

Council Business Meeting

April 2, 2019

Agenda Item	Approval of Economic Development, Cultural, Tourism and Sustainability Grants Ad-Hoc Committee, Mayor Appointment.	
From	Melissa Huhtala	City Recorder
Contact	Melissa.huhtala@ashland.or.us 541-488-5307	

SUMMARY

The City Council is being asked to approve an Ad-Hoc review and recommendation body for the 2019-2020 Economic Development, Cultural, Tourism and Sustainability (ECTS) grant process and authorize the Mayor to appoint the members of the ECTS Ad-Hoc committee.

POLICIES, PLANS & GOALS SUPPORTED

Council Goals:

- The City of Ashland currently partners with other local organizations to provide value services, which strengthen the community by helping to address specific challenges. The City of Ashland will continue to leverage its resources to develop and/or enhance its value services.
- Economic Development.

PREVIOUS COUNCIL ACTION

At the March 19, 2019 Council Business meeting the City Council did not allocate the “restricted” portion of the Transient Occupancy Tax (TOT) that would normally go to the ECTS grants but instead held off to have that discussion during the 2019-2021 biennial budget process.

BACKGROUND AND ADDITIONAL INFORMATION

The City Council has not allocated the “restricted” nor “unrestricted” portions of the TOT for the ECTS grants at this time. Both will be discussed with the Budget Committee. However, if the decision is to offer grant funding the process for assembling the Ad-Hoc committee needs to begin now.

The grant program has four basic goals:

- **Economic Development.** The grant program will support the creation, retention, and expansion of businesses and other ventures that enrich our community by creating goods and services that provide employment opportunities while maintaining and enhancing the overall quality of life. The 2011 Economic Development Strategy provides both policy level and action level guidance for eligible grant application programs and activities.
- **Cultural Development.** The grant program will support increased diversity of and accessibility to the creative arts and cultural opportunities in Ashland for citizens and visitors and will support the visitor economy, maintain and promote job growth in this sector and enrich the overall quality of life in the community.
- **Tourism.** As a long standing pillar of Ashland’s economy, tourism programs support programs, activities and events that act similarly to more traditional traded sector activity in that dollars from outside the community are brought in and circulated locally to the benefit of our local businesses.

- **Sustainability.** The grant program will create and support programs and activities to further support efforts to ensure Ashland is environmentally, economically and socially resilient as a community.

FISCAL IMPACTS

The Transient Occupancy Tax funding for the ECTS grants has not been authorized by the City Council at this time.

STAFF RECOMMENDATION

Staff recommends the formation of this Ad-Hoc committee.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

I move to approve the formation of the 2019-2020 Economic Development, Cultural, Tourism and Sustainability Ad-Hoc committee and authorize the Mayor to appoint the members of the ECTS Ad-Hoc committee.

REFERENCES & ATTACHMENTS

www.ashland.or.us/ECTSGrants