



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

Agenda

Budget Committee

Wednesday, April 15, 2026

4:00 PM

Training Room
2nd Floor, City Hall

The Regular Meeting will commence immediately following the 3:00 p.m. Public Works Subcommittee meeting. This meeting may start later than the 4:00 pm expected start.

1. HYBRID MEETING DETAILS

26-00322 Please click the link to join the webinar: <https://us02web.zoom.us/j/85094849448>
Webinar ID: 850 9484 9448
Or Telephone: (253) 205 0468; or (253) 215 8782; or (669) 444-9171

2. CALL TO ORDER

3. ROLL CALL

4. APPROVAL OF MINUTES

26-00323 MINUTES FROM MARCH 18, 2026

5. NEW BUSINESS

26-00324 BUDGET REVIEWS

- FACILITIES MAINTENANCE
- FINANCE

26-00325 LODGING TAX ADVISORY COMMITTEE (LTAC) FUND DISTRIBUTION POLICY

6. UNFINISHED BUSINESS

7. CURRENT PROJECT UPDATES

8. PUBLIC COMMENT

9. ADJOURNMENT



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4:00 PM

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1. **HYBRID MEETING DETAILS**

26-00209 Please click the link to join the webinar: <https://us02web.zoom.us/j/85094849448>
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2. **CALL TO ORDER**

The meeting was called to order at 4:07 pm.

3. **ROLL CALL**

Present: Councilmember Chris Bryant, Councilmember Mike Claxton, Councilmember Kalei LaFave, Assistant City Manager / PWD Chris Collins

Staff: Jen Wills, City Manager; Keith Walling, Fleet & Facilities Manager; Nancy Vandehey, Admin

4. **APPROVAL OF MINUTES**

26-00210 **MINUTES FROM FEBRUARY 18, 2026**

The minutes were approved as presented. This passed unanimously.

5. **NEW BUSINESS**

26-00211 **BUDGET REVIEWS**

- **FLEET MAINTENANCE**
- **FACILITIES MAINTENANCE**

UPCOMING - FINANCE

Before we began the budget review, Chris Collins provided a brief overview of the budgeting process that we are about to begin for the 2027-2028 budget years.

Keith Walling and Chris Collins reviewed the budgets and provided feedback on outliers that needed more explanations.

Facilities Maintenance to continue in April along with Finance.

6. **UNFINISHED BUSINESS**

7. **CURRENT PROJECT UPDATES**

8. **PUBLIC COMMENT**

9. **ADJOURNMENT**

The meeting adjourned at 5:28 pm.

Background and Purpose

Lodging Tax revenues collected by the City of Longview are authorized under RCW 67.28.1816 and are intended to support tourism promotion and activities designed to attract visitors to the community.

Longview has a strong tradition of community events that bring residents and visitors together. These events contribute to the vibrancy of the community, support local businesses, and help position Longview as a regional destination.

Historically, the City distributed Lodging Tax funds through a biennial grant cycle, where event organizers applied for funding every two years. These funds were typically used to offset event costs such as marketing expenses or required City services.

Over time, the City has recognized that this structure, while helpful in supporting established events, has also created challenges for both event organizers and the City's ability to respond to new tourism opportunities.

As Longview's event landscape continues to grow, the City seeks to modernize its Lodging Tax funding structure to better support both long-standing heritage events and emerging tourism opportunities.

This policy establishes a flexible Lodging Tax funding structure that supports tourism promotion while reducing barriers for event organizers hosting tourism-generating events.

Challenges the Updated Policy Seeks to Address

The updated Lodging Tax funding structure is designed to address three primary challenges.

1) Limited Opportunities for New Events

Under the previous biennial funding cycle, funding opportunities occurred only once every two years. This limited the City's ability to support new or emerging tourism events and made it difficult for new organizations to access Lodging Tax funding.

This policy introduces annual application opportunities, allowing the City to respond more quickly to new ideas and growing events.

2) High Cost of Required City Services

Many events hosted in Longview require City services such as street closures, traffic control, police presence, or park maintenance support. These services are necessary to ensure events operate safely and successfully, but they can create significant financial barriers for event organizers.

This policy establishes a dedicated Event Services Support Fund to help offset the cost of required City services for tourism-generating events.

By helping cover these operational costs, organizers can focus more resources on delivering successful events and attracting visitors.

3) **Creating Space for New Tourism Investments**

Several long-standing events in Longview have successfully used Lodging Tax funds for many years to help offset event costs while returning resources back to the community through nonprofit fundraising and reinvestment.

As these events have grown and become more established, many are now well-positioned to operate successfully with reduced reliance on direct Lodging Tax marketing grants, particularly when required City services are supported.

This updated structure allows the City to continue supporting these heritage events while creating space for new tourism-focused events and marketing opportunities.

Guiding Principles for Lodging Tax Investment

The City of Longview and the Lodging Tax Advisory Commission will use the following principles when evaluating Lodging Tax funding decisions:

1) **Promote Tourism**

Invest in events and activities that attract visitors to Longview and encourage overnight stays.

2) **Support Community Traditions**

Recognize and support long-standing events that contribute to Longview's identity and community culture.

3) **Lower Barriers for Event Organizers**

Help offset operational costs that make it difficult for organizations to host events.

