



AGENDA
DES MOINES LODGING TAX COMMITTEE
MEETING
Via Zoom
Tuesday, May 26, 2026 - 2:00 PM

CALL TO ORDER

ROLL CALL

AGENDA ITEMS

- Item 1. **Approval of Minutes**
Motion: "I move to approve the minutes from the May 06, 2026 Lodging Tax meeting."
- Item 2. **Discuss/Approve Application for Funding**

ADJOURNMENT

**Lodging Tax Committee
AGENDA ITEM**

BUSINESS OF THE LODGING TAX COMMITTEE
City of Des Moines, WA

SUBJECT: Approval of Minutes

ATTACHMENTS:

1. May 06, 2026 Lodging Tax Meeting Minutes

FOR AGENDA OF:

May 26, 2026

DEPT OF ORIGIN:

City Clerk

DATE SUBMITTED:

May 19, 2026

CLEARANCES:

City Clerk

Purpose and Recommendation

The purpose of this agenda item is for the Committee to review the minutes from the May 06, 2026 Lodging Tax Meeting.

Suggested Motion:

Motion: "I move to approve the minutes from the May 06, 2026 Lodging Tax meeting."

Background

The City Clerk's Office has prepared action-format meeting minutes for City Council's consideration.

Alternatives

The City Council may make corrections to errors and approve the meeting minutes as amended.

Recommendation

Staff recommends Council approve the meeting minutes as presented.



**MINUTES
DES MOINES LODGING TAX COMMITTEE
MEETING**

**City Council Chambers
21630 11th Avenue S, Suite C
Des Moines, Washington
Wednesday, May 6, 2026 - 11:00 AM**

CALL TO ORDER

Grants Management Analyst Ed Armijo called the meeting to order at 11:00 AM.

ROLL CALL

Council Members:

Mayor Yoshiko Grace Matsui

Committee Members:

Mackenzie Meyers

Staff Members:

Assistant City Manager Adrienne Johnson-Newton; and Grants Management Analyst Ed Armijo

AGENDA ITEMS

Item 1. **Lodging Tax Application**

Review, discussion, and potential approval of the application framework, including allocation and application process.

- Assistant City Manager Adrienne Johnson-Newton provided the Committee with a PowerPoint presentation on the allocation framework of the Lodging Tax
- The Committee discussed the Lodging Tax Application

Item 2. **Scheduling of May Meeting**

Discussion of application(s) received

- The Committee discussed setting the next Lodging Tax Meeting for Tuesday,

May 26 or Wednesday, May 27, 2026.

NEXT MEETING DATE

TBD

ADJOURNMENT

The meeting adjourned at 11:50 a.m.

2026 Application for Des Moines Lodging Tax Funds

Amount of Lodging Tax Requested: \$14,500

Organization/Agency Name:		MIB3B Fabrications, LLC	
Federal Tax ID Number:		93-1470722	
Event or Activity Name (if applicable):		MIBBB Fest 2026 (Men in Black Birthday Bash & Festival)	
Contact Name and Title:		Steve Edmiston / Quadrant Quadrant45, LLC	
Mailing Address: 27043 7 th Place South	City: Des Moines	State: WA	Zip code: 98198
Phone: (206) 372-6647	Email Address: steveedmistonQ45@gmail.com		
<input type="checkbox"/> Non-Profit <input checked="" type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with the City.
- The City of Des Moines will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: 	Date: March 28, 2026
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Application Overview

Provide us with an overview of your request: **SEE ATTACHED**

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Des Moines (income and expenses). **SEE ATTACHED OVERVIEW**
2. If your agency is a non-profit a copy of your agency's current non-profit corporate registration with the Washington Secretary of State. **N/A**
3. A copy of your organization's business plan (please limit to not more than two pages) and annual budget. **SEE ATTACHED.**
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional) **SEE ATTACHED.**

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Tell us who you expect to attract: **We expect growth over historic numbers as awareness (4 years) increases. We have – each year – seen attendees from outside our city and state. This even has a strong historical, mythology, and sci-fi component; these elements each are strong, genre draws. We NOTE that our historical dates in June of 2026 are highly problematic, with direct competition (in particular, marketing and promotion) from the FIFA World Cup games in Seattle at the same time. Our team is NOT seeking expansion in 2026, but already planning for 2027 significant growth, in large part because it is the 80th anniversary of the 1947 Summer of the Saucers, a milestone that will carry a national profile.**

The State of Washington requires an estimate for the following questions below:

	2026	2027	Method
Attendance (predicted):	1,200	5,000	Direct Count (estimates base on 2022-2025)
Attendees from >50 miles	100	500	Direct Count
Out-of-state or international	25	100	Direct Count
Paid Overnight Lodging	50	300	Direct Count
No Lodging (day-trip)	1,150	2,500	Direct Count

Methods

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information

collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

Actual data will be required with your final reimbursement.

