



Legislation Text

File #: AM No. 20-024, **Version:** 1

MEMO TO: Members of the City Council

FROM: Mayor Angela Birney

SUBJECT:

Approval of the Lodging Tax Advisory Committee Recommendation for the 2020 Tourism Fund Matching Grants, in the Amount of \$150,500, and the Community Events and Arts Programs Allocations, in the Amount of \$205,824

I. RECOMMENDED ACTION

Approve 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.

II. DEPARTMENT CONTACTS

Carol Helland, Interim Director	425-556-2107
Sarah Pyle, Manager, Community Development and Implementation	425-556-2426
Megan Worzella, Program Administrator <i>Planning and Community Development</i>	425-556-2360

III. DESCRIPTION/BACKGROUND

The City of Redmond collects a lodging tax of 1percent 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 the 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 percent previously identified by City Council for arts and events. Programing includes:

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

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. LTAC then reviewed the applications and the staff committee input on December 6, 2019, and prepared the recommendation to City Council.

IV. PREVIOUS DISCUSSIONS HELD

Planning & Public Works-Committee of the Whole

February 11, 2020

V. IMPACT

A. 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.

B. Fiscal Note:

All funds come from a 1 percent special excise tax on overnight lodging.

VI. ALTERNATIVES TO STAFF RECOMMENDATION

1. Amend the recommendation in accordance with the Lodging Tax Advisory Committee criteria adopted by the Redmond City Council. Any changes to this recommendation would require a 45-day notification period to the Lodging Tax Advisory Committee prior to action.

2. Do not approve the recommendation

VII. TIME CONSTRAINTS

None

VIII. LIST OF ATTACHMENTS

Attachment A: 2020 Tourism Fund Grant Recommendation