



City of Renton 2026 Lodging Tax Grant Guidelines

Preparing for the 2026 Summer of Soccer

The City of Renton is seeking proposals that support tourism, cultural activities, and the development or operation of tourism-related facilities. In 2026, Renton will help host the Summer of Soccer, welcoming international visitors and showcasing our community during the FIFA World Cup™. This once-in-a-generation opportunity makes this year's lodging tax funding cycle especially important.

Proposals that activate public spaces, engage visitors, and highlight Renton's identity as a diverse and welcoming destination are strongly encouraged.

Eligible Uses of Lodging Tax Funds

Per state law, lodging tax funds must be used for one or more of the following:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations
- Operations or capital expenditures for tourism-related facilities owned by municipalities or public facilities districts

2025–2026 Funding Priorities

This year, the Lodging Tax Advisory Committee (LTAC) will prioritize proposals that help prepare Renton's business and tourism sectors for the 2026 Summer of Soccer. These may include:

- Public space activations and visitor-friendly experiences during the soccer season
- Events or programs that attract visitors traveling 50+ miles, out of state, or internationally

- Cross-promotional efforts involving local businesses, hotels, artists, and cultural organizations
- Initiatives that enhance wayfinding, beautify key corridors, or create lasting tourism infrastructure
- Efforts to raise Renton's regional and international visibility as a travel destination

Note: Community-based micro-grants focused on neighborhood-level engagement and small-scale activations may be administered separately by another City department. The LTAC program specifically supports tourism development and economic readiness tied to increased visitor activity and the generation of overnight hotel stays.

Application Process

Applications are available at [Rentonwa.gov/LTAC](https://rentonwa.gov/LTAC).

A separate application is required for each project. All applications must include:

- Estimated impact on overnight stays, visitor travel from 50+ miles, or out-of-state attendance
- Explanation of how your project will:
 - Generate economic benefit (e.g., lodging, meals, retail, or tourism facilities)
 - Increase regional recognition of Renton as a destination
 - Expand tourism opportunities through new visitor activities

Working with Hoteliers:

Local hotels may help track visitor data for your event or project. Contact them early if you plan to request support, as priority will be given to projects that track overnight stays.

Deadline

All applications must be submitted **online by 4:30 p.m. (Pacific Time) on Friday, October 24, 2025.**

Late or incomplete applications will not be accepted.

Questions? Contact:

Jessie Kotarski, Economic Development Manager

425-430-7271 | jkotarski@rentonwa.gov

Selection Process

- All eligible applications will be reviewed by the **Lodging Tax Advisory Committee (LTAC)**.
- Recommendations will be presented to the **City Council** for final approval.
- Staff will work with selected applicants to finalize funding agreements and scopes of work.

Please note:

All contracts are **reimbursement-based**. No costs incurred before contract execution and City Council approval will be reimbursed.

All applicants must provide the following:

- Proof of liability insurance including \$1,000,000/occurrence and \$2,000,000/general aggregate. The City reserves the right to waive this insurance requirement under certain circumstances.
 - Insurance must be in the name of the entity or organization with which the City enters into agreement.
 - Insurance certificate must name the City of Renton as an additionally insured.
 - Insurance must be in place through the entirety of the project.
 - More detail is available at the City's website [here](#).
- Active non-expired City of Renton Business License
 - Information regarding acquiring a city business license can be found at rentonwa.gov/business.
 - Email: licensing@rentonwa.gov or by phone (425) 430-6851
- State or federal documentation of nonprofit status (e.g., IRS Determination Letter)

Competitive Criteria

Applications will be scored out of **100 points**, based on the following:

Criteria	Points
Project Impact	25

Criteria	Points
Clarity of Proposal	15
Cost-Effectiveness	15
Match Contribution (25% minimum)	10
Marketing & Recognition of City	10
Innovation	10
Collaboration	5
Off-Season Tourism (Sep–June)	5
Overnight Visitor Impact	5

Funding recommendations may include full, partial, or no funding, based on project merit.

Additional Funding Considerations

Event Location:

- Within Renton city limits: Up to 25% of project budget, capped at \$10,000
- Renton ZIP code (outside city limits): Up to 15% of project budget, capped at \$7,000
- Nearby Renton: Up to 10% of project budget, capped at \$5,000

Overnight Lodging Nights:

- 1–20 nights: Up to 20% of project budget (max \$5,000)
- 21–40 nights: Up to 35% of project budget (max \$12,000)
- 41–75 nights: Up to 50% of project budget (max \$30,000)
- Over 75 nights: Up to 75% of project budget (max \$75,000)

We invite bold, collaborative proposals that highlight the best of Renton and ensure our community is ready to shine in 2026. Let’s make this Summer of Soccer a catalyst for long-term tourism growth.

