

## **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
- Identify potential pivots
- Continue to finesse application with updates and revised criteria weighting, draft application for review

### **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