



## Request for Proposal: Activities to increase Tourism in Fife

### 1. Name and Address of Applicant (Organization)

Name of Organization: Travel Tacoma + Pierce County

Address: 1516 Commerce Street, Tacoma, WA 98402

Form of Organization: Tourism Marketing Organization

Website Address: www.traveltacoma.com

Agency Tax ID#: 91-1465947

UBI#: 601 216 920

### 2. Contact Person:

Name: Bennish D. Brown

Phone: 253-284-3250

Fax: 253-627-8783

E-mail: bennish@traveltacoma.com

### 3. Proposed Funding:

Can you operate this project with reduced funding?  No  Yes

#### 2017 Funding:

Priority 1 - full funding \$ 50,000

Priority 2 - partial funding (no less than) \$ 40,000

#### Optional: 2018 Funding:

Priority 1 - full funding \$ 50,000

Priority 2 - partial funding (no less than) \$ 40,000

Will there be an admission charge for this activity?  No  Yes If yes, how much \$                     

### 4. Activity Information:

1. Please describe the activity or organization. (For festivals or events, include the name, dates of operation, and expected number of participants. For facility operations, include the expected number of visitors.)

Travel Tacoma + Pierce County is the destination marketing and convention sales organization for Pierce County and local municipalities. We take the investment of lodging tax dollars and turn them into economic impact for our entire area. We would continue the Fife scope of work we have begun over the last two years. We will build off the efforts and accomplishments of the current funding year [2016] focused on: Digital Marketing [such as Fife's Trip Advisor page where the Fife History Museum has received 25,000 views since Jan. 1 and the Fife Swim Center has received 2,400 views since Jan. 1]; Fife presence on Travel Tacoma website; Fife events listed on our website's Events Webpage [26,400 views since Jan. 1]; Fife unique venues listed for meeting planners and wedding planners; social media postings promoting Fife [12,000 followers across all platforms]; online Fife itineraries for tour operators; and Fife exposure in the Visitor Guide [125,000 printed with 13 mentions of Fife and Fife businesses], Meeting Planner Guide [2,500], and Dining Guide. Fife will continue to be a part of the Sales Department's sales/marketing efforts to book room nights for Fife hotels by attending tradeshows and conferences and hosting familiarization tours for decision-makers. Fife will also continue to be promoted in the Visitor Information Center located in the Greater Tacoma Convention & Trade Center, a regionally-focused facility.

2. Please provide estimates of how the proposed use of lodging tax revenue will result in increases in the number of people traveling for business or pleasure on a trip:

a. Away from their place of residence or business and staying overnight in paid accommodations:

5,775

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b. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight:

2,661

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c. From another country or state outside of their place of residence or their business:

750

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3. Coordination & Collaboration: Please provide information about any other organizations or agencies involved in this project/ activity and how this project directly contributes to the Fife LTAC Marketing & Economic Development Plan.

This project aligns with the definition of "Tourism" and "Tourism Promotion" as listed in the Fife LTAC Marketing & Economic Development Plan. The focus on "Tourism" means that there is economic activity resulting from tourists, including the sales of overnight lodging, meals, gifts and souvenirs. Our annual Dean Runyan research for 2015 showed Fife had \$76.1 million in visitor spending, generating a combined \$7.8 million in local and state taxes. We also align with "Tourism Promotion", which are activities designed to increase tourism, including advertising, publicizing, developing strategies and marketing the city, businesses and special events designed to attract tourists.

We interact with and promote six paying partners/businesses in Fife, along with 52 non-paying businesses, including hotels, restaurants, event services and retail businesses. We also work with the Fife-Milton Chamber of Commerce with our visitor information centers, the City of Fife through its Economic Development & Communications Program Manager and through Parks and Recreation, Jay Ray advertising and strategic marketing, and the South Sound Sports Commission to name a few organizations and agencies.

We work with statewide tourism marketing organizations like the Washington Tourism Alliance [WTA] and WSDMO [Washington State Destination Marketing Association], as well as Meet in Washington State. Our partnership with the Greater Tacoma Convention and Trade Center assists with the Fife LTAC Plan of supporting venues that draw visitors to Fife. The meetings and conventions booked by the Travel Tacoma + Pierce County sales team helps to "compress" visitors to Fife for both lodging and other visitor opportunities, including food and specialty shopping.



# Optional Budget 2018

**INCOME:**

If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount, and the status of funding.

