents?

Are local businesses involved/partnering on this project/event?

**Number of People (up to 25 points)** \_\_\_\_\_

What is the projected attendance at the event?

Over 100?

Over 250?

More than 250

**Cost to participate (up to 10 points)** \_\_\_\_\_

Is there a fee to attend?

Yes/No

**Financial considerations (up to 20 points)** \_\_\_\_\_

Does the application include a complete budget, including funding for the event?

Does it leverage matching or in-kind funds?

**Organizational stability (up to 25 points)** \_\_\_\_\_

Is the applicant a certified non-profit organization?

Does the applicant have a track record of project success?