Application Submittal

Submit a PDF or one original signed copy to:

City of Des Moines Lodging Tax Advisory Committee
c/o Bonnie Wilkins
21630 11th Ave S.,
Des Moines, WA 98198
Email: BWilkins@desmoineswa.gov

You must complete and sign the cover sheet with this packet

- ⇒ **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**
- ⇒ **Please number each page in your packet, except for the optional brochures/information.**

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**Business Plan and Overview - 2026 Men in Black Birthday Bash (MIBBB Fest)
Des Moines Lodging Tax Application**

Lodging Tax Request Overview

MIBBB Fest requests \$14,500 in 2026 Lodging Tax funds from the City of Des Moines to support tourism marketing and visitor engagement costs tied directly to attracting out-of-town attendees to MIBBB Fest events in June 2026. Funds will be used exclusively for marketing activities and promotional assets to reach potential attendees outside of Des Moines, outside of King County, and statewide; to develop festival programming, operations, and infrastructure seeking and supporting high-volume visitor attendance and increased overnight stays; and to position for a rapid increase in attendees for 80th Anniversary 2027 events. Every event qualifies under RCW 67.28.1816 as a tourism-promotion activity.

Executive Summary – 2026

The festival’s goal is to enhance awareness of our unique Des Moines history drive increased tourism, economic impact through lodging and local spending, and strengthen Des Moines’ identity as a niche destination. The Men in Black Birthday *Bash* is the flagship event of MIBBB Fest, a celebration inspired by the June 21, 1947 Maury Island Incident—the true Men in Black origin story. Expected additional festival events are identified below. Organizers are planning 2026 and 2027 festivals simultaneously; 2027 is the 80th Anniversary of the MII and 1947 Summer of the Saucers, with nationwide profile. Historically, the anchor Birthday Bash at Quarterdeck has capped off up to a week of music, walking tours, classic sci-fi screenings, dance parties, and more.

Target 2026 Audience & Attendance Projections

	2026	2027	Method
Attendance (predicted):	1,200	5,000	Direct Count + Indirect Count
Attendees from >50 miles	100	500	Direct Count + Indirect Count
Out-of-state or international	25	100	Direct Count + Indirect Count
Paid Overnight Lodging	50	300	Direct Count + Indirect Count
No Lodging (day-trip)	1,150	2,500	Structured Estimate

Financial

Income

As of this date/time, in 2026, MIBBB anticipates one ticketed event, all other events are free. Overall revenues:

Income	Target \$
Ticket Sales	\$4,375
Sponsorships	\$2,500
Merch Sales	\$500
Donor	\$1,000
LT Support Request	\$14,500
Total Revenue	\$22,875

Expenses

MIBBB Fest is volunteer, no professional staff. Expenses are third-party (insurance, rentals, tech support, materials, contractors, etc.).

Expense Category	Estimated Cost
General Production Operations*	\$5,000
General Marketing & Media**	\$4,500
Specific Event (8) Ops/Marketing	\$13,375
Total Expense	\$22,875

*Includes overall expenses, non-allocable by event

**Includes overall expense, non-allocable by event

Proposed Allocation of Lodging Tax Funds – June 2026 MIBBB Fest

- \$2,500 – MIBBB contractor/staff, insurance, general event operations/management
- \$2,500 – Marketing/promo, expanded regional (ads, reels, influencers, visitor packets, DM Farmer Market on June 6 and 13))
- \$4,000 – MIBBB Bash @ Quarterdeck, specific event operations (anchor event)
- \$1,000 – MIBBB Alien Abductee Lookalike Contest event operations
- \$1,000 – Sparky’s Revenge Flying Disc Dog Tournament: event operations/engagement
- \$750 – MIBBB-themed Park Run community promo and activation
- \$500 – Gathering on the Pier: new event, operations setup and visitor engagement
- \$750 – Waterland Arcade Afterparty - Marketing / operations
- \$500 – MIBBB Walking Tours (multi-day): guide fees, maps, signage, marketing
- \$1,000 – Speaker Series: booking/speaker fee support, A/V, media, venue


MIBBB Fest operates as a program under MI3B, LLC, Quadrant45, LLC and in collaboration with Explore Seattle Southside and Des Moines businesses and regional nonprofit partners.