Amount	Source	Confirmed? Yes/No		Date Available
_____	<u>TPA</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	_____
_____	<u>Pierce County LTAC</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	_____
_____	<u>City of Tacoma</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	_____
_____	<u>City of Puyallup</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	_____
_____	<u>City of Lakewood</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	_____
_____	<u>City of Fife</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	_____

Total Income: \_\_\_\_\_

What percentage of your project does your request for City funds represent? \_\_\_\_\_ %

**Expense:**

ACTIVITY	CITY OF FIFE FUNDS	OTHER FUNDS	TOTAL
Personnel (salaries & benefits)	_____	_____	_____
Administration (office expense)	_____	_____	_____
Marketing/promotion	\$30,000.00	_____	\$30,000.00
Direct Sales Activities	\$20,000.00	_____	\$20,000.00
Minor Equipment	_____	_____	_____
Travel	_____	_____	_____
Contract Services (specify below)	_____	_____	_____
Other activities (specify below)	_____	_____	_____
<b>TOTAL COSTS:</b>	<b>\$50,000.00</b>	_____	<b>\$50,000.00</b>

The applicant hereby certifies and affirms: 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap: 2. That it will abide by all relevant local, state and federal laws and regulations and 3. That it has read the information contained in pages 1,2 and 3 and understands and will comply with all provisions thereof.

Certified By: (signature): Bennish D. Brown 

(Print or type name): Bennish D. Brown

Title: President/CEO

Date: June 1, 2016

Tacoma Regional CVB  
Statement of Financial Position  
December 31, 2015

**ASSETS**

<b>Cash</b>		
Cash-Checking - Home Street Bank	\$	109,791
Cash-Checking - Heritage Bank		160,895
Cash-Checking - Union Bank		100
Money Market -Home Street Bank		81,317
Money Market -Sound Credit Union		163,449
Money Market - Union Bank		<u>230,171</u>
Total Cash		745,723
 <b>Other Assets</b>		
Account Receivable		120,677
Prepaid Expenses		52,167
Deposit (lease)		<u>7,198</u>
Total Other Assets		180,042
 <b>Property and Equipment</b>		
Furniture & Fixtures		40,039
Depreciation - F & F		(31,192)
Computer/Telecommunication		72,531
Depreciation C/T		<u>(65,904)</u>
Total Property and Equipment		<u>15,474</u>
Total Assets	\$	<u><u>941,239</u></u>

**LIABILITIES AND NET ASSETS**

<b>Current Liabilities</b>		
Accrued Wages Payable	\$	14,674
Accounts Payable		24,937
Total Current Liabilities		39,611
 <b>Long-Term Liabilities</b>		
Retention Bonus Accrual		17,500
Total Long-Term Liabilities		<u>17,500</u>
Total Liabilities		57,111
 <b>Net Assets</b>		
Net Assets - Unrestricted		857,312
Net Revenue Over (Under) Expense		<u>26,816</u>
Total Net Assets		<u>884,128</u>
Total Liabilities & Net Assets	\$	<u><u>941,239</u></u>

No assurance is provided on these financial statements.  
The statement of cash flows is not included and all disclosures are omitted.

**Tacoma Regional CVB**  
**Statement of Revenues and Expenses -Comparative**  
For the Twelve Months Ending December 31, 2015

<i>Revenues</i>	Year to Date Actual	Prior Year Actual	Variance \$	Variance %
TPA	\$ 795,000	\$ 736,500	58,500	8%
TPA Manager	2,947	9,958	(7,011)	-70%
Pierce County	250,000	200,000	50,000	25%
City of Tacoma/ GTCTC	775,816	776,632	(816)	0%
City of Puyallup	80,000	80,000	-	0%
City of Fife	50,000	46,000	4,000	9%
City of Lakewood	40,000	45,000	(5,000)	-11%
City of Sumner	8,000	8,000	-	0%
City of Gig Harbor	6,000	5,000	1,000	20%
Membership/Partnership	58,910	59,792	(882)	-1%
Sponsorship - Go West		15,200	(15,200)	-100%
Dining Guide Ads	9,605	-	9,605	100%
Annual Meeting Revenue	11,519	7,815	3,704	47%
Interest Income	2,903	3,042	(139)	-5%
Miscellaneous Income	5,759	4,726	1,033	22%
In-kind Revenue	19,267	167,590	(148,323)	-89%
<b>Total Revenues</b>	<b>2,115,726</b>	<b>2,165,255</b>	<b>(49,529)</b>	<b>-2%</b>
 <i>Expenses</i>				
General Administration	538,698	497,091	41,607	8%
Sales & Servicing	759,399	982,283	(222,884)	-23%
Marketing	661,732	502,516	159,216	32%
Business Development	106,868	87,493	19,375	22%
TPA Manager	2,947	9,958	(7,011)	-70%
In-kind Revenue	19,267	167,590	(148,323)	-89%
<b>Total Expenses</b>	<b>2,088,911</b>	<b>2,246,931</b>	<b>(158,020)</b>	<b>-7%</b>
<b>Net Revenue Over (Under) Expenses</b>	<b>\$ 26,815</b>	<b>\$ (81,676)</b>	<b>\$ 108,491</b>	

