



# City Council Meeting Schedule March 2022

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The City broadcasts all City Council meetings on the City's website  
<https://www.go2kennewick.com/CouncilMeetingBroadcasts>.

March 1, 2022 Tuesday, 6:30 p.m.	REGULAR COUNCIL MEETING
March 4, 2022 Friday, 11:00 a.m.	COUNCIL - Toyota Center Tour 7000 W. Grandridge Blvd
Friday, 12:00 p.m.-5:00 p.m.	COUNCIL RETREAT Three Rivers Convention Center 7016 W. Grandridge Blvd
March 5, 2022 Saturday, 8:00 a.m.-12:00 p.m.	COUNCIL RETREAT Three Rivers Convention Center 7016 W. Grandridge Blvd
March 8, 2022 Tuesday, 6:30 p.m.	WORKSHOP MEETING 1. Benton-Franklin Council of Government (BFCOG) Update 2. Public Safety - Community Engagement 3. Comp Plan Amendment Process
March 15, 2022 Tuesday, 6:30 p.m.	REGULAR COUNCIL MEETING
March 22, 2022 Tuesday, 6:30 p.m.	WORKSHOP MEETING 1. Visit Tri-Cities Annual Update 2. CDBG/Housing Partnership 3. Public Records Processing
March 29, 2022 Tuesday, 6:30 p.m.	NO MEETING SCHEDULED

To assure disabled persons the opportunity to participate in or benefit from City services, please provide twenty-four (24) hour advance notice for additional arrangements to reasonably accommodate special needs.

Please be advised that all Kennewick City Council Meetings are Audio and Video Taped

# Council Workshop Coversheet



Agenda Item Number	1.	Meeting Date	03/22/2022
Agenda Item Type	Presentation		
Subject	2021 Visit Tri-Cities Annual Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	<input checked="" type="checkbox"/>
Policy Review	<input type="checkbox"/>
Policy DevMnt	<input type="checkbox"/>
Other	<input type="checkbox"/>

## Summary

Michael Novakovich, President & CEO of Visit Tri-Cities will provide the 2021 Annual Report and the 2022 Work Plan. The annual report, work plan and TPA reserve request are attached for your review.

Through

Terri Wright  
Mar 03, 14:04:41 GMT-0800 2022

Dept Head Approval

City Mgr Approval

Marie Mosley  
Mar 17, 09:05:54 GMT-0700 2022

Attachments:

Presentation  
WorkPlan  
Annual Report  
Reserve Request



# ANNUAL REPORT

# 2021

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A Year in Review

# A Message from the Chairman of the Board and the President and CEO

Dear Tourism Partners,

It seems like an understatement to say the pandemic continued to upset our normal routines and business activities in this past year. This was certainly true of tourism. That said, we more than survived, we made significant investments to position our community well to achieve greater outcomes for years to come. It is with the greatest of appreciation that we report to you the significant accomplishments we achieved thanks to your support and partnership. The following Annual Report showcases the many ways we championed tourism recovery together.

To bring back the safe return of tourism while preserving local businesses, jobs, community health and economic vitality, Visit Tri-Cities partnered with Benton and Franklin Counties, the Cities of Kennewick, Pasco, Richland, West Richland, Prosser, Benton City and the Benton Franklin Health District to provide COVID mitigation communications to our region. In fact, our team was recognized in late 2021 by the Destination Marketing Association of the West with an Outstanding Achievement Best Idea Award for our innovative [COVID mitigation communications](#).

As excited as we are about our many accomplishments, 2021 got off to a slow start as our State was still operating under a phased approach, which crippled our ability to host meetings, conventions, and sports. Visit Tri-Cities worked directly with the Governor's Policy Office, Washington State Department of Health, and Labor & Industries through a small coalition of tourism leaders across the State to safely bring back meetings and conventions business. Our group, the Washington Safe Meetings Coalition, had success in advancing these opportunities that are significant economic drivers.

Early spring of 2021 sports teams were unable to compete due to phased restrictions. However, once teams had the ability to hit the fields it was game on! We were excited to host nearly 100 teams for our largest baseball tournament in June and 80 softball teams who competed in late season play in October. These are only two examples of the many sporting events that took place, which also included the Tri-Cities Water Follies and the WIAA State Cross Country Meet. Sports truly were a bright spot.

Leisure travel continued to reign supreme as we saw a steady stream of visitors in our community enjoying the Heart of Washington Wine County, outdoor recreation, and our growing food and craft beverage scene. The return of performing arts aided in attracting visitors to our region as did the return of many of our festivals like Art in the Park. Our partners in the leisure and hospitality space have done a dynamite job of safely hosting visitors. Hospitality workforce shortages continue to be an issue for many. To address this, Visit Tri-Cities ran a [hospitality workforce recruitment campaign](#) highlighting how these jobs can provide ladder opportunities to managerial positions.



**COREY PEARSON**  
Chairman of the Board



**MICHAEL NOVAKOVICH**  
President & CEO

To aid these businesses and drive economic recovery, in July of last year we launched our new membership model, which eliminates dues for qualifying tourism-related businesses that attract visitation to Benton and Franklin Counties. This change allows us to better serve our community by showcasing all tourism-related aspects of our region rather than only dues paying members. This gives the Tri-Cities a more competitive position as a visitor destination. It also provides greater opportunity to embrace the diversity of our community in an inclusive manner.

Additionally, we launched a suite of digital products to compel visitation, enrich visitors' experiences, and influence visitor spending. Residents can enjoy these same offerings, which include the new digital passes like our Indoor Adventure Pass. We also launched a virtual tour called [SkyNav](#), which provides 360-degree bird's eye views of the Tri-Cities as well as tours of various local establishments.

We officially launched our new [VisitTri-Cities.com](#) website in November that includes an itinerary builder, user generated content and image gallery. Visitors can book a room, find great dining, entertainment, SkyNav, our digital passes, our new Calendar of Events and more.

Tourism is big business and a significant economic engine for our region. Even during COVID. In 2020 Visit Tri-Cities helped drive \$345 million in visitor spending locally and generated nearly \$40 million in state and local tax revenue. We are expecting the outcomes of 2021 to look substantially better when we receive our official visitor impact statement in Q2 of this year.

Our Annual Report serves as a reminder that tourism helps small businesses thrive and helps attract new business and supports thousands of local jobs. The nearly \$40 million in state and local taxes generated by visitors last year helps lower Tri-Citians' tax burden by roughly \$400 per household. Even better, these taxes help to fund police and fire, schools and teachers, roads, parks and more. In short, the work we do touches every Tri-Citizen in a positive way and helps to build a safe, educated, employed and beautiful community filled with many amenities for all to enjoy. The work of Visit Tri-Cities together with you, our partners, enhances quality of life for every Tri-Citizen. So, get out there, enjoy our community, share it on your socials and invite your friends and family for a visit. You truly are helping to champion the return of tourism and enhanced quality of life for every single Tri-Citizen to enjoy.

OUR  
VISION

Inspire wanderlust for a bold yet casual, geeky but cool, magical experience in wide-open spaces.

We make the Tri-Cities bigger, bolder, brighter, better and more cool through tourism.

OUR  
MISSION

# WHY *Tourism* MATTERS

## VISITOR SPENDING

**\$344.7 million**

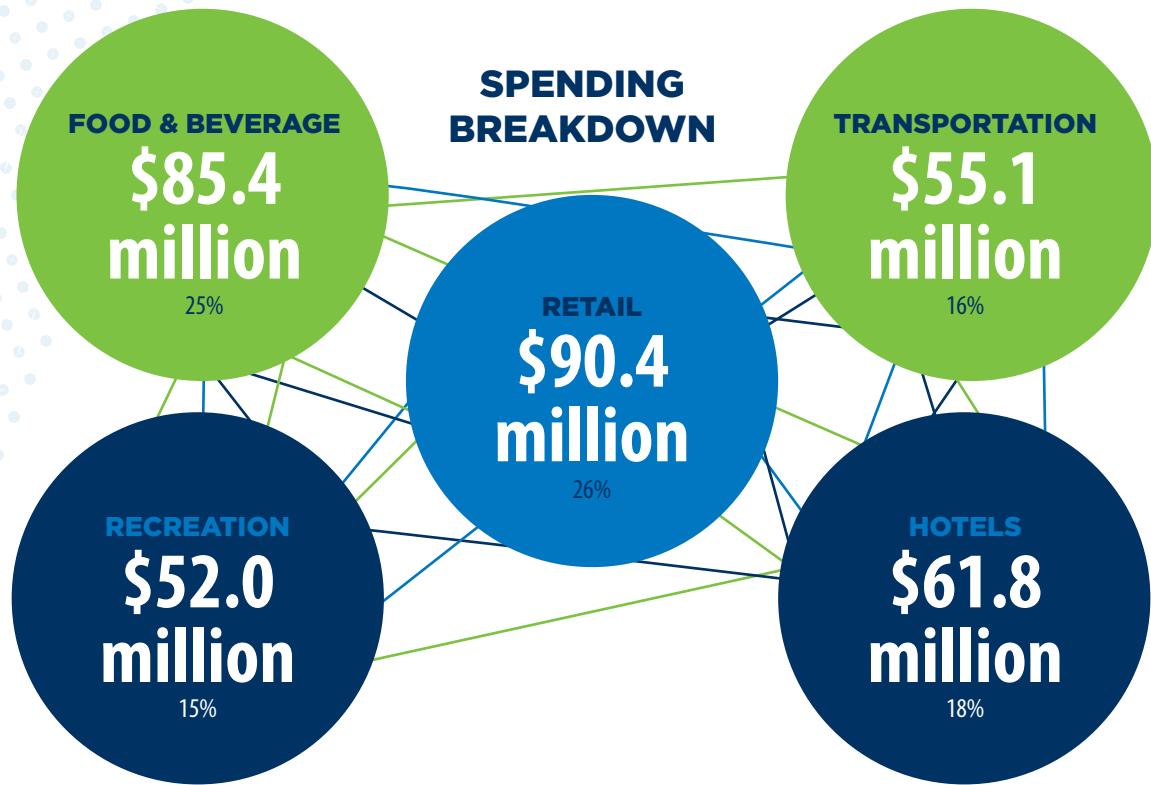
### IMPERATIVE: DEMONSTRATE VALUE TO OUR PARTNERS, MEMBERS AND COMMUNITY

Creates **4,132 jobs** in Benton and Franklin Counties

Sales tax revenue generated by tourism reduces each household's annual tax burden in Benton and Franklin Counties by an average of

**\$391**

Visitor Spending represented in this report reflect the economic impact of tourism in the Tri-Cities for the year of 2020. The economic impacts of tourism in our community for 2021 are not yet available.



## HOTELS

### IMPERATIVE: ADVOCATE FOR THE DEVELOPMENT OF CRITICAL TOURISM INFRASTRUCTURE

**3,776** HOTEL GUEST ROOMS AVAILABLE

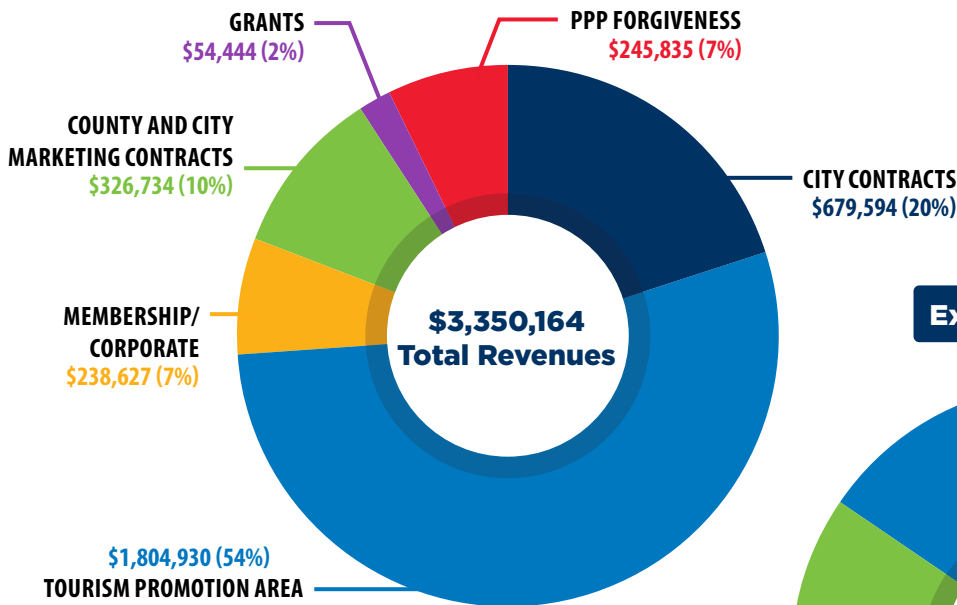
### HOTEL MOTEL TAX DISTRIBUTIONS

	Kennewick	Pasco	Richland	Totals
2017	\$568,745	\$323,445	\$536,682	\$1,428,872
2018	\$592,249	\$343,642	\$598,997	\$1,534,888
2019	\$592,210	\$324,642	\$633,862	\$1,550,963
2020	\$277,886	\$151,941	\$270,733	\$700,560
2021	\$502,862	\$332,854	\$581,566	\$1,417,282

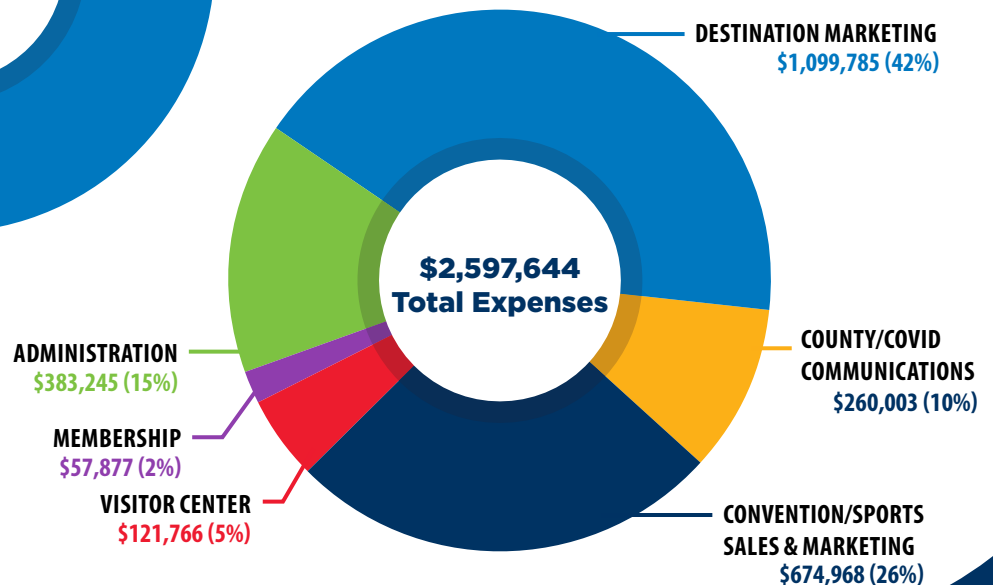
**IMPERATIVE: DEMONSTRATE VALUE TO OUR STAKEHOLDERS,  
PARTNERS AND COMMUNITIES**

# Visit Tri-Cities at a Glance

## Revenue Summary



## Expense Summary



## MARKETING & PRODUCT DEVELOPMENT

Generating additional cash flow into the region through visitor spending is important for the local economy. Visitor spending improves the business climate and offers opportunities for new endeavors to thrive. Visit Tri-Cities promotes the region as a premier destination for meetings, conventions, sports and leisure travel.

Visit Tri-Cities' Convention Marketing, Sports Marketing and Marketing Department departments all incorporate sales-driven strategies directed at markets with the greatest potential to bring new visitor dollars to the region. While marketing is important,

product development is a priority as well. Through the Tri-Cities Rivershore Enhancement Council (TREC), Visit Tri-Cities works with local jurisdictions and hospitality partners to ensure that attractions are upgraded or added to the community in order to continue offering fresh experiences for visitors.

