

Respondent Names
Troy Anderson
Complainant Name
Jeffrey Lyon
Complaint Description
<p><a href="#"><u>Jeff Lyon</u></a>  reported via the portal  6 days ago (Fri, 18 Jul 2025 at 1:56 PM)</p> <p>Troy Anderson, a candidate for Woodinville City Council, failed to report three material in-kind contributions related to campaign advertising. These include the use of two campaign-wrapped vehicles, the use of private commercial land for static advertising, and the misuse of a reserved vendor space at a public event. All three contributions meet the definition of in-kind contributions under WAC 390-16-205 and RCW 42.17A.005(30), and should have been reported by the July 15, 2025 C-4 filing deadline under RCW 42.17A.240. In addition, the total value of these contributions causes Troy Anderson and Associates, LLC, to exceed the \$1,200 contribution limit in violation of RCW 42.17A.405.</p> <p><b>Violation 1: Unreported In-Kind Contributions of Two Campaign Vehicles</b></p> <p>On or before July 5, 2025, a box truck owned by Troy Anderson and Associates, LLC, was converted from commercial use into a campaign vehicle and parked at 13002 NE 177th St in Woodinville, Washington. Prior to this date, the truck bore branding for “Tend,” the company’s DBA, as shown in photographic evidence. Afterward, the vehicle was fully wrapped in Troy Anderson’s campaign graphics and has been used exclusively to promote his candidacy. A second vehicle, a pickup truck, also owned by the same LLC, was later observed bearing similar campaign signage and appears to be in exclusive use for campaign purposes.</p> <p>The use of both vehicles constitutes a non-cash contribution of goods provided to the campaign at no charge, and therefore qualifies as an in-kind contribution under WAC 390-16-205 and RCW 42.17A.005(30). Based on published commercial rates, the fair market value of using a 15-foot box truck for stationary business or display purposes in the Seattle area is approximately \$600 per month, consistent with monthly rates published by Budget Truck Rental and Handy Andy Rent-A-Tool as of June–July 2025. For the pickup truck, which appears to be comparable to a Ford F-150 or similar mid-size truck, the estimated fair market value for exclusive promotional use is \$450 per month. This figure is based on regional commercial rental listings, including U-Haul and Enterprise Truck Rental, which price similar vehicles for business use at \$100 to \$120 per week when prorated for month-long terms.</p> <p>Although the campaign reported \$1,331.39 for the vehicle wrap and \$1,030.45 for installation on its July 15, 2025 C-4, it failed to report the ongoing use of these vehicles as contributions from the LLC. This violates RCW 42.17A.240(1), which requires disclosure of all contributions including in-kind, and WAC 390-16-205, which defines in-kind contributions as</p>

goods or services provided without charge or at less than fair market value. The value of the vehicles is not incidental and must be disclosed.

### **Violation 2: Unreported In-Kind Contribution of Commercial Land Use**

The campaign-wrapped box truck has been parked continuously at 13002 NE 177th St, a commercial property owned by MRM Woodinville 76, LLC. This use of the land, which faces a high-traffic intersection, provides the campaign with a static advertising platform. The truck's advertising surface is approximately 132 square feet. A nearby 239 square foot Lamar billboard at the same intersection rents for \$2,500 per month. On a square foot basis, the advertising value of the truck space is approximately \$1,380 per month. After deducting the \$600 monthly fair market value of the truck, the land use represents an in-kind contribution of approximately \$780 per month.

This constitutes an in-kind contribution of commercial land, which must be reported under RCW 42.17A.240 and WAC 390-16-205. Commercial land is not exempt from in-kind reporting requirements. The campaign has not disclosed this contribution. This failure to report is a violation of RCW 42.17A.240(1) and WAC 390-16-205. If the vehicle remains in place through August 5, the value of this contribution will cause MRM Woodinville 76, LLC to exceed the \$1,200 contribution limit in violation of RCW 42.17A.405.

### **Violation 3: Unreported In-Kind Contribution of Event Space and Excess Contribution**

On July 9, 2025, the campaign box truck was moved to a reserved vendor space at the Celebrate Woodinville concert. Photographs show that the reserved space was labeled for "Tend," the DBA of Troy Anderson and Associates, LLC. A separate photograph shows that the space was used by the "Troy Anderson for Woodinville" campaign. According to the Celebrate Woodinville 2025 sponsor packet, this level of sponsorship and space is valued at \$4,000.

