



**BUSINESS OF THE CITY COUNCIL
CITY OF SUNNYSIDE, WA
FEBRUARY 10, 2025**

ITEM TITLE: Sunnyside Marketing Project Lodging Tax Funds Request	PROPOSED COUNCIL ACTION: Approve Resolution
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SUBMITTED BY	Mike Gonzalez
EXHIBITS	Resolution Proposal to LTAC Marketing Plan Expanded Budget
APPROVED BY CITY MANAGER	February 7, 2025

AMOUNT OF EXPENDITURE	\$100,000.00
AMOUNT BUDGETED	\$ 0.00
BUDGET AMENDMENT	\$ 0.00

SUMMARY

The proposed resolution seeks authorization from the City Council for City staff to request \$100,000 in lodging tax funds. These funds will be used to implement a comprehensive marketing project aimed at promoting Sunnyside as a tourist destination. The project will include various marketing strategies such as digital advertising, social media campaigns, and promotional materials to attract visitors and boost local economy.

The resolution will be presented to the Lodging Tax Advisory Committee to consider recommending this funding and will be brought back to City Council for final approval.

RECOMMENDATION

Approve a resolution authorizing the City Manager to request \$100,000 in lodging tax funds to implement the proposed marketing project.