

Snohomish County

♦

Hotel / Motel Small Fund Grant

♦

Application for 2020 Funds

Completed application packages are due by 4:30 p.m.
Friday, August 16, 2019.



Snohomish County

**Parks, Recreation & Tourism
6705 Puget Park Drive M/S 303
Snohomish, WA 98296
(425) 388-6626**

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M E M O R A N D U M

TO: Snohomish County Citizens, Jurisdictions,
Agencies and Organizations

FROM: Rich Huebner, Tourism Promotion Coordinator

DATE: June 21, 2019

SUBJECT: Notice of Funding Availability – **Please Read This First**

This Notice of Funding Availability (NOFA) announces that Snohomish County is accepting applications from public and non-profit agencies for projects that assist tourism development and promotion in Snohomish County. Funds may be used for marketing and promotions only, unless your project strongly identifies with the Snohomish County Strategic Tourism Plan (STP), in which case capital expenditures may be allowable.

The program is funded through the taxes imposed on hotel and motel room rentals in Snohomish County. **Funds will be available on or about January 22, 2020** and will be awarded on a competitive basis to eligible applicants with the demonstrated ability to complete their proposed projects by December 15, 2020. Historically, the average project allocation has been about \$10,000 but ranges from \$5,000 - \$50,000 depending on economic impact to the community and overnight stays in hotels. Details of eligibility and other program requirements are included in the application package.

To be eligible, completed applications must be received by 4:30 p.m. on **Friday, August 16, 2019 to the Snohomish County Parks, Recreation and Tourism administration building at Willis Tucker Park: 6705 Puget Park Drive, Snohomish, WA 98296**. No applications received after that time and date will be considered for funding. **Faxed or emailed applications will not be accepted.**

If you have questions, require additional information, or are in need of technical assistance, please contact Rich Huebner, Tourism Promotion Coordinator, at 425.388.6626 or rich.huebner@snoco.org.

APPLICATION PACKAGE

Please submit seven copies of your application, references, and meeting minutes (only one copy of the W-9 needs to be submitted). Please double-side your application and do not use any other paper size than 8 ½"x11". Faxed applications will not be accepted.

- The application must demonstrate that the project proponent will supply at least 25% of the total project cost. The matching requirement may be met by a cash contribution, in-kind services, or a combination of both.
- No project will be considered for funding unless it can demonstrate that it can be completed by December 15, 2020.
- Assistance program funds cannot be used to offset non-project operations and maintenance costs.
- If a sponsor submits applications for more than one project, each project must have its own complete application package and the applicant **must** rank the projects from most important to least important.
- Projects must be consistent with the County's 2018–2022 Strategic Tourism Plan, approved by Snohomish County Council in 2017. ***See Appendix 1 attached to this application.***
- The program is open to applicants from public and non-profit entities with the demonstrated capacity to accomplish the proposed projects. This includes agencies such as port districts, cities and towns, museums and galleries, historical societies, arts groups, chambers of commerce, and 501(c)3 and 501(c)6 non-profits.

Please provide the following information as attachment:

(These are requirements for an application to be considered for funding.)

ALL APPLICANTS:

- Seven copies of the grant application, three-hole punched. NOT stapled, NOT in a binder or presentation folder. Printed double-sided.
- Two references, one from a hotel/ or motel
- Current 2019 W9

PUBLIC AGENCIES (Cities & Towns):

- Copy of meeting minutes approving project and authorizing application for funds.

PROJECTS WHICH WILL OCCUR IN ARLINGTON, BOTHELL, EDMONDS, EVERETT, LYNNWOOD, MARYSVILLE, MONROE, MOUNTLAKE TERRACE, MUKILTEO OR SNOHOMISH: These cities have their own Hotel/Motel funds and do not contribute revenues to the County fund that underwrites this program. On the cooperative commitments form you are expected to outline your efforts to secure funding from your City fund in an amount at least equal to your request for County funds.

SNOHOMISH COUNTY HOTEL / MOTEL SMALL FUND GRANT

PURPOSE

The purpose of the Snohomish County Hotel / Motel Small Fund Grant is to support projects which encourage tourism activities in Snohomish County and which advance the goals of Snohomish County's 2018-2022 Strategic Tourism Plan. Eligibility of sponsors and projects is defined broadly to encourage wide participation and innovative proposals.

The source of the funds is the county's share of sales taxes collected on hotel and motel room rentals within Snohomish County. Because of this, the amount available in any given year fluctuates in direct proportion to the level of tourism business.