# IMPERATIVE: ESTABLISH BRAND CLARITY AND INCREASE AWARENESS THROUGH UNIFIED EFFORTS

## TOURISM DEVELOPMENT

CORPORATE SPONSOR:  
Washington River Protection Solutions



Visit Tri-Cities manages tourism-related programs and infrastructure within the community to position the Tri-Cities as a desirable and compelling visitor destination.

The Visit Tri-Cities' website was emphasized as a community portal in all advertisements and visitor publications throughout the year. We actively encouraged all visitors to visit our website.

### AIRPORT/CONVENTION CENTER KIOSKS

2,735 UNIQUE VISITOR  
12,914 PAGE VIEWS



### Website Highlights

518,475 PAGEVIEWS  
231,359 UNIQUE VISITORS

## MEDIA OUTREACH

CORPORATE SPONSOR:  
Hanford Mission Integration Solutions (HMIS)



26,505 FACEBOOK FOLLOWERS



6,218 TWITTER FOLLOWERS



10,721 INSTAGRAM FOLLOWERS



1,584 LINKEDIN FOLLOWERS

70 STORIES

1,074,733,123 IMPRESSIONS

10 TRAVEL CONTENT CREATORS HOSTED

## ADVERTISING & MARKETING

Visit Tri-Cities develops and deploys a robust marketing plan annually, using a variety of effective tactics to raise brand awareness of the Tri-Cities

In an effort to reach as many visitors as possible, Visit Tri-Cities maximizes destination exposure through digital, social advertising, broadcast media (TV and radio) and print. This approach reaches a broad and diverse audience.

Tourism campaigns deployed in 2021 earned:  
**33,784,839 IMPRESSIONS AND 83,264 CLICK THROUGHS**

### COVID-19 COMMUNICATIONS

Visit Tri-Cities secured CARES ACT grant money from local jurisdictions to develop and execute in-market advertising campaigns to encourage COVID-19 mitigation behaviors and information regarding the vaccine, improve the health of our community and continue economic recovery.

**34** creatives developed and deployed through digital, broadcast (TV & radio) and social.

ENGLISH:  
2,252 TV SPOTS  
1,604 RADIO SPOTS

SPANISH:  
1,922 TV SPOTS  
1,684 RADIO SPOTS

The digital and social campaigns earned **3,340,392** impressions and **7,846** click throughs to promoted websites.

## CONVENTIONS & SPORTS

The sales department's primary focus is to market to convention, sports and group meeting planners through direct sales contacts, advertising in targeted periodicals and attending industry events. These activities mean "heads in beds" that generate significant tax revenues for our community.

### 2021 PROGRAM HIGHLIGHTS

77 CONVENTIONS, SPORTS & GROUP ACTIVITIES

68,157 VISITORS ATTRACTED

\$12,623,485 CONVENTION AND SPORTS SPENDING TO REGION

21 events scheduled to take place in 2021 were canceled due to COVID-19, representing 6,510 visitors and \$3,081,830 in visitor spending.

### 2022 & BEYOND

113 FUTURE CONVENTIONS, MEETINGS AND SPORTS EVENTS BOOKED.

87,895 FUTURE VISITORS

\$24,273,806 FUTURE VISITOR SPENDING

1 event scheduled to take place in 2022 was canceled due to COVID-19, representing 60 visitors and \$66,855 in visitor spending.

## TRI-CITY REGIONAL HOTEL-MOTEL COMMISSION

### KENNEWICK

Mark Blotz, Clover Island Inn  
Jerry Beach, A-1 Hospitality  
Marie Mosley, Ex Officio, City of Kennewick

### PASCO

Monica Hammerberg, Hampton Inn & Suites Pasco / Tri-Cities  
Vijay Patel, A-1 Hospitality  
Dave Zabell, Ex Officio, City of Pasco

### RICHLAND

Wendy Higgins, The Lodge at Columbia Point  
Linda Hendricks, Hampton Inn Richland  
Jon Amundson, Ex Officio, City of Richland

## VISIT TRI-CITIES COUNCILS

- Tri-Cities Rivershore Enhancement Council
- Tri-Cities Sports Council
- Tri-Cities Wine Tourism Council
- Tri-Cities National Park Committee

# 2021 A Year in Review

## JANUARY

- Launched weekly Tri-Cities Business Spotlight video series
- Launched local vaccination distribution campaign in partnership with the Benton-Franklin Health District and eight jurisdictional partners
- Continued to execute an in-market advertising campaign to encourage COVID-19 safety protocols and improve the health of our community to re-open businesses and welcome in visitors.
- Actively involved with Washington State Legislation Bills: SB 5114 – Safely Reopening Washington, HB 1069 – Use of Lodging Tax and HB 1018 – Boater Education
- January 8: Coffee with Karl – Community Resolutions Guest Speaker
- January 13: Testified Opposing State House Bill 1069 – Use of Lodging Tax
- January 19: Visit Tri-Cities Staff Strategic Planning Session
- January 21: Confederated Tribes of the Umatilla Indian Reservation Presentation on Cultural Resources Protection Program & First Food Program
- January 26: U.S. Congressman Dan Newhouse Community Priorities Meeting
- January 28: Community Conversations with Fire Departments

## FEBRUARY

- Launched an outbound campaign titled, “When it’s time for you to travel”
- Board Member and Stakeholder/CEO One-on-One Meetings
- February 5: Columbia Basin Fund/Snake River Dams Meeting
- February 12: Tourism Recovery Strategy Session with Hotel Partners
- February 15: Benton and Franklin advanced into Phase 2 of the Washington State Roadmap to Recovery Map
- February 15-16: Performing Arts Sector Reopening Plan Meetings
- February 16: New Board Member Orientation Meeting
- February 26: Wander Washington Tri-Cities Virtual Experience
- February 26: Go West Summit Digital Event

## MARCH

- Presentations of the 2020 Annual Report, 2021 Work Plan and TPA Reserve Requests to Kennewick, Pasco and Richland City Council
- Launched an outbound marketing campaign to capitalize on the Return of the Road Trip
- VTC Board Member and Stakeholder/CEO One-on-One Meetings
- March 3-18: DMA West Tech Summit Digital Sessions
- March 5: Coffee with Karl - TRIDEC's Economic Outlook Life in the Tri Guest Speaker
- March 9: Washington State Safe Meetings Coalition Meeting with the Governor's Office
- March 13: Emcee – Mid-Columbia Arts Fundraiser
- March 22: Benton and Franklin Counties advanced into Phase 2 of the Washington State Roadmap to Recovery Map
- March 25: Tri-Cities Virtual Customer Appreciation Luncheon and Keynote Presentation from Peggy Vasquez, “Harnessing a Positive Mindset” for 43 key meeting professionals
- March 30: Provided public comment to the State of Washington Energy Facility Site Evaluation Council on the Horse Heaven Wind Farm Project

## APRIL

- Board Member and Stakeholder/CEO One-on-One Meetings
- Launched an immersive 360° tour of the Tri-Cities produced by SKYNAV, a marketing platform that creates a dynamic virtual experience with stunning aerial to ground spherical imagery.
- Launched Paddle, Pedal and Relax advertising campaign
- April 1: TPA Assessment Increases from \$2.00 to \$3.00
- April 1: Port of Kennewick COVID-19 Economic Impact Study Meeting
- April 1: Richland Lodging Tax Advisory Committee
- April 2: Columbia Basin College Strategic Planning Community Feedback Session
- April 6: Presentation of Visit Tri-Cities 2020 Annual Report to West Richland City Council

- April 7: Destinations International (DI) Sales and Services Summit
- April 17: American Society of Travel Advisors (ASTA), Eastern Washington Virtual Showcase
- April 17-25: Produced videos to highlight Tri-Cities attractions during National Park Week
- April 20: Manhattan Project National Historical Park Stakeholder Engagement Meeting
- April 20 -22: SkyNAV Presentations and Demo to Hospitality Partners
- April 21: Meeting with Governor's Office and the States Policy Office to create a feasible path forward for Outdoor Special Events
- April 22: Visit Tri-Cities in partnership with Benton & Franklin counties and the Benton-Franklin Health District submitted a proposal for Outdoor Special Events guidelines to the Governor's Office.
- April 27: Hanford Communities Community Conversation and presentation of marketing strategies

## MAY

- Board Member and Stakeholder/CEO One-on-One Meetings
- Launched Tri-Cities Summer Savings Pass and the Tri-Cities Wine Pass available on VTC website
- Launched advertising campaign in San Diego
- May 3: Launched Excellence in Service Award Program
- May 3-7: National Tourism Week
- May 18-20: Sports ETA SportsBIZ XChange II
- May 18-19: SkyNAV Presentation and Demo to Tri-Cities Wine Council and Stakeholders
- May 20: In partnership with the Washington State Safe Meetings Coalition, Visit Tri-Cities supported efforts to increase meeting occupancies from 400 to 1,000 attendees through the Governor's Office
- May 20: MyTRI! All Council Meeting
- May 25L: Tri-Cities Presentation to Kiwanis Club
- May 25-28: Hosted TBEX (Travel Bloggers Exchange) Site Visit

## JUNE

- Launched weekly “Your Weekend Starts Here” videos
- June 9: Washington Tourism Alliance (WTA) Wine Country Destination Development Workshop
- June 9: VTC Board Member and Stakeholder/CEO One-on-One Meetings VTC
- June 10-11: Washington Society of Association Executives (WSAE) Annual Conference - Co-Chair, Emcee
- June 14: Washington Tourism Alliance (WTA) Agri-Tourism Meeting
- June 15-16: Washington Tourism Alliance (WTA) Board of Directors Retreat, Yakima
- June 16: Island View to Vista Field Public Advisory Committee
- June 24: Micro Mobility Pilot Program Feasibility Meeting
- June 30: Benton and Franklin Counties fully opened under the Governor's Ready Washington Plan

## JULY

- Launched new membership program
- Launched Water Follies advertising campaign in the Puget Sound region
- July 1: Coffee with Karl, “Tourism & Economic Recovery” Guest Speaker
- July 6: MMGY Strategic Planning Kick-off Meeting
- July 8: Tri-Cities Presentation to Day Break Columbia Rotary Club
- July 8: Tri-Cities Presentation to the Pasco Kiwanis Club
- July 12-16: Destinations International (DI) Annual Convention, Baltimore, MD
- July 15: Launched Destination Next assessment survey for VTC Strategic Plan
- July 29: Visit Tri-Cities Staff Retreat



## AUGUST

- MMGY Consultants conducted meetings with community leaders and key stakeholders to assist in developing VTC Strategic Plan
- August 10: City of Pasco Business Advisory Council Meeting
- August 13: COVID-19 Mitigation Press Conference with Benton Franklin Health District
- August 16: Value of Tourism and VTC to Sportsman's Caucus with Legislative Elected Officials
- August 20: Launch of Visit Tri-Cities new Website
- August 23: Tri-Cities Presentation to Horse Heaven Hill Kiwanis Club
- August 25: Pasco Lodging Tax Advisory Committee (LTAC) Meeting

## SEPTEMBER

- September 8: VTC Board of Directors Strategic Planning with MMGY Consultants
- September 9: VTC Executive Leadership Team (ELT) Strategic Planning with MMGY Consultants
- September 21: PRSA Presentation – "Building Bridges and Collaborating Across Communities"
- September 27- 30: TEAMS Conference, Atlantic City, NJ
- September 28: Received the Best Idea Program Outstanding Achievement Award by the Destination Marketing Association of the West (DMA West) for our Pandemic Response Campaign
- September 28-October 1: DMA West Education Summit, Vancouver, WA

## OCTOBER

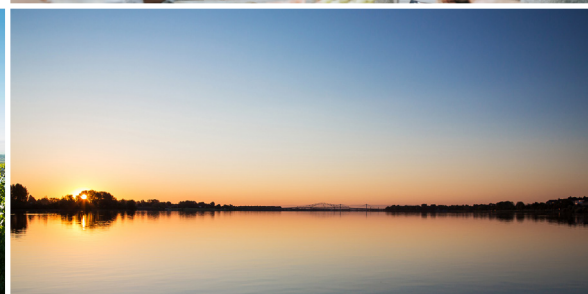
- Presentations of the 2022 TPA Budget and Marketing Plan to Kennewick, Pasco and Richland City Councils
- October 6: City of Pasco Lewis Street Open House
- October 7: CEO/Board Meeting Collaboration Meeting
- October 11-13: S.P.O.R.T.S. Relationship Conference, Colorado Springs, CO
- October 14: Kennewick Lodging Tax Advisory Committee (LTAC) Meeting
- October 15: EWU Edge Program: Powering the Hispanic Workforce
- October 15: Tri-Cities Presentation to Kiwanis Club
- October 20: Business Group Meeting with King County Officials
- October 25-29: Sports ETA Sports Event Symposium, Birmingham, AL
- October 27: Horse Heaven Wind Project Driving Tour with Scout Clean Energy

## NOVEMBER

- November 2: City of Pasco Master Plan Advisory Committee
- November 4: Visit Tri-Cities Annual Meeting: Champions of Tourism Recovery
- November 10: Society of Government Meeting Professionals November Meeting
- November 15: Columbia Basin College Performing Arts Center Meeting
- November 16: Richland Lodging Tax Advisory Council (LTAC) Meeting
- November 18-19: Olympia Sales Trip
- November 24: Michael Novakovich, President & CEO of Visit Tri-Cities, guest on DMO Proz Podcast with Bill Geist

## DECEMBER

- Launched Consumer Sentiment In-Depth Interviews
- Launched New Tourism Membership Campaign
- Tri-Cities Indoor Adventure Pass Launched
- Launched Tri-Cities Meeting Planner's Guide
- December 1: Arts Center Task Force Fundraising Breakfast - Emcee
- December 2: Benton-Franklin River Heritage Foundation Annual Meeting
- December 6-8: US Sports Congress, Frisco, TX
- December 9: Visit Tri-Cities Virtual FAM Tour and Lunch for 39 Meeting Professionals



# 2021 Visitor Inquiries

1,961

Telephone Email & Direct Mail

450

In-person Visitors

Visit Tri-Cities is the only organization dedicated to promoting the entire Tri-Cities area for leisure and group travel.

Visit Tri-Cities offers a U.S. toll-free number for visitor inquiries and responds to requests for relocation, vacations, meetings, sports and community information.

Visitor Center staff provide travel information, manage a community-wide events calendar and website, provide information through the Visitor Center, and maintain an informational kiosk at the Tri-Cities Airport and two satellite Visitor Centers.

## RIVERSHORE, HERITAGE & ECO-TOURISM

The Tri-Cities Rivershore Enhancement Council (TREC) is made up of executive leaders from the cities of Kennewick, Pasco, Richland and West Richland; Benton and Franklin Counties; the ports of Benton, Kennewick and Pasco; and Visit Tri-Cities; and is sponsored by Bechtel National, Inc.

TREC's mission is to act as a community catalyst for shoreline enhancement to achieve economic diversification and to improve quality of life. The Rivershore Master Plan II outlines overarching themes for improving shoreline areas including: wayfinding signage; art, culture and heritage; viewpoints and user amenities; water oriented activities; birding and wildlife viewing; inland linkages; and organized events.

Each of the participating jurisdictions also worked on individual projects along the shoreline and adjacent parks that will add to the overall positive experience of visitors to the region.

RIVERSHORE ENHANCEMENT  
CORPORATE SPONSOR:  
**BECHTEL NATIONAL INC.**



## STEM TOURISM

Visit Tri-Cities' STEM Tourism focuses on the unique STEM-related aspects of our community. STEM tourism endeavors enhance the livelihoods of residents, recruits and employees through STEM assets and attractions as well as our rich cultural history.

