

Council Goals and Priorities for Use of 2026 Lodging Tax

Annually, City Council discusses and adopts goals and priorities that it encourages the Lodging Tax Advisory Committee (LTAC) to consider when making award recommendations and for potential applicants to contemplate when developing proposals for funding requests. Council goals for the 2026 award year are as follows:

1. Council desires to direct awards toward funding projects, events, or festivals that will distinguish Spokane Valley as a tourism destination and result in measurable increases to Spokane Valley tourism. As part of this goal, Council would like to prioritize funding new and innovative projects as well as existing programs that can show increasing self-sustainability.
2. Council desires to prioritize funding capital expenditures to develop tourism destination facilities or venues within Spokane Valley and to prioritize supporting the operations and maintenance of City owned tourism destination facilities prior to funding other events. Towards that end, Council proposes to use lodging taxes in the following categories:
 - a. Capital expenditures (must be a tourism related facility owned or operated by a municipality). Available funding for 2026 may be up to \$2 million (\$1.6 million from the 1.3% portion and a potential transfer from the 2% portion of up to \$447,000)
 - b. Tourism marketing and operations for special events and festivals and the operations, maintenance, and marketing of tourism destination facilities owned and operated by municipalities or non-profit organizations. Available funding for 2026 is anticipated to be up to \$446,000 (from the 2% portion).
3. Council desires to prioritize projects with the greatest potential long-term impact on Spokane Valley tourism, including the economic impacts of all major components of the tourism-based economy such as overnight room nights in lodging businesses, shopping, and dining.
4. Council wishes to avoid partially funding requests, to the extent possible. This will be accomplished by allocating funds through a prioritized ranking process. Partial funding of requests may be recommended as determined appropriate by the LTAC and awarded in limited circumstances, particularly when evaluating the overall budget of the organization and the project's matching funds, or if it becomes necessary to award any remaining funding in a particular category.