Historically, the average project allocation has been about \$10,000 but ranges from \$5,000 – \$50,000 depending on economic impact to the community and overnight stays in hotels.

The Snohomish County Department of Parks, Recreation and Tourism administers this grant program and staff will provide technical assistance. Please call 425-388-6626 for help.

SELECTION PROCESS

When the application solicitation period opens, staff will employ every opportunity to inform potentially eligible applicants of the funding process and its eligibility criteria. During this period, staff will also be available to provide technical assistance as applicants prepare their requests. When the solicitation period closes, staff will review applications for completeness and eligibility. Qualifying applications will then be evaluated by the County's Lodging Tax Advisory Committee (LTAC), which will make funding recommendations to the County. The Snohomish County Council will make the final decision on project approval and funding levels. Staff will then consult with sponsors of approved projects to develop contracts and scopes of work. When the sponsors and the County sign the contracts, staff will notify sponsors to proceed. It is very important that applicants are aware of the following.

- All contracts are reimbursement-based, i.e. the sponsor must expend funds on approved items and then seek reimbursement under terms of the governing contract.
- No costs incurred prior to the county's signing of a contract for an approved project can be reimbursed.
- The project approval process requires two key steps:
 - a) the Council's approval of a spending plan, **and**
 - b) the execution of the contract by signature of the County.

Only after both steps are completed is a project sponsor authorized to begin incurring reimbursable costs.

Because of the limited amount of funding available to support assistance requests, proposals will be evaluated on a competitive basis using the following criteria.

COMPETITIVE CRITERIA

Applications that meet the threshold criteria will be presented to the review panel for evaluation and scoring based on the following criteria.

1. Collaboration & Area of Impact – Stakeholders should consider how region specific experiences and attractions interact with each other and how new connections between entities can create supply chains, tours, packages and itineraries for product development. Within the newly developed regional planning framework, each region should approach this work collaboratively and consider how product development and destination marketing work together. (Please refer to Strategy 2.1)
2. Transportation/Visitor Capacity Planning – Does the project facilitate visitor transportation with special attention regarding traffic congestion, ride-sharing programs within and between urban and rural areas, and capacity planning on certain visitor routes/highways or certain destinations during peak seasons? Does the project promote alternative routes and lesser known destinations to distribute visitor traffic? (Please refer to Strategy 2.4)
3. Off-Season Development – Will the project promote tourism development during the off-season (October-April)? (Please refer to Strategy 2.10)
4. Overnight Stays – Has the project convincingly established that it will attract overnight stays? If so, does it quantify the anticipated stays and offer a credible method for corroborating the projections?
5. Visitor Way-Finding – Does the project support regional recreational corridor way-finding of shared long distance routes and trails, or improvements and enhancements to gateway community presentation?
6. Leveraging of Funds – Does the project propose an efficient, economical use of the County's funds? Does it meet the minimum match of 25% or more?
7. Project Timeframe – Is the project of such a scale that the applicant can be reasonably expected to complete within the calendar year? If not, please provide marketing plan that shows timeframe.
8. Marketing – How will the proposed project be marketed outside Snohomish County and how will that marketing be coordinated with other community marketing as well as linking to the Snohomish County Tourism Bureau's website?
9. Cooperative Commitment Form – If the project originates from within a community with its own Hotel/Motel ordinance, what degree of support has the community

committed from its own Hotel/Motel funds? If there is no city funding available, please note on the form.

10. Innovation – Does the project represent an unusual approach or does it move the County's Hotel/Motel program in a useful new direction?

Snohomish County
**Tourism Promotion Projects
Assistance Program**

PROJECT SPONSOR INFORMATION

Project Title: _____

Project Sponsor /
Contract Authority: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Date Range and Location of Event/Project: _____

Sponsor is: Non-Profit: EIN # _____

Public agency: Tax ID # _____

How many times have you received the Hotel/Motel grant, for this activity, in past five years?

2020 Budget:

Request: \$ _____ Match: \$ _____ Total Project Budget: \$ _____

If you do not receive full funding, how would this affect your project?

Continued on next page.