STEM TOURISM  
CORPORATE SPONSOR:  
**BATTELLE**

**BATTELLE**

# Visit Tri-Cities Governance

## 2021 EXECUTIVE COMMITTEE

CHAIR:	<b>Rob Roxburgh</b> , Central Plateau Cleanup Company
PAST CHAIR:	<b>Kathy Moore</b> , The Hotel Group
FIRST VICE CHAIR:	<b>Corey Pearson</b> , Three Rivers Campus
VICE CHAIR:	<b>Vijay Patel</b> , A-1 Hospitality
VICE CHAIR:	<b>Buck Taft</b> , Tri-Cities Airport/Port of Pasco
VICE CHAIR:	<b>Staci West</b> , Bechtel National, Inc.
TREASURER:	<b>Ron Hue</b>
LEGAL COUNSEL:	<b>John Raschko</b> , Miller Mertens & Comfort, P.L.L.C.
CPA:	<b>Monte Nail</b> , CPA

## VISIT TRI-CITIES STAFF

**Michael Novakovich**, President & CEO  
**Kim Shugart**, Senior Vice President  
**Hector Cruz**, Vice President  
**Gretchen Guerrero**, Director of Operations  
**Lara Watkins**, Director of Convention Sales  
**Karisa Saywers**, Director of Marketing  
**Maria Alleman**, Convention Sales Manager  
**Natalie Clifton**, Sports & Conventions Sales Manager  
**Linda Tedone**, Sales Administrative Assistant  
**Chase Wharton**, Business Development Manager  
**Austin Wingle**, Marketing Manager  
**Amber Maiden**, Guest & Group Service Specialist

## OVERVIEW

FOUNDED:	1969 as a non-profit organization
STAFF:	12 full-time employees
STRUCTURE:	Governed by a 42-member Board of Directors
MEMBERS:	315
WEBSITES:	<a href="http://www.VisitTriCities.com">www.VisitTriCities.com</a> <a href="http://www.VisitTri-Cities.com">www.VisitTri-Cities.com</a> <a href="http://www.VisitTri-Cities.org">www.VisitTri-Cities.org</a> <a href="http://www.VisitTri-Cities.travel">www.VisitTri-Cities.travel</a> <a href="http://www.TravelTri-Cities.com">www.TravelTri-Cities.com</a> <a href="http://www.TravelTriCities.com">www.TravelTriCities.com</a> <a href="http://www.GolfWineCountry.com">www.GolfWineCountry.com</a> <a href="http://www.FriendsofOurTrail.com">www.FriendsofOurTrail.com</a>

## 2021 BOARD OF DIRECTORS

- **Deborah Barnard**, Barnard Griffin Winery
- **Commissioner Don Barnes**, Port of Kennewick
- **Jerry Beach**, A-1 Hospitality
- **Troy Berglund**, West Richland Chamber of Commerce
- **Mark Blotz**, Clover Island Inn
- **Washington State Representative Matt Boehnke**
- **Washington State Senator Sharon Brown**
- **Council Member Rich Buel**, City of West Richland
- **Jennifer Cunnington**, Movement Mortgage
- **Karl Dye**, TRIDEC
- **Colleen French**, Department of Energy
- **Shae Frichette**, Frichette Winery
- **Mike Hall**, Ice Harbor Brewing
- **Monica Hammerberg**, Hampton Inn + Suites Pasco
- **Colin Hastings**, Pasco Chamber of Commerce
- **Sandra Haynes**, WSU Tri-Cities
- **Trish Herron**, Battelle
- **Wendy Higgins**, The Lodge at Columbia Point
- **Diahann Howard**, Port of Benton
- **Council Member Phillip Lemley**, City of Richland
- **Brian Lubanski**, Townsquare Media
- **Lori Mattson**, Tri-City Regional Chamber of Commerce
- **Commissioner Will McKay**, Benton County
- **Brent Miles**, Tri-City Dust Devils
- **Commissioner Rocky Mullen**, Franklin County
- **Maynard Plahuta**, B Reactor Museum Association
- **Gabriel Portugal**, Tri-Cities Hispanic Chamber of Commerce
- **Dara Quinn**, Emerald of Siam
- **Justin Raffa**, Mid-Columbia Mastersingers
- **Council Member Zahra Roach**, City of Pasco
- **Rosanna Sharpe**, The REACH Museum
- **Council Member Chuck Torelli**, City of Kennewick
- **Rebekah Woods**, Columbia Basin College

Visit Tri-Cities membership is the foundation of our organization's programs and our ability to attract visitors to our region. Our members provide unique and inclusive opportunities that are of interest to travelers and help build better quality of life for residents. In turn, Visit Tri-Cities is devoted to promoting and celebrating our memberships through tourism marketing, high quality publications, advertising, educational forums, video content and newsletters. To best serve the tourism community, Visit Tri-Cities implemented the updated membership model by eliminating annual dues to provide complimentary memberships for qualifying tourism-related businesses. In 2021, Visit Tri-Cities' membership total reached **315**.

## ECONOMIC DEVELOPMENT PARTNERS

City of Kennewick  
City of Pasco  
City of Richland  
Tri-City Regional Hotel Motel Commission

## DIAMOND

Battelle  
Bechtel National, Inc.  
Central Plateau Cleanup Company  
Hanford Mission Integration Solutions  
Three Rivers Convention Center  
Toyota Center  
Washington River Protection Solutions

## PLATINUM

Ben Franklin Transit  
Benton County  
Benton PUD  
City of West Richland  
Energy Northwest  
Franklin County  
Franklin PUD  
Port of Benton  
Port of Kennewick  
Port of Pasco  
The HAPO Center

## GOLD

Best Western Premier Pasco Inn & Suites  
Clover Island Inn  
Comfort Suites Kennewick at Southridge  
Courtyard by Marriott Richland Columbia Point  
Hilton Garden Inn Kennewick  
Holiday Inn Express & Suites Pasco Tri-Cities  
Holiday Inn Richland on the River  
Red Lion Hotel & Conference Center Pasco  
Red Lion Hotel Kennewick Columbia Center  
Riverfront Hotel, SureStay Collection by Best Western  
SpringHill Suites by Marriott Kennewick

## SILVER

Baymont Inn & Suites  
Best Western Kennewick Tri-Cities Center Hotel  
Best Western Plus Kennewick Inn  
Comfort Inn  
Courtyard by Marriott Pasco Tri-Cities Airport  
Fairfield Inn  
Hampton Inn & Suites Pasco/Tri-Cities  
Hampton Inn Kennewick at Southridge  
Hampton Inn Richland  
Holiday Inn Express Hotel & Suites Richland  
Home2 Suites by Hilton

Homewood Suites by Hilton - Richland  
Kennewick Suites  
La Quinta Inn & Suites  
Motel 6/Studio 6 Kennewick  
My Place Hotel  
Red Lion Inn & Suites Kennewick Tri-Cities  
Sleep Inn Pasco Tri-Cities  
Super 8 Kennewick  
The Lodge at Columbia Point  
TownePlace Suites by Marriott  
Woodspring Suites

## STANDARD MEMBERSHIP

14 Hands Winery  
3 Eyed Fish Kitchen + Wine Bar  
3 Rivers Folklife Society  
A & A Motorcoach  
AAA Washington  
Academy of Children's Theatre  
Ace Jewelry & Loan  
Adventures Underground  
Airfield Estates  
AJ's Edible Arts, Inc.  
Alaska Airlines  
Alexandria Nicole Cellars  
Alexandria Nicole Cellars Destiny Ridge Tasting Room  
Allied Arts Association - Gallery at the Park  
Anelare Winery  
Anthology Event Venue by Castle Event Catering  
Anthony's at Columbia Point  
Arlene's Flowers & Gifts  
Art on the Columbia  
Arts Center Task Force  
Aspen Limo Tours  
At Michele's  
Atomic Ale Brewpub & Eatery  
Atomic Bowl & Jokers Lounge & Casino  
AXE KPR Hatchet Range  
Azteca  
B Reactor Museum Association (BRMA)  
Badger Mountain Vineyard/Powers Winery  
Barnard Griffin Winery  
Baum's  
Bella Italia Restaurant  
Bergstrom Aircraft, Inc.  
Bill's Berry Farm  
Bingo Boulevard  
Bite at the Landing  
Black Heron Spirits, LLC  
Bob's Burgers and Brew - Kennewick  
Bob's Burgers and Brew - Richland  
Boiada Brazilian Grill  
Bombing Range Brewing Company  
Brews Taphouse & Growler Fills  
Brick House Pizza  
Budd's Broiler by Anthony's Restaurants  
Buds and Blossoms too  
Burger Ranch, Kennewick  
Burger Ranch - Pasco  
Canyon Lakes Golf Course  
Catering to You  
Cave B Estate Winery  
Cedars at Pier 1  
CG Public House & Catering  
Chandler Reach Vineyards  
Chapala Express  
Chaplaincy Repeat Boutique  
Cherry Chalet Bed & Breakfast  
Chuck E. Cheese  
Chukar Cherries

# Membership

Cigar Savvy Shop, LLC  
Clover Island Marina  
Col Solare Winery  
Columbia Basin BMX  
Columbia Basin College  
Columbia Basin Racquet Club  
Columbia Center  
Columbia Crest Winery  
Columbia Park Golf Tri-Plex  
Columbia Point Golf Course  
Columbia Sun RV Resort  
Community Concerts of the Tri-Cities  
Country Mercantile  
Country Mercantile - Pasco  
Coyote Bob's Roadhouse Casino  
Coyote Canyon Mammoth Site  
Coyote Canyon Winery  
Crazy Moose Casino  
Cyber Art 509  
D-Bat Columbia Basin  
DermaCare  
Desert Food Mart (Conoco)  
Desert Wind Winery  
Divots Golf  
DownUnderSportFishing  
DrewBoy Creative  
East Benton County Historical Society & Museum  
Eastern Washington Transportation  
Emerald of Siam Thai Restaurant & Lounge  
Encanto Arts  
Europa Italian & Spanish Cuisine  
Events at Sunset  
Experience 46 Degrees  
Farmhand Winery  
Fast and Curryous  
Fat Olives Restaurant & Catering  
Fidelitas  
Five Guys Burgers & Fries  
Franklin County Historical Society & Museum  
Franklin County RV Park  
FreshPicks WA Smoothies  
Frichette Winery  
Friends of Sacajawea State Park  
Frost Me Sweet Bakery & Bistro  
Fujiyama Japanese Steak House & Bar  
Garden Hot Pot  
Gesa Carousel of Dreams  
Glass Studio at Barnard Griffin Winery  
Going Fishing Guide Service  
Goose Ridge Estate Vineyard & Winery  
Gordon Estate Winery  
GRAZE  
Great Harvest Bread Company Kennewick  
Greenies  
Hamilton Cellars  
Havana Café  
Hedges Family Estate  
Hightower Cellars  
HoneyBaked Ham Café  
Hops n Drops  
Hops n Drops - Kennewick  
Horn Rapids Golf Course  
Horn Rapids RV Resort & Mini Mart  
Hot Tamales, LLC  
Ice Harbor Brewing Co.  
Ice Harbor Brewing Company at the Marina  
IHOP Restaurants  
Image Fashions  
InterMountain Alpine Club  
iplay Experience  
It's All in the Details  
J&S Dreamland Express  
J. Bookwalter  
Kennewick Inn & Suites  
Kickstand Tours  
Kiona Vineyards and Winery  
Kitzke Cellars  
Lakeside Gem and Mineral Club  
Lemon Grass  
LIGO Hanford Observatory  
Longship Cellars  
Lower Columbia Basin Audubon Society  
LU LU Craft Bar + Kitchen  
Lucky Flowers  
Magills Restaurant & Catering  
Market Vineyards  
Martinez & Martinez Winery  
Masala Indian Cuisine  
Master Gardener Foundation of  
Benton-Franklin County  
McDonald's Restaurants  
Mercer Wine Estates  
Mid-Columbia Ballet  
Mid-Columbia Libraries  
Mid-Columbia Mastersingers  
Mid-Columbia Musical Theatre  
Mid-Columbia Symphony  
Middleton Six Sons Farms  
Milbrandt Vineyards/Ryan Patrick Wines  
Miss Tamale  
Monarcha Winery  
Moonshot Brewing  
Northwest Paddleboarding  
Nouveau Day Spa  
Octopus' Garden  
Pacific Shorz Powersports  
Pasco Aviation Museum  
Pasco Golfland  
Pasco Specialty Kitchen  
Polka Dot Pottery  
Porter's Real BBQ Kennewick  
Porter's Real BBQ Pasco  
Porter's Real BBQ Richland  
Power Up Arcade Bar  
Preszler's Guide Service, LLC  
Proof Gastropub  
Purple Star Wines  
Ranch & Home  
Rattlesnake Mountain Harley - Davidson  
REACH Museum  
Red Dot Paintball  
Red Lobster  
Red Mountain AVA Alliance  
Red Mountain Event Center  
Red Mountain Trails  
Red Mountain Trails Winery  
Restaurante El Chapala  
Richland Players  
RideNow Powersports Tri-Cities  
Roads2 Travel Company  
Rollarena Skating Center  
Rolling Hills Chorus  
Roxy Theatre Antiques & Gifts  
RRoyal Rides  
Runners of the Sage  
Sacajawea State Park  
Sage Brewing Company  
Sageland Center  
Sandollar Farms & Alpacas  
Sandy's Fabrics & Machines  
Seoul Fusion Korean Restaurant  
Shade Cafe  
Sheep's Clothing  
Shelby's Floral & Gifts  
Simplified Celebrations  
Skippers Seafood 'n Chowder  
Sleep Inn Pasco-Tri-Cities  
Sleeping Dog Wines  
Solar Spirits Distillery  
Spare Time Lanes  
Spencer Carlson Furniture & Design  
Sporthaus  
Sun Willows Golf Course  
Sundance Aviation  
SunWest Sportswear  
SuperMex El Pueblo Market  
Swadee Thai Cuisine  
Swampy's BBQ Sauce & Catering  
Tagaris Winery  
Take a Break Tri-Cities  
Tapteal Greenway  
TC Black  
Terra Blanca Winery & Estate Vineyard  
The Bradley  
The Crazy Crab Place  
The Edge Steakhouse & Sports Lounge  
The Educated Cigar, LLC  
The Endive Eatery  
The Garden TriCities  
The Grain Bin Flower Farm & Inn  
The Moore Mansion  
The Olive Garden  
The Pita Pit  
The Pub  
The Rude Mechanicals  
The Tinte Red Mountain Retreat  
Thurston Wolfe Winery  
Tip Pit BBQ  
Treveri Cellars  
Tri-Cities Local Events  
Tri-Cities Newcomers Club  
Tri-Cities Wine Society  
Tri-City Americans Hockey  
Tri-City Dust Devils  
Tri-City Rage Semi-Pro Football Team  
Tri-City Tappers  
Tucannon Cellars  
Tumbleweeds Mexican Flair  
Twigs Bistro & Martini Bar  
Uptown Antique Market  
US Army Corp of Engineers  
Vintner's Lodge  
Washington State University Tri-Cities  
Water2Wine Cruises  
Wautoma Springs  
West Richland Golf Course  
Wet Palette Uncork + Create Studio  
Wheelhouse Community Bike Shop  
White Bluffs Brewing  
White Bluffs Quilt Museum  
Wingstop Pasco  
Z Place Salon & Spa  
Zintel Creek Golf Club

# 2021 Chairman's Circle Members

We acknowledge with pride and appreciation the support of our Chairman's Circle members. It is their extra commitment to Visit Tri-Cities that helps us distribute our message about the Tri-Cities and welcome guests to our area.

