

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 new projects existing 3 or less years and may not have a clear demonstratable tourism benefit. These projects might be 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.
Purple	Other: These are all other projects such as general festivals, smaller events, education, STEM, niche' market events etc. These projects may also have a small interest group.
Yellow	City funded events currently given funding from dedicated percentages set in 2005. All funding must adhere to RCW 67.28 requirements.
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.

[See page two for summary of LTAC recommendations]

Applicant	Score	Estimated Attendance	Estimated Lodging Nights	LTAC Recommended Funding	Notes/LTAC Discussion
ECNL Girl's Playoffs	46	80,000	12,000	\$ 23,000	
Surf Cup (formerly Crossfire Challenge) - Crossfire Foundation - LWYSA (LATE APPLICATION)	41	220,500	11,550	\$ 17,000	Robust discussion regarding this event and the one-day-late application. LTAC expressed strong support for the thousands of guaranteed stays. The LTAC voted and approved this application for funding consideration with a 4–2 vote. The LTAC recommended 50% reduction from previous funding levels due to the late submission.
Crossfire Select Cup - LWYSA	37	45,000	2,072	\$ 16,000	
Velodrome - Junior Nationals	36	8,400	2,000	\$ 9,000	
City of Redmond - Cultural Arts Programming	33	16,000	65	\$ 50,000	Programming is often times new and unique. LTAC discussion: Several members noted that the City's current level of contribution to City events and Cultural Arts programming is high. They requested that the City continue exploring alternative funding sources outside of the lodging tax fund to better align event support with funding levels for similar programming.
Criterion Bike Race - Washington State Bicycle Association **NEW**	32	1,000	100	\$ 10,000	External event producer and budget separate from City Parks and Recreation Events Team. Goal: Bringing back the bicycle race to Redmond Derby Days, while making the race part of a larger regional event to attract even more racers and spectators.
Bigfoot Kids Book Festival - Brick and Mortar Books	32	4,000	250	\$ 5,500	
City of Redmond - Redmond Lights	29	10,000	65	\$ 50,000	Large cultural arts element of Redmond Lights. Plan to expand the current footprint into Esterra Park in a different part of the city. LTAC discussion: Several members noted that the City's current level of contribution to City events and Cultural Arts programming is high. They requested that the City continue exploring alternative funding sources outside of the lodging tax fund to better align event support with funding levels for similar programming.
USA Gymnastics WA Conference	28	800	175	\$ 7,000	
Cinco de Mayo - Centro Cultural Mexicano	27	17,500	150	\$ 10,000	LTAC discussion: The LTAC increased this amount by \$2,000 from the staff recommendation. They discussed the rising costs of City of Redmond Park permits/fees and chose to give slightly more with excess funding available.
Pup Crawl - OneRedmond Foundation	27	1,000	50	\$ 4,000	The concept includes different pet-friendly activations at each participating Redmond Hotel/location.
Intercultural Festival & World Market - Friends of the Village Collective (FVC) **NEW**	26	8,000	150	\$ 10,000	The Intercultural Festival & World Market will be a large-scale community event featuring cultural performances, multi-ethnic foods, arts, and small businesses all representing the rich diversity of Redmond. The event will take part during the National Welcoming Week.
Ananda Mela - Vedic Cultural Center	25	20,000	50	\$ 11,000	LTAC discussion: The LTAC increased this amount by \$1,000 from the staff recommendation. They discussed the rising costs of City of Redmond Park permits/fees and chose to give slightly more with excess funding available.

World Cup Programming & Activation - Redmond Town Center (RTC) (World Cup Related) **NEW**	25	2,000	40	\$ 8,000	Event would include a variety of programming related to World Cup visitation. The event producer is already discussing programming with hotels. The event producer had a watch party trial in June 2025 for the Club World Cup. More details will be worked out for once the World Cup schedule is released. Staff will also advise them to apply for city and regional World Cup grants if qualified.
Rumble in Redmond - OneRedmond Foundation	25	1,000	40	\$ 4,000	This is the 4th Annual one-day robot competition, held during the tourism low season. It's part of the Robot Combat League's Ant and Beetle weight categories. (No longer fits in the incubation category since going on more than 3 years)
Velodrome - Marymoor Grand Prix	25	3,600	200	\$ 6,500	
Festival of Color - Northwest Share	22	12,000	150	\$ 7,500	
Velodrome - Junior Takeover	22	2,500	200	\$ 3,000	
City of Redmond - Derby Days	22	35,000	200	\$ 50,000	2026 Dates are TBD due to World Cup LTAC discussion: Several members noted that the City's current level of contribution to City events and Cultural Arts programming is high. They requested that the City continue exploring alternative funding sources outside of the lodging tax fund to better align event support with funding levels for similar programming.
VegFest - Northwest Share	20	8,000	60	\$ 8,500	LTAC discussion: The LTAC increased this amount by \$1,000 from the staff recommendation. They discussed the rising costs of City of Redmond Park permits/fees and chose to give slightly more with excess funding available.
Redmond Arts Festival - VALA	20	15,000	200	\$ 6,500	
Young Professionals Program -2026 Theatre for Young Audiences **NEW**	20	5000	40	\$ 5,000	LTAC discussion: The LTAC increased funding by \$4,000 above staff recommendations, expressing interest in supporting young professional programs. As this is a new request, the LTAC plans to evaluate the program's tourism outcomes in 2026.
Cultural World Cup Mini Night Market - Big Hug (World Cup Related) **NEW** (Also, part of FVC application for market)	20	9,000	624	Not recommended for funding	Unclear on scope and dates. This is an application for an event concept. Date was originally for 2025. UPDATE 8/19: Big Hug confirmed they are part of the Friends of the Village Collective (FVC) and gives priority in funding to the Friends of the Village application. LTAC and staff discussion: The project lacks clearly defined details and is part of another application with a more detailed event plan. Staff will work with the event producer to clarify the project scope and explore whether the World Cup grants may be more appropriate.
Wine Walk - OneRedmond Foundation	17	550	40	\$ 1,500	
FIFA Watch Party - Africans on the Eastside (World Cup Related) **NEW**	15	200	5	\$ 1,000	Staff will also advise them to apply for city and regional World Cup grants if qualified.

Explore Redmond LIVE - Muslim CNA **NEW**	13	2,000	50	Not recommended for funding	This application is for "an immersive, web-based and mobile-friendly virtual tour platform showcasing Redmond's BIPOC-owned businesses, restaurants, and attractions alongside city-owned parks and trails—driving new customers through immersive virtual previews and tourism marketing." LTAC and staff discussion: The project lacks clearly defined details and measurable tourism impacts, particularly regarding overnight stays. Staff will work with the event producer to clarify the project scope and explore whether alternative funding sources may be more appropriate.
Multicultural Celebration Soccer Expo - BizDiversity (World Cup Related) **NEW**	12	400	10	\$ 1,000	Will focus initially on supporting visitors during the world cup. "This event goal is to attract everyone by providing economic opportunities, resources, education, collaboration and promotion for all cultures to share their experience. The day of the event we plan to be 6 to 8 hours on June 13th and the activities are for everyone to enjoy and share the excitement of the World cup as well as get souvenirs and create experiences among all cultures, ranging from learning, participating in workshops and understanding of the games played." Will advise them to apply for city and regional World Cup grants if qualified.