

AGENDA

GIG HARBOR LODGING TAX ADVISORY COMMITTEE SPECIAL MEETING

Tuesday, December 27, 2022

12:00 p.m.

Virtual Meeting

Virtual Meeting Link: <https://zoom.us/j/93352757315>

Call-in: (253) 215-8782 Meeting ID: 933 5275 7315

I. CALL TO ORDER / ROLL CALL

II. BUSINESS ITEMS

A. Lodging Tax Grant Allocations Proposed by the City Council

III. ADJOURN

This meeting may also be viewed live in the Executive Conference Room at the Civic Center. All participants will be engaging in the meeting via Zoom.



MEMORANDUM

DATE: December 19, 2022

TO: Lodging Tax Advisory Committee

FROM: Josh Stecker, City Clerk

SUBJECT: Lodging Tax Grant Awards

On November 3, the City Council reviewed the Lodging Tax grant recommendations proposed by LTAC at its September 22 meeting.

After consulting with City staff, Council agreed to accept the recommendations as proposed with the following three revisions:

- **Downtown Waterfront Alliance:** In 2022 the City contracted with DWA to provide \$35,000 for its operations. This amount was boosted an additional \$15,000 later in the year. Council intends to continue this operational funding at the \$50,000 level, with an increase due to rising operations costs. This contract will be funded with lodging tax funds after being a general fund expense in prior years.

LTAC recommended \$10,000 for the Girls Night Out program and \$20,000 for the Farmers Market program. Even with the \$20,000 LTAC contribution, the Farmers Market program still operates at a projected loss of \$13,900. Council increase intends to increase this allocation to cover the full expense of this program, acknowledging that it is one of the City's major tourism draws. **Total Lodging Tax allocation: \$100,000 (\$56,100 operations, \$33,900 Farmers Market, \$10,000 Girls Night Out).**

- **City of Gig Harbor:** Council intends to increase the City's funding by \$500,000 and apply the additional funds to the Sports Complex Phase 1B Project. **Total Lodging Tax allocation: \$975,000 (\$500,000 for Gig Harbor Sports Complex Phase 1B and \$475,000 for Tourism marketing and operations).**
- **Harbor History Museum:** LTAC recommended funding \$40,000 for Museum

marketing, exhibits and operations. The City and the Museum have an expiring contract in 2022 that provided for an additional \$30,000 in operational support. Instead of renewing this agreement, Council intends to fund this amount from the lodging tax fund in 2023. **Total Lodging Tax allocation: \$70,000.**

These three revisions are summarized on the attached list of grant allocations.

Council requests that LTAC review these three intended changes and provide any comments to Council. Comments can be made by formal motion and approval by the majority of LTAC.

Council will consider any comments at its meeting on January 9 when it intends to formally approve the lodging tax allocations by resolution.

Applicant	Event/Activity	Amount Requested	Amount Funded in 2022	2023 Amount Awarded
Asia Pacific Cultural Center	Korean Chuseok Festival	\$10,200.00	\$5,000.00	\$10,200.00
City of Gig Harbor	Operations	\$552,915.00	\$495,000.00	\$975,000.00
Downtown Waterfront Association	Waterfront Farmers Market	\$20,000.00	\$17,000.00	\$100,000.00
Downtown Waterfront Association	Girls Night Out	\$10,000.00	N/A	
Gig Harbor BoatShop	2023 Operations	\$25,000.00	\$2,000.00	\$15,000.00
Gig Harbor Canoe and Kayak Racing Team	2023 Paddlers Cup	\$12,000.00	\$5,000.00	\$12,000.00
Gig Harbor Film Festival	2023 Film Festival	\$25,000.00	\$16,000.00	\$20,000.00
Gig Harbor Kiwanis	Veterans Day Celebration	\$10,000.00	N/A	\$7,500.00
Gig Harbor Quilters	Quilts Ahoy 2023	\$5,000.00	N/A	\$5,000.00
Gig Harbor Senior Center	Shamrock'n the Harbor Run and Walk	\$2,500.00	\$500.00	\$1,000.00
Gig Harbor Sportsman's Club	Sea Food Shoot	\$5,000.00	\$4,500.00	\$5,000.00
Gig Harbor Yacht Club Junior Sail Program	2023 Sail Camp and Narrows Race	\$19,580.00	N/A	\$15,000.00
Greater Gig Harbor Foundation	Rattle Dem Bones	\$2,000.00	\$1,000.00	\$2,000.00
Greater Gig Harbor Foundation	Summer Sips (formerly Cider Swig)	\$6,000.00	\$5,000.00	\$5,000.00
Harbor History Museum	Marketing, Exhibits and Operations	\$163,380.00	\$11,500.00	\$70,000.00
Harbor WildWatch	2023 SVIC Operations	\$30,000.00	\$11,000.00	\$20,000.00
Key Peninsula Farm Council	Key Peninsula Farm Tour	\$10,000.00	N/A	\$5,000.00
Peninsula Art League	2023 Summer Art Festival	\$5,000.00	\$4,000.00	\$5,000.00
Peninsula Art League	Open Juried Show	\$6,000.00	\$3,000.00	\$6,000.00
Permission to Start Dreaming Foundation	Prayer Breakfast & Race for a Soldier	\$30,000.00	\$15,000.00	\$30,000.00
Rotary Club of Gig Harbor Foundation	Galloping Gertie	\$10,000.00	\$8,000.00	\$8,500.00
	TOTALS	\$959,575.00	\$620,000.00	\$1,317,200.00
	Projected 2022 Ending Fund Balance + Projected 2023 Revenues			\$1,591,831.00
	Projected 2023 Ending Fund Balance			\$274,631.00