



RESOLUTION NO. 7967

**A RESOLUTION concerning Allocation of 2024 Lodging Tax Funds**

**WHEREAS,**

- A. In accordance with RCW 67.28.1816 and the Everett Municipal Code, the Lodging Tax Advisory Committee (LTAC) of the City of Everett is mandated to annually provide recommendations to the Everett City Council regarding the allocation of lodging tax funds.
- B. The City administers an annual competitive grant program enabling organizations to apply for this funding, specifically aimed at promoting tourism within the City of Everett.
- C. The City retains part of the allocation for tourism promotions and marketing programs that promote tourism and operational expenses for the Public Facilities District
- D. LTAC has reviewed the 2024 LTAC Grant applications and held a public meeting on December 8, 2023, to deliberate and form a consensus on recommendations for allocations.
- E. The City Council has reviewed the recommendations from the LTAC.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EVERETT AS FOLLOWS:**

1. The City Council approves funding amounts for the following organizations for 2024 LTAC Grants, in the total of \$570,000:

Organization	Program	Funding
AMGRAF (APEX)	Mental Wellness Summit	\$6,000.00
AMGRAF (APEX)	Preserve the Kulture 2024	\$10,000.00
Apex Racing	2024 Everett Performance Omnium	\$20,000.00
Courtyard Media	Geek Fest West	\$30,000.00

Organization	Program	Funding
Cruzin' to Colby	Cruzin' to Colby Car Show	\$40,000.00
Cruzin' to Colby	Rock the Boat Waterfront Concert	\$5,000.00
Downtown Everett Association	Salty Sea Days	\$15,000.00
Downtown Everett Partners	Downtown Flower Program	\$7,500.00
Eventuris	Everett 3 on 3 Basketball Tournament	\$25,000.00
Everett 4th of July Foundation	Everett 4th of July Parade	\$7,000.00
Everett Pride	Everett Pride Block Party	\$10,000.00
Evergreen Arboretum	Wintertide Lights	\$16,000.00
Fizz Events	Upper Left Beer and Food Truck Fest	\$17,500.00
Global Impact Gymnastics Alliance	GIGA Pro Gymnastics Competition	\$80,000.00
Historic Everett Theatre	2024 Tourism - Theatre Operations	\$5,000.00
Imagine Children's Museum	Play and Stay 2024	\$30,000.00
Olympic Ballet Theatre	Advertising for Olympic Ballet Theatre The Nutcracker 2024	\$2,000.00
Pacific Northwest Quilt & Fiber Arts Museum	2024 Quilt and Fiber Arts Festival	\$13,000.00
Schack Art Center	Promoting Schack Art Center Exhibitions, Workshops, Classes, Events and Festivals	\$100,000.00
Seattle Metro JO	2024 USA Softball U14-U18 Class B Western Nationals	\$21,000.00
SnoCo Music Project	Music at the Marina 2024	\$10,000.00
SnoCo Music Project	Fisherman's Village Music Festival	\$30,000.00
SnoCo Sports Commission	2024 Major League Table Tennis Western Conference Match	\$25,000.00
Space 802	Milltown Marathon	\$10,000.00
Village Theatre	Promotion of Village Theatre Productions in 2024	\$35,000.00
Total		\$570,000.00

2. The City Council approves a total lodging tax fund allocation of \$170,000 for 2024 tourism promotions and marketing, to be executed by the City's marketing and communications departments.
3. The City Council approves a total lodging tax fund allocation of \$170,000 for 2024 tourism programs and events aimed at promoting tourism and encouraging overnight stays in the City of Everett.
4. The City Council approves lodging tax funding in the amount of \$100,000 for funding the operations of the Public Facility District (Everett Events Center).
5. The Mayor is authorized to execute all contracts and take all other actions necessary to implement this resolution, including without limitation executing grant agreements and professional service agreements.



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Councilmember Introducing Resolution

PASSED and APPROVED this 20th day of December, 2023.



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Council President








# RES 7967\_2024 LTAC Funding

Final Audit Report

2023-12-22

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