



## CITY COUNCIL MEETING STAFF REPORT

<b>Meeting Date:</b> April 18, 2022		<b>Subject:</b> Community Tourism Grant Recommendations	
		<b>Staff Member:</b> Brian Stevenson, Program Manager	
		<b>Department:</b> Parks and Recreation	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable	
		<b>Comments:</b> The Tourism Promotion Committee met on April 5, 2022 and unanimously recommended that City Council award both grant requests.	
<b>Staff Recommendation:</b> Staff recommends Council approve the Community Tourism Grant recommendation by the Wilsonville Tourism Promotion Committee for the 2022 funding cycle.			
<b>Recommended Language for Motion:</b> I move to award Wilsonville Arts & Culture Council's tourism grant request for \$8,000 for Wilsonville Arts & Culture's Art Festival and Summer Performance Series and award Rotary's tourism grant request for \$5,000 for Wilsonville Rotary Foundation's Summer Concert Series as recommended by the Tourism Promotion committee.			
<b>Project / Issue Relates To:</b>			
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s)	<input checked="" type="checkbox"/> Not Applicable	

### ISSUE BEFORE COUNCIL:

Approval of the Community Tourism Grant recommended by the Wilsonville Tourism Promotion Committee for the 2022 funding cycle.

**EXECUTIVE SUMMARY:**

The Community Tourism Grant program has existed since 2000 and is administered by the Parks and Recreation Department. The grant is currently reviewed and recommended by the Wilsonville Tourism Promotion Committee. This grant is intended to aid organizations that produce projects, programs or events that promote local business and tourism, and for festivals and special events for the benefit of the Wilsonville community. There is \$25,000 available annually for this grant program.

The committee met on April 5, 2022 to review two grant applications and unanimously recommend awarding funds to the following projects:

Wilsonville Arts and Culture Council for their Art Festival and Summer Performance series (attachment 1). The project allocation will be \$8,000.

Wilsonville Rotary Foundation for their Summer Concert Series (attachment 2). The project allocation will be \$5,000.

Past Grant Recipients have included but are not limited to: Korean War Memorial Foundation of Oregon, Wilsonville Arts & Culture Council/Arts Festival, Wilsonville Brewfest, Wilsonville Celebration Days/Fun in the Park, Wilsonville Bicycle Events/Salmon Cycling Classic, and Wilsonville Rotary Club/Concert Series.

**EXPECTED RESULTS:**

Completion of the funded projects by August 31, 2022.

**TIMELINE:**

After receiving City Council approval, Wilsonville Arts and Culture Council (\$8,000) and Wilsonville Rotary Foundation (\$5,000) will be allocated funds from the FY 21/2022 budget.

**CURRENT YEAR BUDGET IMPACTS:**

The Community Tourism Grant is funded via transient lodging tax dollars. The program impact in FY 21/22 will be \$13,000 of the \$25,000 budgeted funds.

**COMMUNITY INVOLVEMENT PROCESS:**

The Tourism Promotion Committee consists of 12 members total, including seven voting members drawn from the hospitality and tourism industry in the greater Wilsonville area and five ex-officio, advisory members composed of tourism professionals and key City officials. The Tourism Promotion committee grant review meeting was advertised and open to the public.

**POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY:**

Both grant applications provide funding for community events including arts or music and bring the community together.

**ALTERNATIVES:**

The City Council could chose not to award the grants as recommended.

**CITY MANAGER COMMENT:**

N/A

**ATTACHMENTS:**

1. Wilsonville Arts and Culture Council Application
2. Wilsonville Rotary Foundation Application