MIBBBB FEST 2026

Review / Business Plan
M13B Fabrications, LLC





MIBBB Fest

The Men in Black Birthday Bash

A Vision – For Des Moines

An annual festival with global appeal, exploiting a competitive advantage rooted in our local history – the first encounter with the so-called Men in Black – launching a worldwide pop culture juggernaut. *The community event that celebrates the **real** start of it all.*”

MIBBBB FEST

What We Are: “Culture and Vibe”

- Descriptors – fun; self-deprecating; a celebration of “us”
- Music festival feel with a cocktail party atmosphere
- History/culture/mythology focus
- Cosplay/black and white, but not tuxedos. Informal.
- A sense of pride of being *first*
- Hyper-attractive to genre media

MIBBBB FEST

Key Assets

- **Backstory/mythology/legacy** – True local history with genre appeal; a story we can *own*
- **Premiere outdoor venues** – e.g., Quarterdeck
- **Event experience** – Quadrant45 14 years; MIBBB events 4 years
- **Media** – national presence; South King Media local.
- **Tourism Bureau support** – Explore Seattle Southside

MIBBBB FEST

Why MIBBBB Fest? Case studies

History/cultural festivals *launched* with story, a spirit of humor, and celebration of mythology

- **La Tomatina** (https://en.wikipedia.org/wiki/La_Tomatina). 10,000 attendees
- **Stonehenge Summer Solstice**. 20,000 attendees
- **Roswell UFO festival** - \$14 million annual revenue, city of 50,000
- **Groundhog Day** (Punxsutawney Groundhog's Club) - https://en.wikipedia.org/wiki/Groundhog_Day). 25,000 attendees
- **Burning Man**. https://en.wikipedia.org/wiki/Burning_Man. 78,000 attendees
- **Frozen Dead Guy Days CO**. https://en.wikipedia.org/wiki/Frozen_Dead_Guy_Days. 25,000 attendees

MIBBBFest is 5 Years Old

QUARTERDECK AND QUADRANT'S PRESENT

6/22

THE MEN IN BLACK BIRTHDAY BASH
AN EVENT IN BLACK AND WHITE
75 YEARS IN THE MAKING

MUSIC BY:
JT UNDERWOOD
PAPER MOON

FEATURING:
2022 MIBBBY AWARDS

JUNE 22, 2022
QUARTERDECK DES MOINES
DOORS OPEN 5:30

TICKETS AT EVENTBRITE:
<https://www.eventbrite.com>

MORE INFORMATION AT:
<https://www.mibbb.com>
<https://www.quarterdeck.com/events>

SPONSORED BY:

MIBBB Fest Tickets at
Eventbrite.com/6222
<https://www.mibbb.com>

6/22 Men in Black Birthday Bash
Quadrant's Present by
Paper Moon 6:00pm

6/23 MIBBB Film
Hope Jackson 6:00pm

6/24 MIBBB Night
of the First Ladies Ball
Featuring: Jody Lavelle and the
Swingin' Steaks Orchestra
Des Moines Legacy Foundation
6:00pm

