

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 (Chris to check in with tourism entities about calculating heads in beds from attendance)

February 4:

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

- Staff report: Green Rubino efforts and Explore Kirkland update
- Staff report: Review results of outreach assigned in January
- Budget 2020 actuals
- Short list (2-3 event types)
- Continue to discuss and hone new/updated criteria and points structure

March 4:

Discuss and start to form revisions to 2022 grant application

- Presentation from Green Rubino
- Presentation from KDA and Chamber
- Finalize updated criteria and other application revisions
- Status of state reporting for 2020 (not opened yet)

April 1:

Visioning 2022 grant cycle

- Evaluate current status of events landscape
- Final presentation from KDA
- Final presentation from Bold Hat and KPC
- Feedback to Green Rubino about 2021 PR Plan
- Continue to finesse application with updates and revised criteria weighting, draft application for review

May 6:

Initiate 2022 - TDC Grant Cycle

- Live demonstration with application
- 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