

Tourism Matching Event Grants

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Purpose

- Provide Council and the community an outline of the tourism program
 - How the program began
 - Revenue split
 - Committee authority
 - Program structure
 - 2022 workplan
- Seek approval of the 2021 and 2022 event matching grants



Project Overview

- The City approves annual grants for locally held events that draw in visitors from outside of the city.
- Events help promote local tourism, overnight stays, local amenities, and support small businesses.



When and why did Lodging Tax and Advisory Committee begin?

- 1998 - Advisory committee was assembled
- 1999 - Council implemented 1% lodging tax on overnight stays at Redmond hotels or motels



How is the Revenue from the Tax Used?

The committee advised, and in 2014 the City Council passed:

- 2% - administration of the program
- 50% - marketing
- 39% - city events and programming
- 9% - event matching grants



What are the Goals and Limitations of the Revenue?

- Attract visitors external to the city
- Prioritizes efforts that will support hotels night stays
- Attract external visitors to small businesses
- Events that only draw residents would not meet funding requirements



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

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



What Authority Does the Committee Have?

LTAC's codified responsibilities are to weigh-in or advise on:

- 1) Creation of a tax
- 2) Repeal or modification of the tax
- 3) How revenue is used (currently four-way split)

(RMC 4.37)



When Does LTAC Meet and How Are Meeting Minutes Managed?

- LTAC meets infrequently between 2-4 times per year
- The Clerk's office has consolidated oversight of all boards and commissions
- Future LTAC meetings will have posted agendas and meeting minutes uploaded
- Meeting minutes are currently posted from the 9/24 meeting



Tourism Plan Updates for 2021 and 2022

- In-depth review and program audit
- Updates to grant application forms and material have been made
- Interim weighted ranking for grant applications applied through October 2022



2022 Workplan

- Draft formal rules and procedures for the committee
- Member recruitment
- Provide Council an annual update
 - Grant outcomes
 - Workplan
 - Questions or support needed
- Review current assigned uses of lodging tax dollars
- Review and begin revising Tourism Strategic Plan
- Refine grant criteria and present to Council for feedback
- Joint meeting with Council in 2022
- Consider one to two programs for spring and/or summer



2021 and 2022 Tourism Matching Grants

- 16 Applications received
- 14 Recommended for approval
- 2 Do not support criteria objectives or requirements
- 2 Do not meet complete match

All evaluated against interim weighted ranking system



Recommendation

Event Matching Grants

- Approve the 14 applications recommended for a total amount of \$137,500
 - Conditionally approve the three applications not meeting the match
 - \$121,000 approx from end fund balance for matching event grants

Community Events

- \$25,000 from end fund balance



Thank you

Any Questions?



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