## **ECONOMIC DEVELOPMENT PARTNERS**

City of Kennewick  
City of Pasco  
City of Richland  
Tri-City Regional Hotel Motel Commission

## **DIAMOND**

Battelle  
Bechtel National, Inc.  
Central Plateau Cleanup Company  
Hanford Mission Integration Solutions  
Three Rivers Convention Center  
Toyota Center  
Washington River Protection Solutions

## **PLATINUM**

Ben Franklin Transit  
Benton County  
Benton PUD  
City of West Richland  
Energy Northwest  
Franklin County  
Franklin PUD  
Port of Benton  
Port of Kennewick  
Port of Pasco  
The HAPO Center

## **GOLD**

Best Western Premier Pasco Inn & Suites  
Clover Island Inn  
Comfort Suites Kennewick at Southridge  
Courtyard by Marriott Richland Columbia Point  
Hilton Garden Inn Kennewick  
Holiday Inn Express & Suites Pasco Tri-Cities  
Holiday Inn Richland on the River  
Red Lion Hotel & Conference Center Pasco  
Red Lion Hotel Kennewick Columbia Center  
Riverfront Hotel, SureStay Collection by Best Western  
SpringHill Suites by Marriott Kennewick



# ANNUAL REPORT

# 2021

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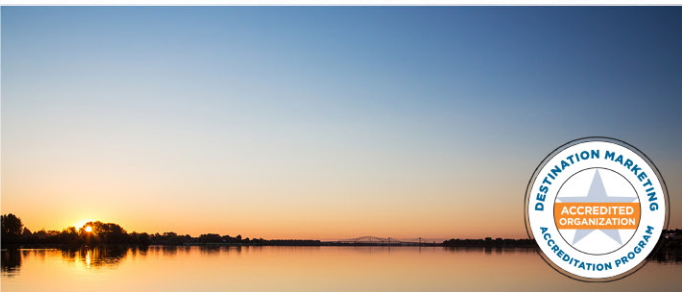
A Year in Review

[VisitTri-Cities.com](http://VisitTri-Cities.com)

CITY OF KENNEWICK | MARCH 22, 2022

# ITEMS FOR DISCUSSION

- 2021 State of the Tourism Industry
- 2022 Work Plan
- TPA Reserve Account Requests





# WHY TOURISM MATTERS

We make the Tri-Cities bigger, bolder, brighter, better and more cool through tourism. Thanks to over \$340 million in visitor spending annually, tourism helps build a safe community, educated community, employed community, and a community filled with many amenities for all Tri-Citians to enjoy.

2020  
VISITOR SPENDING

**\$344.7  
million**

2020  
STATE & LOCAL  
TAXES

**\$49.1  
million**

2020  
CREATES

**4,132**

**JOBS IN BENTON &  
FRANKLIN  
COUNTIES**

**Tax revenue generated  
through visitor spending  
can help fund**



POLICE OFFICERS



FIREMEN



ROAD WORK



SCHOOLS & TEACHERS



PARKS



# TRI-CITIES GUEST ROOMS SOLD

	2020	2021	Variance
Richland	208,559 rooms	349,882 rooms	+141,323 (+67.8%)
Kennewick	234,121 rooms	341,612 rooms	+107,491 (+45.9%)
Pasco	168,952 rooms	200,105 rooms	+31,153 (+18.4%)
Tri-Cities	611,632 rooms	891,599 rooms	+279,967 (+45.8%)

Source: December 2021 STR Report



# HOTELS

## IMPERATIVE: ADVOCATE FOR THE DEVELOPMENT OF CRITICAL TOURISM INFRASTRUCTURE

3,776 HOTEL GUEST ROOMS AVAILABLE

### HOTEL MOTEL TAX COLLECTIONS

	Kennewick	Pasco	Richland	Totals
2017	\$568,745	\$323,445	\$536,682	\$1,428,872
2018	\$592,249	\$343,642	\$598,997	\$1,534,888
2019	\$592,210	\$324,642	\$633,862	\$1,550,963
2020	\$277,886	\$151,941	\$270,733	\$700,560
2021	\$502,862	\$332,854	\$581,566	\$1,417,282



# CONVENTION & SPORTS

- Hosted **77** conventions & sporting events in 2021
- **\$12.6 million** in visitor spending
- **113 new** events secured for **2022 and beyond**
- **\$24.3 million** estimated future visitor spending



# MEDIA OUTREACH & ADVERTISING

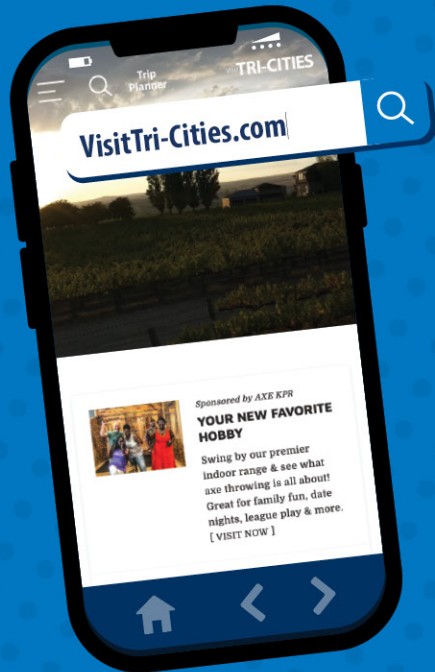


- 70 Tri-Cities travel related stories
- 10 travel writers and bloggers hosted
- 1,074,733,123 total media impressions

Tourism campaigns deployed in 2021 earned:  
**33,784,839** impressions and **83,264** click throughs



# DIGITAL AND SOCIAL MEDIA MARKETING



## WEBSITE HIGHLIGHTS

518,475 Pageviews

231,359 Unique Visitors

## SOCIAL MEDIA



26,505 Facebook followers



10,721 Instagram followers



6,218 Twitter followers



1,584 LinkedIn followers



# NEW DIGITAL TECHNOLOGIES

- New website
- SkyNav
- Kuula
- Datafy
- Bandwango
- True Omni



# VISIT TRI-CITIES PUBLICATIONS

- Official Tri-Cities Visitor Guide
- Golf & Wine Brochure
- Tourism News
- Shop Map
- Dine Map
- Wine Map
- Meeting Planner's Guide
- Annual Report
- Mid-Year Report





# Work Plan 2022



## THE FOLLOWING IS A SUMMARY OF VISIT TRI-CITIES ACTIVITIES TO SUPPORT TOURISM.

### VISITOR SERVICES

- Manage and operate the Tri-Cities Visitor Center, providing a place for visitors and residents to gather information on local attractions, services and tourism related businesses.
- Produce and distribute the official Tri-Cities Visitor Guide, a publication highlighting the community, attractions and activities to promote the Tri-Cities as a preferred travel destination.
- Fulfill the estimated 10,000 written and telephone requests for information on the Tri-Cities.
- Produce the Tri-Cities Calendar of Events.
- Act as a resource and provide materials to local companies for their recruitment and employee relocation efforts.
- Offer a "Hot Dates" program to assist visitors in finding accommodations during high demand dates.
- Stock the Satellite Visitor Centers with visitor information and brochures.
- Provide visitor services and maintain the interactive Tri-Cities kiosk at the Tri-Cities Airport and Three Rivers Convention Center.

### CONVENTION AND GROUP SALES

- Generate 175 sales leads (Request for Proposals) to industry partners.
- Secure conventions, meetings and sporting events that will attract 38,000 future overnight stays.
- Host familiarization tours for meeting planners and tournament directors, escorting each on a scheduled set of appointments specific to their event needs.
- Attend 5 industry events and trade shows (some virtual) such as Meeting Planners International, Washington Society of Association Executives, Pacific Northwest Chapter of Society of Government Meeting Professionals, National Tour Association, etc., to meet with decision makers and promote the Tri-Cities as a destination of choice for conventions.
- Coordinate Spring Customer Appreciation Luncheon for up to 50 Washington State Association meeting planners.
- Coordinate Fall Sales Blitz, featuring customer events and appointments with meeting planners.
- Support local tourism-related businesses by hosting monthly Director of Sales meetings.

### MARKETING

- Place Tri-Cities television advertisements in the Puget Sound region and other key markets, including large metropolitan areas with direct flights.
- Generate 30 million impressions through targeted digital campaigns.
- Manage and promote VisitTri-Cities.com, an optimized and mobile-friendly website.
- Strategically direct \$705,000 in advertising, promoting the Tri-Cities as a destination of choice.
- Promote the Tri-Cities through effective social media campaigns on Facebook (more than 26,000 followers), Twitter (more than 6,000 followers) and Instagram (more than 10,000 followers) to drive user generated content.
- Create and distribute the official Visitor Guide and complementary materials featuring local amenities.
- Distribute monthly consumer newsletters, focusing on wine, outdoor recreation and STEM.
- Execute Tourism Week events and promotions.

### MEMBER SERVICES

- Promote local businesses through Visit Tri-Cities website, which receives more than 331,000 visitors annually.
- Develop and distribute Tri-Cities Small Business Spotlights.
- Report on the state of the Tourism Industry at the 2022 Annual Meeting.
- Apprise members on industry events through monthly newsletters.
- Promote local businesses to out-of-town visitors through the "Show Your Badge" program.

### MEDIA OUTREACH

- Host qualified wine, travel, lifestyle and food writers for familiarization tours, escorting each on a scheduled set of appointments specific to their story needs.
- Direct the efforts of public relations firm to create interest and a positive image for the Tri-Cities.
- Conduct face-to-face meetings with writers representing key publications/programs to promote story ideas about the Tri-Cities region.
- Work with Tourism Officials in primary destination/gateway cities (Seattle/Portland) to create cooperative opportunities targeting national and international travelers.
- Attend media conferences to promote the Tri-Cities region to travel writers.
- Coordinate with the Washington Tourism Alliance to amplify efforts in promoting the state to domestic and international travelers.

### VISIT TRI-CITIES SPORTS COUNCIL

- Research and attract new sporting events that fit the profile of the existing venues.
- Manage the cooperative efforts of the Tri-Cities Sports Council serving high school athletic directors, municipal recreation departments, local sports clubs and sports officials.
- Work with the athletic directors and sports venue directors to create attractive proposals for high school athletic district and state-wide championships.
- Coordinate venue costs and accommodation pricing for tournament directors.
- Secure volunteers for events taking place in the Tri-Cities.
- Attend national trade shows and secure one-on-one appointments with decision makers to promote the Tri-Cities as a premier Northwest destination, including TEAMS, National Association of Sports Commissioners, Connect Sports Marketplace and eSports Travel Summit.
- Secure hotel room blocks and complimentary rooms as needed by tournament directors.
- Provide direction and guidance for recommendations outlined in the Sports Facilities Market analysis and Feasibility Study.

### TRI-CITIES WINE TOURISM COUNCIL

- Manage the cooperative efforts of the Wine Tourism Council serving wineries, wine-related venues, hotels, restaurants and transportation providers in Benton and Franklin counties.
- Distribute a wine map highlighting Mid-Columbia wineries.
- Coordinate the development of wine tourism packages with hotels, restaurants, transportation and cultural events.
- Promote and market wine-related events to increase visitation.
- Work with food and wine writers to secure positive stories about the region's wineries and vineyards.
- Coordinate and promote the Tri-Cities Region Wine Trail Pass.

### ADMINISTRATIVE & OTHER SERVICES

- Promote STEM Tourism to drive economic impact while educating families about educational and career opportunities in the Tri-Cities.
- Coordinate the efforts of the Tri-Cities National Park Committee.
- Organize and manage the efforts of the Tri-Cities Rivershore Enhancement Council.
- Provide direction and guidance for recommendations outlined in the Rivershore Master Plan II.
- Participate and provide leadership in tourism industry organizations such as Washington State Destination Marketing Organizations (WSDMO), the Washington Tourism Alliance (WTA), Destination Marketing Association (DMA) West and Destination International (DI).
- Manage the proceeds of tourism promotion assessments as directed by the Commissioners of the Tri-City Hotel-Motel Commission and city councils.
- Promote and manage the Tri-Cities "Excellence in Service" program to stimulate customer service region-wide.

# WORK PLAN 2022



# TPA RESERVES AVAILABLE

<b>TPA funds available</b>	<b>\$1,125,487</b>
<b>Previously approved projects</b>	<b>\$549,822</b>
<hr/>	
<b>Funds available for reinvestment:</b>	<b>\$ 575,665</b>



# TPA RESERVE ACCOUNT REQUESTS

**FUNDS AVAILABLE FOR REINVESTMENT \$575,665**

- **Playeasy Platform** **\$10,000**
- **Convention Sales Manager** **\$80,000**
- **Olympia Sales Blitz hotel rooms  
for Hospitality Partners** **\$3,000**
- **Meeting Planner FAM** **\$20,000**
- **Photo & Video Production** **\$100,000**
- **Seattle Out of Home Advertising** **\$100,000**
- **Creative Testing Consumer Research** **\$27,800**
- **TBEX FAM** **\$5,000**
- **TREAD MAP App** **\$60,000**
- **Tourism Recovery Education** **\$18,000**
- **Security for Visit Tri-Cities Office (Access Control)** **\$5,000**

**Total All Requests: \$428,800**



# You're Invited!

Get Down in Downtown Kennewick with TBEX  
at Columbia Gardens Urban Wine & Artisan  
Village on April 20 from 7:00 PM - 9:00 PM.

Visit  
**TRI-CITIES**  
WASHINGTON

**2022**  
TBEX North America



*Thank you*

**FOR YOUR SUPPORT**

[VisitTri-Cities.com](http://VisitTri-Cities.com)



Visit   
**TRI-CITIES**  
WASHINGTON

# Work Plan 2022



## THE FOLLOWING IS A SUMMARY OF VISIT TRI-CITIES ACTIVITIES TO SUPPORT TOURISM.

### VISITOR SERVICES

- Manage and operate the Tri-Cities Visitor Center, providing a place for visitors and residents to gather information on local attractions, services and tourism-related businesses.
- Produce and distribute the official Tri-Cities Visitor Guide, a publication highlighting the community, attractions and activities to promote the Tri-Cities as a preferred travel destination.
- Fulfill the estimated 10,000 written and telephone requests for information on the Tri-Cities.
- Produce the Tri-Cities Calendar of Events.
- Act as a resource and provide materials to local companies for their recruitment and employee relocation efforts.
- Offer a "Hot Dates" program to assist visitors in finding accommodations during high demand dates.
- Stock the Satellite Visitor Centers with visitor information and brochures.
- Provide visitor services and maintain the interactive Tri-Cities kiosk at the Tri-Cities Airport and Three Rivers Convention Center.

### CONVENTION AND GROUP SALES

- Generate 175 sales leads (Request for Proposals) to industry partners.
- Secure conventions, meetings and sporting events that will attract 38,000 future overnight stays.
- Host familiarization tours for meeting planners and tournament directors, escorting each on a scheduled set of appointments specific to their event needs.
- Attend 5 industry events and trade shows (some virtual) such as Meeting Planners International, Washington Society of Association Executives, Pacific Northwest Chapter of Society of Government Meeting Professionals, National Tour Association, etc., to meet with decision makers and promote the Tri-Cities as a destination of choice for conventions.
- Coordinate Spring Customer Appreciation Luncheon for up to 50 Washington State Association meeting planners.
- Coordinate Fall Sales Blitz, featuring customer events and appointments with meeting planners.
- Host a Familiarization (FAM) Tour in the Tri-Cities for up to 15 qualified meeting planners in September.
- Support local tourism-related businesses by hosting monthly Director of Sales meetings.

### MARKETING

- Place Tri-Cities television advertisements in the Puget Sound region and other key markets, including large metropolitan areas with direct flights.
- Generate 30 million impressions through targeted digital campaigns.
- Manage and promote VisitTri-Cities.com, an optimized and mobile-friendly website including virtual tours and user generated content.
- Strategically direct \$705,000 in advertising, promoting the Tri-Cities as a destination of choice.
- Promote the Tri-Cities through effective social media campaigns on Facebook (more than 26,000 followers), Twitter (more than 6,000 followers) and Instagram (more than 10,000 followers) to drive user generated content.
- Create and distribute the official Visitor Guide and complementary materials featuring local amenities.
- Distribute monthly consumer newsletters, focusing on wine, outdoor recreation and STEM.
- Execute Tourism Week events and promotions.
- Develop multiple mobile passes to promote tourism-related businesses in the Tri-Cities.