6/14 - 6/18 MIBBB East Women Server Search
presented by Seattle Seahawks

MEN IN BLACK BIRTHDAY BASH & FESTIVAL

MIBBB FEST 2024

YOU'LL SEE THINGS

6/21 VIP PARTY | MARTINI MERCHANTS 5:30 PM

6/22 MEN IN BLACK BIRTHDAY BASH W/ DJ MI | QUARTERDECK 5:30 PM

6/23 MIBBB GAMES | WINTERLAND ARCHERY 4-7 PM

PLEASE USE MASS FIGHTING
6/4 6:00 PM PRESENTING VIKINGRAVE ENTERTAINMENT
6/4 6:00 PM OPEN BARBERSHOP

LEARN MORE:
MIBBB.COM
6222.MIB
MIBBBEST

4th Annual Men in Black Birthday Bash & Festival

MIBBB FEST 2025

June 13-22

6/13-20 Celebration! Look-Alike Contest | Martini Merchants 5:30 pm

6/13-20 Entertainment Experience's Starliner Party | Westside Soundstage Hall

6/20 Men in Black Birthday Bash | MIBBB 5:30 pm

6/21 Birthday Bash | Entertainment | Westside Soundstage 5:30 pm

6/22 Starliner's Revenue | Flying Disc Dog Toss | Des Moines Field House 11 am

LEARN MORE:
MIBBB.COM
6222.MIB
MIBBBEST

SAVE THE DATES!

JUNE 20-21!

MIBBBFEST 2026

SPECIAL LIMITED EDITION!

5TH ANNUAL MEN IN BLACK BIRTHDAY BASH & FESTIVAL



2026 “Special Limited Edition” constraints

- FIFA World Cup Overlap
- Uncertain Financing
- Planning for large 2027, 80th Anniversary of the Maury Island Incident and 1947s summer of the saucers

SAVE THE DATES!

JUNE 20-21!

MIBBFEST 2026
SPECIAL LIMITED EDITION!
5TH ANNUAL MEN IN BLACK BIRTHDAY BASH & FESTIVAL

SPARKY



Last year:

2025 Events

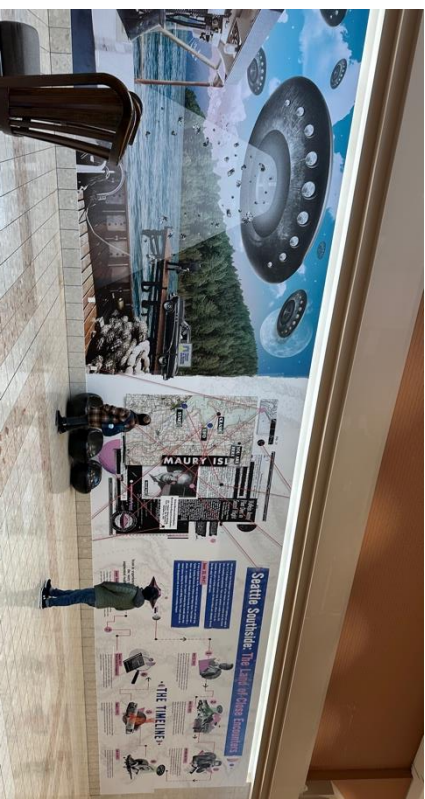
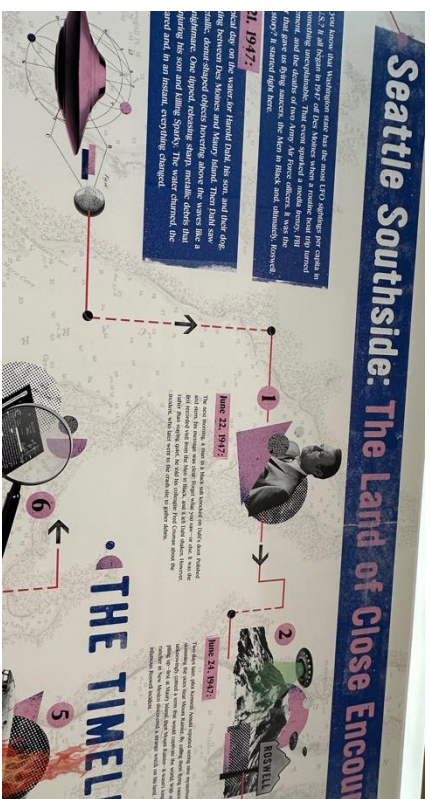
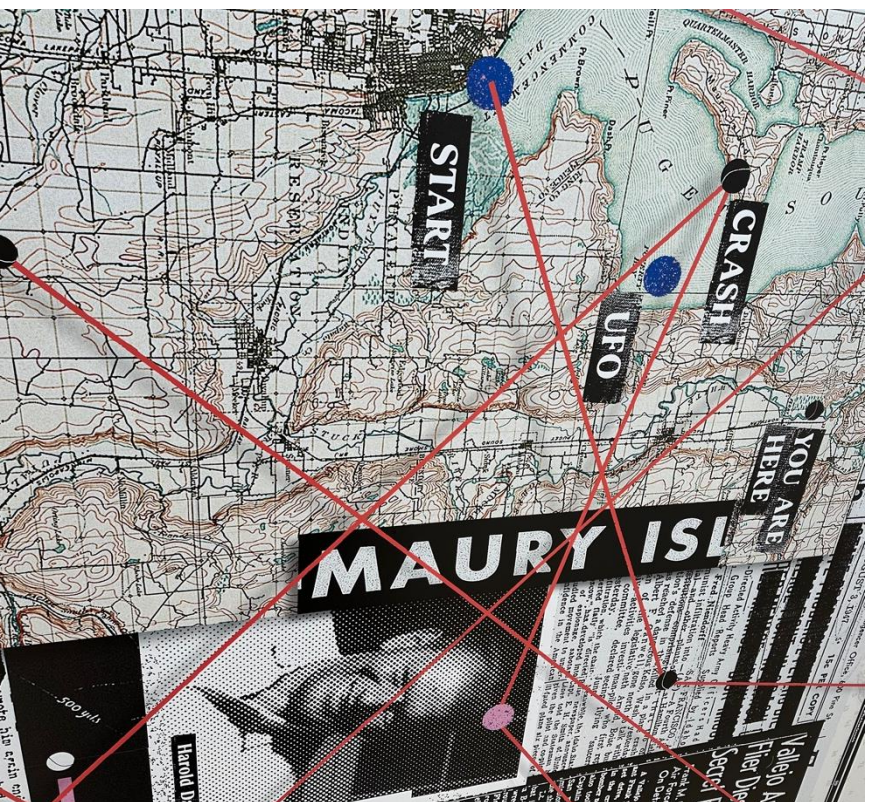
- **6/9 – Walking Tour**
- **6/13 – Colleen Rafferty Lookalike**
- **6/20 – Film+Trivia Night**
- **6/21 – MIBBB @ Quarterdeck**
- **6/21 – Games @ Waterland Arcade**
- **6/21 – Park Run**
- **6/22 – Sparky’s Revenge**
- **7/19 – Parade**
- **10/10 – WA / Roswell debate Humanities**
- **Multiple (20+ dates): Humanities WA UFO Speakers Bureau**