This use of the vendor space constitutes an in-kind contribution from the LLC to the campaign. The campaign did not report this contribution in its July 15, 2025 C-4. This is a violation of RCW 42.17A.240(1) and WAC 390-16-205. In addition, this contribution, individually and when combined with the unreported use of the two vehicles, causes Troy Anderson and Associates, LLC to exceed the \$1,200 contribution limit in violation of RCW 42.17A.405. The campaign has not reported this overage, refunded the excess, or filed a surplus funds report as required.

### **Conclusion and Request for Action**

Each of these unreported contributions is material, reportable, and subject to contribution limits. The campaign failed to report the fair market value of vehicle use, commercial land use, and event space in violation of RCW 42.17A.240 and WAC 390-16-205. In doing so, it also accepted contributions in excess of the \$1,200 legal limit under RCW 42.17A.405. The

Public Disclosure Commission should investigate these violations and take appropriate enforcement action.

**What impact does the alleged violation(s) have on the public?**

**List of attached evidence or contact information where evidence may be found**

**List of potential witnesses with contact information to reach them**

**Certification (Complainant)**

I certify (or declare) under penalty of perjury under the laws of the State of Washington that information provided with this complaint is true and correct to the best of my knowledge and belief.

# Celebrate Woodinville

## summer

concerts & festival



**JULY–AUGUST** [celebratewoodinville.com](http://celebratewoodinville.com)

**Concert Series | July 9, July 16, July 23, July 30, 2025**

**Festival & Parade | Saturday, August 9, 2025**

**Celebrate Woodinville** is an annual event in the Woodinville community with an audience we would like to help **YOU** reach. Festival sponsorship will drive traffic to your business, grow brand awareness, and help you connect with consumers in the Woodinville market in an entertaining and engaging atmosphere.

Our packages start with the assets listed in the bullet points here, and we are also open to customization based on each of our Sponsor's goals and budget. We appreciate our Sponsors and want to help you reach our 15,000+ attendees in the best way you see fit. We look forward to coming up with creative ways to do so!



## Event Overview



The mission of Celebrate Woodinville is to bring Woodinville residents together for family-oriented events, encourage a sense of community, and promote Woodinville's local businesses, wineries, breweries, agriculture, and unique character to visitors from the Puget Sound Region and beyond. Celebrate Woodinville is produced by the **Woodinville Chamber**, in partnership with the **City of Woodinville**, **Woodinville Wine Country** and the **Northshore YMCA**.

## Executive Summary

Two demographic surveys were conducted for previous Celebrate Woodinville Summer events, including one at a July concert and one at the daytime festival held in August. The following are highlights of the combined results:

## Zip Code of Residence

The majority of people attending both events were from the immediate Woodinville area, with the next highest attendance from those living in the Bothell and Mill Creek areas.

Areas	Concert n=135	Festival n=279	Combined n=418
Woodinville	53.3%	45.2%	47.6%
Bothell	13.3%	18.6%	16.8%
Kirkland	5.1%	4.7%	5.0%
Snohomish/Monroe	3.7%	2.9%	3.1%
Seattle	4.4%	4.3%	4.3%
Redmond/Sammamish	1.0%	8.0%	6.5%
Kenmore	1.0%	2.9%	1.2%
Bellevue	2.2%	2.9%	2.6%
Edmonds/Lynnwood	0%	1.8%	2.0%
Other	12.3%	6.9%	8.5%
Out of State	3.7%	1.8%	2.4%

## Celebrate Woodinville Demographics

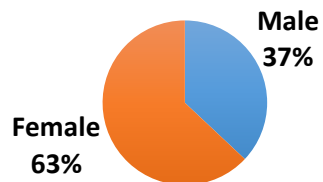
**74%** say that are **likely** to **very likely** to support a business that sponsored the event

