

2021 Tourism Development Committee Agenda Forecast and Workplan

January 7:

Visioning: the future of Explore Kirkland

- Timeline and approach
- Continue discussion with parks staff
- Discussion on ways to alter criteria via weighting
- Green Rubino scope of work 2021 – 2022
- Assign outreach

February 4:

2022 Grant cycle – how to weigh criteria to attract what we want?

- Staff report: Budget 2020 actuals
- Short list (2-3 event types)
- Continue to discuss and hone new/updated criteria and points structure
- Review results of outreach

March 4:

Discuss and start to form revisions to 2022 grant application

- Budget update 2020 actuals (should have year-end by now) and 2021 actuals, if available
- Finalize updated criteria and other application revisions
- Status of state reporting for 2020

April 1:

Visioning 2022 grant cycle

- Evaluate current status of events landscape
- Identify potential pivots
- Continue to finesse application with updates and revised criteria weighting

May 6:

Initiate 2022 - TDC Grant Cycle

- Finalize 2022 application in relation to most up to date public health recommendations, newly weighted criteria

June 3:

2022 - TDC Grant Cycle > Applications Announced

- Green light 2022 application for release before the end of the month

July 1:

Continue to examine lodging tax actuals

August 5:

2022 - TDC Grant Cycle > Applications Due

August 20 SPECIAL MEETING:

2022 - TDC Grant Cycle > Applicant presentations

September 2:

2022 - TDC Grant Cycle > Discussion/Funding Decisions

October 7:

November 4:

December 2:

2022 - TDC Grant Cycle > Council considers TDC funding recommendation and adopts Budget amendment