Tourism Matching Event Grants

October 19, 2021

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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





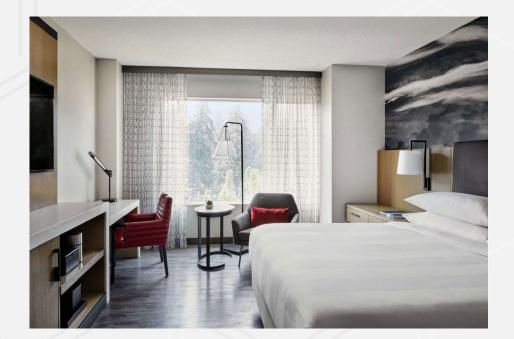
Project Overview

- 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 programing
- 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:

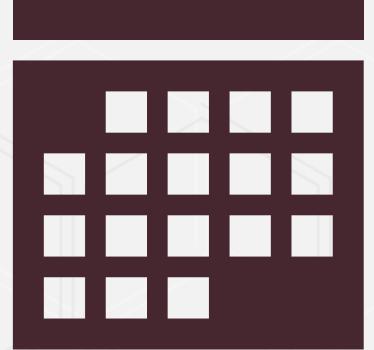
- 1) Creation of a tax
- 2) Repeal or modification of the tax
- 3) How revenue is used (currently four-way split)



(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 committeeMember 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?

