



CITY OF KIRKLAND
City Manager's Office
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MEMORANDUM

To: Kurt Triplett, City Manager

From: Ellen Miller-Wolfe, Economic Development Manager

Date: March 3, 2011

Subject: Lodging Tax Advisory Committee (LTAC) Recommendations Regarding Use of Reserve Funds and Name Change

RECOMMENDATION:

The Lodging Tax Advisory Committee (LTAC) is recommending that up to \$15,000 in LTAC budget reserves be approved to help outfit a visitor's center at the new location of the Kirkland Downtown Association (KDA) and Greater Kirkland Chamber of Commerce (Chamber).

The LTAC also seeks approval from the City Council to change the name of the Committee to the Tourism Development Committee, in order to reflect the advocacy role that the Committee plays on behalf of tourism programs and events, in addition to the required role as advisor to the City Council regarding the annual budget and grant recipients of LTAC funds.

BACKGROUND DISCUSSION:

The LTAC met on March 3, 2011, received the request of Bill Vadino, Executive Director, Kirkland Downtown Association, for funding to help equip a visitor's center to be housed at the offices of the KDA and Chamber (Attachment 1), and voted to recommend funding for tourism-related items to the City Council. Mr. Vadino indicated that only "items that meet the criteria...for LTAC funding... including signage, literature racks, displays, interactive kiosks..." would be purchased with these funds. Chair Penny Sweet advised the LTAC that she had met with the City Manager and City Attorney regarding the request and was clear on what the KDA/Chamber could move forward with. In order to meet the requirements for LTAC funding, the items purchased must be removable and not permanently affixed to the building where they are to be utilized. Staff is recommending that the purchases be acquired in the City's name.

The LTAC also recommends that its name change to Tourism Development Committee. The sentiment is that the Committee wants to engage in more than budget and grant activities and build more of a constituency in the business community, neighborhoods and region for Kirkland tourism. Descriptions of this Committee in City documents will continue to identify its advisory role to the Council in LTAC budget formulation and monitoring and distribution of LTAC funds.



March 2, 2011

Penny Sweet, Chair and
Members of the Lodging Tax Advisory Committee (LTAC)

Dear Members of the LTAC Committee,

As discussed at your retreat, the Kirkland Downtown Association (KDA) would like to request reserve funding to equip a visitors center at the new location of the KDA and Greater Kirkland Chamber of Commerce. The new location is across from the Heathman Hotel at 223 Kirkland Central in the former storefront of a yogurt business.

Our request is to spend up to \$15,000 on visitor center related items that meet the criteria for items that may be eligible for LTAC funding. These items include signage, literature racks, displays, interactive kiosks and related furnishings.

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Vadino". The signature is fluid and cursive, with a long horizontal stroke at the end.

Bill Vadino
Executive Director
Kirkland Downtown Association

FISCAL NOTE

CITY OF KIRKLAND

| Source of Request | | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------|-----------------------------|----------------------------------|------------------------|-----------------------------|----------------|
| Ellen Miller-Wolfe, Economic Development Manager | | | | | | | |
| Description of Request | | | | | | | |
| Request for one-time use of up to \$15,000 of Lodging Tax Fund operating reserve to outfit a Visitor's Center at the new location of the Kirkland Downtown Association/Greater Kirkland Chamber of Commerce. | | | | | | | |
| Legality/City Policy Basis | | | | | | | |
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| Fiscal Impact | | | | | | | |
| One-time use of up to \$15,000 of the Lodging Tax Fund Operating Reserve. The reserve is able to fully fund this request. | | | | | | | |
| Recommended Funding Source(s) | | | | | | | |
| Reserve | Description | 2012 Est End Balance | Prior Auth. 2011-12 Uses | Prior Auth. 2011-12 Additions | Amount This Request | Revised 2012 End Balance | 2012 Target |
| | Lodging Tax Fund Operating Rsv | 127,826 | 0 | 0 | 15,000 | 112,826 | N/A |
| | There are no prior 2011-12 Authorized Uses of the Lodging Tax Fund Operating Reserve | | | | | | |
| Revenue/Exp Savings | | | | | | | |
| Other Source | | | | | | | |
| Other Information | | | | | | | |
| Use of Lodging Tax funds is restricted to tourism promotion and acquisition and/or operation of tourism-related facilities. | | | | | | | |

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| Prepared By | Neil Kruse, Senior Financial Analyst | Date | March 4, 2011 |
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