



CITY OF KIRKLAND
City Manager's Office
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

From: James Lopez, Deputy City Manager
Chris Hendrickson, Web and Multimedia Content Specialist

Date: April 22, 2021

Subject: FUNDING FOR EXTERIOR SIGNAGE AT THE KIRKLAND VISITOR CENTER

RECOMMENDATION:

It is recommended that the City Council approve the attached fiscal note (Attachment A) for funding of up to \$10,000 from the lodging tax reserves to support the Kirkland Downtown Association's installation of exterior signage and related expenses at the Kirkland Visitor Center. By taking action on the consent agenda, this one-time expenditure will be approved.

BACKGROUND DISCUSSION:

At Council's April 20, 2021, regular meeting, staff sought Council's decision on the Tourism Development Committee's recommendation to create a percentage split between lodging tax reserves and other City funds to fund exterior signage and related expenses at the Kirkland Visitor Center totaling up to \$20,000.

During the meeting, Council approved by motion staff's use of up to \$10,000 in lodging tax reserves and directed staff to divide the proposed expenditure equally between the lodging tax reserves and the City Manager's Office Economic Development budget, with up to \$10,000 coming from the lodging tax reserves and up to \$10,000 from CMO economic development professional services. This action authorized staff to bring forward a fiscal note to the May 4, 2021, Council meeting. The economic development professional services budget in the CMO is already authorized as part of the 2021-2022 budget adoption and no fiscal note is needed to reallocate those funds.

Attachment A: Fiscal Note

FISCAL NOTE*CITY OF KIRKLAND*

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| Source of Request | | | | | | | |
| James Lopez, Deputy City Manager | | | | | | | |
| Description of Request | | | | | | | |
| The use of up to \$10,000 from the Lodging Tax Reserves to support the Kirkland Downtown Association's installation of exterior signage and related expenses at the Kirkland Visitor Center. | | | | | | | |
| Legality/City Policy Basis | | | | | | | |
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| Fiscal Impact | | | | | | | |
| The use of up to \$10,000 in Lodging Tax Reserve. The reserve is able to fully fund this request. | | | | | | | |
| Recommended Funding Source(s) | | | | | | | |
| Reserve | Description | 2022 Est End Balance | Prior Auth. 2021-22 Uses | Prior Auth. 2021-22 Additions | Amount This Request | Revised 2022 End Balance | 2022 Target |
| | Lodging Tax Reserves | 77,937 | 0 | 0 | (10,000) | 67,937 | |
| | | | | | | | |
| | Finance processing notes: Lodging Tax Reserves - 11202411*599000 Professional Services: 01002101*541010 | | | | | | |
| Revenue/Exp Savings | | | | | | | |
| Other Source | | | | | | | |
| Other Information | | | | | | | |
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| Prepared By | Andrea Peterman, Budget Analyst | Date | April 23, 2021 |
|-------------|---------------------------------|------|----------------|