



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

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## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
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Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) | 80,000_____  |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |                                                                                                 |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |                                                                                                 |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |                                                                                                 |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |                                                                                                 |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |                                                                                                 |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?



How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

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- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
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Contact Person: \_\_\_\_\_

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Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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In two sentences, please explain your project (no more than 75 words).

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| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
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| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
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**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

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|  |
|--|
|  |
|--|

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|  |
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*NT*

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Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.



\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

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| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

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## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates                                                                           |
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| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |                                                                                     |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |  |
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**Total number of projected paid lodging nights:** \_\_\_\_\_

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- **Tourism promotion:**

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## **Tourism Program Grant Application**

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- Marketing and operations of special events and festivals designed to attract tourists
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Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

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Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
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Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
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Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

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Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

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## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
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| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
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| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
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**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?



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Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

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What method was used for collecting and calculating past attendance and overnight stay data?

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Briefly explain each day of programming.

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### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes



Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

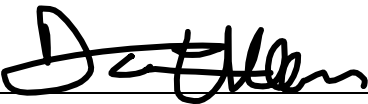
\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

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\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

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\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature:  \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

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  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

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## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
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- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.





**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

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## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: 2026 Redmond Lights

Event Start Date: 12/5/2026 Event End Date: 1/6/2026

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? 1 event kick-off, 1 month of lights and art

Type of Project: (i.e. Youth soccer tournament) Winter Celebration of Art and Light

Project Location(s) (please list all locations): Redmond Downtown Park and Esterra Park

Is this a new or reoccurring event/program? ☐ New ☒ Reoccurring

Contact Person: Lindsey Tusing

Contact E-mail: lttusing@redmond.gov

Company/Organization: City of Redmond Phone: 425-556-2363

Address: PO Box 97010

City: Redmond State: WA Zip: 98073

Authorized Signer: Brittany Pratt

(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)

In two sentences, please explain your project (no more than 75 words).

This event illuminates Downtown Park with local art and festive lighting for a full month and kicks off with a lively event featuring performances, a luminary trail, community booths, a children's light promenade and fashion show, and more. In 2025, the Redmond Lights festivity will expand to an additional park space, for the first time, to Esterra Park in Redmond. This expansion to two park location on opposite ends of the City will increase equity for the community's access to the festivities. It is expected this will continue in 2026, as well.

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

☐ No

☒ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☒ Public Agency

\*Please include verification of non-profit with application.

Which type of category does your project falls under per RCW 67.28.1816?

☒ Special event or festival (i.e., sporting event, Festival of Color)

☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

☐ No

☒ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☒ Yes

Hotel name(s): Experience Redmond Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☒ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |               | ESTIMATED BUDGETED EXPENSES |               |
|--------------------------------------------------|---------------|-----------------------------|---------------|
| *Grant amount requested:                         | \$ 50,000.00  | Marketing:                  | \$ 15,000.00  |
| Your organization funding given to this project: | \$            | Operations:                 | \$ 90,000.00  |
| Sponsorships:                                    | \$ 55,000.00  | Staff:                      | \$ 7,000.00   |
| Other Grants:                                    | \$            | Other:                      | \$            |
| **Other revenue sources:                         | \$ 7,000.00   | Other:                      | \$            |
| Total project revenue:                           | \$ 112,000.00 | Total project expenses:     | \$ 112,000.00 |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) | 10000     |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          | 500       |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       | 50        |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         | 65        |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        | 60        |

**Total number of projected paid lodging nights:** 65

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

We base this off of giveaway totals, attendee counting throughout the event, and customer experience surveys.

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

We verify the data collection above in a number of ways:

- 1) Multiple staff and volunteers' tasks dedicated to counting attendees
- 2) Customer experience surveys completed at and after the event that ask attendees for hotel information
- 3) Sales from food vendors and other merchants
- 4) Tracking the amount of items given away at City Information Booths

If this project took place in the past:

Where did it take place? Redmond Downtown Park

How many years has this project taken place? 27

How many estimated attendees did the project have in the most recent years?

Year: 2024 Attendance: 10000 Paid Overnight Stays Generated: 60

Year: 2023 Attendance: 10000 Paid Overnight Stays Generated: 190

Year: 2022 Attendance: 8000 Paid Overnight Stays Generated: 60

What method was used for collecting and calculating past attendance and overnight stay data?

Survey responses, records from attendee counting at previous events

How many days of programming is this event or project? 31

Briefly explain each day of programming.

During the Kick-Off Event, there are local performers, "snow," art installations, free activities, and seasonal lighting. There is also a Family Light Preomenade and the Children's Fashion Light Show. Throughout the month, the lights and art stay up at Downtown Park for people to visit at their leisure.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

This is a popular event that invites people from all over to celebrate art and light for free. Utilizing print and digital marketing channels, we are able to attract people from 50+ miles away who have an interest in art, seasonal lights, music, and/or free entertainment that is family friendly.

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

We utilize multiple channels to market Redmond Lights:

- Posters
- Social media advertising
- Parent Map ads
- Partnerships with Experience Redmond

Is there a targeted market or specific audience for this project and if so, please specify?

This event aims to attract a diverse range of demographics, encouraging people to celebrate winter, art and light together. The event does not focus on any particular holiday or religious specification- rather it celebrates light, art, and togetherness.

### 3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

Redmond Lights 2024 saw our first "snow fall" utilizing environmentally safe bubbles that act as fake snow fall. It was a magical addition that we plan to continue in 2025 and 2026. Redmond Lights 2025 will also see expansion to Esterra Park, for the first time. We expect to continue this into Redmond Lights 2026.

Esterra Park is located in the south end of Redmond and has historically not been fully explored for art installation capabilities. This will be a rewarding challenge for our Arts and Events team that we are already diving into for 2025 Redmond Lights program planning. This LTAC grant will help ensure that we can provide exciting program elements in both Downtown Park and Esterra Park.

### 4. Benefit and Impact to the Community

Does your event benefit many of Redmond's businesses? If so, how?

Redmond Lights invites over 70 local businesses, artists, and performers to participate. 88% of vendors reported a positive ROI, and 75% reported engaging with 100 or more prospects at the Kick-Off Event. 74% of attendees reported purchasing from vendors while at the event, spending an average of \$39. Businesses that are nearby but not onsite at the event also benefit, with 35% of attendees purchasing from local establishments and spending an average of \$48.41.

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

Redmond Lights is inclusive and accessible, providing free art and entertainment that is not exclusive to one religion or cultural tradition. We are able to create a welcoming place for all demographics to celebrate winter, art, and light together.

How will you evaluate the success of the project?

Feedback surveys, number of attendees, social media engagement.

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

LT Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

LT If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

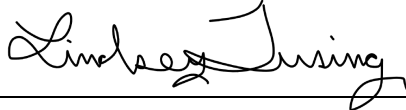
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LT I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature:  \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by 5:00 p.m. on Monday, August 11.

