



TO: Olympia City Council

FROM: Jessica Bateman, Councilmember and Chair, Lodging Tax Advisory Committee

DATE: October 23, 2019

SUBJECT: **2019 Lodging Tax Committee Recommendations**

The Olympia Lodging Tax Advisory Committee (LTAC) recommends 2019 tourism service contracts in the amount of \$383,000. As a reminder, the committee considers one-half of the Lodging Tax Fund; the other half is committed to The Washington Center for the Performing Arts per a formal agreement with the Center.

The Olympia LTAC received 15 requests for 2019 funds, and three fewer applications than in 2018. The total requested amount of \$388,661 was more than \$5,700 over the total requested last year.

Further, the total requested amount for 2019 was just \$5,661 more than the \$383,000 available, after allowing for the traditional 20 percent contingency balance. The Committee, therefore, was able to recommend fully funding most of the requests. In the end, the Committee recommended full funding for 13 of the 15 requests (one of which we are required to fund at that level).

As in previous years, the LTAC continues to place high priority on supporting tourism marketing and on tried and true events and activities that resulted in documented and documentable overnight stays in Olympia lodging establishments. Because of Washington state law reporting requirements, the LTAC has emphasized in the application the need to show documented paid overnight lodging numbers. LTAC continues to encourage Lodging Tax recipients to work with the Visitor and Convention Bureau on how to capture overnight stays that result from their activities, in order to provide the best measurable outcomes possible back to the LTAC.

Attachments:

1. Chart of Recommendations
2. Chart of History of Olympia Lodging Tax
3. Draft Minutes – LTAC October 1, 2018 meeting