### MEMBER SERVICES

- Promote local businesses through Visit Tri-Cities website, which receives more than 331,000 visitors annually.
- Develop and distribute Tri-Cities Small Business Spotlights.
- Report on the state of the Tourism Industry at the 2022 Annual Meeting.
- Apprise members on industry events through monthly newsletters.
- Promote local businesses to out-of-town visitors through the "Show Your Badge" program.
- Create programs to support tourism employment and workforce development.
- Work with Federal and State legislators on tourism related priorities.

### MEDIA OUTREACH

- Host qualified wine, travel, lifestyle and food writers for familiarization tours, escorting each on a scheduled set of appointments specific to their story needs.
- Direct the efforts of public relations firm to create interest and a positive image for the Tri-Cities.
- Conduct face-to-face meetings with writers representing key publications/programs to promote story ideas about the Tri-Cities region.
- Work with Tourism Officials in primary destination/gateway cities (Seattle/Portland) to create cooperative opportunities targeting national and international travelers.
- Attend media conferences to promote the Tri-Cities region to travel writers.
- Host TBEX North America and attract more than 200 travel media attendees to create travel content about the Tri-Cities and Washington State.
- Coordinate with State of Washington Tourism to amplify efforts in promoting the state to domestic and international travelers.

### VISIT TRI-CITIES SPORTS COUNCIL

- Research and attract new sporting events that fit the profile of the existing venues.
- Manage the cooperative efforts of the Tri-Cities Sports Council serving high school athletic directors, municipal recreation departments, local sports clubs and sports officials.
- Work with the athletic directors and sports venue directors to create attractive proposals for high school athletic district and state-wide championships.
- Coordinate venue costs and accommodation pricing for tournament directors.
- Secure volunteers for events taking place in the Tri-Cities.
- Attend national trade shows and secure one-on-one appointments with decision makers to promote the Tri-Cities as a premier Northwest destination, including TEAMS, National Association of Sports Commissions, Connect Sports Marketplace and ESports Travel Summit.
- Secure hotel room blocks and complimentary rooms as needed by tournament directors.
- Provide direction and guidance for recommendations outlined in the Sports Facilities Market analysis and Feasibility Study.

### TRI-CITIES WINE TOURISM COUNCIL

- Manage the cooperative efforts of the Wine Tourism Council serving wineries, wine-related venues, hotels, restaurants and transportation providers in Benton and Franklin counties.
- Distribute a wine map highlighting Mid-Columbia wineries.
- Coordinate the development of wine tourism packages with hotels, restaurants, transportation and cultural events.
- Promote and market wine-related events to increase visitation.
- Work with food and wine writers to secure positive stories about the region's wineries and vineyards.
- Coordinate and promote the Tri-Cities Region Wine Trail Pass.

### ADMINISTRATIVE & OTHER SERVICES

- Promote STEM Tourism to drive economic impact while educating families about educational and career opportunities in the Tri-Cities.
- Coordinate the efforts of the Tri-Cities National Park Committee.
- Organize and manage the efforts of the Tri-Cities Rivershore Enhancement Council.
- Provide direction and guidance for recommendations outlined in the Rivershore Master Plan II.
- Participate and provide leadership in tourism industry organizations such as Washington State Destination Marketing Organizations (WSDMO), State of Washington Tourism, Destination Marketing Association (DMA) West and Destination International (DI).
- Manage the proceeds of tourism promotion assessments as directed by the Commissioners of the Tri-City Hotel-Motel Commission and city councils.
- Promote and manage the Tri-Cities "Excellence in Service" program to stimulate customer service region-wide.



7130 W. Grandridge Blvd., Suite B  
Kennewick, WA 99336  
509-735-8486  
1-800-254-5824  
[www.VisitTRI-CITIES.com](http://www.VisitTRI-CITIES.com)  
[info@VisitTRI-CITIES.com](mailto:info@VisitTRI-CITIES.com)

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March 2, 2022

Ms. Marie Mosley  
City of Kennewick  
P.O. Box 6108  
Kennewick, WA 99336

Dear Ms. Mosley:

Thank you for the opportunity to present the Visit Tri-Cities 2021 Annual Report, 2022 Work Plan and to make a request to utilize Tourism Promotion Area reserve funds to the Kennewick City Council on Tuesday, March 22, 2022.

On behalf of the Tri-City Regional Hotel-Motel Commission, Visit Tri-Cities would like to request the transfer of \$428,800 from Tourism Promotion Area Reserve Account to be used for supplemental tourism related projects.

We prepare the Tourism Promotion Area (TPA) budget in July of each year for the following calendar year. As is the case with most every budget process, there are always more worthy projects to be considered than funds to support them. We manage our resources carefully to ensure our expenses never exceed our projected income and we budget conservatively. As a result, the TPA Commissioners have identified \$575,665 in funds available for reinvestment in tourism related projects.

The funds available for project investment are in addition to the minimum reserve requirement of \$500,000, the amount set based on the recommendation of the City Managers who participate in at Commission meetings as Ex-Officios. It is the Commission's position that once the reserve account reaches this level, that any additional funds should actively be used to promote the Tri Cities as a destination; creating increased visitor spending in the community. In addition to this capital investments are often included in reserve requests. The projects under consideration accomplish these goals.

Given that the balance of the Tourism Promotion Area Reserve Account exceeds the level of \$500,000; the Commissioners of the Tri-City Regional Hotel-Motel Commission have voted in favor of re-investing the surplus revenues, in the amount of \$428,800 that will help tourism related projects including digital advertising campaigns, online platforms, staffing and promotions to increase leisure travel stays and secure new conventions and sports tournaments, high-end photo and video production, destination brand research, tourism education and control security. A summary of the projects and the associated expenditures is attached for your review.

Again, thank you for your consideration and support of the tourism industry. I am available for any questions or comments you may have.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Novakovich", with a stylized flourish at the end.

Michael Novakovich, CDME  
President and CEO

Enclosure

## 2022 Proposed TPA Reserve Reinvestments

### **Playeasy Platform**

**\$10,000**

Playeasy is a networking and lead generation platform with the largest online network of sports destinations and athletic facilities in the United States. This tool enables event organizers, sports facilities and destinations to create profiles and streamline the ability to search, find, communicate, post events and connect through one seamless platform. The platform would provide access to approximately 400 event holders within the RFP Marketplace to support our on-going sports development efforts. Advertising opportunities are available within the platform.

### **Convention Sales Manager**

**\$80,000**

Adding an additional Sales Manager will amplify our efforts to increase group room nights for the community. The Convention Sales Manager will be the primary contact for the Government and Corporate Group Market Segment. The individual will also be responsible for researching and pursuing new market opportunities for the Tri-Cities as well as reviving the Show Your Badge program. We are forecasting an additional 7,000 group room nights and fifty leads to be generated in the first twelve months of employment. We expect the individual to have a start date of May 1st. This request covers employee costs for the twelve-month period (salary, benefits, etc.).

### **Olympia Sales Blitz hotel rooms for Hospitality Partners**

**\$3,000**

To help ease travel budget concerns caused by the pandemic, Visit Tri-Cities will cover the cost of two night's lodging for one representative from each participating hotel property or meeting venue to attend the 2022 Spring Sales Blitz in Olympia. All other costs including travel to and from Olympia and meals will be the responsibility of each participant. The requested amount will cover costs for up to ten partners.

### **Meeting Planner FAM**

**\$20,000**

The Convention Department will host an in-person Familiarization (FAM) Tour in the Tri-Cities for up to fifteen qualified meeting planners in September. Qualified planners will be invited to apply. Selections will be made based on the following criteria: 1) New Business i.e., events that are new to the Tri-Cities or have not taken place for more than five years; 2) Business taking place in shoulder season; and/or 3) Business large enough to impact multiple lodging facilities.

### **Photo & Video Production**

**\$100,000**

Engage with a high-end photo and video production company to create compelling visual content for creative storytelling rivaling tier one global destination content. Deliverables would include cinema quality longform videos (2+ minutes); :30 and :15 distribution ready commercials; a gallery of photos for promotional purposes and made available for stakeholder and media usage. The casting and experiences featured will be diverse and inclusive. The products will supplement the robust video content VTC staff is currently producing in-house on a weekly basis.



### **Seattle Out of Home Advertising**

**\$100,000**

For this campaign, Visit Tri-Cities will focus advertising efforts on our primary drive-in markets, particularly Seattle, to attract visitors to the Tri-Cities through multiple and repeated touchpoints. In addition to broadcast, streaming, digital, social and print tactics already in place for the year, the supplemental budget will support out of home advertising tactics in the Seattle, including but not limited to, billboards, transportation and wallsapes.

### **Creative Testing Consumer Research**

**\$27,800**

Visit Tri-Cities would contract with Destination Analysts to provide follow-up to the Consumer Sentiment Study recently completed for Visit Tri-Cities. Creative Testing Research would be conducted twice a year on our ongoing marketing campaigns. This would include measuring favorability, engagement of creative and desire to take action, as well as awareness and understanding of the Tri-Cities through in-depth interviews.

### **TBEX FAM**

**\$5,000**

The Tri-Cities will be hosting TBEX North America, April 18-21, where nearly 300 travel content creators will spend four days exploring the region. Above and beyond the conference program, Visit Tri-Cities will host a FAM tour of up to five travel writers, specifically selected by VTC, to enjoy an immersive experience of our rivers, restaurants, wine and other attractions to develop storytelling content. The FAM will include an exploration of Downtown Kennewick and the Public Market at Columbia Warehouse, a horse drawn wagon ride and luxury picnic on Red Mountain, a progressive experience in Richland gathering places The Parkway and Uptown Shopping Center, a mini taco crawl in Downtown Pasco, a welcome amenity featuring VTC logo'd travel item (e.g. crossbody bag or backpack) featuring local items and more.

### **TREAD MAP App**

**\$60,000**

Outdoor recreation has been a key asset bringing about the return of the tourism economy. Recognizing the multi-faceted value of outdoor recreation, the State of Washington Tourism in partnership with Dharma Maps created TREAD Map. The expense to develop TREAD is \$30,000 each per county for Benton and Franklin counties. The State of Washington Tourism is offering \$30,000 match per county to aid in the development of a statewide tool used to draw visitors to our community while engaging sustainable tourism and stewardship of our open spaces. TREAD Map is a hyper-local trail mapping app built by trail enthusiasts who understand what users want to know:

- Plan outings
- Access and provide real-time trail conditions
- Post-trip reports, photos, and videos
- Share local experiences
- Connect with other trail enthusiasts
- Engage in two-way communication with land managers
- Learn more about local events, fundraisers, work parties and advocacy groups
- Get exclusive deals from sponsors

**Tourism Recovery Education****\$18,000**

Destinations International, DMA West and other industry associations are hosting several in-person summits, conferences and events that focus on tourism recovery education and initiatives. These events target two key segments of our business: group business (meetings, conventions, and sports) and leisure travel. Funding of tourism recovery education provides additional opportunities for the Visit Tri-Cities senior staff to learn new tactics, strategies, and best practices from presenters as well as in-valuable peer-to-peer exchanges with the intent of driving an expedited return of our local tourism economy.

**Security for Visit Tri-Cities Office (Access Control)****\$5,000**

A controlled access and security system for Visit Tri-Cities office is a vital component to further protect the organization's significant investments in technology and equipment and enhance the level of security and safety for employees. Such a system will grant people access for specific days and times based upon their job requirements. It provides added security measures and tracks who enters the office. The need to re-key locks after turnover or lost keys will be eliminated resulting in cost savings in the future. Additional cost savings may be recognized through an associated reduction in insurance premiums.

**Total All Requests:****\$428,800**

# Council Workshop Coversheet



Agenda Item Number	2.	Meeting Date	03/22/2022
Agenda Item Type	Presentation		
Subject	Affordable Housing/CDBG		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Management Services		

Info Only	<input checked="" type="checkbox"/>
Policy Review	<input type="checkbox"/>
Policy DevMnt	<input type="checkbox"/>
Other	<input type="checkbox"/>

## Summary

Alisha Piper, the City of Kennewick's Community Development Coordinator, will provide an overview and update of the City's Community Development Block Grant program and the partnerships with the Kennewick Housing Authority and Benton County Department of Human Services.

Kyle Sullivan, Manager with Benton County Department of Human Services, will provide an overview of their housing programs, behavior health challenges, as well as the 2060 (Affordable Housing for All), 2163 (Homeless Housing and Assistance), and 1406 (Affordable Housing) programs.

Through

Attachments:

Benton County Presentation  
 CDBG Presentation

Dept Head Approval

Christina Palmer  
 Mar 15, 13:48:25 GMT-0700 2022

City Mgr Approval

Marie Mosley  
 Mar 17, 08:17:23 GMT-0700 2022



# COMMUNITY DEVELOPMENT BLOCK GRANT(CDBG) AND HOME PROGRAMS

ALISHA PIPER, COMMUNITY DEVELOPMENT COORDINATOR



Kennewick is an “entitlement” community as defined by HUD

We receive federal funds on an annual basis for two programs

Community Development Block Grant (CDBG)

HOME Investment Partnership Program (HOME)

Annual funding is decided by HUD and can increase/decrease

2021 CDBG funds- \$687,295

2021 HOME funds- \$165,204.50 (Consortium \$660,818)

The HOME Consortium includes the City of Richland and the City of Pasco

10% Administration and 15% Community Housing Development Organization (CHDO) are removed before dividing between the three cities



- CDBG Projects must meet a **national objective**
  - Activities benefiting low-and moderate-income (LMI) persons
  - Activities which aid in the prevention or elimination of slums or blight (we don't have any that qualify per HUD)
  - Activities to meet urgent needs (these funds are for disaster relief)

CDBG advisory body is the Block Grant Advisory Committee

A seven member committee with four year terms

- Hold monthly meetings (as needed)
- Review CDBG annual applications
- Listen to presentations and score applications
- Give annual funding recommendations to Council



**Kennewick's CDBG has historically been used for  
Infrastructure, Economic Development, and Public Service**

**Infrastructure:**

Water/Sewer installation  
Street improvements  
Sidewalk/ADA ramp installation  
Park upgrades

**Public Service:**

Youth recreation scholarships  
Meals on Wheels  
ARC therapeutic recreation  
KHA youth lending library

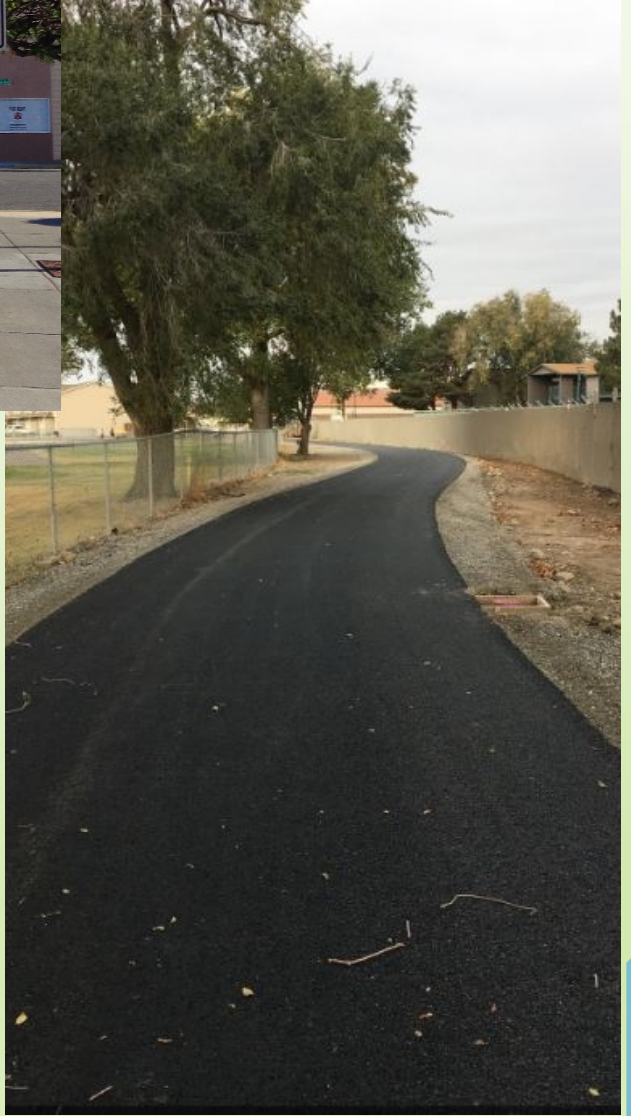
**Economic Development (job creation/retention):**

Stretery  
Facade Improvements









- HOME Projects must provide housing assistance. Eligible activities include:

- Rehabilitation


We currently don't use HOME funds for this activity given the cost and regulations associated with it.

