



City of Kirkland
Tourism Development Committee (TDC) Agenda
June 3, 2021 from 9 – 10 a.m.

Join Zoom Conf 4 Meeting:
206-337-9723 US (Seattle)
Topic: Tourism Development Committee - Regular Business Meeting
Time: Jun 3, 2021 9 AM Pacific Time (US and Canada)
Join Zoom Meeting
<https://kirklandwa-gov.zoom.us/j/91708801187?pwd=UHB0WlBuYkUwN3FLVUI1V1gvNFE3UT09>
Meeting ID: 917 0880 1187
Passcode: 140561

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|--|---------------------------|
| <p>1. Welcome and call to order
<i>Chairperson and Kirkland City Councilmember Toby Nixon</i></p> | <p>9 a.m.</p> |
| <p>2. Staff report: update on 2021 lodging tax revenues
<i>Receive latest numbers from finance.</i></p> | <p>9:10 – 9:15</p> |
| <p>3. Action needed: 2022 Tourism grants process
<i>Consensus needed to launch the 2022 grants process, including finalization of the following changes to the application:</i></p> <ul style="list-style-type: none">● <i>removal of Totem Lake bonus points category</i>● <i>removal of Welcome Back themed bonus points category</i>● <i>addition of new bonus points item (up to 10 bonus points) for multiday tournaments athletic and otherwise</i> <p><i>Upon TDC approval, staff to work with City Communications Program Manager on the official news release for publication June 25, 2021.</i></p> | <p>9:15 – 9:25</p> |
| <p>4. Discussion: Funding a program modeled after Geek Out Gold and/or a multijurisdictional extension of Geek Out Gold
<i>Hold discussion on incentivized hotel program based on last month’s presentation by Bullseye Creative cofounder Peter Klauser. Geek Out Gold incentivizes hotel stays by providing “Geek Out Gold” certificates which can be spent at participating businesses. For discussion: potential timing, program scope, possible funding sources.</i></p> | <p>9:25– 9:40</p> |
| <p>5. Discussion: New Explore Kirkland Tourism video
<i>Discuss the idea of creating a new Explore Kirkland Tourism video (to replace the video made by the City in 2013) as a potential strategy to re-energize the tourism program and draw guests to Kirkland. The TDC may pitch this idea to the City Council to help guide its decision making as it works to allocate impending federal relief act funding to various recovery-based initiatives.</i></p> | <p>9:40 – 9:45</p> |



6. Discussion: Potential busking regulation

9:45 – 9:55 a.m.

Examine busking in parks and public areas through the lens of tourism. Is busking something the City should encourage because of how it may enhance the visitor experience? What type of structure should be implemented so that conflict and excessive cacophony can be avoided, and what role might the TDC play in this as Council considers busking regulations?

7. Action needed: Approval of minutes

9:55 – 9:56 a.m.

Approve May 6, 2021 minutes

8. Good of the order

9:56 – 10 a.m.

The TDC may begin to proactively contemplate potential strategies to re-energize the Explore Kirkland tourism program in anticipation of expected federal relief act funding. Strategies to support City tourism may be presented to the City Council in the future for Council consideration.

Adjourn

10 a.m.