**71%** say that are **likely** to **very likely** to purchase something while at the festival

### Residence

Woodinville	47%
Bothell/Kenmore/Mill Creek	18%
Kirkland/Redmond/Bellevue	14%
Snohomish/Monroe/Edmonds/Lynnwood	5%
Seattle	4%
Other	8%
Out of State	2%

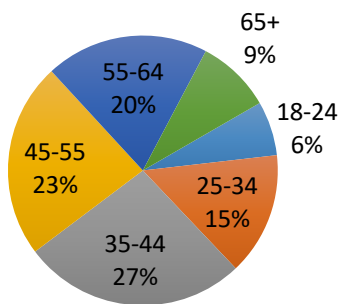
### Gender



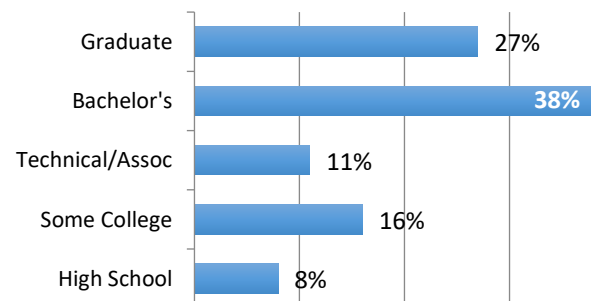
### Ethnicity/Race

White/Caucasian	84%
Asian/Pacific Islander	6%
Multiracial	3%
Latino/Hispanic	4%
American Indian/Alaskan	1%
Black/African American	0.5%
Arab	1%

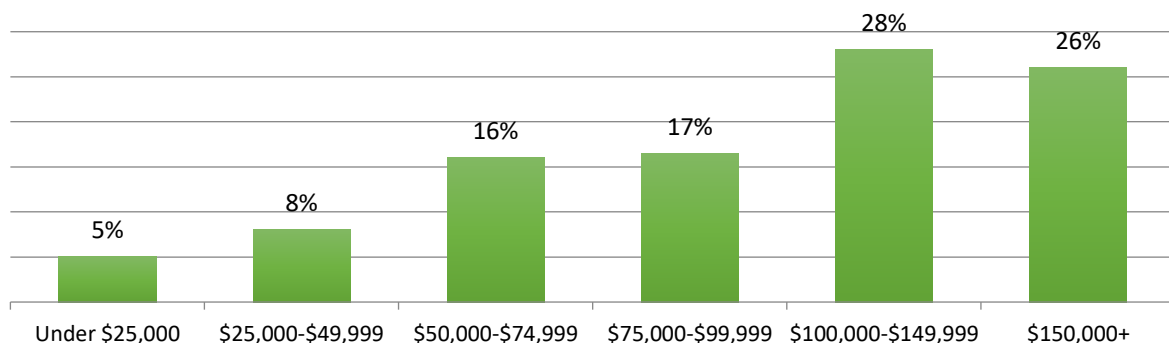
### Ages



### Education



### Household Income





## Marketing Campaign

The information below is a snapshot of the Celebrate Woodinville marketing campaign. Sponsors are prominently featured throughout.

### Print advertising

- 2,000 postcards, distributed around Woodinville and various outlets in the Puget Sound region, including other Destination Marketing Organizations.
- 300 posters, distributed around Woodinville and various outlets in the Puget Sound region, including other Destination Marketing Organizations.
  - We utilize our Woodinville Chamber Ambassadors to help with distribution and this helps us almost double the reach in Woodinville!
- MULTIPLE ads in the Woodinville Weekly & Woodinville Magazine

Website: [www.CelebrateWoodinville.com](http://www.CelebrateWoodinville.com)

### Celebrate Woodinville Newsletter

- Weekly e-blasts to subscribers

### Social Media

- Active on Facebook and Instagram
- Packages include Sponsor spotlights on each platform

### Banners

- Sponsor Banners are placed on-site during events



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IN PARTNERSHIP



## A BIG THANKS TO OUR SPONSORS

PLATINUM	GOLD
	   
	  
	  
SILVER	FRIENDS
     	 

[celebratewoodinville.com](http://celebratewoodinville.com)   

CONCERTS JULY 10 • 17 • 24 • 31 / FESTIVAL AUGUST 10

### Press Releases

- Multiple press releases, most resulting in newspaper articles
- Distribution included the Woodinville Weekly, 425 Magazine, Tasting Room Magazine, Visit Seattle, WA Tourism Alliance, and more!

