

Council Business Meeting

June 5, 2018

Title: Adoption of Proposed Economic Development, Cultural, Tourism and Sustainability Grants Ad-Hoc Committee Allocation Recommendations
From: Mark Welch Administrative Services Director
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Summary:

The City Council created an Ad-hoc Economic Development, Cultural, Tourism and Sustainability (ECTS) Committee on April 3, 2018. The Ad-hoc Committee was comprised of City Council and appointed members of the Budget Committee. The ECTS Ad-hoc held two public meetings before recommending the 2018-19 ECTS allocations to the City Council for approval.

Actions, Options, or Potential Motions:

“I move to adopt the recommended allocations made by the 2018-19 Economic Development, Cultural, Tourism and Sustainability Ad Hoc Committee with \$150,000 being allocated for non-tourism and \$79,703 being allocated to tourism, as listed in attachment.”

Staff Recommendation:

Staff recommends approval of the allocations as recommended by the ECTS Ad-hoc Committee.

Resource Requirements:

Grant funds were allocated by Resolution 2017-03, with an award amount for fiscal year 2018-19 of \$229,703. Funding for the grants come from the City’s collection of Transient Occupancy Tax, with a portion coming from tourism restricted funds (10% of total restricted or \$79,703) and the remainder from the unrestricted (non-tourism) funds (\$150,000).

Policies, Plans and Goals Supported:

Council Goal #3 – Support and empower our community partners
Council Goal #15 – Seek opportunities to diversify the economy in coordination with the Economic Development Strategy

Background and Additional Information:

The City of Ashland collects a Transient Occupancy Tax (TOT), from people who stay in overnight lodging within the City limits. Over half (58%) of those funds are reserved for the City’s General Fund and are used to support Police, Fire, Community Development, and Municipal Court. Slightly more than a quarter (26.67%) of those funds are used to support the tourism industry. The tourist funds are either allocated directly to groups that market Ashland to tourists or are spent on capital facilities that enhance the tourism experience within the community. The remaining funds are dedicated to the City’s annual grant program. The

amounts that go to each of these programs are allocated prior to the beginning of each biennium by Council.

The City of Ashland reinvests a portion of the funds generated by the TOT in community nonprofits through an annual grant program. Of the total anticipated TOT collection of \$2,191,467, \$229,703 is allocated to this grant program. Through these grants, the City is purchasing specific services from non-profits that it might otherwise provide directly. 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

Attachments:

Proposed Grant Allocations FY2018-19

Organization	Non-Tourism			Tourism	Total
	Economic Development	Cultural	Sustainability		
SOU Foundation/ Osher Lifelong Learning Institute		\$ 5,000			\$ 5,000
Rogue Valley Symphony Association	\$ 2,350	\$ 2,400		\$ 2,201	\$ 6,951
The Hearth	\$ 2,750	\$ 1,000		\$ 1,250	\$ 5,000
Art Now's The Secret Book Club	\$ 2,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 5,000
Rogue Valley Farm to School	\$ 3,194	\$ 3,194	\$ 3,196	\$ 1,833	\$ 11,417
Brava! Opera Theater and James M. Collier Young Artist Program		\$ 5,000			\$ 5,000
ScienceWorks Hands-on Museum	\$ 6,822			\$ 16,842	\$ 23,664
Mt. Ashland Association			\$ 2,917	\$ 5,333	\$ 8,250
EAA / SOHEVA			\$ 10,000		\$ 10,000
Lithia Artisans Market of Ashland					\$ -
Multicultural Association of Southern Oregon/ KSKQ Community Radio					\$ -
Ashland Art Center	\$ 3,792	\$ 3,791		\$ 3,417	\$ 11,000
Ashland Bed and Breakfast Network	\$ 2,242			\$ 7,426	\$ 9,668
Ashland New Plays Festival	\$ 2,000	\$ 2,000		\$ 1,917	\$ 5,917
SOU Foundation/ Chamber Music Concerts		\$ 5,167			\$ 5,167
Youth Symphony of Southern Oregon		\$ 5,000			\$ 5,000
Ashland Gallery Association	\$ 2,726	\$ 2,725		\$ 8,000	\$ 13,451
Geos Institute					\$ -
Ashland Children's Theatre	\$ 2,000	\$ 2,000		\$ 1,000	\$ 5,000
SOU Foundation/ Friends to the Schneider Museum of Art		\$ 1,000		\$ 7,000	\$ 8,000
Rogue World Music					\$ -
Southern Oregon Repertory Singers		\$ 3,000		\$ 2,000	\$ 5,000
Rogue Valley Food System Network	\$ 5,642		\$ 5,641		\$ 11,283
Southern Oregon Film Festival/ AIFF	\$ 1,250	\$ 5,000	\$ 1,250	\$ 11,984	\$ 19,484
Lomakatsi Restoration Project	\$ 10,000		\$ 4,250		\$ 14,250
Post Growth Institute					\$ -
Lotus Rising Project		\$ 3,833		\$ 1,167	\$ 5,000
Ashland Culture of Peace Commission		\$ 6,785			\$ 6,785
Rogue Valley Peace Choir					\$ -
Klamath Bird Observatory	\$ 4,125		\$ 4,125	\$ 5,333	\$ 13,583
Southern Oregon Film and Media	\$ 5,000	\$ 2,833	\$ 1,000	\$ 2,000	\$ 10,833
	Total				
	\$ 55,893	\$ 60,728	\$ 33,379	\$ 79,703	\$ 229,703