To: Mayor McCarthy and Members of the City Council

Date: May 16, 2013

From: Debbie L. Mahler, Director of Finance/City Clerk

Meeting Date: May 20, 2013

Subject: Additional appropriations for Tourism

The committee to evaluate additional tourism appropriations (Hal Seligson, Bruce Allen & Debbie Mahler) met and evaluated the four proposals we received for funding. The applications were from Cary Jurriaans for Langley Artist Destination; Outline LLC for Benchmark Langley; NW Language Academy & Cultural Center for the Language of Food program; and Whidbey Island Arts Council for the Shakespeare Festival Circus Tent. We read through and evaluated each application and are making the following recommendation for funding. The recommendations were based on criteria such as: did the program have a way to track visitors, does it encourage visitors to stay overnight; does it build new audiences and encourage expansion of tourism? We have $5,000 to allocate from the Tourism Fund. The recommendations are:

Funding for the Island Shakespeare Festival tent - $4,000. We felt this program has a direct and lasting benefit to our economy and promotes Langley as a destination.

Funding in the amount of $1,000 to the Language of Food program for marketing and outreach. This program brings hundreds of people per year from the greater Seattle area and from all over the world to attend week-long or several day events who stay in, shop in and contribute to the Langley economy.

**RECOMMENDED ACTION**

Motion to approve the recommended appropriations and direct the Finance Director to contract with Island Shakespeare and NW Language Academy for tourism services.