### Print and online event listings

- Inclusion in approximately 20 listings in publications and/or online event calendars in the Puget Sound Region.

## Marketing Campaign, Continued

### Participant Toolkits

- We provided custom images and text for each participating vendor so they could assist in the promotion of Celebrate Woodinville.
- Examples included:

“Sip, Taste, Dance! Presented by the [Woodinville Chamber](#), the [Celebrate Woodinville](#) concerts and festival at Wilmot Gateway Park will showcase a terrific line-up of high-energy bands playing fun music for all ages. We’ll be participating this year as a Celebrate Woodinville Sponsor and would love to see you there! Visit [www.celebratewoodinville.com](http://www.celebratewoodinville.com) for more information.”

“Invite your family, friends, and neighbors and come on down to the [Celebrate Woodinville](#) summer concerts and festival at Wilmot Gateway Park in July and August where you can listen to live music, sip local wines and beers, and enjoy tasty bites from local restaurants. Visit [www.celebratewoodinville.com](http://www.celebratewoodinville.com) for more information.”

**JULY 10 – AUGUST 10, 2024**  
[celebratewoodinville.com](http://celebratewoodinville.com)   

CONCERT SERIES / WEDNESDAYS / JULY 10 • 17 • 24 • 31  
5:30 – 8 PM FREE LIVE MUSIC IN THE PARK  
FESTIVAL & PARADE / SATURDAY / AUGUST 10 • 8 AM – 4 PM



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## Marketing Campaign, Continued

### Celebrate Woodinville 2024 Poster (with Sponsorship inclusion)

# Celebrate Woodinville

# summer

concerts & festival

FREE SHUTTLE NEAR RED ROBIN VISIT WEBSITE





FRIDAY • JUNE 28 • 7 PM

## GLOW RUN 5k

HOSTED AT

WOODIN CREEK VILLAGE

DON'T JUST GET DOWN,  
**GET AWAY**

FULL-SERVICE HOTELS  
+ COZY B&BS

# 2024

### CONCERT SERIES / WEDNESDAY

**JULY 10 • JULY 17 • JULY 24 • JULY 31**  
**5:30 – 8 PM FREE LIVE MUSIC IN THE PARK**

CRAFT BEVERAGE GARDEN  
LOCAL RESTAURANTS & FOOD TRUCKS  
WILMOT GATEWAY PARK



### FESTIVAL & PARADE / SATURDAY

**AUGUST 10 • 8 AM – 4 PM**

PANCAKE BREAKFAST | 8 AM – 10:30 AM | FIRE STATION 31  
ANNUAL COMMUNITY PARADE | 11 AM – 12 PM | 175TH ST  
BASSET BASH | 12:30 PM – 3:30 PM | DEYOUNG PARK  
FESTIVAL & FAIR | 12 PM – 4 PM | WILMOT GATEWAY PARK  
WOODINVILLE FARMERS MARKET | 10 AM – 2 PM | FESTIVAL ST

[celebratewoodinville.com](http://celebratewoodinville.com)



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GOLD SPONSORS



## Points of Interest for 2024 & Looking Forward to 2025

### Wednesday Evening Concerts

- Attendance has stayed strong each year:
  - 2019: 1800 – 2200
  - 2021: 1900 – 2200
  - 2022: 1900 – 2300
  - 2023: 1600 – 2000
  - 2024: 2000 – 2200
- We received positive feedback from attendees, sponsors, wineries & breweries and local food providers.



## **2025 Main Stage Sponsorship Package**

- Designation as Title Sponsor for Celebrate Woodinville 2025 Main Stage, dubbed the “Name of Sponsor” Main Stage at Celebrate Woodinville.

### **Pre-event Benefits**

- Sponsor Name or Logo on all printed promotional event marketing materials, including but not limited to: Posters, Postcards, etc. (Based on date of contract.)
- Sponsor Name included in publicity materials or press release or press kit. (Based on date of contract.)
- Sponsor Name or Logo in all online & print event advertising. (Based on date of contract.)
- Sponsor Name or Logo in WCC digital newsletters. (Based on date of contract.)
- Sponsor Name or Logo in promotional e-blasts to WCC members. (Based on date of contract.)
- Sponsor Logo and Link on Celebrate Woodinville website, listed as Title Sponsor for Celebrate Woodinville 2025 Main Stage.
- Sponsor recognition included in posts via Celebrate Woodinville Facebook and Instagram.