4) **Encourage New Tourism Opportunities**

Create space for new events and innovative ideas that may bring visitors to Longview.

5) **Use Public Funds Responsibly**

Ensure Lodging Tax revenues are used in alignment with state law and deliver measurable community benefit.

Funding Cycle

The Lodging Tax Advisory Commission (LTAC) will recommend funding allocations within the City's biennial budget framework.

Applications for Lodging Tax funding will be solicited annually each fall for the following calendar year.

If funds remain available after the fall application process, the City may open a secondary application period in May to support new or emerging events.

Lodging Tax Funding Categories

Each year's Lodging Tax funding will be divided into two categories.

1) **Tourism Promotion Grants**

Tourism Promotion Grants support marketing and promotion of events or activities designed to attract visitors to Longview.

Examples of eligible expenses include:

- Digital advertising
- Social media campaigns
- Print advertising
- Event promotional materials
- Regional marketing campaigns
- Event signage and banners

Applicants must demonstrate how their marketing efforts will attract visitors from outside the Longview area.

Applications will be reviewed and scored by the Lodging Tax Advisory Commission, which will make funding recommendations to the City Council.

Evaluation criteria may include:

- Tourism impact
- Marketing strategy
- Organizational capacity
- Event history and performance
- Compliance with prior City event requirements

2) **Event Services Support Fund**

A portion of Lodging Tax revenues will be reserved to help offset City service costs required to host tourism-generating events.

These funds will be administered by the City and applied directly toward City service costs rather than reimbursed to event organizers.

Eligible City services may include:

- Police staffing or traffic control
- Street closures and traffic management
- Parks maintenance support
- Public facility preparation or cleanup
- Other City services required for event operations

Applicants must identify anticipated City service needs as part of their application.

Heritage Community Events

The Lodging Tax Advisory Commission may designate certain events as Heritage Community Events. Heritage events are long-standing events that demonstrate strong community participation and regional tourism value. These events may receive priority consideration for Event Services Support funding. The designation of Heritage Community Events will be reviewed annually by the LTAC to allow flexibility to recognize emerging events or adjust support as event needs and performance evolve.

Funding

Lodging Tax Funding Allocation

As part of the City's biennial budget process, the City Council will designate the total amount of Lodging Tax revenue available to support tourism promotion and tourism-related events.

Following Council's designation of available Lodging Tax funding, City staff will provide a recommendation regarding the allocation of funds between the City's two Lodging Tax funding categories:

- Tourism Promotion Grants
- Event Services Support Fund

Staff recommendations will consider factors such as:

- Historical City service costs associated with events
- The number and scale of events anticipated during the upcoming year
- Tourism promotion needs
- Past Lodging Tax funding utilization

The City's priority is to ensure that adequate funds are available to offset City service costs required to host tourism-generating events.

After reserving funds for anticipated City service needs, the remaining Lodging Tax funds will be made available through the Tourism Promotion Grant application process administered by the Lodging Tax Advisory Commission.

This structure allows the City to responsibly plan for required municipal services while continuing to invest in tourism promotion and event growth.

Matching Requirements

Events that operate primarily as nonprofit fundraising events may be required to provide a 25%–50% match for Event Services Support funding.

Community events that are not fundraising events may qualify for a higher level of support, including up to 100% coverage of eligible City service costs, depending on the event's community and tourism value.

The required match level may vary based on:

- The number of funding requests received
- Available Lodging Tax funds in a given year
- The scale and tourism impact of the event

In years where demand for funding is high, events may receive a lower percentage of City service cost coverage to ensure support can be distributed across multiple events.

In years where funding demand is lower, the City may provide higher levels of support, including covering up to 100% of eligible City service costs.

If Lodging Tax funds remain available later in the year, event organizers may request an adjustment to previously awarded Event Services Support funding, subject to available funds and City approval.

Event Size and Funding Consideration

Funding levels may vary based on factors such as:

- Estimated attendance
- Tourism impact
- Event scale
- Available Lodging Tax revenues

Maximum funding thresholds may be established to ensure that Lodging Tax funds support a diverse range of events.

Priority for Returning Events

Returning events may receive priority consideration when they:

- Complied with all City permitting and event requirements
- Conducted operations professionally with City staff

- Left parks or facilities in equal or better condition
- Generated no significant community complaints
- Demonstrated positive tourism impact

Eligible Events

Events must demonstrate the potential to attract visitors to Longview. Local events are eligible; however, preference may be given to events that demonstrate regional (50+ miles away) or overnight visitation potential.

Application Requirements

Applications must include:

- Event description and schedule
- Estimated attendance
- Estimated out-of-area visitors
- Marketing strategy
- Requested Tourism Promotion Grant funding
- Anticipated City service needs

Reporting Requirements

Funded events must submit a post-event report including:

- Attendance estimates
- Visitor origin information (when available)
- Marketing activities completed
- Lodging or tourism impact (if available)

Failure to submit required reporting may impact eligibility for future funding.

Administration

The Lodging Tax Advisory Commission will review and score Tourism Promotion Grant applications and make recommendations to the City Council.

The City will administer the Event Services Support Fund and apply funds toward eligible City service costs.

The City values its partnership with event organizers and is committed to supporting events that strengthen community pride while welcoming visitors to Longview.