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## Tourism Program Grant Application

### TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### STATE LAW REQUIRES THAT:

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: USA Gymnastics Region 2 Congress

Event Start Date: July 9, 2026 Event End Date: July 12, 2026

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? 4

Type of Project: (i.e. Youth soccer tournament) Athlete training & Coach Education

Project Location(s) (please list all locations): Emerald City Gymnastics  
Is this a new or reoccurring event/program? ☐ New ☒ Reoccurring  
Contact Person: Sandy Flores  
Contact E-mail: ECGAOWNER@GMAIL.COM  
Company/Organization: Emerald USA Gymnastics Phone: 206-919-5672  
Address: 17965 NE 165th Street  
City: Redmond State: WA Zip: 98052

Authorized Signer: \_\_\_\_\_

(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)

In two sentences, please explain your project (no more than 75 words).

USA Gymnastics, Region 2  
(Washington, Oregon, Idaho, Montana, Alaska  
& Hawaii Clubs) Semi-annual meeting &  
Educational Congress

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion**? Note: Events taking place in November and December will be subject to an early December deadline.

☐ No  
☒ Yes

Organization is: ☐ Profit-Making ☒ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

☒ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

☐ No  
☒ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

☐ No

☒ Yes

Hotel name(s): Marriott Hotel contact(s): Leshel Klimczyk

Contact(s) phone: \_\_\_\_\_ Contact(s) email: leshel.klimczyk@marriott.com

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

☐ No, we do not plan to host any World Cup-related activities.

☒ Possibly or undecided at this time.

☐ Yes, but the activities are separate from the event covered in this application.

☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |                       | ESTIMATED BUDGETED EXPENSES |                        |
|--------------------------------------------------|-----------------------|-----------------------------|------------------------|
| *Grant amount requested:                         | \$ <u>10,000.00</u>   | Marketing:                  | \$ <u>1,000.</u>       |
| Your organization funding given to this project: | \$ <u>20,000.</u>     | Operations:                 | \$ <u>5,000.</u>       |
| Sponsorships:                                    | \$ _____              | Staff:                      | \$ <u>30,000.</u>      |
| Other Grants:                                    | \$ _____              | Other:                      | \$ <u>15,000.</u>      |
| **Other revenue sources:                         | \$ <u>20,000.</u>     | Other:                      | \$ <u>51,000.</u>      |
| Total project revenue:                           | \$ <u>50,000</u> 0.00 | Total project expenses:     | \$ <u>51,000.</u> 0.00 |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

How will your organization verify the attendance and hotel stay information for your project? (i.e. check in information, hotel room data, etc.).

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                        | Estimates |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please provide the combined attendance across all days of the project- you may count repeat guests that come on each day of the event as a new attendee each day) | 800       |
| Of the total attendance, how many are predicted to travel more than 50 miles? (This number must be at least 5% of your total attendance to qualify for this grant.)                                                          | 500       |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                | 50        |
| Total number of attendees who will stay overnight                                                                                                                                                                            |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                  | 350       |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                 | 300       |

Total number of projected paid lodging nights: 175

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

we book and pay all staff and hotel will accommodate room blocks.

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

We have attendee check in  
and Marriott room block tracking

If this project took place in the past:

Where did it take place? Emerald City Gymnastics

How many years has this project taken place? 6 years

How many estimated attendees did the project have in the most recent years?

Year: 2022 Attendance: 650 Paid Overnight Stays Generated: 40

Year: 2023 Attendance: 695 Paid Overnight Stays Generated: 40

Year: 2024 Attendance: 725 Paid Overnight Stays Generated: 175

What method was used for collecting and calculating past attendance and overnight stay data?

Confirmed check in at hotel

How many days of programming is this event or project? 4

Briefly explain each day of programming.

3 days of staff education  
1 full day of athlete training

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

USAGWA will be offering paid registration to all Washington Clubs (72 in total)

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Social media and distribution lists



Is there a targeted market or specific audience for this project and if so, please specify?

Clubs in Region 2

### 3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

Every other year it is just targeted to Washington clubs, 2026 will be open to entire US and Canada

### 4. Benefit and Impact to the Community

Does your event benefit many of Redmond's businesses? If so, how?

Yes, hotels and restaurants

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

Yes, we supply a list of places to stay and eat.

How will you evaluate the success of the project?

Number of attendees!

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

SK Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

SK If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

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St The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

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St I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

A handwritten signature in black ink, consisting of a stylized 'S' followed by a horizontal line and a vertical stroke.



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## **Tourism Program Grant Application**

**TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

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Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
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☐ Yes, but the activities are separate from the event covered in this application.  
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## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?



How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

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Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

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- Priority is given to Redmond-based activities and projects.
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- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
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  - Encourages partnerships (public/private)
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- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

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### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
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Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

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Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
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## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**



## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

• Kristina Hudson

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## **Tourism Program Grant Application**

**TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

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Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_



Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
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Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
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Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

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Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

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### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
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**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

**\*\* vendor booth fees**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
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**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past: N/A

Where did it take place? \_\_\_\_\_

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How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

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Signature:  \_\_\_\_\_



## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

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- **Innovation:**

Is this project/event unusual or unique?

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## **PLEASE SUBMIT APPLICATION**

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## **Tourism Program Grant Application**

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- Marketing and operations of special events and festivals designed to attract tourists
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Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
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Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

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Which type of category does your project falls under per RCW 67.28.1816?

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Have you previously received a City of Redmond Tourism Grant for this specific project?

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Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

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Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

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**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?



Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: Brian R. O'Rourke

(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?



How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

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BRO Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

BRO If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

BRO If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

BRO The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

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BRO I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: Brian R. O'Rourke

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

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  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

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## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

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---

## Tourism Program Grant Application

**TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### STATE LAW REQUIRES THAT:

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: 10/17 or 18 or 24, or 25/2026 Event End Date: Oct 17 or 18 or 24 or 25, 2026

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: (i.e. Youth soccer tournament)

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**



## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
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**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

|  |
|--|
|  |
|--|

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

|  |
|--|
|  |
|--|

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

|  |
|--|
|  |
|--|

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

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\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature:  \_\_\_\_\_

Kristina Hudson

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

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Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

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- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
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  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

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## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

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## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_



Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
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## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
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| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

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- **Tourism promotion:**

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## **Tourism Program Grant Application**

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- Marketing and operations of special events and festivals designed to attract tourists
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### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

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Project Title: \_\_\_\_\_

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Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

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Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

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Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

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Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

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## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
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| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
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**Total number of projected paid lodging nights:** \_\_\_\_\_

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How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

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- **Tourism promotion:**

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We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

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## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?



How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

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## Tourism Program Grant Application

**TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### STATE LAW REQUIRES THAT:

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: 2026 City of Redmond Derby Days

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? 2

Type of Project: (i.e. Youth soccer tournament) Annual summer festival

Project Location(s) (please list all locations): Redmond City Hall Municipal Campus/Jerry Baker Velodrome

Is this a new or reoccurring event/program? ☐ New ☒ Reoccurring

Contact Person: Lindsey Tusing

Contact E-mail: lltusing@redmond.gov

Company/Organization: City of Redmond Phone: 425-556-2363

Address: PO Box 97010

City: Redmond State: WA Zip: 98073

Authorized Signer: Brittany Pratt

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Derby Days is an annual summer festival that has been celebrated in Redmond since 1939. It features bike races, live performances, free activities, a carnival, parades, a drone show, food and more.

