

RESOLUTION NO. 513

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GIG HARBOR, WASHINGTON, RELATING TO TAXES, AUTHORIZING USE OF THE FUNDS IN THE CITY'S HOTEL-MOTEL TAX ACCOUNT FOR CERTAIN LIMITED PURPOSES.

WHEREAS, the City has a Lodging Tax Advisory Committee, formed for the purpose of suggesting expenditures of the City's Hotel-Motel Tax funds to the City Council; and

WHEREAS, the Committee has proposed that certain expenditures be made of the funds in the City's Hotel-Motel Tax account; and

WHEREAS, all revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities; now, therefore,

THE CITY COUNCIL OF THE CITY OF GIG HARBOR, WASHINGTON, HEREBY RESOLVES, AS FOLLOWS:

Section 1. The City Council hereby adopts the committee's proposal, and authorizes the expenditure of the funds in the Hotel-Motel Tax account as follows:

- A. Eleven Thousand Dollars (\$11,000.00) shall be given to the Chamber of Commerce, to be used as follows: Five Thousand Dollars (\$5,000.00) to hire a marketing consultant to develop a cohesive marketing strategy and image for the City; Three Thousand Dollars (\$3,000.00) for the creation of a Lodging Brochure, which will include a map of the City and highlight points of interest within the City; and Three Thousand Dollars (\$3,000.00) for the purchase of advertising to advertise the City of Gig Harbor as a tourist attraction in regional travel publications.
- B. Two Thousand Dollars (\$2,000.00) shall be given to the Historical Society, to be used as follows: One Thousand Four Hundred Dollars (\$1,400) for rack cards and distribution (Rack cards are leaflet-type advertisements, which are placed in lobby advertising racks); Five Hundred Dollars for development of a website, to be used for promotional purposes; and One Hundred Dollars (\$100) for the Historical Society's membership in the Tacoma/Pierce County Visitor and Convention Bureau in order to take advantage of free and discounted regional advertising.

Section 2. The City Finance Director is authorized to issue the necessary warrants to distribute the funds as described above.

RESOLVED this 23rd day of March, 1998.

APPROVED:

GRETCHEN A. WILBERT, MAYOR

ATTEST/AUTHENTICATED:

MOLLY M. TOWSLEE, CITY CLERK

FILED WITH THE CITY CLERK: 3/18/98
PASSED BY THE CITY COUNCIL: 3/23/98
RESOLUTION NO. 513