2025-26:

Partners

- 1. Explore Seattle Southside**
- 2. South King Media**
- 3. Print Place**
- 4. Quarterdeck**
- 5. Harper Studios**
- 6. Waterland Arcade**
- 7. Marina Mercantile**
- 8. Destination Des Moines**



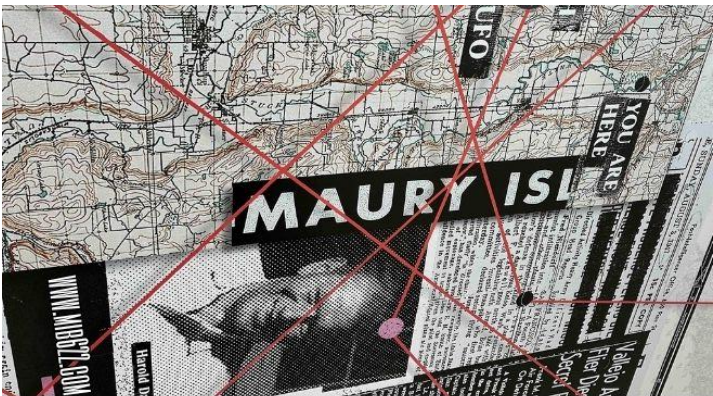
Explore Seattle Southside
 2025-26 Alienvitiation Campaign - Westfield Mall



2024-25:

Sample Media Highlights

1. Coast to Coast – National Radio, 2x
2. Axios
3. Geekwire
4. South King Media (multiple blogs, over 30 stories; including “Roswell vs. MIBBB” debate, framing Des Moines as a credible UFO-place alternative)
5. Seattle Times – NW a UFO Hot Spot
6. KING-5 Evening Magazine - “UFOs Over Des Moines”
7. Humanities WA UFO NW – 22 talks around State
8. Rainy Day Rabbit Holes: Three-part podcast
9. South Sound Magazine “I Want to Believe”
10. Pretty Gritty Tours, Tacoma: coverage
11. South Seattle Emerald
12. Middle East News
13. The Word Radio
14. Spark Blog (Humanities Washington)
15. SUFON interview
16. Documentary – Ray Palmer by Dean Bertram
17. Documentary – Universe on Earth by Krystal Kelley



MIBBBB FEST
 June 13-22

INFO/TICKETS HERE!

