

2022 Round Two Tourism Matching Grants

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A large crowd of people is participating in a color festival. They are throwing bright, multi-colored powders (yellow, green, blue, pink, orange) into the air, creating a festive and colorful atmosphere. The background shows a clear blue sky and some trees. A semi-transparent dark box is overlaid on the lower half of the image, containing text.

Purpose

To seek **Council approval** for 2022 Round Two Tourism Matching Grant recommendations.

Project Overview



- Grant dollars come from the 1% lodging tax fund paid through overnight stays at Redmond hotels or motels.
- The City approves annual grants for events held locally that draw in visitors from outside of the City.
- These events should help promote local tourism through generating overnight stays and supporting small businesses.



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





Grant Limitations

- Events that only draw local residents would not meet funding requirements.
- Events must show proof of match and expense requirements for funds to be released.

Project Background



- Round one for 2022 funding closed in August 2021 and Council approved funds for nine applicants.
- A second application round was held for 2022 due to the uncertainty for event producers related to COVID-19.
 - The City received 14 applications this round.
 - LTAC reviewed all applicants on March 8, 2022 and made the recommended funding amounts based on weighted criteria scoring and discussion.



LTAC Recommendation

- Approve 13 of the 14 applicants for a total of \$160,000.
- One applicant was not approved as they did not meet the minimum requirements.
- One applicant is approved on the condition that they receive funds based on the percentage at which they meet their lodging night estimates.
- The release of funds is conditional for all applicants in that they must provide adequate proof of match requirements and acceptable grant expenses.



Thank You

Any Questions?

