



**City of Albany**  
Finance Policy  
Policy#: F-12-12-001  
Title: Transient Lodging Tax (TLT) Policy

## I. POLICY STATEMENT

This TLT Policy addresses the allocation of transient lodging tax dollars in compliance with ORS Sections 320.300 to 320.350 and Albany Municipal Code Chapter 3.14. The expenditure of TLT dollars shall be included in the proposed budget and considered by the Budget Committee and City Council through the City's existing budget development and approval process.

This policy also establishes a Tourism Advisory Committee. The committee may meet as needed to discuss tourism-related activities, opportunities, and challenges; review and oversee tourism programs; advise on the expenditure of funds on tourism-related activities; and advise the City Council on tourism matters. The Committee will also award Collaborative Tourism Promotion (CTP) grants should those funds exist in the budget.

The goal of this policy is to optimize impact of ORS required expenditures of TLT revenue on tourism promotion or tourism-related facilities.

## II. PROGRAMS AND ACTIVITIES

1. Marketing and other tourism-related activities: these funds will be used for the marketing of Albany for business and pleasure-related travel, promotion of our tourist attractions, and support to the tourism industry. If the City desires any of these activities to be performed by one or more outside entities, those contracts will be awarded in accordance with State of Oregon and City of Albany procurement rules and regulations. The Tourism Advisory Committee shall assist in determining Albany's marketing and tourism promotion requirements to help inform contracts and programs for these services as well as advise during selection process.
2. Collaborative Tourism Promotion grant program: This fund is overseen by the Tourism Advisory Committee. Funding requests may come from any organization and are allocated by a majority vote of the Committee. Grant funds can be used for event start-up costs, new marketing campaigns or expanded advertising for a new element of an existing event, or travel expenses to submit proposals to host events, conferences, and trade shows. The funds shall not be used for wages or benefits.
3. Tourism Promotion Committee:
  - A. This policy implements the Tourism Advisory Committee. Representation on this committee is defined by City Council resolution.
  - B. The committee may meet as needed to discuss tourism related activities, hear applications for the collaborative tourism promotion grant, and make awards as they

see fit. If no money is budgeted for the CTP grant, the committee is not required to meet.

- C. All meetings of the Tourism Promotion Committee shall be public meetings with proper notice, agendas, and minutes as required by ORS sections 192.610-192.710.

**III. METHODOLOGY FOR ALLOCATION**

To comply with ORS Sections 320.300 to 320.350, a minimum of 44.5 percent of total TLT revenues will be spent on tourism promotion or tourism-related facilities. Funds dedicated to tourism-related expenditures will be included in the City of Albany biennial budget document. TLT expenditures, including those that are not tourism-related, will continue to be allocated to City Council priorities in accordance with the City’s budget process.

Prior to budget adoption, the Budget Committee and City Council will confirm the TLT expenditures are compliant with ORS 320.300 to 320.350 and all other applicable state procurement laws.

Supersedes: April 26, 2017	Created/Amended by/date: December 14, 2022	Effective Date: December 14, 2022
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