- Down Payment Assistance (DPA)

No DPA awarded since 2019, due to caps placed on home values by HUD for qualifying properties

- Tenant Based Rental Assistance (TRBA)

New program being developed by Consortium to begin in 2022



Kennewick supports Benton County Human Services (BCHS) by participating in the Continuum of Care (CoC) Task Force that brings public services, non-profits, and other organizations together for collaboration on issues effecting our Tri-City community.

We also partner with Kennewick Housing Authority (KHA) and BCCHS with our HOME dollars to fund affordable housing like Nueva Vista I & II, and most recently, homeless housing with Lilac Homes.

Currently we are working with KHA on a potential affordable housing project utilizing the existing City shops property at 414 E. 10<sup>th</sup> Ave.





## Lilac Homes Project

- Created 16 units for homeless individuals and families
- Included \$155,711 of CDBG dollars for infrastructure- water, sewer, sidewalk
- Included approx. \$800,000 of HOME dollars for building





Nueva Vista I- 32 units w/ tenant services bldg.



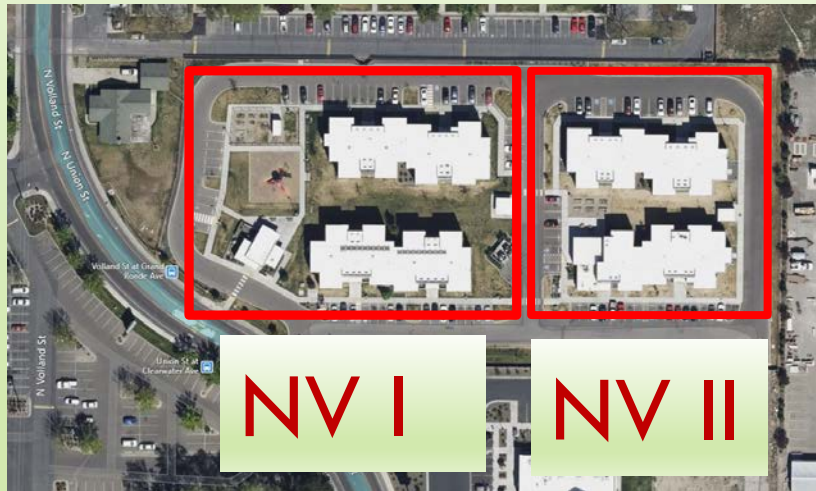
The rapid flashing beacons that cross Volland St. from NV I & II to Winco, were installed using CDBG funds.

Nueva Vista II- 28 units



## Future partnership project

- Create affordable housing on the south 4 acres of the property at E. 10<sup>th</sup> Ave. & S. Gum St.
- Eventually relocate existing City services to Frost Campus and create more affordable housing and possible respite care facility.



Existing NV I & II just under 4 acres



South 4 acres of 10 acre COK shops  
(Overlay shown for example purposes only)

# Benton County Department of Human Services

## Housing Programs

Presented to Kennewick City Council

March 2022

By Kyle Sullivan and Gloria Caldwell

Benton County Human Services

# Housing Overview

The Benton County Department of Human Services serves as the first point of entry for families or individuals who are currently homeless or at risk of being homeless. Clients are screened through the Housing Resource Center to determine eligibility for housing programs within the department or through contracted providers. We have an MOU with Franklin County to provide the same services in both Counties.

## **Direct services include:**

- Security Deposit
- Application Fees
- Utility Deposits
- Utility Assistance
- Case Management for households enrolled in internal programs
- Permanent Supportive Housing Assistance

## **Funding sources include:**

- Federal, State and Local funding.



# Funding Sources

- State and Federal funding provide guidelines on how they want the dollars spent.
- Funding includes the Consolidated Homeless Grant (CHG), Emergency Solutions Grant (ESG), Community Development Block Grant (CDBG), Treasury Rental Assistance Program (TRAP), Community Behavioral Health Rental Assistance Program (CBRA)
- Local funding (document recording fees) are flexible and are used to help fill gaps in the housing system.
- Affordable Housing Fund (2060) – supports capital projects
- Homeless Housing Fund (2163) – supports services
- 1406 – Tax credit – Allows Benton and Franklin Counties to retain a portion of the sales tax for capital projects (similar to 2060)

# 2060 and 1406 Funds

The activities supported by these funds support affordable housing to very low-income persons and households.

2060 – Projects must serve households at or below 50% AMI

1406 – Projects must serve households at or below 60% AMI

## **Eligible Housing Activities defined:**

- Acquisition, construction, or rehabilitation of housing projects or units within housing projects that are affordable to very low-income households
- Supporting building operation and maintenance costs of housing projects or units within housing projects eligible to receive housing trust funds
- Rental assistance vouchers for housing units that are affordable to very low-income households
- Operating costs for emergency shelters and licensed overnight youth shelters
- May not be used to provide direct services (e.g. case management)

# 2163 Funds

Priority must be given to eligible housing activities that serve extremely low-income households with income at or below 30% of the area median income.

## **Eligible Services:**

- Rental Assistance
  - Eviction Prevention
  - Rapid Rehousing
  - Permanent Supportive Housing
- Operations for Shelters
- Outreach Services
- Develop and manage local homeless housing plan
- Utility Assistance

# 2163 Funds

- This fund is used to fill gaps in the homeless housing system
- Benton County Department of Human Services is designated as the representative of the County and as the “local government” designated in the Act for administering ESSHB 2163
- Each city is authorized to appoint two representative to the Benton Franklin Housing Continuum of Care which serves in an advisory capacity to the Benton & Franklin Counties’ Department of Human Services.

# 2163 Funded Programs

Benton County Department of Human Services manages programs both internally and through contracted agencies. This funding source is used to help fill gaps in housing services.

- **Housing Resource Center**
  - The first point of contact for individuals and families experiencing homelessness or at risk of becoming homeless
- **Emergency Housing Program**
  - Assistance can include: First months rent and damage deposit (can provide up to several months of assistance to help with stabilizing household). Assistance with placing homeless in hotel
- **Jail Release Housing Program**
  - Provides a short-term subsidy for rental assistance, bus passes and case management for client exiting the Benton County Jail
- **Mental Health Housing Program (Permanent Program)**
  - Permanent supportive housing program for clients that are homeless and engaged in mental health services. Includes rental assistance, case management, deposit assistance, utility deposit assistance and application fees. We require participants to pay 30% of their income towards rent and we cover the rest.
- **Substance Use Disorder (SUD) Housing Program**
  - Provides short term assistance for clients exiting treatment facilities. Includes rental assistance, case management, deposit assistance, utility deposit assistance and application fees.
- **Disabled Housing Program (Permanent Program)**
  - Permanent supportive housing program for clients that are homeless and disabled. Includes rental assistance, case management, deposit assistance, utility deposit assistance and application fees. We require participants to pay 30% of their income towards rent and we cover the rest.
- **Young Adult Housing Program**
  - Up to 24 months of housing and utility assistance for young adults aging out of the teen shelter or foster care. This program include case management.

# 2163 Fund Programs

- Contracted agencies/programs include:
  - **Columbia Basin Veterans Coalition** (Veterans Short Term Rental Assistance – VESTRA)
    - Short term rental assistance for veterans
  - **Goodwill Industries**
    - Graduated housing assistance and case management for homeless or facing eviction
  - **Domestic Violence of Benton-Franklin Counties**
    - Help with costs of running DV shelter including maintenance, rent, case management and motel vouchers
    - Graduated rental subsidy to DV victims displaced by domestic violence or homeless
  - **Safe Harbor Crisis Nursery**
    - Costs of running overnight youth shelter
  - **Oxford House**
    - Up to 3 months rental assistance for individuals exiting Substance Use Disorder (SUD) treatment or jail
  - **Community Action Committee**
    - Rapid rehousing and homeless prevention dollars for families to move into their own units.

# HUD definitions of homelessness

- **Homeless** - Individual or family who lacks a fixed, regular, and adequate nighttime residence, such as those living in emergency shelters, transitional housing, or places not meant for habitation.
- **Chronically Homeless** - individual is defined to mean a homeless individual with a disability who lives either in a place not meant for human habitation, a safe haven, or in an emergency shelter or in an institutional care facility if the individual has been living in the facility for fewer than ninety (90) days and had been living in a place not meant for human habitation, a safe haven or in an emergency shelter immediately before entering the institutional care facility. In order to meet the “chronically homeless” definition, the individual also must have been living as described above continuously for at least twelve (12) months or on at least four (4) separate occasions in the last three (3) years, where the combined occasions total a length of time of at least twelve (12) months. Each period separating the occasions must include at least seven (7) nights of living in a situation other than a place not meant for human habitation, in an emergency shelter or in a safe haven.

# Housing Definitions

- **Area Median Income (AMI)** - \$75,882
- **Affordable Housing** - Affordable housing is generally defined as housing on which the occupant is paying no more than 30 percent of gross income for housing costs, including utilities.
- **Low-income families** - are defined as families whose incomes do not exceed 80 percent of the area median income (AMI) for the area. (\$60,706)
- **Very low-income** - families are defined as families whose incomes do not exceed 50 percent of the median family income for the area. (\$37,941)
- **Extremely-Low Income families** - are defined as families whose incomes are at or below 30 percent of Area Median Income. (\$22,764)



# Benton County Fair Market Rent (FMR)

Unit Size	2020	2021	2022
Studio	\$720	\$678	\$704
1 bd	\$883	\$824	\$855
2 bd	\$1,089	\$1,019	\$1,060
3 bd	\$1,477	\$1,378	\$1,423
4+ bd	\$1,857	\$1,721	\$1,792

Fair Market Rent (FMR) is determined by HUD. Vacancy rates in Benton/Franklin Counties hovers around 1%. The lack of housing inventory has created problems with rents exceeding FMR. Many of the programs offered through Benton County Human Services require compliance with FMR.



Questions?

# Council Workshop Coversheet



Agenda Item Number	3.	Meeting Date	03/22/2022
Agenda Item Type	Presentation		
Subject	Public Records Processing		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Management Services		

Info Only	<input checked="" type="checkbox"/>
Policy Review	<input type="checkbox"/>
Policy DevMnt	<input type="checkbox"/>
Other	<input type="checkbox"/>

## Summary

On behalf of the City Clerk's Office, Public Records Officer Krystal Townsend will be presenting an overview of the records request process for elected officials. The key points include:

- \*The two primary ways elected officials request records from the City of Kennewick;
- \*How case law, together with RCW 42.56, forms the framework for our policies and procedures;
- \*Examples of relevant case law for elected officials;
- \*The process elected officials should expect when receiving a public records request;
- \*Ways to identify public records on personal accounts and devices.

Following the presentation, Ms. Townsend and City Attorney Lisa Beaton will stand for questions.

Through

Attachments:

Presentation

Dept Head Approval

Christina Palmer  
 Mar 16, 17:37:00 GMT-0700 2022

City Mgr Approval

Marie Mosley  
 Mar 17, 10:46:19 GMT-0700 2022



# PROCESSING RECORDS REQUESTS

COUNCIL VIA CITY MANAGER VS. PUBLIC RECORDS ACT  
CITY PERSONNEL COMPARED TO CITY COUNCIL  
PUBLIC RECORDS IN PRIVATE PLACES

## CITY CLERK'S OFFICE

Terri Wright, City Clerk

Krystal Townsend, Public Records Officer

Jennifer Hansen, Public Records Specialist

March 2022

## **PUBLIC RECORDS:**

Any record relating to the conduct of Kennewick (or our proprietary function) which was **P**repared, **O**wned, **U**sed or **R**etained by the City.

The background features several overlapping green geometric shapes. On the right side, there are several overlapping triangles and polygons in various shades of green, ranging from light to dark. On the left side, there is a large, semi-circular shape with a brushstroke-like texture, also in shades of green. The overall design is modern and abstract.

# **RECORDS REQUESTS BY CITY COUNCILMEMBERS**

CITY COUNCIL

# Records Requests

## City Manager **VS** RCW 42.56

**PURPOSE:** To seek information, research and records from the City pertaining to City business.

**ELIGIBLE:** Each elected official who is acting in an official capacity.

**INELIGIBLE:** Private purpose requests.

**FEES:** No cost.

**ACCESS:** Councilmembers have a greater level of access to records than the general public. (*Attorney-client privilege for instance*).

**NOTE:** The City Manager will direct staff to research the request and gather responsive records. This includes gathering information/ conducting research which is not available under the PRA.

**PURPOSE:** To seek existing, identifiable records from the City pertaining to City business.

**ELIGIBLE:** Everyone, but request is strictly subject to RCW 42.56.

**INELIGIBLE:** No one is ineligible.

**FEES:** Pursuant to the fee schedule.

**ACCESS:** If a record is exempt from disclosure to the general public, it will be redacted for the Councilmember.

**NOTE:** The identity of requestor cannot be considered when determining fullest assistance. All requestors must be treated equally. No greater access or expedited reply is given to a councilmember than is given to a general member of the public.

**Your request is a matter of public record  
no matter which method you use.**

The slide features a white background with several green geometric shapes. On the right side, there is a large, complex shape composed of overlapping triangles and polygons in various shades of green, ranging from light to dark. At the bottom, there is a large, semi-circular shape with a brushstroke-like texture in a light green color. The text is centered in the upper half of the slide.

**LEGISLATION + CASE LAW =**  
**Our Policy & Procedures**



“REASONABLE PLACES TO  
SEARCH FOR RESPONSIVE  
RECORDS”

[Neighborhood Alliance v. Spokane County](#) (2011)

¶136 An adequate search is a prerequisite to an adequate response, so an inadequate search is a violation of the PRA because it precludes an adequate response.

¶127 Under this approach, the focus of the inquiry is not whether responsive documents do in fact exist, but whether the search itself was adequate. *Citizens Comm'n on Human Rights v. Food & Drug Admin.*, 45 F.3d 1325, 1328 (9th Cir. 1995); *Weisberg v. U.S. Dep't of Justice*, 240 U.S. App. D.C. 339, 745 F.2d 1476, 1485 (1984) (quoting *Weisberg v. U.S. Dep't of Justice*, 227 U.S. App. D.C. 253, 705 F.2d 1344, 1350-51 (1983)). The adequacy of a search is judged by a standard of reasonableness, that is, the search must be reasonably calculated to uncover all relevant documents. *Weisberg*, 705 F.2d at 1351. What will be considered reasonable will depend on the facts of each case. *Weisberg*, 705 F.2d at 1351.

*Block v. City of Gold Bar* (2015).