### **On-Site Benefits at Concerts in the Park**

- Opportunity to briefly speak at opening of each concert.
- Sponsor Logo on Signage featuring Sponsor in high-visibility areas.
- 10’x10’ tent and 6’ Table at each concert to promote your business to attendees.
- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Parade**

- Given (1) Position on Parade Judging Panel.
- (1) Complimentary Parade Entry (to be used by Sponsor business only).
- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Festival**

- Sponsor Logo on Signage featuring Sponsor in high-visibility areas.
- (2) VIP Parking Passes at the Woodinville Fields Parking Lot, across from Wilmot Gateway Park.
- Reserved area in wine garden for 10 guests at concert, in order to provide your clients and friends with a VIP experience.
- 10’x10’ tent and 6’ Table to promote your business to attendees.
- Public Address announcements during the event, promoting Sponsor.

**Main Stage Sponsor: \$9,000.00 Package**  
**{1 Package Available}**



## **Platinum Sponsorship Package**

- Designation as Platinum Sponsor for Celebrate Woodinville 2025

### **Pre-event Benefits**

- Sponsor Name or Logo on all printed promotional event marketing materials, including but not limited to: Posters, Postcards, etc. (Based on date of contract.)
- Sponsor Name included in publicity materials or press release or press kit. (Based on date of contract.)
- Sponsor Name or Logo in all online & print event advertising, such as the Woodinville Weekly. (Based on date of contract.)
- Sponsor Name or Logo in WCC digital newsletters. (Based on date of contract.)
- Sponsor Name or Logo in three promotional e-blasts to WCC members. (Based on date of contract.)
- Sponsor Logo and Link on Celebrate Woodinville website, listed as Platinum Sponsor.
- Sponsor recognition included in posts via Celebrate Woodinville Facebook and Instagram sites (minimum of one post).
- Sponsor promotion (advertorial) included in (1) e-newsletter sent to Celebrate Woodinville database.
  - Mutually agreeable content to promote Sponsor as an integral partner in the Woodinville community.

### **On-Site Benefits at Concerts in the Park**

- Signage featuring Sponsor in high-visibility areas.
- VIP experience.
- 10'x10' tent and 6' Table at each concert to promote your business to attendees.
- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Parade**

- Given (1) Position on Parade Judging Panel.
- (1) Complimentary Parade Entry (to be used by Sponsor business only).
- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Festival**

- Signage featuring Sponsor in high-visibility areas.
- (2) VIP Parking Passes at the Woodinville Fields Parking Lot, across from Wilmot Gateway Park.
- 10'x10' tent and 6' Table to promote your business to attendees.
- Public Address announcements during the event, promoting Sponsor.

**Platinum Sponsor: \$6,000.00 Package**

## **Gold Sponsorship Package**

- Designation as Gold Sponsor for Celebrate Woodinville 2025

### **Pre-event Benefits**

- Sponsor Name or Logo on select printed promotional event marketing materials, including but not limited to: Posters, Postcards, etc. (Based on date of contract.)
- Sponsor Name included in publicity materials or press release or press kit. (Based on date of contract.)
- Sponsor Name or Logo in select online & print event advertising, such as the Woodinville Weekly. (Based on date of contract.)
- Sponsor Name or Logo in WCC digital newsletters. (Based on date of contract.)
- Sponsor Logo and Link on Celebrate Woodinville website, listed as Gold Sponsor.
- Sponsor recognition included in posts via Celebrate Woodinville Facebook and Instagram sites (minimum of one post).

### **On-Site Benefits at Concerts in the Park**

- Signage featuring Sponsor in high-visibility areas.
- 10'x10' tent and 6' Table at each concert to promote your business to attendees.
- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Parade**

- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Festival**

- Signage featuring Sponsor in high-visibility areas.
- (1) VIP Parking Pass at the Woodinville Fields Parking Lot, across from Wilmot Gateway Park.
- 10'x10' tent and 6' Table to promote your business to attendees.
- Public Address announcements during the event, promoting Sponsor.

