



TO: Olympia City Council

FROM: Julie Hankins, Councilmember and Chair, Lodging Tax Advisory Committee

DATE: October 30, 2017

SUBJECT: 2018 Lodging Tax Committee Recommendations

The Olympia Lodging Tax Advisory Committee (LTAC) recommends 2018 tourism service contracts in the amount of \$329,000. 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 18 requests for 2018 funds. The Committee received six more applications than in 2017. The total requested amount of \$382,922 was over \$33,600 more than total requested last year. Further, the total requested amount for 2018 was over \$53,000 more than the \$329,000 available, after allowing for the traditional 20 percent contingency balance. The Committee clearly had to make difficult choices. In the end, the Committee recommended full funding for 13 of the 18 requests (one of which we are required to fund at that level).

Given the competition for limited funds, 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 18, 2017 meeting