¶ 21 Additionally, agencies are required to make more than a perfunctory search and to follow obvious leads as they are uncovered. The search should not be limited to one or more places if there are additional sources for the information requested. Indeed, “the agency cannot limit its search to only one record system if there are others that are likely to turn up the information requested.” This is not to say, of course, that an agency must search every possible place a record may conceivably be stored, but only those places where it is reasonably likely to be found.<sup>[14]</sup>

¶ 22 To establish that its search was adequate in a motion for summary judgment, “the agency may rely on reasonably detailed, nonconclusory affidavits submitted in good faith.”<sup>15</sup> This evidence should describe the search and “establish that all places likely to contain responsive materials were searched.”<sup>16</sup>

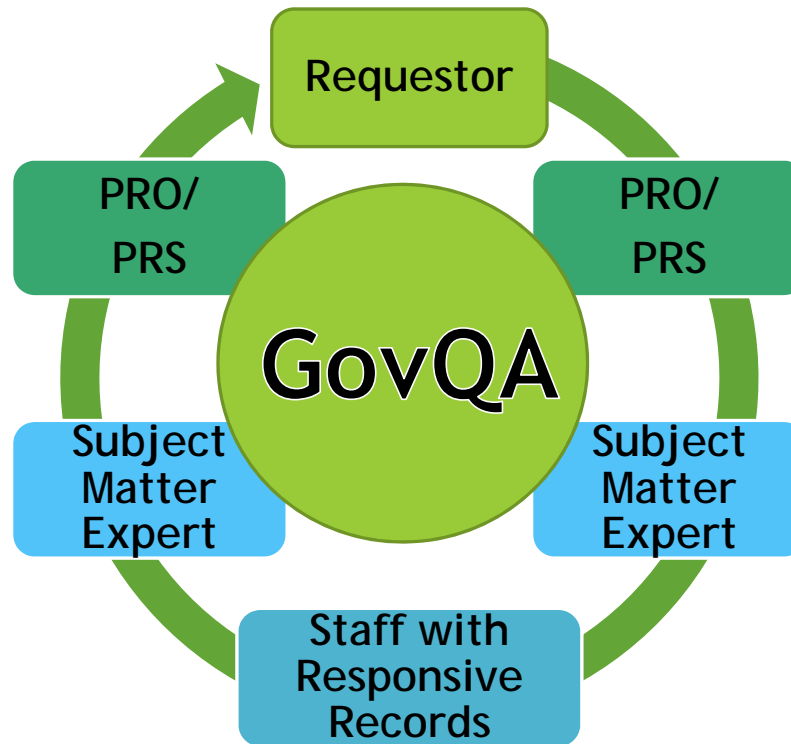
The slide features a white background with several green decorative elements. On the right side, there is a large, abstract composition of overlapping triangles and polygons in various shades of green, ranging from light to dark. At the bottom, there are two large, semi-circular brushstroke-like shapes in a light green color. The text is centered in the upper half of the slide.

**PROCESS & PROCEDURE**  
**CITY PERSONNEL LEVEL**

## CITY STAFF OPERATE IN A CLOSED SYSTEM

---

~~EMAIL~~



~~TEXT~~

Public Records Request - PRR (C000168-052219)

Details Fees & Time **Activities (28/28)** Attachments (202) Letters (1) Customer Followers (1) History

New Message + Add Forward Print Print Attachments Find Similar Requests Tools

Activity ID	Due Date	Activity Type	Activity Assigned Dept	Activity Assigned Staff	Activity Records	Activity Summary
2509	12/19/2019	To Do	City Attorney's Office	Bonnie Lanning	No	2/4: PER SEARCH LOG SEPTEMBER NO RECORDS FOUND. Please include the following information in your search: ...
2723	7/11/2019	To Do	Police Department	Cindy Powell	Yes	12/19: COMPLETE - NOTHING MORE TO DO FOR THIS REQUEST. Your estimated completion date has been determined.
2508	12/19/2019	To Do	Employee & Community Relations	Daniel Lemieux	Yes	2/4: COMPLETE - ALL RECORDS PROVIDED 12/19/2019. Be sure to include the reason your estimated completion date has been determined.
3395	12/19/2019	Provide Records	Employee & Community Relations	Daniel Lemieux	Yes	2/4: NEED STATUS UPDATE FOR THIS ACTIVITY. Please include the reason your estimated completion date has been determined.
3689	3/3/2020	To Do	Support Services	Chris Esters	Yes	2/4: ACTIVITY DUE 3/3/2020. Nothing complete yet regarding maintenance and upkeep of American Tree Service, Inc. 09823 Top Tree Service, Inc. 10/21/2019: All released. Complete. 12/19: NOTHING TO DO FOR THIS REQUEST.
2517	10/31/2019	Provide Records	Employee & Community Relations	Emily Estes-Cross	Yes	1/21: All released. Complete. 12/19: NOTHING TO DO FOR THIS REQUEST.
2518	10/31/2019	Provide Records	Employee & Community Relations	Greg Duffy	Yes	1/21: All released. Complete. 12/19: NOTHING TO DO FOR THIS REQUEST.
3393	10/31/2019	Email Scrub	Management Services	Eric Borsheim	Yes	12/19: IT SCRUB COMPLETE - DOCS NOT YET REVIEWED.
3458	11/14/2019	Email Scrub	Management Services	Eric Borsheim	Yes	2/5: FULLY PROCESSED *** 12/19: ONE PST FILE TRANSMITTED TO SUPERIOR TREE SERVICE 545-6947 Superior Tree Service 727-727-7272.
3949	2/27/2020	Email Scrub	Management Services	Eric Borsheim	Yes	Hi Eric: Can you please perform four new searches for me? ...
2518	7/12/2019	To Do	Employee & Community Relations	Greg Duffy	Yes	12/19: COMPLETE - 108 FILES TRANSMITTED TO CUSTOMER. Please anticipate completing your search. Be sure to include the reason your estimated completion date has been determined.
2800	12/19/2019	Provide Records	Employee & Community Relations	Greg Duffy	Yes	12/19: COMPLETED UNDER OTHER ACTIVITY.
2828	12/19/2019	Provide Records	Employee & Community Relations	Greg Duffy	No	12/19: COMPLETED UNDER OTHER ACTIVITY.
2830	8/30/2019	Provide Records	Employee & Community Relations	Greg Duffy	Yes	12/19: 4 FILES AND 2 EMAILS TRANSMITTED TO CUSTOMER. Please anticipate completing your search. Be sure to include the reason your estimated completion date has been determined.
3392	10/31/2019	Provide Records	Employee & Community Relations	Greg Duffy	Yes	2/4: No new leads. Complete. 12/19: TASK ASSIGNED TO OTHER STAFF.
2755	7/17/2019	Provide Records	Employee & Community Relations	Ian Dezember	Yes	12/19: ALL FILES (7) TRANSMITTED TO CUSTOMER. Please anticipate completing your search. Be sure to include the reason your estimated completion date has been determined. Copies of any field diagrams, photographs, etc.
2784	8/30/2019	Provide Records	Employee & Community Relations	Ian Dezember	Yes	12/19 COMPLETE & CLOSED. Installment #2 (10/31/2019) ...

# ACTIVITIES

BREAKING REQUESTS INTO MANAGEABLE BITES



# PUBLIC RECORDS REQUEST SEARCH PROCESS:

The City is required to maintain evidence that it has conducted an adequate search for all reasonably follow any obvious leads uncovered during the search process. Details regarding your search efforts at your Records Team representative along with any responsive records.

NAME: Click here to enter text. ACTIVITY ID: Click here to enter text.

DESCRIPTION OF RECORDS REQUESTED:

ACTIVITY SCOPE:  Entire Request  Only These Items (use the numbers from the description)

### RESULTS/SUMMARY:

My search is complete. I've looked in all areas reasonably calculated to discover records. I identified the following records as responsive for items Click or Tap here to

Format/Type of Record	Enter # Below
Scanned Pages <small>(which did not previously exist electronically)</small>	
ACTUAL TIME SPENT SCANNING	EXACT MINUTES (Please GovQA as a separate time entry)
Electronic Files Provided <small>(restore emails from the vault before)</small>	

Please flag all records you have identified as possible responsive records.

Fill out below if you were unable to find one or more records.

I did not find records for Click or Tap here to enter text.

EMAIL SCRUB: My search for this activity is complete but an email scrub was performed. (Please provide the name of the email account(s) searched.)

RESEARCH: minutes hours

Compiling: minutes hours

Administering: minutes hours

NOTES:

OPTIONAL:  The customer may want to contact for these records.

Another department may have records responsive to this request. Please because Click here to enter text.

PLEASE DOCUMENT YOUR SEARCH AND THE LOCATIONS YOU COULD SEARCH:

Item	LOCATION/RESOURCE	N/A	If Applicable	Description
1	File Cabinets	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Cabinet Location(s): Folder(s):  Cabinet Location(s): Folder(s):
2	Archived Physical Files (Basement, off-site Storage, etc)	<input type="checkbox"/>	<input type="checkbox"/> Records exist	Storage Location(s):
3	Microfilm - Building Records ( <a href="http://www.kennewick.wa.us/microfilm">www.kennewick.wa.us/microfilm</a> )			
4	Microfilm - Planning Records ( <a href="http://onbase.wa.gov/Planning">onbase.wa.gov/Planning</a> )			
5	Microfilm - Other			
6	Archived Building Floor Plan (electronic)			
7	Network Drives/File Shares Example: H:\PUBLIC\Annex\04-07			
8	Workstation Hard Drive Workstation Name located in Computer Properties - bear in mind			
9	Removable Media (thumb drives, external drive, Dropbox, etc)			
10	Email (restore prior to providing) Please provide any e-mails you have access to. Examples: Outlook, Proton Mail, etc			
11	Personal Devices - List Each (PC's, Cell Phone, iPad, Thur Drives, etc)			



## PUBLIC RECORDS REQUEST SEARCH LOG

Public Records Request #  
Number & Name

12	Text Messages <small>Please notify Krystal if there are any responsive documents in text messaging.</small>	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Device Type: Cell Number: Assigned User:
13	Data Disks from Previous Employees <small>Check for any files on the disk.</small>	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Employee Name: Module(s):
14	Check for any files on the disk	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Search Terms Used:
15	Check for any files on the disk	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Search Terms Used:
16	Onbase <small>Examples: Council agenda items, presentations, emails, contracts/agreements, etc.</small>	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Document Types Searched: Search Terms Used:
17	Municipal	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Module(s): Search Terms Used:
18	Contractor records	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Search Terms Used: Contractor name(s):
19	Contractor records	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Platform: Details:
20	Social Media	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Details:
21	Other	<input type="checkbox"/>	<input type="checkbox"/> Records exist <input type="checkbox"/> No records found	Details:
<b>FIRE DEPARTMENT ONLY:</b>				
Image Trend: <input type="checkbox"/> YES - Searched or N/A <input type="checkbox"/> N/A ERS: <input type="checkbox"/> YES - Searched or N/A <input type="checkbox"/> N/A		Module(s): <input type="checkbox"/> Fire Incident <input type="checkbox"/> Occupancy <input type="checkbox"/> Other: _____		
		Search Terms Used Date Range: _____ Address: _____ Incident #: _____ Name: _____		
		Results: <input type="checkbox"/> Records exist <input type="checkbox"/> No records found <input type="checkbox"/> PORTIONS EXEMPT - CONTAINS MEDICAL INFORMATION		

If you need additional pages to document your search, please contact Krystal Townsend or Terri Wright.

# SEARCH/TRACKING LOG

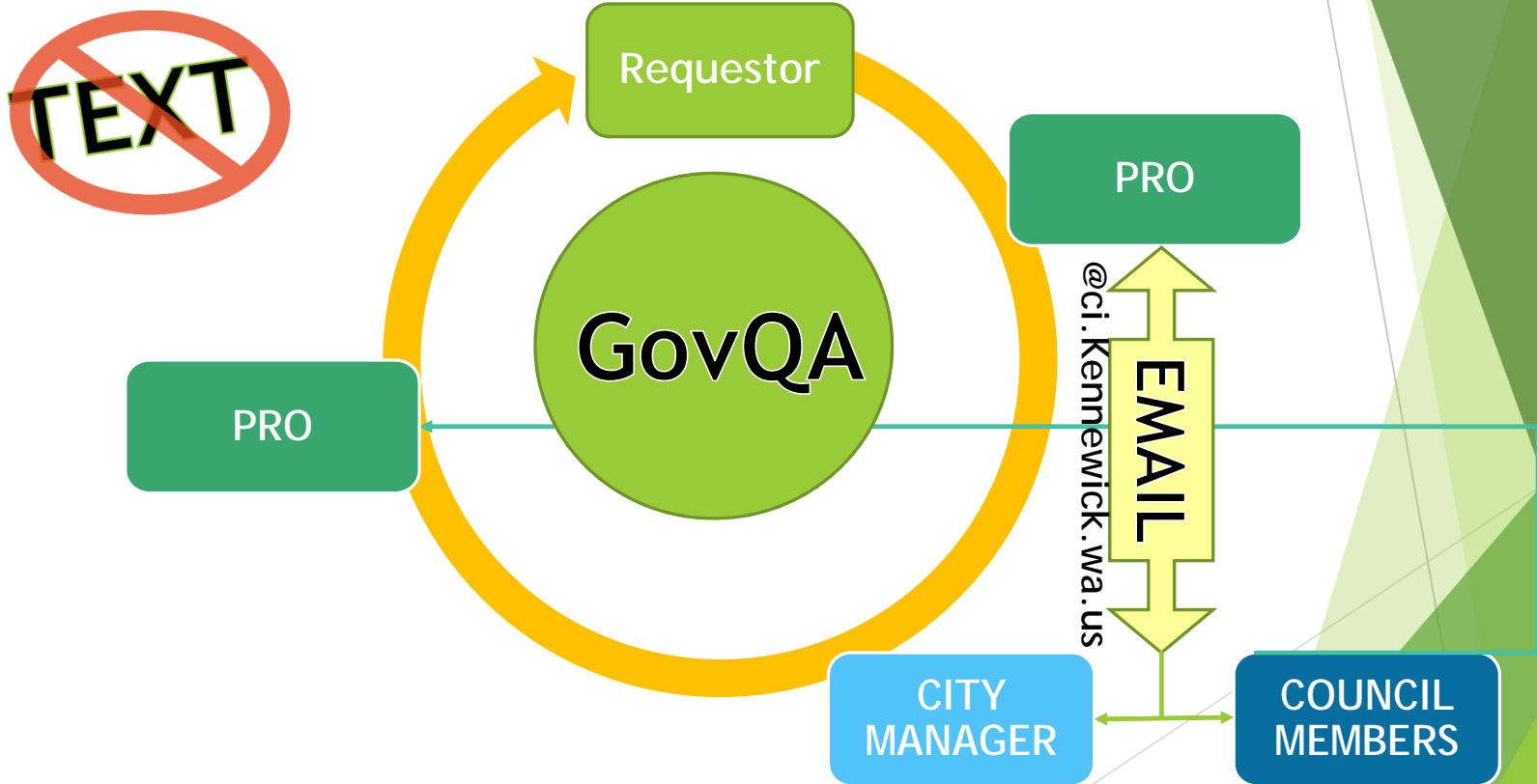
## DOCUMENTS THE REASONABLE PLACES SEARCHED



# PROCESS & PROCEDURE CITY COUNCIL



# HYBRIDIZED WITH GOVQA AND EMAIL/IN PERSON



AS LONG AS YOU'RE SENDING & RECEIVING THROUGH CITY EMAIL,  
IT DOESN'T MATTER WHERE & HOW YOU ACCESS YOUR ACCOUNT . . .



. . . YOU WILL NOT  
NEED TO SEARCH  
FOR RECORDS

*ve sent this as a blind copy to avoid an inadvertent serial meeting*

Good morning Mayor Britain, Mayor Pro Tem Lee and City Council:

A new public records request has been submitted.

To meet the legal requirements of the PRA, I'm asking for your reply to the following question.