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

☐ No

☒ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☒ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project fall under per RCW 67.28.1816?

☒ Special event or festival (i.e., sporting event, Festival of Color)

☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

☐ No

☒ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☒ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☒ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |               | ESTIMATED BUDGETED EXPENSES |               |
|--------------------------------------------------|---------------|-----------------------------|---------------|
| *Grant amount requested:                         | \$ 50,000.00  | Marketing:                  | \$ 17,500.00  |
| Your organization funding given to this project: | \$            | Operations:                 | \$ 170,650.00 |
| Sponsorships:                                    | \$ 95,000.00  | Staff:                      | \$ 21,850.00  |
| Other Grants:                                    | \$            | Other:                      | \$            |
| **Other revenue sources:                         | \$ 65,000.00  | Other:                      | \$            |
| Total project revenue:                           | \$ 210,000.00 | Total project expenses:     | \$ 210,000.00 |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**



## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) | 35000     |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          | 1750      |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       | 350       |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         | 200       |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        | 150       |

**Total number of projected paid lodging nights:** 200

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

We base this off of sales, attendee counting throughout the event, and customer experience surveys.

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

We verify the data collection above in a number of ways:

1) Monitoring all areas of the festival:

We share our data with police and our contractors in wrap-up meetings and ask for their data and/or insight on our reports

2) Customer experience surveys completed at and after the event

-We ask for party size in order to get a better sense of the percentages represented by the survey group.

-We also included a question asking how many nights folks were staying at hotels

3) Sales for carnival rides, foods, beer and wine garden, and other merchants.

We request sales reports as part of our event reconciliation.

If this project took place in the past:

Where did it take place? Redmond City Hall Municipal Campus

How many years has this project taken place? 86

How many estimated attendees did the project have in the most recent years?

Year: 2025 Attendance: 45000 Paid Overnight Stays Generated: 200

Year: 2024 Attendance: 35000 Paid Overnight Stays Generated: 190

Year: 2023 Attendance: 35000 Paid Overnight Stays Generated: 190

What method was used for collecting and calculating past attendance and overnight stay data?

We've been using the same methods for data collection since 2021 and introducing modifications and improvements from year to year to increase accuracy. In coordination with other departments, we have also been actively searching for software or a program to assist with attendance and overnight stay data, given that there are technologies that can support that information for future use.

Although we currently have technology that can count attendance, it has limitations that don't allow us to get counts on municipal campus because it is a sensitive area. In 2026, we hope to instead utilize this technology to get more accurate attendance counts for the parade and criterium, which take place further from the Courthouse and Public Safety Building.

We currently utilize in person counting and survey results to estimate attendance numbers.

How many days of programming is this event or project? 2

Briefly explain each day of programming.

Day 1 includes a Neighborhood Fair at Hopelink's Redmond Service Center and an Art Fair at Redmond Town Center (both are event partners). At municipal campus, it includes a foam party, free activity booths, beer and wine garden, food vendors, a carnival, main stage performances, corn hole tournament, and Friday Night Track Racing at Jerry Baker Memorial Velodrome.

Day 2 includes the pancake breakfast at Fire Station 11, Kids Bike Parade, Craft Market, free activity booths, food vendors, the Grand Parade, a cooling center at the RSCC, Beer and Wine Garden, Carnival, Bubble Party, Redmond Arts Festival, free performances, and the drone light show. We are also actively pursuing a return of the long-awaited Criterium Cycling Race for Derby Days 2026.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Derby Days showcases Redmond as a vibrant destination through dynamic programming that features regional performing artists, live music, competitive bike races at one of the West Coast 's only velodromes, a full-scale carnival, and a variety of arts and craft vendors from across the state.

A beloved tradition for over 80 years, Derby Days draws former residents back each summer to relive and share the experience with their own families. Many return specifically so their children can enjoy the same memorable traditions they grew up with.

As the event has evolved, it has elevated Redmond 's regional profile—introducing the area's first drone show and setting a high standard for sustainable event practices. Derby Days has become a model for innovation and scale, attracting interest from event organizers looking to replicate its success and bring their own events to Redmond.

Hosting Derby Days on the Municipal Campus further strengthens Redmond 's downtown core by encouraging attendees to shop, dine, and stay locally—amplifying support for local businesses and increasing community engagement.

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

We advertise through various channels. We distribute printed collateral such as flyers, posters, and banners throughout the greater region, with a heavier concentration in Redmond.

We also purchased ad space in regional publications such as Parent Map, 425 magazine, Public Display Art, and local and regional news calendars.

Our events are also heavily advertised through Parks and Recreation channels with our social media accounts touting over 14K followers and a high engagement rate and our weekly email newsletters having over 36K subscribers.

Additionally the City of Redmond collaborates to advertise these events on their social media channels, email newsletter, and the Redmond Focus, which is delivered to every Redmond residence.

Derby Days is also advertised in partnership with the Experience Redmond brand which advertises events to out-of-town visitors and tourists.

Is there a targeted market or specific audience for this project and if so, please specify?

This event is family friendly and seeks to celebrate and welcome the diversity of the Redmond community and surrounding areas.

### 3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

We are currently doing research on how we can bring more free elements to the event that will appeal to new demographics such as seniors and adults without children.

### 4. Benefit and Impact to the Community

Does your event benefit many of Redmond's businesses? If so, how?

Local businesses play a large role in Derby Days. 48+ local businesses host activity booths, which allow them to build lasting connections with community members. 14 local food establishments sell their food at Derby Days, providing them with a unique opportunity to reach thousands of new customers in just 2 days. Local musicians are offered the opportunity to apply for a paid performance spot on the main stage. 20+ sponsors tout increased brand recognition. Our local partners (the Redmond Library, Redmond Town Center, Hopelink Service Center, and others, also benefit from increased awareness and visits during the event.

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

Yes. We carefully select organizations, food vendors, performers, and marketing materials to accurately reflect the diverse community that makes up Redmond. Not only do we aim to provide cultural representation, but also LGBTQ+, those with disabilities, seniors, and other groups that are often underrepresented.

How will you evaluate the success of the project?

Success is evaluated through feedback from stakeholders and attendees, sales reports, and related social media engagement.

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_LT\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_LT\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_LT\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

LT The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

LT I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

LT I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature:  \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

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- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_



Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_



## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
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- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
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## **Tourism Program Grant Application**

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- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

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Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

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Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
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## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

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What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

|  |
|--|
|  |
|--|

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

|  |
|--|
|  |
|--|

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

|  |
|--|
|  |
|--|

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?



Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

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Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

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## Tourism Program Grant Application

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- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
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**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

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The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: Young Professionals Program (performers ages 18+): 2025-2026 Season Support

Event Start Date: 9/30/2025 Event End Date: 9/29/2026

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? 40

Type of Project: (i.e. Youth soccer tournament) Theatre for Young Audiences/Musicals for All Ages - 4 Annual Shows

Project Location(s) (please list all locations): The Redmond Academy of Theatre Arts

Is this a new or reoccurring event/program? ☒ New ☒ Reoccurring

Contact Person: Bethanie Willis

Contact E-mail: redmondacademy@gmail.com

Company/Organization: The Redmond Academy of Theatre Arts Phone: (425)881-2773

Address: 18001 NE 76th St., Ste #100

City: Redmond State: Washington Zip: 98052

Authorized Signer: Bethanie Willis

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Support for "Young Professionals" (performers ages 18+) productions. These performances would include "Theatre for Young Audiences" as well as musicals for all ages to enjoy. Some performances would incorporate dinner theatre aspects with food provided by partnerships with local restaurants in Redmond, Washington. Our "Young Professionals" performances with actors ages 18+ would attempt to bring audiences from various surrounding counties and states to enjoy our shows.

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☒ Yes

Organization is: ☐ Profit-Making ☒ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☒ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☒ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☒ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☒ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |              | ESTIMATED BUDGETED EXPENSES |              |
|--------------------------------------------------|--------------|-----------------------------|--------------|
| *Grant amount requested:                         | \$ 15,000.00 | Marketing:                  | \$ 1,000.00  |
| Your organization funding given to this project: | \$ 20,000.00 | Operations:                 | \$ 18,000.00 |
| Sponsorships:                                    | \$ 2,000.00  | Staff:                      | \$ 25,000.00 |
| Other Grants:                                    | \$ 3,000.00  | Other:                      | \$ 1,000.00  |
| **Other revenue sources:                         | \$ 5,000.00  | Other:                      | \$           |
| Total project revenue:                           | \$ 45,000.00 | Total project expenses:     | \$ 45,000.00 |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) | 5000      |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          | 1750      |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       | 500       |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         | 500       |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        | 0         |

**Total number of projected paid lodging nights:** 40

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

The attendance overnight data will be collected by contacting schools who are using buses to bring students to see our shows and ask them to report how many days they will be staying in Redmond, WA at local hotels to see our productions. This will occur during the initial emails sent to schools and theatre groups, inviting them to see our productions for field trips or senior community outings. We will offer discounted tickets to large groups who attend our "Young Professionals" productions and report their overnight data to us via email. The estimated accuracy when calculating these numbers is rather accurate, as we believe schools and theatre groups would provide us with their complete overnight data.

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

The attendance overnight data will be verified by contacting schools and senior facilities that are using buses to bring individuals to see our shows and ask them to report how many days they will be staying in Redmond, WA at local hotels to see our productions. This will occur during the initial emails sent to schools, assisted living facilities, and theatre groups, inviting them to see our productions for special trips. We will offer discounted tickets to large groups who attend our "Young Professionals" productions and report their overnight data to us via email. The verified data will be gathered by actual ticket numbers from each given theatre group or school that attends our productions from 50 miles or more away from "The Redmond Academy of Theatre Arts."

If this project took place in the past:

Where did it take place? The Redmond Academy of Theatre Arts

How many years has this project taken place? 2

How many estimated attendees did the project have in the most recent years?

Year: 2025 Attendance: 2043 Paid Overnight Stays Generated: 0

Year: 2024 Attendance: 1511 Paid Overnight Stays Generated: 0

Year: 2023 Attendance: 1056 Paid Overnight Stays Generated: 1

What method was used for collecting and calculating past attendance and overnight stay data?

The above data is collected from ticket sales from shows that incorporated our "Young Professional" performers ages 18+ throughout the last 2 years. We have previously done about 1-2 shows per year with "Young Professional" performers. However, this data only incorporates the musical theatre data. This project attempts to incorporate a new "Theatre for Young Audiences" program, which will hopefully be able to bring more buses of students from outside schools, counties, and states. We were able to bring a bus of students to our production of "Sweeney Todd" from Enumclaw High School, which was 50 miles away from us in 2023, that resulted in an overnight stay for that group of 55 students and teachers. We also were able to successfully facilitate a group of 30 seniors from "Emerald Heights" who saw our production of "A Chorus Line" in 2023. We intend to reach out to multiple schools, elderly facilities, and theatre groups from 50 miles away or more to bus to our facility and see our shows intended for all ages of audience members.



How many days of programming is this event or project? 40

Briefly explain each day of programming.

The programming within these 40 days incorporates multiple show dates for our 4 annual productions that are intended to incorporate Young Professional performers. Each production will have 10 days of performances.

Madagascar (Theatre For Young Audiences): Performances September 30-October 5, 2025. Rights & Royalties for this production have already been purchased; auditions are planned for August 9-10, 2025. Production team payment (Director, Musical Director, Choreographer, and Stage Manager) have not occurred yet.

Company: Performances over 10 days planned for May, 2026. Show Rights & Royalties have not been purchased yet, so specific show dates can not be verified currently. Upon receipt of funding for our project from the "Tourism Promotion Grant Program," we will buy the rights for this production.

Godspell: Performances over 10 days planned for July, 2026. Show Rights & Royalties have not been purchased yet, so specific show dates can not be verified currently. Upon receipt of funding for our project from the "Tourism Promotion Grant Program," we will buy the rights for this production.

Rent: Performances over 10 days planned for August, 2026. Show Rights & Royalties have not been purchased yet, so specific show dates can not be verified currently. Upon receipt of funding for our project from the "Tourism Promotion Grant Program," we will buy the rights for

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

We will use the funding from this grant to support our staffing to reach out to schools that are 50 miles or more away from "The Redmond Academy of Theatre Arts." We do believe our 2025-2026 season of shows with theatre for young audiences as well as more professional productions of musicals is a draw for people to visit us. We believe there is a need for theatre for young audiences in our Redmond community that we can use to draw individuals from other areas to visit our community for a show via bus and stay overnight before driving back. We will also use our funds to partner with local restaurants for some of our "Young Professionals" productions to create a unique "Dinner Theatre" experience that might also draw more individuals to our productions and promote more attendance at local restaurants that have been selected to cater some of our selected shows.

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

We intend to send emails to specifically identified schools and theatre groups that are 50 miles or more away from Redmond Academy. These emails will invite these groups to see our productions at a discounted rate to entice them to visit us. We will also publicize our shows via social media and our website to reach outside audiences. Furthermore, advertisements with our selected partner restaurants will also occur to get larger audiences for our shows and provide more publicity to all involved.

Is there a targeted market or specific audience for this project and if so, please specify?

Yes, there are a few target audiences for this "Young Professionals" program. The first one is Theatre for Young Audiences, specifically, shows geared towards young families and audience members from newborns to adults who may be introducing their children or students within their schools to theatre via a short, fun show performed by 18+ "Young Professionals" via our new program. The second target audience is individuals from middle school and high school all the way up to senior citizens. Both of these target audiences have opportunities for buses of students and seniors to attend our shows and stay overnight.

### 3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

Our "Young Professionals" program has performed musicals since 2023. Currently, we are trying to take a unique change within this program to incorporate "Theatre for Young Audiences" performances as well as 4, as opposed to 2 annual "Young Professionals" shows per year; one every season: Fall, Winter, Spring, and Summer. This will allow for constant community outreach throughout the year from various schools, retirement homes, and theatre groups for our shows.

