

RESOLUTION 2025 - 13

A RESOLUTION OF THE CITY COUNCIL OF SUNNYSIDE, WASHINGTON, AUTHORIZING THE AWARD OF LODGING TAX FUNDS TO THE CITY OF SUNNYSIDE FOR THE IMPLEMENTATION OF A MARKETING PLAN AND AUTHORIZING THE CITY MANAGER TO ENTER INTO ANY NECESSARY AGREEMENTS.

WHEREAS, the City has established a 2% special excise tax on the sale or charge of furnishing short-term overnight lodging as authorized by RCW 67.28.181; and

WHEREAS, the funds must be used for the purpose of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities; and

WHEREAS, the Lodging Tax Advisory Committee has recommended awarding the City of Sunnyside funds to implement a marketing plan to increase awareness of Sunnyside as a tourist destination through various marketing strategies, including digital advertising, social media campaigns, and promotional materials.

NOW, THEREFORE, IT IS HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYSIDE, WASHINGTON, as follows:

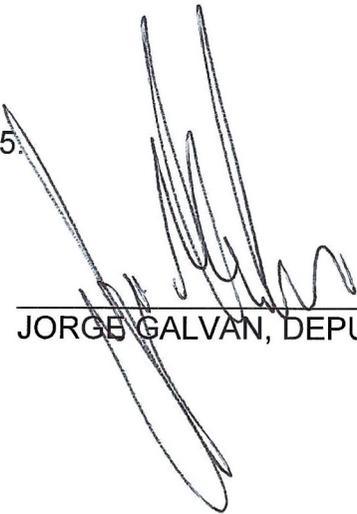
SECTION 1. That the City of Sunnyside is hereby authorized to spend \$100,000 in lodging tax funds to implement a marketing plan in the fiscal year 2025.

SECTION 2. The City Manager is hereby authorized to negotiate and enter into any agreements necessary to execute this marketing plan, including contracts with relevant vendors or service providers.

SECTION 3. The City Clerk is authorized to make the correction of scrivener's/clerical errors, references, Resolution numbering, section/subsection numbering and any references thereto.

SECTION 4. This Resolution shall be effective upon passage, approval and signatures hereon in accordance with law.

PASSED this 24th day of February, 2025.



JORGE GALVAN, DEPUTY MAYOR

ATTEST:



JACQUELINE RENTERIA, CITY CLERK

**APPROVED AS TO FORM:
SAXTON, RILEY & RILEY, PLLC**



BY: BENJAMIN J. RILEY
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