
Council Policy and Valuation Committee

DEPARTMENT: Economic Development
FROM: Alex Philips, Economic Development Director
MEETING: November 12, 2025

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the city council on revisions to the current hotel/motel occupancy tax grant guidelines. (*Staff contact: Alex Philips, Director of Economic Development*)

SUMMARY:

This item is being presented to the committee to initiate a discussion regarding potential updates to the current guidelines for hotel/motel occupancy tax grants. Due to rising operational and tourism marketing costs in which utilize hotel/motel funds, staff is seeking direction in modifying the current guidelines or leaving them as is. Staff would like the committee to consider a range of options including but not limited to:

Establishing a grant cap- Consideration of a maximum requested amount allowable and/or solidify an annual budgeted amount to be divided between applicants. This eliminates the uncertainty of what is budgeted during annual budget preparations which typically happen prior to grant applications being received.

Reviewing recipient eligibility- Consideration of a maximum number of years an event is eligible for HOT funding or limit grants to first time applicants only to help seed new events within the city.

Discounting and/or eliminating Plaza reservation costs for grant recipients- Consideration of waiving or discounting the Plaza reservation cost for grant recipients. It is Staff's opinion the Plaza is currently underutilized and that is believed to be due to the cost of reservation (\$5,000 + \$2,500 deposit).

PRIOR ACTION/INPUT (Council, Boards, Citizens):

Recommendations given by the Council Policy and Valuation Committee will be presented to City Council.

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

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