

Blue	Sports: These projects have a proven ability to draw targeted interest and attendance from out-of-town guests who stay in the hotels. Registration and hotel room block data can be provided. Staff works with these organizers to maximize City economic impact. Staff encourage organizers to promote pre and post stays and itineraries in Redmond to expand multiplier of economic impact.
Green	Arts and Culture: These projects help showcase Redmond's as a vibrant, welcoming, and rich multicultural destination. Many of these events have a large regional draw and staff will continue to work with organizers to partner with hotels and promote overnight stays and multi-day itineraries in Redmond.
Orange	Incubation: These are projects that do not have a clear demonstrable tourism benefit. They are typically only one day events or promotions more geared to the community within 50 miles. The project will be monitored to show progress toward growing and demonstrating tourism benefits. Funding is not considered sustained and will only be provided in future years if event can demonstrate tourism benefit growth.
Yellow	City funded events currently given funding from dedicated percentages set in 2005. All funding must adhere to RCW 67.28 requirements.
Light Red	Late Submission: This application came in outside of the preliminary scoring window and staff did not make a funding recommendation.
Red	Did not meet Criteria: These applicants are not recommended for funding because they lack proof of concept, their application was not complete, or they did not successfully meet criteria for tourism funding. Staff and Experience Redmond consultant will work with the applicant to further develop the concept and position event to meet tourism benefit and funding criteria where possible.

Applicant	Score	Estimated Attendance	Estimated Lodging Nights	LTAC Recommended Funding	Funding Amount Dollar per Lodging Night	LTAC Discussion and General Notes
ECNL Boys National Playoffs *NEW*	54	70,000	12,000	\$ 30,000	\$ 2.50	Redmond has never hosted the boys' nationals for ECNL.
Surf Cup (formerly Crossfire Challenge) - Crossfire Foundation - LWYSA	41	220,500	10,800	\$ 35,000	\$ 3.24	Renaming the tournament from Crossfire Challenge.
Crossfire Select Cup - LWYSA	37	40,500	2,036	\$ 17,500	\$ 8.60	
Velodrome - Junior Nationals	35	3,550	450	\$ 10,000	\$ 22.22	
City of Redmond - Cultural Arts Programming	31	14,000	65	\$ 50,000	\$ 769.23	Programming is often new and unique. LTAC discussion: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.
ECGA - USA Gymnastics WA Conference	29	700	175	\$ 8,000	\$ 45.71	
Brick and Mortar Books - Bigfoot Kids Book Festival *NEW*	29	4,000	250	\$ 6,000	\$ 24.00	
Pup Crawl - OneRedmond Foundation *NEW*	29	1,000	75	\$ 6,000	\$ 80.00	
Rumble in Redmond - OneRedmond Foundation	29	1,000	50	\$ 5,000	\$ 100.00	
Ananda Mela - Vedic Cultural Center	26	20,000	50	\$ 12,000	\$ 240.00	
Cinco de Mayo - Centro Cultural Mexicano	26	20,000	150	\$ 7,500	\$ 50.00	This application was sent in a week past the due date. LTAC discussion: The

1-WEEK LATE APPLICATION						LTAC expressed strong support for the Cinco de Mayo event and recommended reducing the funding amount from the past amount of \$10,000 to \$7,500 due to the 1-week late submission.
Velodrome - Marymoor Grand Prix	24	2,250	210	\$ 7,000	\$ 33.33	
City of Redmond - Redmond Lights	23	10,000	65	\$ 50,000	\$ 769.23	Large cultural arts element of Redmond Lights. LTAC discussion: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.
Festival of Color - Northwest Share	23	8,000	100	\$ 8,000	\$ 80.00	Submitted 1 hour late but prior to preliminary scoring.
Velodrome - Junior Takeover	22	340	150	\$ 3,000	\$ 20.00	
City of Redmond - Derby Days	22	35,000	200	\$ 50,000	\$ 250.00	LTAC discussion: Some LTAC members expressed that the level of contribution to the City events and Cultural Arts programming is high, and they requested that the City continues to seek alternative funding sources outside of the lodging tax fund.
VegFest - Northwest Share	22	8,000	45	\$ 8,000	\$ 177.78	Submitted 1 hour late but prior to preliminary scoring.
Redmond Arts Festival - VALA	20	15,000	200	\$ 7,000	\$ 35.00	Submitted 6-minutes late but prior to preliminary scoring.
Wine Walk - OneRedmond Foundation	15	500	30	\$ 2,000	\$ 66.67	