



City of Stevenson

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From: Jayne Borden /Finance Director (on behalf of the LTAC committee)

To: City Council

RE: Bridge of the Gods Kite & Wing Festival

Date: 1/13/2025

The City Council is requested to consider approval of a Tourism Advisory Committee (LTAC) funding contract for the Bridge of the Gods Kite & Wing Festival.

The Bridge of the Gods Kite & Wing Festival submitted a Tourism Advisory Committee application for the 2026 funding cycle after the established deadline. The applicant provided a written explanation for the late submission, noting this was an isolated occurrence and the first missed deadline in more than 25 years of producing the event in Stevenson. The application was accepted for review by the LTAC Advisory Committee.

The application, along with the required 2025 expenditure report detailing tourism impact, was reviewed by the LTAC Advisory Committee. After consideration, the committee voted to approve the application and recommends Council approval of the associated funding contract. The 2026 application and the 2025 expenditure report are included with this agenda item for Council reference.

The festival is a long-standing event that has been held in Stevenson for over 25 years and is widely recognized as a children's sports competition with regional and international participation. The event promotes Stevenson as a destination, attracts visitors to the community, and provides measurable tourism-related economic benefit to local businesses. Stevenson is prominently featured in event marketing and merchandise, reinforcing the City's visibility as a sponsor and host community.

The requested funding amount is \$3,000.00. The LTAC committee determined that the request is reasonable, consistent with prior years, and aligned with the intent of tourism promotion funding. The committee further noted that the event operates on a limited budget and requests less support than many events of comparable size and impact.

Based on the committee's review and approval, City Council authorization is requested to approve the LTAC contract in the amount of \$3,000.00 for the Bridge of the Gods Kite & Wing Festival.