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**Tacoma Regional CVB**  
**Statement of Revenues and Expenses with Budget**  
For the Twelve Months Ending December 31, 2015

<i>Revenues</i>	December	Year to Date Actual	2015 Budget	Remaining Budget	% Used
TPA	\$ 40,512	\$ 795,000	\$ 795,000	\$ -	100%
TPA Manager	-	2,947	7,000	4,053	42%
Pierce County	-	250,000	250,000	-	100%
City of Tacoma/ GTCTC	64,651	775,816	775,816	-	100%
City of Puyallup	-	80,000	80,000	-	100%
City of Fife	12,500	50,000	50,000	-	100%
City of Lakewood	-	40,000	40,000	-	100%
City of Sumner	-	8,000	8,000	-	100%
City of Gig Harbor	1,500	6,000	6,000	-	100%
Membership/Partnership	100	58,910	50,000	(8,910)	118%
Dining Guide Ads	-	9,605	12,350	2,745	78%
Annual Meeting Revenue	-	11,519	6,000	(5,519)	192%
Interest Income	566	2,903	2,500	(403)	116%
Miscellaneous Income	(105)	5,759	-	(5,759)	
In-kind Revenue	3,112	19,267	-	(19,267)	
<b>Total Revenues</b>	<b>122,836</b>	<b>2,115,726</b>	<b>2,082,666</b>	<b>(33,060)</b>	<b>102%</b>
 <i>Expenses</i>					
General Administration	80,157	538,698	539,650	952	100%
Sales & Servicing	97,454	759,399	793,424	34,025	96%
Marketing	70,109	661,732	692,094	30,362	96%
Business Development	14,773	106,868	106,776	(92)	100%
TPA Manager	-	2,947	7,000	4,053	42%
In-kind Revenue	3,112	19,267	-	(19,267)	
<b>Total Expenses</b>	<b>265,605</b>	<b>2,088,911</b>	<b>2,138,944</b>	<b>50,033</b>	<b>98%</b>
<b>Net Revenue Over (Under) Expenses</b>	<b>\$ (142,769)</b>	<b>\$ 26,815</b>	<b>\$ (56,278)</b>		

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**Tacoma Regional CVB**  
**Statement of Revenues and Expenses with Budget**  
**2016 Proposed Budget**

<i>Revenues</i>	2015 Year to Date	2015 Budget	Proposed 2016 Budget	Budget Variance
TPA	\$ 795,000	\$ 795,000	\$ 840,000	\$ 45,000
TPA Manager	2,947	7,000	7,000	-
Pierce County	250,000	250,000	275,000	25,000
City of Tacoma/ GTCTC	775,816	775,816	775,816	-
City of Puyallup	80,000	80,000	85,000	5,000
City of Fife	50,000	50,000	50,000	-
City of Lakewood	40,000	40,000	50,000	10,000
City of Sumner	8,000	8,000	10,000	2,000
City of Gig Harbor	6,000	6,000	10,000	4,000
Visit Rainier - LTAC			150,000	150,000
Membership/Partnership	58,910	50,000	55,000	5,000
Dining Guide Ads	9,605	12,350	3,000	(9,350)
Annual Meeting Revenue	11,519	6,000	18,000	12,000
Interest Income	2,903	2,500	2,500	-
Miscellaneous Income	5,759	-	-	-
<b>Total Revenues</b>	<b>2,096,459</b>	<b>2,082,666</b>	<b>2,331,316</b>	<b>248,650</b>
<i>Expenses</i>				
General Administration	538,698	536,650	552,098	15,448
Sales & Servicing	759,399	796,424	876,039	79,615
Marketing	661,732	692,094	630,944	(61,150)
Business Development	106,868	106,776	115,235	8,459
TPA Manager	2,947	7,000	7,000	-
Visit Rainier - LTAC			150,000	150,000
TRCVB Office Move		-	130,000	130,000
<b>Total Expenses</b>	<b>2,069,644</b>	<b>2,138,944</b>	<b>2,461,316</b>	<b>322,372</b>
<b>Net Revenue Over (Under) Expenses</b>	<b>\$ 26,815</b>	<b>\$ (56,278)</b>	<b>\$ (130,000)</b>	

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