



MONROE CITY COUNCIL

Agenda Bill No. 19-195

SUBJECT:	2020 Lodging Tax Advisory Committee Funding Award Recommendations
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
09/24/2019	Finance	Becky Hasart	Becky Hasart	Consent Agenda #5

Discussion: 09/24/2019
Attachments: 1. 2020 Funding Recommendation Matrix

REQUESTED ACTION: Move to approve the Lodging Tax Advisory Committee recommendations for 2020 Lodging Tax Awards for a total not to exceed \$119,548 and direct staff to execute contracts with the individual award recipients.

POLICY CONSIDERATION

RCW 67.28 governs the use of funds collected through a lodging tax. RCW 67.28.1817 further requires that all cities with a population over 5,000 establish a Lodging Tax Advisory Committee (LTAC) to consider and make recommendations on the use of the City's lodging tax revenues.

DESCRIPTION/BACKGROUND

Since 1988, the City of Monroe has levied a two percent lodging excise tax on hotel/motel rooms. This is variously referred to as the lodging tax, the hotel/motel tax, or the tourism tax. The use of the funds collected is governed by State law (RCW 67.28).

As required, the City has a Lodging Tax Advisory Committee (LTAC) to recommend to the City Council how the funds collected from the Lodging Excise Tax should be used. The Council may only consider the recommendation presented to it by the LTAC. It may approve or deny each item contained in the recommendation, however, no modification of items is allowed.

The LTAC began the 2020 funding cycle in June this year with open houses for potential applicants. Applications were due to the committee on August 1, 2019. Fifteen applications were received for a total funding request of \$169,083.23. The LTAC had up to \$120,000 for potential awards.

The 2019 LTAC met on August 21, 2019, to hear applicant presentations and to review the applications. After due consideration of all applications, the LTAC recommends funding fourteen requests for a total not to exceed \$117,426 (individual requests and funding amounts are detailed in the attached 2020 Funding Recommendation Matrix).

Again, per RCW, Council may only consider the recommendations presented in the attached. Council may approve all fourteen as presented, may approve or deny each item as presented, but the Council may not add new funding awards or modify any existing LTAC recommendations.

FISCAL IMPACTS

\$119,548 for the 2020 Lodging Tax Fund budget. The 2020 projected budget had up to \$120,000 available for funding requests.

TIME CONSTRAINTS

Award approvals are needed prior to contract execution. Contracts would be negotiated and signed prior to the end of the 2019 so funds may be disbursed (on a reimbursement basis) during 2020.

ALTERNATIVES

1. Approve the recommendations as presented.
2. Reject all recommendations or specific recommendations and remand back to the LTAC for further consideration.

2020 Lodging Tax Funding Recommendations

Applicant	#	Type of Request	Complete Application	Lodging Tax Eligible	Title	Amount	Off Season Request	Past Funding
Monroe Historical Society	1	Promotion/Marketing	Y	Y	Historic Monroe Advertising	\$ 2,325.00	N/A	Y
Sky Valley Trout Unlimited	2	Special Event	Y	Y	Kid's Fishing Day at Lake Tye	\$ 3,000.00	Y	Y
Sky Performing Arts	3	Special Event	Y	Y	A Christmas Carol & Treasure Island	\$ 3,000.00	Y	N
Monroe/ Sky Valley YMCA	4	Special Event	Y	Y	Corks & Kegs	\$ 5,000.00	N	N
COM - Parks Department	5	Promotion/Marketing	Y	Y	Destination Event Brochure	\$ 6,500.00	N/A	Y
COM - Parks Department	6	Special Event	Y	Y	Nautique WWA National Wakeboard	\$ 4,000.00	N	Y
COM - Parks Department	7	Special Event	Y	Y	USA Triathlon TriMonroe	\$ 5,000.00	N	Y
COM - Parks Department	8	Capital	Y	Y	Portable Restroom Trailer System	\$ _____	N/A	N
COM - Administration	9	Promotion/Marketing	Y	Y	Choose Monroe Magazine	\$ 15,000.00	N/A	Y
COM - Administration	10	Promotion/Marketing	Y	Y	Print Advertising	\$ 5,500.00	N/A	Y
Monroe Chamber of Commerce	11	Promotion/Marketing	Y	Y	Outside City Tourism Promotion	\$ 1,843.00	N/A	N
Monroe Chamber of Commerce	12	Operations	Y	Y	Chamber Tourism Promotion	\$ 55,349.00	N/A	Y
Monroe Chamber of Commerce	13	Promotion/Marketing	Y	Y	www.ChooseMonroe.com	\$ 1,200.00	N/A	Y
Monroe Chamber of Commerce	14	Special Event	Y	Y	Monroe Fair Days Parade	\$ 3,831.00	N	Y
Monroe Chamber of Commerce	15	Special Event	Y	Y	Music in the Park	\$ 8,000.00	N	Y
						\$ 119,548.00		