There would also be an additional community and state economic benefit via this "Tourism Promotion Grant Program": the support of a dinner theatre within the city of Redmond, WA. We believe that this "Young Professionals" program can add a new fun theatrical outing aspect for our audience members and generate more revenue for our studio via the introduction of quality food/drink options being provided at our business from selected partner restaurants. A "Dinner and a show" is something that Redmond, Washington is lacking, and we are looking to fill that void with our dinner theatre performances via the "Young Professionals" program.

### 4. Benefit and Impact to the Community

Does your event benefit many of Redmond's businesses? If so, how?

With the addition of a "Dinner Theatre" aspect to our shows, this will promote spending and partnerships at other food establishments in the Redmond, WA area, because the current plan while we start the "Dinner Theatre" aspect is to have our own serving plates, utensils, and servers, but we would get all the food options catered for whatever show we are presenting so the menu options would always change. For example, if we do "Waitress" we could get food from a local diner or bakery, if we do "The Wedding Singer", we could get food from a local Italian or French restaurant. These partnerships would drive revenue to our local Redmond businesses as well as drive more people to visit Redmond, WA for a "Dinner Theatre" experience.

Currently, we have provided free and reduced-price space rental of our "Black Box Theatre for Diversity and Inclusion" to multiple minority-owned organizations in need, including "Aakriti Dance Academy", "Mohini Dance School", "Bollywood Dance School", and "Non-Stop Seattle Band." This "Tourism" grant allows us to continue to provide free and reduced-priced/pay what you can tickets for our audience members on select performances of each of our full-length shows, as well as anyone who donates food, clothing, or gifts to "Hopelink", a center that provides necessary items for low-income and homeless families within the Redmond community. We have also started offering free concession items to those who donate to "Hopelink" at all of our shows.

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

Yes, our program promotes Redmond as an inclusive community because it showcases theatre that is geared towards families and young audience members who are often not able to see theatre due to age restrictions at other theatres. In our "Theatre for Young Audiences" portion of our "Young Professionals" program, we will not have any minimum age for audience members, so our Redmond families can have access to shows they would have otherwise been excluded from. We also are being inclusive of other schools (example: Enumclaw High School, which visited our "Sweeney Todd" production in 2023) and retirement homes (example: Emerald Heights, which visited our "A Chorus Line" production in 2023). We have provided free and reduced-price ticketing to our shows to support those who may need financial assistance, but would also like to enjoy theatre. We are attempting to bring groups of people from all different backgrounds to see our shows.

How will you evaluate the success of the project?

Evaluation of the success of the project will be completed via ticket sale numbers as well as the number of tickets sold to our touring groups we invite to our shows who are from 50 miles away or more. We will also evaluate the success of this "Young Professionals" performance program by the number of hotel night stays reported to us via our emailed correspondence with our touring groups who arrive via buses for school field trips and outings related to Retirement communities.

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

         BW

Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

         BW

If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

         BW

If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

BW

The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

BW

I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

BW

I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: Bethanie Willis

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**8/19/25 UPDATE: Big Hug confirmed they are part of the Friends of the Village Collective and gives priority in funding to the Friends of the Village application.**

**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## Tourism Program Grant Application

**TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### STATE LAW REQUIRES THAT:

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ **2026** Event End Date: \_\_\_\_\_ **2026**

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_



Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**



## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

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\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

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  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

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- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

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## Tourism Program Grant Application

### TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### STATE LAW REQUIRES THAT:

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: Redmond Wine Walk 2026

Event Start Date: August 2026

Event End Date: August 2026

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? 1

Type of Project: (i.e. Youth soccer tournament) Wine Walk



Project Location(s) (please list all locations): Redmond Town Center

Is this a new or reoccurring event/program? ☐ New ☒ Reoccurring

Contact Person: Kristina Hudson

Contact E-mail: kristinah@oneredmond.org

Company/Organization: OneRedmond Foundation Phone: (425) 885-4014

Address: 8383 158th Avenue NE, Suite 225

City: Redmond State: WA Zip: 98052

Authorized Signer: Kristina Hudson, CEO

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

The 5th Annual Redmond Wine Walk will showcase 18+ wineries from across Washington in a walkable tasting event at Redmond Town Center. Guests will "sip, stroll, and shop" while completing the new Washington Wine Regions Passport, highlighting wines from diverse AVAs. With strong Redmond Town Center and Redmond hotel partnerships, Alaska Airlines and their "Wine Flies Free," program, and Woodinville Wine Country tasting pass discounts, the 2026 event aims for 550 attendees and at least 40 overnight stays in Redmond.

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☒ Yes

Organization is: ☐ Profit-Making ☒ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☒ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☒ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☒ Yes

Hotel name(s): Archer | HGI | Marriott | Hilton Hotel contact(s): Cassandra L, Crystal P, Lauren G, etc.

Contact(s) phone: various Contact(s) email: various

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☒ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |                     | ESTIMATED BUDGETED EXPENSES |                     |
|--------------------------------------------------|---------------------|-----------------------------|---------------------|
| *Grant amount requested:                         | \$ <u>10,000.00</u> | Marketing:                  | \$ <u>15,000.00</u> |
| Your organization funding given to this project: | \$ <u>7,500.00</u>  | Operations:                 | \$ <u>5,000.00</u>  |
| Sponsorships:                                    | \$ <u>7,500.00</u>  | Staff:                      | \$ <u>7,500.00</u>  |
| Other Grants:                                    | \$ _____            | Other:                      | \$ <u>12,500.00</u> |
| **Other revenue sources:                         | \$ <u>15,000.00</u> | Other:                      | \$ _____            |
| Total project revenue:                           | \$ <u>40,000.00</u> | Total project expenses:     | \$ <u>40,000.00</u> |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) | 550       |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          | 65        |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       | 20        |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         | 35        |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        | 10        |

**Total number of projected paid lodging nights:** 40

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

We track using our event registration system, and will work with our travel partners (airline, hotel, wine pass) to track hotel room stays. We will also be utilizing data from the Redmond TPA's Booking widget in 2026, that we plan to embed on the event web pages on our OneRedmond website, as well as Experience Redmond and Redmond Town Center. We are confident that our numbers are 99% accurate.

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

There will be multiple ways to track attendance and overnight data. Attendee registration, hotel room data, wine tour reservations, TPA Booking widget. We will work work on a plan for collecting data onsite at the event along with a follow up electronic survey to attendees.

If this project took place in the past:

Where did it take place? Redmond Town Center

How many years has this project taken place? Four (2025 event taking place on August 22)

How many estimated attendees did the project have in the most recent years?

Year: 2024 Attendance: 546 Paid Overnight Stays Generated: 37

Year: 2023 Attendance: 674 Paid Overnight Stays Generated: 52

Year: 2022 Attendance: 450 Paid Overnight Stays Generated: 2

What method was used for collecting and calculating past attendance and overnight stay data?

Historically, ticket sales and location data from Eventbrite, combined with direct hotel partner feedback, has allowed us to determine overnight stays attributable to the event.