Explore Seattle Southside

www.mibbb.com

MIBBBB FEST
 June 13

INFO/TICKETS HERE!

Black Men in Black Birthday Bash & Festival / www.mib622

MIBBBB FEST
 Black Birthday Bash & Festival June 13

Learn more at mib622

TICKETS

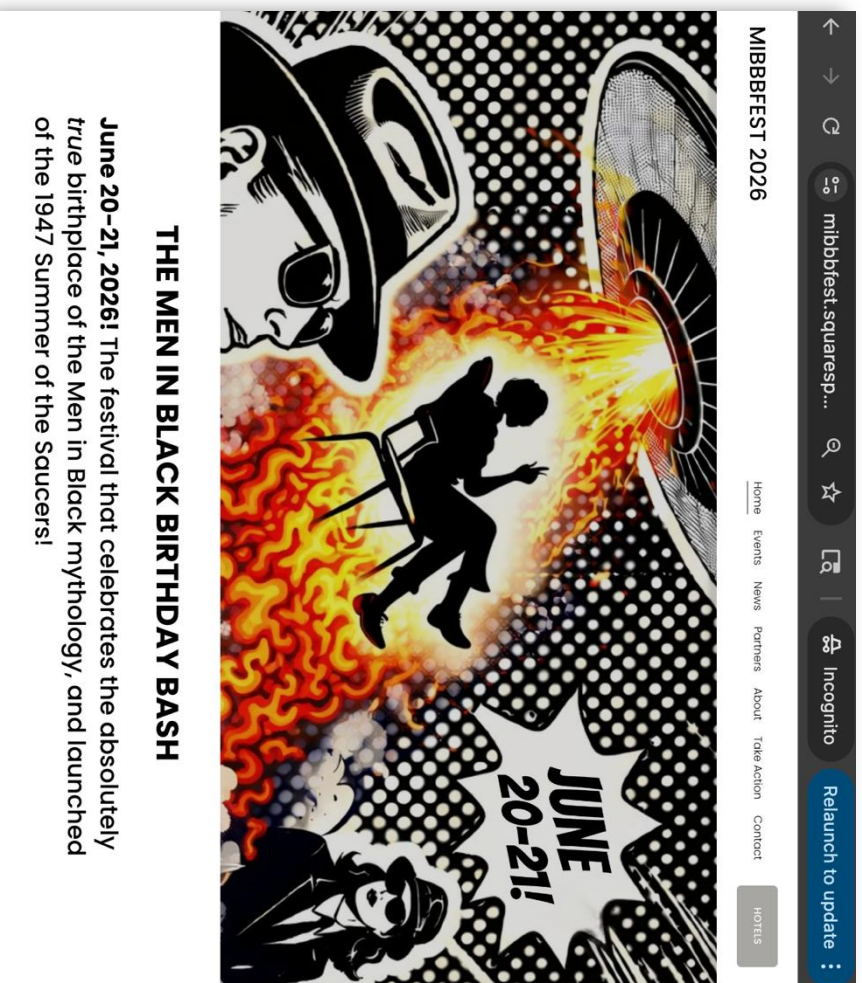
MIBBBB FEST

TICKETS

MIBBBB FEST REPRESENTATIVE ADVERTISEMENTS AND PROMOTIONS

MIBBBB

On the web



2026 Application for Des Moines Lodging Tax Funds

Amount of Lodging Tax Requested: \$45,224.93

Organization/Agency Name: City of Des Moines, Washington Community Enrichment Services			
Federal Tax ID Number: [City EIN — please insert] 91-6016496			
Event or Activity Name (if applicable): Stars, Stripes & Sunshine — 4th of July 2026			
Contact Name and Title: [Authorized Contact Name & Title] Cortney Wilt, CES Program Supervisor II			
Mailing Address: 21630 11th Ave S.	City: Des Moines	State: WA	Zip: 98198
Phone: [Contact Phone Number] 206.870.9153	Email Address: [Contact Email] cwilt@desmoineswa.gov		
<input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input checked="" type="checkbox"/> Public Agency			

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with the City.
- The City of Des Moines will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: 	Date: 05-14-2026
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Application Overview

Provide us with an overview of your request:

The City of Des Moines Community Events & Services (CES) requests \$45,224.93 in Lodging Tax funds to support the “Stars, Stripes & Sunshine” 4th of July 2026 celebration. This is a free, family-friendly community event running 10:00 AM to 3:00 PM on July 4, 2026, along the Des Moines waterfront, from the Marina floor through Des Moines Beach Park Event Center.