**Gold Sponsor: \$4,000.00 Package**



## **Silver Sponsorship Package**

- Designation as Silver Sponsor for Celebrate Woodinville 2025

### **Pre-event Benefits**

- Sponsor Name included in publicity materials or press release or press kit. (Based on date of contract.)
- Sponsor Name or Logo in WCC digital newsletters. (Based on date of contract.)
- Sponsor Logo and Link on Celebrate Woodinville website, listed as Silver Sponsor.
- Sponsor recognition included in posts via Celebrate Woodinville Facebook and Instagram sites (minimum of one post).

### **On-Site Benefits at Concerts in the Park**

*(Exhibitor space at the concert series is not included with this package)*

- Signage featuring Sponsor in high-visibility areas.
- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Parade**

- Public Address announcements during the event, promoting Sponsor.

### **On-Site Benefits at the Community Festival**

- Signage featuring Sponsor in high-visibility areas.
- (1) VIP Parking Pass at the Woodinville Fields Parking Lot, across from Wilmot Gateway Park.
- 10'x10' tent and 6' Table to promote your business to attendees.
- Public Address announcements during the event, promoting Sponsor.

**Silver Sponsor: \$2,000.00**

## **2025 Friends of Celebrate Woodinville Package**

### **Pre-event Benefits**

- Sponsor Name or Logo in WCC digital newsletters. (Based on date of contract.)
- Sponsor Logo and Link on Celebrate Woodinville website, listed as Friend of Celebrate Woodinville.
- Sponsor recognition included in posts via Celebrate Woodinville Facebook and Instagram sites (minimum of one post).

### **On-Site Benefits at Concerts in the Park**

*(Exhibitor space at the concert series is not included with this package)*

- Signage featuring Sponsor in high-visibility areas.

**Package Price: \$500.00**

**OR**

## **Friends of Celebrate Woodinville Package with Festival Onsite Presence**

### **Pre-event Benefits**

- Sponsor Name or Logo in WCC digital newsletters. (Based on date of contract.)
- Sponsor Logo and Link on Celebrate Woodinville website, listed as Friend of Celebrate Woodinville.
- Sponsor recognition included in posts via Celebrate Woodinville Facebook and Instagram sites (minimum of one post).

### **On-Site Benefits at Concerts in the Park**

*(Exhibitor space at the concert series is not included with this package)*

- Signage featuring Sponsor in high-visibility areas.

### **On-Site Benefits at the Community Festival**

- Signage featuring Sponsor in high-visibility areas.
- 10'x10' tent and 6' Table to promote your business to attendees.

**Package Price: \$895.00**



We hope you'll join us as a Sponsor for Celebrate Woodinville 2025!  
All sponsor packages are customizable.

**Dana McMullen**

Development and Event Manager

425-879-0015

[dana@woodinvillechamber.org](mailto:dana@woodinvillechamber.org)

**A look back at Celebrate Woodinville 2024:**



















# TROY

ANDERSON

WOODINVILLE

FOR



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Woodinville, WA 98072

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UNAUTHORIZED OR  
IMPROPERLY PARKED  
VEHICLES WILL BE  
IMPOUNDED 24 HRS  
A DAY AT OWNER'S  
RISK & EXPENSE



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ANDERSON  
**WOODINVILLE**

**Economic Development**

**Affordable Housing**

**Infrastructure**

**Safe and Walkable**

**Championing Children and Families**



# Celebrate Woodinville

## summer

concerts & festival



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Woodinville  
CHAMBER



WOODINVILLE  
WINE  
COUNTRY

THANKS TO OUR SPONSORS

PLATINUM



WOODIN CREEK  
VILLAGE

GOLD



Message Envy

FIRST MOIN

JOINT & JOEL & JESSIE & JAMES



amazon

Windermere  
REAL ESTATE



Westhill

Custom Home, Remodel, Design



Evergreen Health  
Your Community-Centered Hospital

HEILMAN  
DECK & FENCE

SILVER



FRIENDS



celebratewoodinville.com