How many days of programming is this event or project? 1

Briefly explain each day of programming.

The 5th Annual Redmond Wine Walk, hosted by the OneRedmond Foundation, is a signature, one-day event that transforms Redmond Town Center into a walkable tasting tour of Washington's world-class wine regions. Guests will "sip, stroll, and shop" as they explore 18+ wineries pouring in local shops, restaurants, and businesses—each representing a distinct Washington AVA.

For this milestone year, we are exploring a special spotlight on women-led wineries in partnership with the Alliance of Women in Washington Wine and alignment with the Washington Wine Commission's WAugust campaign. The newly introduced Washington Wine Regions Passport will guide guests through tastings from multiple AVAs, encouraging exploration and engagement.

To encourage overnight stays, we'll coordinate with local hotels, Alaska Airlines' Wine Flies Free program, and 20% off Woodinville Wine Country tasting passes, giving guests added value to extend their trip. We'll also highlight regional attractions such as Saturday concerts at Marymoor Park, Remlinger Farms, and Chateau Ste. Michelle—promoting a "Make a Weekend of It" experience that blends wine, music, and travel.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

The 5th Annual Redmond Wine Walk will leverage its milestone year to expand beyond a beloved local tradition into a regional draw for wine lovers across the Pacific Northwest. We will partner with the Washington Wine Commission to align our Washington Wine Regions Passport with the statewide WAugust celebration, tapping into an existing month-long marketing campaign that already engages wine enthusiasts from Eastern Washington, Oregon, and British Columbia.

Our partnerships will extend to the Alliance of Women in Washington Wine to feature select women-led wineries, adding a unique, equity-focused storytelling angle that resonates with visitors seeking fresh experiences and meaningful connections. These participating wineries, many located in AVAs far outside of Redmond, will be invited to promote the Wine Walk to their own customer bases, using their mailing lists, tasting rooms, and social channels

To convert regional visitors into overnight guests, we will package the event with special Redmond hotel offers; Alaska Airlines offerings and "Wine Flies Free" program, and Woodinville Wine Country discounted tasting pass. Our marketing will emphasize the "Make a Weekend of It" theme, tying in Saturday entertainment options such as concerts at Marymoor Park, Remlinger Farm, and Chateau Ste Michelle. This combined approach of themed programming, high-value travel perks, and cross-promotion through winery and tourism partners is designed

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

To expand our reach beyond Redmond and drive overnight stays, we'll invest in geo-targeted digital ads (social + Google) aimed at wine lovers across Washington, Oregon, and British Columbia. We'll collaborate with participating wineries to promote to their customer bases statewide, amplifying the Washington Wine Regions Passport and WAugust tie-in with special promo codes. Paid placements in SIP Northwest, Local Wine Events, and wine-specific blogs, plus influencer partnerships, will extend visibility. We'll also submit to WAugust, 425 Magazine, and key regional event calendars, and pitch stories highlighting women winemakers to secure media coverage. Travel incentives—Alaska Airlines "Wine Flies Free," Woodinville Wine Country tasting pass discounts, and Redmond hotel packages—will be central to all outreach, along with concert weekend tie-ins to create a compelling "Make it a Weekend" message.

Is there a targeted market or specific audience for this project and if so, please specify?

Our primary target is wine enthusiasts ages 30–65 from outside Redmond, particularly in Washington, Oregon, and British Columbia, who are motivated by unique tasting experiences and travel perks. Secondary audiences include regional wine clubs, food and wine media, and lifestyle influencers. We will also target members and followers of the Alliance of Women in Washington Wine to highlight our women-led winery feature, appealing to visitors interested in supporting women in business. Geo-targeted campaigns will focus on areas within a 3–5 hour drive or short flight, leveraging Alaska Airlines “Wine Flies Free” and nearby concerts to encourage overnight stays.

### 3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

The Redmond Wine Walk has been hosted annually since 2022; however, our 5th anniversary in 2026 will introduce significant new elements to differentiate from prior years and similar events in the region. This milestone edition will launch the Washington Wine Regions Passport—aligned with the Washington State Wine Commission’s WAUGUST campaign—encouraging guests to taste wines from multiple AVAs statewide.

We are also exploring a partnership with the Alliance of Women in Washington Wine to highlight women-led wineries, pairing this with special Redmond hotel offerings to highlight these individuals. Enhanced travel incentives, Alaska Airlines’ “Wine Flies Free” program, and nearby concert tie-ins will transform the event from a single-evening tasting into a full weekend experience, directly supporting Redmond’s tourism goals.

### 4. Benefit and Impact to the Community

Does your event benefit many of Redmond’s businesses? If so, how?

The Redmond Wine Walk drives hundreds of attendees into Redmond Town Center’s shops, restaurants, and service businesses, generating direct sales and introducing new customers who often return after the event. Participating wineries, retailers, and food businesses benefit from increased exposure and tax-free wine sales. The event also draws overnight visitors who support Redmond hotels, dining, and entertainment venues.

For 2026, the addition of the Washington Wine Regions Passport, regional travel promotions, and partnerships with local hotels will further amplify economic benefits. The expansion of Sound Transit’s 2-Line into downtown Redmond provides an opportunity to draw more visitors from across the Puget Sound region while encouraging exploration of Overlake, Marymoor Village, and surrounding neighborhoods—spreading the economic impact beyond the Town Center.

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

The Redmond Wine Walk creates a vibrant, walkable celebration in the heart of the city, open to all adults 21+ regardless of wine knowledge or background. The new Washington Wine Regions Passport invites attendees to experience wines from across the state in fun, approachable, and inclusive format, making it easy for first-time tasters and seasoned enthusiasts alike to explore diverse flavors and regions.

By featuring a mix of women-led wineries and producers from multiple AVAs, we highlight a broad spectrum of Washington's wine community and showcase underrepresented voices in the industry. The event also fosters connections with local businesses, live music, and accessible transportation options (including Sound Transit's 2-Line), ensuring all guests feel welcome and included.

How will you evaluate the success of the project?

We will evaluate success using both quantitative and qualitative measures:

- Attendance Tracking: Measure total ticket sales, targeting 500 attendees in 2026, and track participation in the Washington Wine Regions Passport.
- Overnight Stays: Partner hotels will provide post-event reports on room nights booked using our promotional rates.
- Visitor Origin Data: Collect ZIP codes during ticket purchase to determine how many attendees traveled from more than 50 miles away.
- Economic Impact: Survey participating wineries and Redmond Town Center businesses to assess sales generated during the event.
- Marketing Metrics: Monitor engagement and conversion rates from paid digital ads, social media campaigns, and wine-specific publications.
- Participant Feedback: Distribute post-event surveys to gather attendee satisfaction, suggestions, and perception of Redmond as a wine destination.
- Year-over-Year Analysis: Compare results with prior years to assess growth in attendance, overnight stays, and regional reach, using data to refine marketing and programming.

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

KH Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

KH If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

KH If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

KH The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

KH I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

KH I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature:  \_\_\_\_\_



## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



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Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_ 5 \_\_\_\_\_ 

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?



Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

Does it move an existing program in a new direction?

- **Funding:**

Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## Tourism Program Grant Application

### TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### STATE LAW REQUIRES THAT:

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Explore Redmond LIVE: Event-Driven Tourism & BIPOC Business Discovery

Project Title: \_\_\_\_\_

Event Start Date: Jan 2, 2026 Event End Date: Dec 1, 2026

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? Many

Type of Project: (i.e. Youth soccer tournament)

Project Location(s) (please list all locations): Online and in person

Is this a new or reoccurring event/program? ☒ New ☐ Reoccurring

Contact Person: Ahmed Abdi

Contact E-mail: accounting@muslimcna.org

Company/Organization: MCNA Phone: 4259988606

Address: 15600 NE 8th ST, B1-401

City: Bellevue State: WA Zip: 98008

Authorized Signer: Ahmed Abdi

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Explore Redmond LIVE will be 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. Residents and visitors will be able to "walk through" spaces in 360°—from Downtown Park during Derby Days to Perrigo Park's playground—before visiting in person. The platform will also highlight annual city events and seasonal attractions, offering a preview that inspires attendance and tourism. This will be a community-driven project, with local photographers, consultants, and immigrant community members involved in design and outreach.

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☒ Yes

Organization is: ☐ Profit-Making ☒ Non-Profit 501-C\* ☐ Public Agency

\*Please include verification of non-profit with application.

Which type of category does your project falls under per RCW 67.28.1816?

- ☒ Special event or festival (i.e., sporting event, Festival of Color)  
☒ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☒ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

☒ No

☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

☐ No, we do not plan to host any World Cup-related activities.

☒ Possibly or undecided at this time.

☐ Yes, but the activities are separate from the event covered in this application.

☒ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |            | ESTIMATED BUDGETED EXPENSES |            |
|--------------------------------------------------|------------|-----------------------------|------------|
| *Grant amount requested:                         | \$ 50000   | Marketing:                  | \$ 10000   |
| Your organization funding given to this project: | \$ 10000   | Operations:                 | \$ 20000   |
| Sponsorships:                                    | \$ 20000   | Staff:                      | \$ 30000   |
| Other Grants:                                    | \$         | Other:                      | \$ 40000   |
| **Other revenue sources:                         | \$ 20,000  | Other:                      | \$         |
| Total project revenue:                           | \$ 100000, | Total project expenses:     | \$ 100,000 |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) | <del>1000s</del> 2000 in-person |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          | <del>50</del> 200-250           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |                                 |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |                                 |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         | 50                              |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |                                 |

**Total number of projected paid lodging nights:** 50

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

Attendance for featured events will be tracked in partnership with the City of Redmond's event teams, using their ticket counts, onsite clicker counts, and volunteer head counts at non-ticketed events. For parks and trails, we will rely on Parks Department visitor counters and observational counts during peak use tied to featured promotions. Online analytics from Explore Redmond LIVE (unique visitors, click-throughs to event pages, and "plan your visit" actions) will be cross-referenced with city data to measure influence. Overnight stays will be estimated through Visit Redmond and hotel partner reports, focusing on high-tourism events such as the Old Car Show, Redmond Lights, and the 2026 FIFA World Cup. We will also include post-event visitor surveys asking where attendees traveled from and whether they stayed overnight.

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

MCNA will use a multi-source verification approach:

- Event Attendance – For ticketed events, we will use ticket sales and registration records provided by the City of Redmond and event partners. For free public events and park-based activities, trained volunteers will conduct entry counts using handheld clickers and digital counters, supplemented by photographic sampling for verification.

- Hotel Stays – We will partner with Visit Redmond and local hotels to collect anonymized occupancy data for the relevant dates. In addition, online visitor surveys on the Explore Redmond LIVE platform and at in-person events will ask attendees if they stayed overnight in Redmond, and where.

- Cross-Verification – We will compare hotel occupancy patterns with the timing of our featured events and spikes in Explore Redmond LIVE engagement metrics to confirm correlations between project activities and visitor stays. This layered verification will ensure accurate, grant-compliant reporting while maintaining visitor privacy.

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?



How many days of programming is this event or project? 30-60 days

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Explore Redmond LIVE will showcase BIPOC-owned businesses, parks, and events through immersive 360° tours promoted via Visit Redmond, tourism networks, and targeted ads to audiences 50+ miles away. Highlighting signature events like Redmond Lights, Derby Days, and the Old Car Show—plus unique dining and family attractions—will inspire visits. With the 2026 FIFA World Cup bringing global visitors to the region, the platform will position Redmond as a must-see stop, encouraging overnight stays through hotel and event partnerships.

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

We will promote Explore Redmond LIVE through Visit Redmond's channels, targeted social media ads, regional tourism sites, and outreach to media outlets in Seattle, Tacoma, Portland, and Vancouver (BC). We will partner with hotels, event organizers, and BIPOC business networks to share the platform and feature Redmond's events, attractions, and dining. Pre-FIFA World Cup campaigns will highlight Redmond as a must-visit destination.

Is there a targeted market or specific audience for this project and if so, please specify?

Visitors from more than 50 miles away, including families, cultural travelers, event-goers, and FIFA World Cup attendees. Special focus on those seeking BIPOC-owned dining and shopping, cultural experiences, outdoor recreation, and unique Redmond events.

### 3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

While virtual tours exist, no platform has combined 360° experiences of BIPOC-owned businesses, city parks, and signature Redmond events in one hub. Explore Redmond LIVE offers a first-of-its-kind, inclusive directory that pairs immersive previews with tourism promotion, timed to leverage the 2026 FIFA World Cup audience.

### 4. Benefit and Impact to the Community

Does your event benefit many of Redmond's businesses? If so, how?

Yes. Explore Redmond LIVE will spotlight 100+ local businesses—especially BIPOC-owned restaurants, shops, and services—driving new customers through immersive virtual previews and tourism marketing. The project will also feature parks, trails, and events, encouraging visitors to spend more time and money in Redmond.

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

Yes. Explore Redmond LIVE celebrates the city's cultural diversity by highlighting BIPOC-owned businesses, inclusive community events, and accessible parks. Multilingual features and culturally representative imagery will ensure all visitors feel welcomed and valued.

How will you evaluate the success of the project?

We will track website analytics, 360° tour views, and business referral clicks, along with partner surveys and visitor feedback. Success will be measured by increased traffic to featured businesses, park visits, and event attendance—especially from visitors traveling over 50 miles.

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

AA

Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

AA

If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

AA

If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

AA The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

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AA I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: Ahmed Abdi

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**
  - Does the project/event:
    - Meet the basic state requirements for tourism promotion?
    - Promote the City as a destination place?
    - Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?
    - Support regional tourism planning?
  - Does the project or event have data to show proven positive impact on tourism in Redmond?
  - Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)
- **Benefit and Impact to the community:**
  - Does the project promote a positive image for the City?
  - Does the project promote Redmond as an inclusive and welcoming community?
- **Innovation:**
  - Is this project/event unusual or unique?
  - Does it move an existing program in a new direction?
- **Funding:**
  - Are there additional revenue sources used to support this project/event?
  - Is this funding request for a new project/event or to continue or expand on-going project/event?