America’s 250th birthday presents a once-in-a-generation opportunity for Des Moines to showcase its iconic waterfront to regional visitors and celebrate community pride. This event features: a Farmers Market with local vendors; a Park Run open to all fitness levels; music; a Kids’ Zone with interactive activities; diverse food vendors; and a beer and spirits garden for adults (21+). The combination of the national milestone and the multi-activation waterfront setting is expected to draw visitors from across King County and the broader Puget Sound region.

Lodging Tax funds will cover contracted services (vendors, performers, and miscellaneous contracted costs totaling \$44,274.93) and other non-contracted expenses including marketing and supplies (\$1,750.00). Staff costs are not included in this request. Anticipated revenue from event activity totals \$800.00, leaving a net funding request of \$45,224.93.

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Des Moines (income and expenses).
2. If your agency is a non-profit a copy of your agency’s current non-profit corporate registration with the Washington Secretary of State.
3. A copy of your organization’s business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Tell us who you expect to attract:

This event is designed to attract a broad audience centered around Des Moines residents and regional visitors. Primary audiences include: families with children seeking free, safe, daytime entertainment; adults and seniors participating in the America 250 patriotic celebration; fitness enthusiasts joining the Park Run; and regional visitors from southern King County, Pierce County (Tacoma area, ~35 miles), Thurston County (Olympia area, ~60 miles), and the Kitsap Peninsula. The free waterfront event, holiday timing, and multi-activation programming are expected to draw visitors who may not otherwise visit Des Moines, generating lodging and economic activity in the city over the July 4th holiday weekend.

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:	What method was used to determine attendance in previous years?
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<p>a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.</p>	<p>Predicted: 2,000</p>	<p><input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate</p>
<p>b. Attendance, 50+ Miles Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.</p>	<p>Predicted: 300</p>	<p><input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate</p>
<p>c. Attendance, Out of State, Out of Country Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.</p>	<p>Predicted: 50</p>	<p><input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate</p>
<p>d. Attendance, Paid for Overnight Lodging Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.</p>	<p>Predicted: 75</p>	<p><input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate</p>
<p>e. Attendance, Did Not Pay for Overnight Lodging Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.</p>	<p>Predicted: 1,925</p>	<p><input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate</p>

Methods

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

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Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

Actual data will be required with your final reimbursement.

Application Submittal

Submit a PDF or one original signed copy to:

City of Des Moines Lodging Tax Advisory Committee
c/o Ed Armijo
21630 11th Ave S.,
Des Moines, WA 98198
Email: EArmijo@desmoineswa.gov

You must complete and sign the cover sheet with this packet

- ⇒ **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**
- ⇒ **Please number each page in your packet, except for the optional brochures/information.**

General Information

City of Des Moines Lodging Tax Fund Overview

The City's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. In any given year, the City may maintain a reserve in the Fund, and will assess on an annual basis how much of the fund to appropriate in a given year.

The Des Moines City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Des Moines.
- Promote Des Moines and/or events, activities, and places in the City to potential tourists from outside King County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Des Moines.

- Have a demonstrated history or success in Des Moines, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
 - Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
 - Provide, maintain, operate or enhance City-owned tourism facilities or infrastructure.
-

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.



