

2023 Tourism Matching Grants

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Redmond
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Purpose

To seek **Council approval** for the 2023 Tourism Matching Grant recommendations and the Community Events and Cultural Arts Programming fund allotment.

Project Overview



- Grant dollars come from the 1% lodging tax fund paid through overnight stays at Redmond hotels and motels.
- The City approves annual grants for events and programs held locally that draw in visitors from outside of the City.
- These events should help promote local tourism through generating **paid overnight stays** and **attracting tourists from more than 50 miles away**.



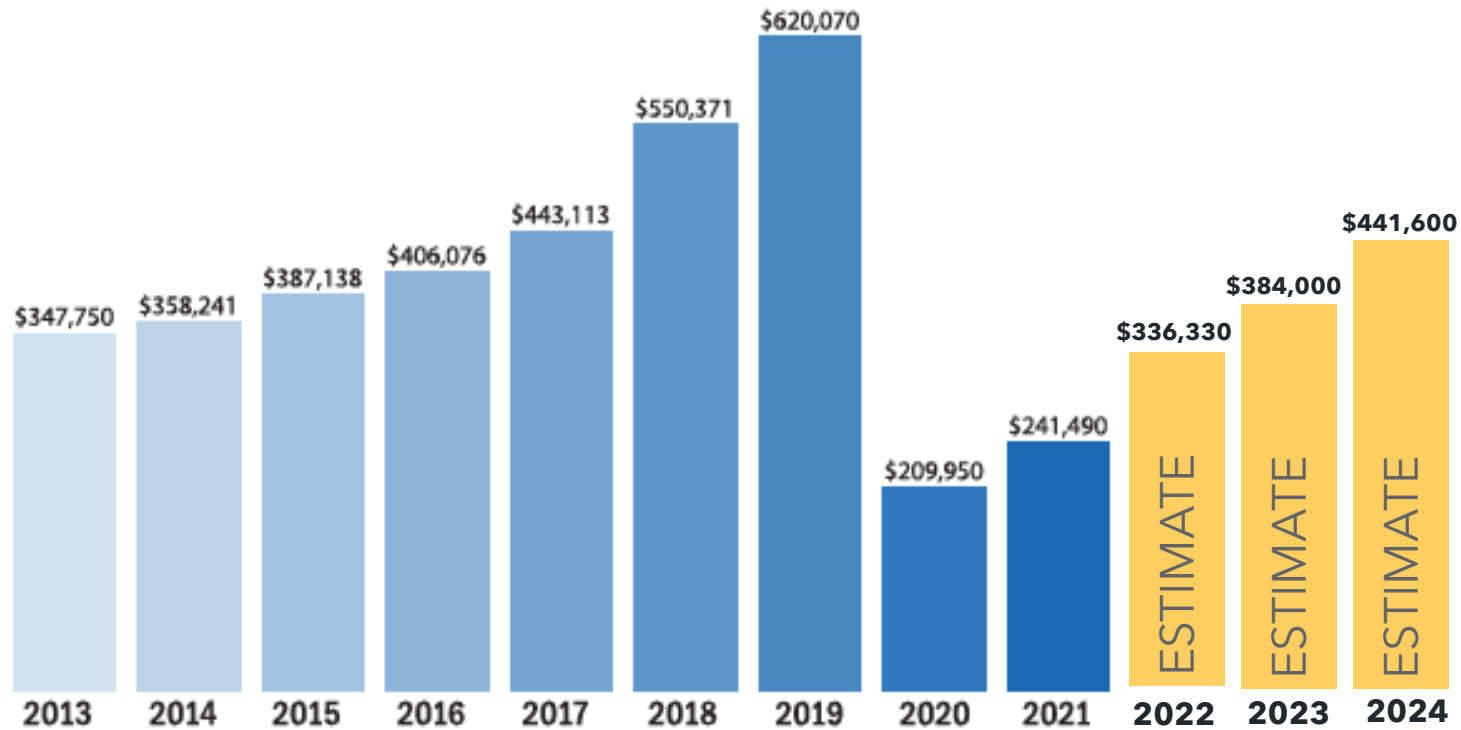
Who is the Lodging Tax Advisory Committee (LTAC) comprised of?

- Three hoteliers
- Three persons associated with organizations that could benefit from the tax
- Council Chair

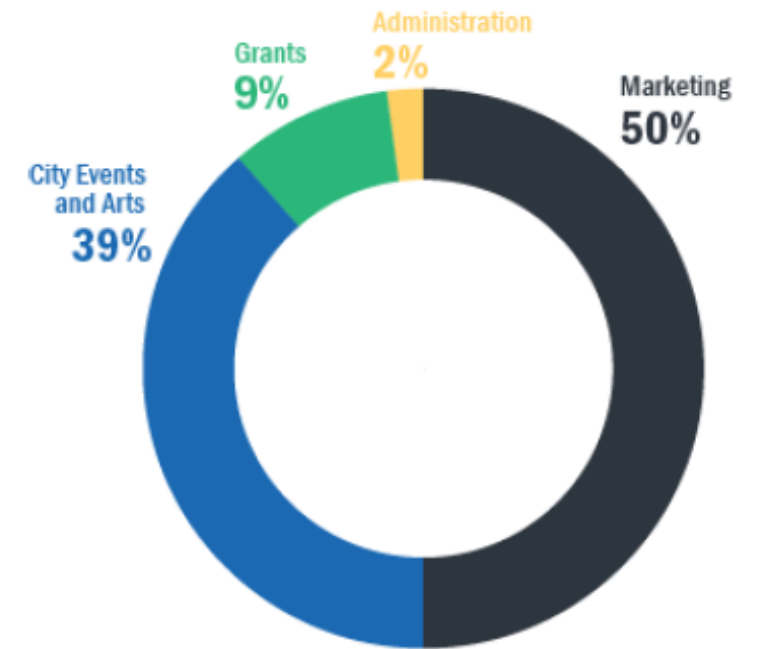


Lodging Tax Fund Overview

Historical annual revenue amounts from lodging tax is as follows:



In 2005, Redmond City Council approved the distribution of funds to be as follows:



LTAC Recommendation



- Approve city events for \$100,000 and city cultural arts programming for \$46,000 (approximately 39% of estimated fund).
- Approve 17 of the 18 applicants for a total of \$154,000.
- One applicant was not approved as the application outlined an event concept and not a developed or detailed event plan. This applicant turned in three other applications for events that were recommended for funding.
- The release of funds is conditional for all applicants in that they must provide adequate proof of match requirements and acceptable grant expenses.

Next Steps

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October 18 Consent Agenda





Thank You



Any Questions?