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

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- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
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  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

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## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
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**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

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We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

---

## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_

Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |    |
|--------------------------------------------------|----------|-----------------------------|----|
| *Grant amount requested:                         | \$10,000 | Marketing:                  | \$ |
| Your organization funding given to this project: | \$       | Operations:                 | \$ |
| Sponsorships:                                    | \$       | Staff:                      | \$ |
| Other Grants:                                    | \$       | Other:                      | \$ |
| **Other revenue sources:                         | \$       | Other:                      | \$ |
| Total project revenue:                           | \$20,000 | Total project expenses:     | \$ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**



## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

\_\_\_\_\_ The City of Redmond will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and showing proof of payment and services provided. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

\_\_\_\_\_ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

\_\_\_\_\_ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature: \_\_\_\_\_

## **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:**

Does the project/event:

Meet the basic state requirements for tourism promotion?

Promote the City as a destination place?

Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?

Support regional tourism planning?

Does the project or event have data to show proven positive impact on tourism in Redmond?

Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

- **Benefit and Impact to the community:**

Does the project promote a positive image for the City?

Does the project promote Redmond as an inclusive and welcoming community?

- **Innovation:**

Is this project/event unusual or unique?

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Are there additional revenue sources used to support this project/event?

Is this funding request for a new project/event or to continue or expand on-going project/event?

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  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **5:00 p.m. on August 11** via one of the following:

- Email application: Jackie Lalor at [jlalor@redmond.gov](mailto:jlalor@redmond.gov)
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85<sup>th</sup> Street, Redmond 98052. Drop at the Customer Service Center on the first floor.



**DUE DATE:** All 2026 Tourism Grant applications must be submitted to [jlalor@redmond.gov](mailto:jlalor@redmond.gov) by **5:00 p.m. on Monday, August 11.**

Late submissions will not be accepted—no exceptions.

We strongly encourage you to submit your application early to avoid any issues that could result in disqualification.

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## **Tourism Program Grant Application**

### **TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

**Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.**

### **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: "activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Note: These are the date(s) of the event space being utilized for programming.

How many total days of event programming will you have? \_\_\_\_\_

Type of Project: *(i.e. Youth soccer tournament)* \_\_\_\_\_



Project Location(s) (please list all locations): \_\_\_\_\_

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)*

In two sentences, please explain your project (no more than 75 words).

Will your project take place in the 2026 year, and can you provide all documentation such as the project summary with proof of expense payments within **30-days of your event/project completion?** *Note: Events taking place in November and December will be subject to an early December deadline.*

- ☐ No  
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C\* ☐ Public Agency

**\*Please include verification of non-profit with application.**

Which type of category does your project falls under per RCW 67.28.1816?

- ☐ Special event or festival (i.e., sporting event, Festival of Color)  
☐ Tourism marketing/development

Have you previously received a City of Redmond Tourism Grant for this specific project?

- ☐ No  
☐ Yes

Are you already working in partnership with a Redmond hotel on marketing overnight stays for this project or event?

- ☐ No  
☐ Yes

Hotel name(s): \_\_\_\_\_ Hotel contact(s): \_\_\_\_\_

Contact(s) phone: \_\_\_\_\_ Contact(s) email: \_\_\_\_\_

### World Cup 2026 Inquiry

The 2026 FIFA World Cup will take place from June 11 to July 19, 2026, with six matches scheduled in Seattle during that time. Do you plan to host any activities or viewing opportunities at your event related to the 2026 tournament?

Please select one:

- ☐ No, we do not plan to host any World Cup-related activities.  
☐ Possibly or undecided at this time.  
☐ Yes, but the activities are separate from the event covered in this application.  
☐ Yes, we plan to incorporate World Cup 2026 activities into the event covered in this application.

## FUND CRITERIA

### 1. Funding:

| ESTIMATED BUDGETED REVENUE                       |          | ESTIMATED BUDGETED EXPENSES |          |
|--------------------------------------------------|----------|-----------------------------|----------|
| *Grant amount requested:                         | \$ _____ | Marketing:                  | \$ _____ |
| Your organization funding given to this project: | \$ _____ | Operations:                 | \$ _____ |
| Sponsorships:                                    | \$ _____ | Staff:                      | \$ _____ |
| Other Grants:                                    | \$ _____ | Other:                      | \$ _____ |
| **Other revenue sources:                         | \$ _____ | Other:                      | \$ _____ |
| Total project revenue:                           | \$ _____ | Total project expenses:     | \$ _____ |

**\*The grant amount awarded cannot exceed more than 50% of the cost of the project.**

**\*\*List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.**

## 2. Tourism Promotion:

| Please read the below carefully and provide estimates                                                                                                                                                                               | Estimates |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| What is the total expected attendance for this project<br>(Please <u>provide the combined attendance across all days</u> of the project- you may count repeat guests that come on each day of the event as a new attendee each day) |           |
| Of the total attendance, how many are predicted to travel more than 50 miles? <b>(This number must be at least 5% of your total attendance to qualify for this grant.)</b>                                                          |           |
| Of the people who travel more than 50 miles, how many traveled from another state or country.                                                                                                                                       |           |
| Total number of attendees who will stay overnight                                                                                                                                                                                   |           |
| Of the overnight attendees, how many will stay overnight and <b>PAY</b> for accommodations?                                                                                                                                         |           |
| Of the overnight attendees, how many will <b>NOT PAY</b> for accommodations?                                                                                                                                                        |           |

**Total number of projected paid lodging nights:** \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticketed sales information, hotel room data, etc.).

If this project took place in the past:

Where did it take place? \_\_\_\_\_

How many years has this project taken place? \_\_\_\_\_

How many estimated attendees did the project have in the most recent years?

Year: \_\_\_\_\_ Attendance: \_\_\_\_\_ Paid Overnight Stays Generated: \_\_\_\_\_

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What method was used for collecting and calculating past attendance and overnight stay data?

How many days of programming is this event or project? \_\_\_\_\_

Briefly explain each day of programming.

How will your project use these funds to attract an audience from outside of Redmond? Is there an appeal for visitors from more than 50 miles away to come to your event or project?

*Note: This funding is awarded with the intention of driving visitors from more than 50 miles away and to generate paid overnight stays in Redmond.*

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away.

Is there a targeted market or specific audience for this project and if so, please specify?

### **3. Innovation**

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain.

### **4. Benefit and Impact to the Community**

Does your event benefit many of Redmond's businesses? If so, how?

Does your project promote Redmond as an inclusive and welcoming community? If so, how?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

\_\_\_\_\_ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2026. If awarded, requested funds will be used only for the purposes described and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

\_\_\_\_\_ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

\_\_\_\_\_ If my event or project is awarded tourism funds but unable to receive special event permitting approval, I understand the tourism funding will be subject to termination. Furthermore, if my organization is placed on permitting probation for any reason, I understand I will be unable to apply for these tourism funds during the probation year.

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