



**MEMO TO:** Planning and Public Works Committee of the Whole

**FROM:** Sarah Pyle

**DATE:** February 11, 2020

**SUBJECT:** Informational Update regarding the Lodging Tax Advisory Committee recommendation for the 2020 Tourism Fund matching grants, totaling \$150,500 and the Community Events and Arts Programs allocations, totaling \$205,824.

**I. PURPOSE** ☐ For Info Only ☐ Potential Agenda Item ☒ Scheduled for Council Action

**II. RECOMMENDATION**

Receive informational update regarding the Lodging Tax Advisory Committee recommendation for the 2020 Tourism Fund matching grants, totaling \$150,500 and the Community Events and Arts Programs allocations, totaling \$205,824, in preparation for Council action on February 18, 2020.

**III. DEPARTMENT CONTACTS**

Carol Helland, Interim Director	425-556-2107
Sarah Pyle, Community Development and Implementation Manager	425-556-2448
<i>Planning &amp; Community Development</i>	

**IV. DESCRIPTION/BACKGROUND**

The City of Redmond collects a lodging tax of 1% on each overnight stay at Redmond hotels and allocates these revenues to the Lodging Tax Fund. The purpose of the Lodging Tax Fund (“tourism fund”) is to increase tourism in Redmond by attracting visitors—especially overnight visitors who stay in Redmond hotels—by funding the marketing or operation of special events, festivals and tournaments. The tourism matching grant program is intended to provide opportunities for potential partners to bring events and festivals to the Redmond community.

The City received 16 grant applications from non-profit and for-profit organizations, in response to the annual matching grant applications request announcement. Applications are reviewed against the program fund criteria including: tourism promotion, benefit to the community, innovation, community support, evidence of partnerships, scale of the project, other funding sources, and new or ongoing funding.

The Lodging Tax Advisory Committee (LTAC) is recommending funding 15 of the 16 applications evaluated as they strongly met the grant criteria and were evaluated as a good

fit for Redmond. There was one application that was determined to have not meet the basic criteria for grant funding.

In addition, the Parks and Recreation Department applied for the Community Events and Arts Programs allocations.

#### **A. MATCHING GRANTS**

A total of \$150,500 of matching grants is recommended by the LTAC for City Council's approval.

#### **B. COMMUNITY EVENTS/ARTS PROGRAMS ALLOCATION**

A total request of \$205,824 of Community Events and Arts programming is identified through the lodging tax, which is equivalent to the 39% previously identified by City Council for arts and events. Programming includes:

- Redmond Derby Days
- Redmond Lights
- So Bazaar
- Redmond Arts Season
- Redmond Moving Arts Center
- Downtown Park Programming

#### **Analysis**

Process To-Date: A staff committee comprised of the City's Finance Director, Community Development and Implementation Manager, Tourism Program Administrator, and Events and Marketing Administrator, first reviewed the applications against the program criteria on November 13, 2019. The LTAC then reviewed the applications and the staff committee input on December 6, 2019 and prepared the recommendation to City Council.

Service Delivery: The community's priorities of community building and economic vitality are reflected in the recommended funding for matching grants and funding community events and arts programs. These events benefit the community and encourage visitors to come and enjoy our city.

Fiscal Considerations: All funds come from a 1% special excise tax on overnight lodging.

#### **V. TIME CONSTRAINTS** None

#### **VI. LIST OF ATTACHMENTS** Attachment A-2020 Tourism Fund Grant Recommendation