**QUESTION: Between 01-01-2021 and 11-12-2021 did you correspond with Benton Franklin Humane Society (BFHS) using your personal accounts/devices?**

**YES/MAYBE.** I need to conduct a search for records.

**NO.** I am confident I did not correspond with the BFHS using my personal accounts/devices.

**Your reply on or before November 23 is very much appreciated.** If you reply with "yes", I will provide you with further assistance and with the proper search tools. If you reply with "no" there is no further action required of you.

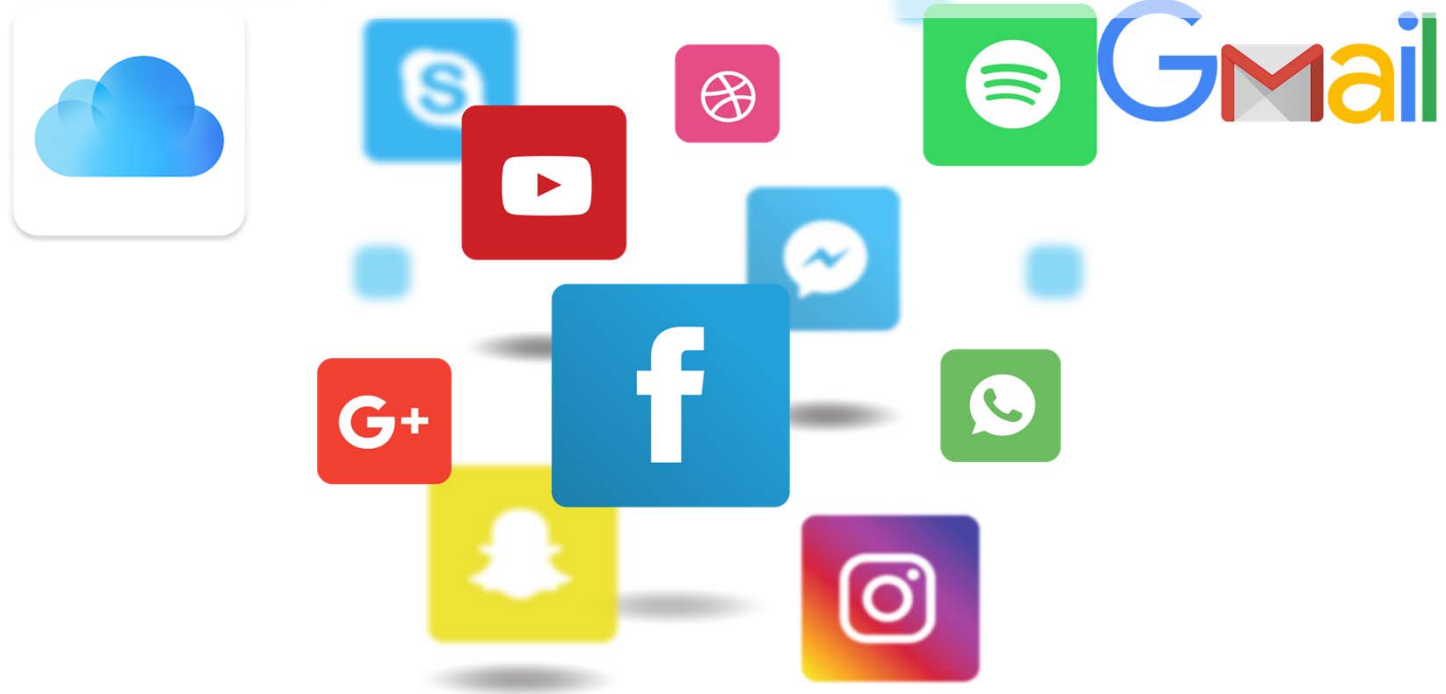
Thank you for your help! As always, I'm happy to help if you have questions or concerns.

**Krystal Townsend**

Public Records Officer | City of Kennewick

# PUBLIC RECORDS VS. PRIVATE PLACES

## **DANGER** - PRIVATE ACCOUNTS & DEVICES



**Posts, comments, replies, which contain specific details of your work as a City Councilmember or regarding City Council discussions, or decisions, or other actions ARE PUBLIC RECORDS.**

*West v. Vermillion, City of Puyallup* (2016).

We hold that it was proper for the superior court to require Vermillion to produce to the City e-mails in his personal e-mail account that met the definition of a public record under RCW 42.56.010(3) and to submit an affidavit in good faith attesting to the adequacy of his search for the requested records. We further hold that the First and Fourth Amendments to the United States Constitution and article I, section 7 of the Washington Constitution do not afford an individual privacy interest in public records contained in Vermillion's personal e-mail account. Therefore, we affirm, but we remand for the superior court to amend its order in light of *Nissen v. Pierce County*, 183 Wn.2d 863, 357 P.3d 45 (2015).

1. Personal E-mail Accounts are Subject to the PRA Appellants argue that the superior court erred in ordering Vermillion "to produce e[-]mails from his personal e[-]mail account and swear under [penalty of] perjury that he had complied." Br. of Appellant (Vermillion) at 3. **Specifically, Vermillion argues that the PRA does not "authorize an agency to require an elected official to search a personal e[-]mail account."** Br. of Appellant (Vermillion) at 4. **We reject Vermillion's argument.**

*West v. Vermillion, City of Puyallup* (2016).

2. **No Individual Constitutional Privacy Interests in Public Records** Appellants argue that the superior court “erred in ruling that a search would not violate Vermillion’s privacy rights,” and that the PRA does not provide sufficient guidance to distinguish between what e-mails should be produced to the city and what should be protected by Vermillion’s constitutional privacy rights. Br. of Appellant (Vermillion) at 3. In support, **Vermillion relies on article I, section 7 and the Fourth Amendment to argue that the entirety of his personal e-mail account is protected from a compelled search.** Vermillion also relies on the First Amendment to argue that the content of his e-mails is protected by his right to associate privately. **We disagree.** a. **Fourth Amendment and Article I, Section 7 In Nissen, the court held that “an individual has no constitutional privacy interest in a public record.”** 183 Wn.2d at 883. Like the appellants, the elected prosecutor and Pierce County in Nissen “primarily cite[d] to the Fourth Amendment to the United States Constitution and article I,

*West v. Vermillion, City of Puyallup* (2016).

... “The decision comes after four years of litigation and appeals in which the city spent more than \$285,000 on outside attorneys, including Vermillion's attorney Ramsey Ramerman, and court penalties.” ...

... “Pierce County Superior Court Judge Stan Rumbaugh on June 15 ordered the city to pay \$131,064 in penalties for not disclosing emails related to public business that had been stored on a private website created by Vermillion.”

Source: The News Tribune July 10, 2018



## *West v. City of Puyallup* (2018).

Facebook posts must meet these criteria:

### 1. Existence of a “Writing”

- The first element of a public record under RCW 42.56.010(3) is the existence of a “writing.” RCW 42.56.010(4) broadly defines “writing” to encompass “every . . . means of recording any form of communication.”

### 2. Information Relating to Conduct of Government

- the writing contain “information relating to the conduct of government or the performance of any governmental or proprietary function.”
- “any information that refers to or impacts the actions, processes, and functions of government.” *Id.* at 880-81. This element is established even if the information only indirectly relates to the conduct of government or to government functions.

### 3. Records Prepared by a Government Agency

- . . . Door was not “conducting public business” on the Facebook page. The posts did not contain specific details of Door’s work as a City Council member or regarding City Council discussions, decisions, or other actions. The posts merely provided general information about City activities and occasionally about Door’s activities.

*West v. City of Puyallup* (2018).

We hold that as a matter of law, the City cannot be deemed to have prepared the Facebook posts at issue here because Door did not prepare the posts within the scope of her employment or official capacity as a City Council member. **In making the posts, Door was not acting in her official capacity, conducting public business, or otherwise furthering the City's interests. Therefore, we hold that the Facebook posts here were not public records under the PRA.**



**PUBLIC RECORDS REQUEST SEARCH LOG  
ELECTED OFFICIALS**

The City is required to maintain evidence that it has conducted an adequate search for all reasonably responsive records. Details regarding your search efforts are to be documented on this form and delivered to the Public Records Requester. This form will be used as an attachment to a general affidavit which will be prepared by the City. Details regarding your search efforts are to be documented on this form and delivered to the Public responsive records. This form will be used as an attachment to a general affidavit which will be prepared by the City. Details regarding your search efforts are to be documented on this form and delivered to the Public responsive records. This form will be used as an attachment to a general affidavit which will be prepared by the City.

**Search conducted by:** [Click here to enter text.](#)

**DESCRIPTION OF RECORDS REQUESTED:** Any and all documents associated with the N complaint. Records include but are not limited to documents, emails, text messages, instant messages, social media, etc. Any and all accounts (personal, business, City, records recently discovered, and/or generated between November 13, 2019 and December 31, 2019).

**PRODUCTION FORMAT:** All documents in original "true native" electronic format, with a data. All emails in original "true native" format, with original "true native" attachments, with meta-data.

**SEARCH PROCESS:**

This form is a tool to help prompt possible locations to search. Not all options listed will apply to every search. Please check the applicable categories. If a category is checked, please provide a search term. If a category is not checked, please provide a search term. If a category is checked, please provide a search term. If a category is not checked, please provide a search term.

Item	Description	Records exist	No records found	Search Terms	Number of Records
2	Computer Hard Drive	<input type="checkbox"/>	<input type="checkbox"/>		
4	Personal Email Provide list of personal email accounts in the space provided in the last column. NOTE: Excludes @ci.kennewick.wa.us account - we will search that on your behalf.	<input type="checkbox"/>	<input type="checkbox"/>		
5	Personal Devices - List Each PC's, Cell Phone, iPad, Thumb Drives, voicemail, etc.	<input type="checkbox"/>	<input type="checkbox"/>		
6	Text Messages/iMessages Please check with Krystal if you need assistance with search methods.	<input type="checkbox"/>	<input type="checkbox"/>		



**PUBLIC RECORDS REQUEST SEARCH LOG  
ELECTED OFFICIALS**

Public Records Request #  
Number & name

7	<b>Social Media Platforms:</b> Facebook, Facebook Messenger, Snapchat, WhatsApp, Facetime, etc. • Posts • Comments • Photos • Voice messages/recordings screenshots, etc.	<input type="checkbox"/>	<input type="checkbox"/>		
8	Other	<input type="checkbox"/>	<input type="checkbox"/>		

**SEARCH/TRACKING LOG**  
**DOCUMENTS THE REASONABLE PLACES SEARCHED**

**RESULTS SUMMARY:**  
Please provide a copy of the records to the requester. If you have a flash drive, please copy the email as a new file and save it to the flash drive. Each email in a string should be saved as a separate file. For instance, if you have replied to an email three times there should be four separate emails (one for the original email and one for each reply).

My search is complete. I identified the following records as responsive:

Format/Type of Record	Enter Qty	Possibly Exempt*
E-Mails Provided		<input type="checkbox"/> Yes
Electronic Files Provided (includes email)		<input type="checkbox"/> Yes
Scanned Pages (which are not previously sent electronically)		<input type="checkbox"/> Yes

\*Please flag all records you've identified as possibly exempt.

**REMARKS:**

**TIME TRACKING:**

Time Spent Researching: Notes:	Time Spent Compiling: Notes:
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Please print the completed form, sign and date. Return fully-executed form to Krystal.

Signature \_\_\_\_\_

Date \_\_\_\_\_

*Nissen v. Pierce County* (2015).

¶ 37 While a policy easing the burden on employees of preserving public records is certainly helpful, it cannot be a precondition to the public's right to access those records. If it were, the effectiveness of the PRA would hinge on “the whim of the public officials whose activities it is designed to regulate.” *Mead Sch. Dist. No. 354 v. Mead Educ. Ass'n*, 85 Wash.2d 140, 145, 530 P.2d 302 (1975). The legislature tasks us with interpreting the PRA liberally and in light of the people's insistence that they have information about the workings of the government they created. RCW 42.56.030. Of course, the public's statutory right to public records does not extinguish an individual's constitutional rights in private information. But we do not read the PRA as a zero-sum choice between personal liberty and government accountability. Instead, we turn to well-settled principles of public disclosure law and hold that an employee's good-faith search for public records on his or her personal device can satisfy an agency's obligations under the PRA.

*Nissen v. Pierce County* (2015) - continued.

¶ 40 Therefore, we hold agency employees are responsible for searching their files, devices, and accounts for records responsive to a relevant PRA request. Employees must produce any public records (e-mails, text messages, and any other type of data) to the employer agency. The agency then proceeds just as it would when responding to a request for public records in the agency's possession by reviewing each record, determining if some or all of the record is exempted from production, and disclosing the record to the requester. See generally *Resident Action Council v. Seattle Hous. Auth.*, 177 Wash.2d 417, 436–37, 327 P.3d 600 (2013).

¶ 41 Where an employee withholds personal records from the employer, he or she must submit an affidavit with facts sufficient to show the information is not a “public record” under the PRA. So long as the affidavits give the requester and the trial court a sufficient factual basis to determine that withheld material is indeed nonresponsive, the agency has performed an adequate search under the PRA. When done in good faith, this procedure allows an agency to fulfill its responsibility to search for and disclose public records without unnecessarily treading on the constitutional rights of its employees.

GENERAL AFFIDAVIT

STATE OF WASHINGTON

§

COUNTY OF BENTON

I, Steve Lee, make the following statement:

I understand a public records request (No. C000139-042021) was submitted to the City of Kennewick by Hayden Sebald on April 20, 2021 seeking:

**Any records of phone calls, and text messages from Steve Lee sent to Don Britain from March 26th, 2021 through April 1st, 2021.**

I have searched my off-network files/personal e-mail accounts in the manner described in the search log attached (and signed by me) to this affidavit.

I have provided the responsive records with [redacted] responsive records meeting the definition of a public record under RCW 42.56 RCW.

I have determined I have no responsive records within my personal accounts/devices. I have searched [redacted] I did not search [redacted] responsive records are not retained and do not exist.

At no time while this request was open did I destroy responsive records prior to providing them to the City of Kennewick. I have provided all public records which existed and were retained at the time of the request and which are responsive to this request.

I have made a diligent and good faith effort to locate all responsive records and consider my search to be complete.

I affirm that I am the person named in the document, and the statements I am making are true and correct to the best of my knowledge.

DATED this [redacted] day of [redacted], 2021.

\_\_\_\_\_  
Steve Lee, Mayor Pro Tem, City of Kennewick

**AFFIDAVIT**  
**PURSUANT TO NISSEN V. PIERCE COUNTY**



**THANK YOU**

**Additional Resources:**

[MRSC – Public Records Act Court Decisions](#)

[AGO – Model Rules on Public Disclosure](#)

[RCW 42.56 – The Public Records Act](#)



# City Council Meeting Schedule April 2022

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The City broadcasts all City Council meetings on the City's website  
<https://www.go2kennewick.com/CouncilMeetingBroadcasts>.

April 5, 2022  
Tuesday, 6:30 p.m.                      REGULAR COUNCIL MEETING

April 12, 2022  
Tuesday, 6:30 p.m.                      WORKSHOP MEETING

1. Entertainment District Partnership Update (A-1 Pearl)
2. Regional Pavement Cut Policy
3. Economic Development & Port of Kennewick Partnership

April 19, 2022  
Tuesday, 6:30 p.m.                      REGULAR COUNCIL MEETING

April 26, 2022  
Tuesday, 6:30 p.m.                      WORKSHOP MEETING

1. Fire Department Strategic Final Plan
2. Workplace Safety Update
3. 2021 Year-End Financial Review/Debt Capacity
4. Closed Session - RCW 42.30.140(4)(b) Collective Bargaining beginning immediately at the conclusion of the workshop

To assure disabled persons the opportunity to participate in or benefit from City services, please provide twenty-four (24) hour advance notice for additional arrangements to reasonably accommodate special needs.

Please be advised that all Kennewick City Council Meetings are Audio and Video Taped