STARS, STRIPES & SUNSHINE

4th of July 2026 — Event Business Plan

City of Des Moines, Washington - Community Enrichment Services · Contact: Cortney Wilt, CES
Program Supervisor II · 206.870.9153 cwilt@desmoineswa.gov

EVENT AT A GLANCE

Event Name	Stars, Stripes & Sunshine — 4th of July 2026
Date & Time	Saturday, July 4, 2026 10:00 AM – 3:00 PM
Location	Des Moines Marina Floor through Des Moines Beach Park & Event Center
Organizer	City of Des Moines — Community Events & Services (CES)
Admission	Free and open to the public
Expected Attendance	2,000
Lodging Tax Request	\$45,224.93

PURPOSE & TOURISM VALUE

Stars, Stripes & Sunshine is a free, family-friendly community celebration marking America’s 250th birthday—a once-in-a-generation milestone that creates a unique opportunity for Des Moines to attract regional visitors and generate lodging and economic activity citywide.

The event leverages Des Moines’ most distinctive asset—its working waterfront—to offer an experience that draws visitors from across King County, the South Sound, and the Kitsap Peninsula. Visitors traveling 50 or more miles for a July 4th weekend event are likely to extend their stay overnight, directly benefiting the City’s two lodging establishments.

This event aligns with all LTAC high-priority criteria:

- Demonstrated potential to generate overnight stays at Des Moines lodging establishments
- Promotes Des Moines to potential tourists from outside King County
- Documented economic benefit through vendor activity, food & beverage sales, and visitor spending
- Utilizes City-owned tourism infrastructure (Des Moines Beach Park, Marina, Event Center)

EVENT PROGRAMMING

The event runs as a continuous daytime activation across the Marina floor to the Beach Park, a connected waterfront corridor that accommodates large community gatherings.

- DJ and live reading of the Declaration of Independence, a patriotic programming honoring America’s 250th anniversary
- Farmers Market: local vendors and artisans showcasing Des Moines-area products
- Park Run: open community run along the waterfront, accessible to all fitness levels
- Kids’ Zone: interactive activities, games, and entertainment for families
- Food vendors: diverse cuisine options throughout the event footprint
- Beer & spirits garden: adults (21+), managed in compliance with applicable permits

OPERATIONS & MANAGEMENT

CES staff will manage event logistics with support from contracted vendors. Key operational elements include:

- Contracted event production (national event professionals)
- Security provided by Allied Universal
- Sanitation services (Honey Bucket)
- Entertainment coordination (Party on the Rocks and performers)
- Marketing and communications including signage and print materials

All contracted services will be procured in accordance with City purchasing policies. Event permits, insurance, and applicable licenses will be secured in advance of the event date.

BUDGET SUMMARY

Category	Amount
Contracted Services (vendors, performers, misc.)	\$44,274.93
Marketing & Communications	\$750.00
Supplies & Materials	\$1,000.00
Event Revenue (ticket sales offset)	(\$800.00)
NET LODGING TAX REQUEST	\$45,224.93

Note: Staff costs are not included in this Lodging Tax request. The budget above reflects contracted and non-contracted event expenses only, net of anticipated revenue.

STARS, STRIPES & SUNSHINE — 4th of July 2026

Event Budget — City of Des Moines Community Events & Services | Lodging Tax Application Attachment

Expense Category	Cost per Date (\$)	# Dates	Total (\$)	Notes
CONTRACTED SERVICES				
Vendors (National Event Pros, Allied Universal Security, Honey Bucket, Party on the Rocks, Entertainment)	\$ 34,759.70	1	\$ 34,759.70	Event production, security, sanitation, entertainment
Performers	\$ 7,500.00	1	\$ 7,500.00	DJ + live Declaration of Independence reading
Misc. Contracted Services	\$ 2,015.23	1	\$ 2,015.23	Additional contracted event support
TOTAL CONTRACTED SERVICES			\$ 44,274.93	
OTHER EXPENSES (NON-CONTRACTED)				
Marketing & Communications	\$ 750.00	1	\$ 750.00	Signage, print materials, digital promotion
Supplies & Materials	\$ 1,000.00	1	\$ 1,000.00	Event supplies, kids activities, decorations
TOTAL OTHER EXPENSES			\$ 1,750.00	
REVENUE				
Ticket Sales / Registrations (\$5 x 160 participants)	\$ 800.00	1	\$ 800.00	Park Run entry fee
TOTAL REVENUE			\$ 800.00	
Total Expenses (Contracted + Other)			\$ 46,024.93	
Total Revenue			\$ 800.00	
NET LODGING TAX REQUEST			\$ 45,224.93	

Note: Staff costs are not included in this Lodging Tax request. Budget reflects contracted and non-contracted event expenses only, net of anticipated revenue.