P-20-_____ (For office use)

2020 Visitor Participation

Estimated overall visitors drawn: _____

Estimated number of visitors travelling 50+ miles: _____

Estimated visitors travelling from out-of-state / out-of-country: _____

Estimated one-day visitors (not paying for overnight lodging): _____

Estimated number of lodging nights generated by project: _____

Snohomish County Destination Development Participation

Did you, or a member of your organization, attend any of the following?:

- | | | |
|---|------------------------------|-----------------------------|
| 1. 2017 Future iQ Regional Workshops | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. 2018 Snohomish County Tourism Summit | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. 2018 Future iQ Future Think-Tank Tourism Workshops | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. 2018 Small Fund Grant Application Workshop | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. 2018 Regional Branding Workshops | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. 2019 Snohomish County Tourism Alliance (SCTA) Kick-off | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 7. 2019 Snohomish County Tourism Alliance Conference – County Tourism Data Goes “Big” | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 8. 2019 Small Fund Grant Workshop | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Completed application packages are due by 4:30 p.m., Friday, August 16, 2019.

PROJECT SUMMARY

In the space below, provide a concise, one paragraph summary of your proposed project and what tourism expansion objectives it will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus the majority of your response on the specific element for which you are requesting funding.

PROJECT SCOPE OF WORK

Fully describe the project. Expand your summary paragraph from page one to address such issues as: (1) what it is you wish to do; (2) who will benefit, why and how; (3) beginning and ending dates of your project; and (4) what measures you will apply to evaluate its success. If you are requesting funds for a specific portion of a larger project, please so state but focus your response on the element for which you are requesting funding assistance. This section requires you to establish, in a clear and quantifiable way, that your project will sustain or enhance one or more aspects (to be identified by you) of tourism in Snohomish County. Proposals from projects that can prove they will generate overnight stays are preferred.

PROJECT ELIGIBILITY

How does your project align with the Snohomish County Strategic Tourism Plan? Which strategy or strategies does your project support?

ECONOMIC IMPACT

Because Snohomish County operates the Hotel-Motel fund as an economic development tool, one of the key evaluation criteria for selecting a project for funding is its potential economic benefit. In addition, the County is required to report to the State on the numbers of visitors and the numbers of overnight stays generated by each project. Please indicate the anticipated economic impact of your project and, especially, its potential for generating visitors and overnight stays. Quantify your projections and indicate how you propose to verify your results. Remember, food and fuel purchases assist the local economy but do not contribute to the Hotel-Motel fund; the fund derives entirely from taxes on overnight lodging in the county. If your project will not result directly in overnight stays, try to demonstrate how its success may contribute to generating future overnight stays. An example might be a one-day festival you sponsor which, when combined with – and jointly marketed with – an event the following day which appealed to the same audience, would encourage visitors to spend the night and attend both events. In this example, it would be important to discuss the timeframe and strategy for future implementation of an appropriate cooperative marketing campaign to link your one-day festival with the second one. Again, quantify your projections and explain the methodology by which you developed them.

PROJECT BUDGET

Please detail the budget for your project. Remember that though the County can pay no personnel costs (wages, benefits, etc.), such costs are eligible as a portion of your matching portion. The County can pay a share of such costs as postage, design and layout of printed materials, printing, and communications. Please specify whether your various match items will be either cash (C) or in-kind (I/K).

		Project Name:			
Item	Requested From County	*Requested From City (if applicable)	Cash Match	In-Kind Match	Total
1.	\$	\$	\$	\$	\$
2.	\$	\$	\$	\$	\$
3.	\$	\$	\$	\$	\$
4.	\$	\$	\$	\$	\$
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$	\$	\$	\$	\$

BUDGET NARRATIVE

In the space below please offer any information which you feel may provide useful background on your proposed budget such as source and rate at which matching labor costs are calculated, numbers of promotional pieces to be produced, numbers of media ads to be placed, media outlets to be used, etc.

*PROJECTS WHICH WILL OCCUR IN ARLINGTON, EVERETT, EDMONDS, LYNNWOOD, MUKILTEO, MONROE, MARYSVILLE, BOTHELL, MOUNTLAKE TERRACE OR SNOHOMISH: These cities have their own Hotel/Motel funds and do not contribute revenues to the County fund that underwrites this program. If applicable, please enter your funding request to your city or outline your efforts to secure funding from your city fund in the amount at least equal to your request for County funds.

COOPERATIVE COMMITMENTS FORM

Please provide details of your efforts to apply for city LTAC funds, in area where your project will be taking place.

As part of the grant application packet please complete this form with all information related to other funds/source contributions.

City LTAC : _____

Name of City

Date Applied: _____

Amount Requested \$ _____

Status of Application: _____

Contact Person at City: _____

Have you applied for city LTAC funds in prior years? If so, please list dates, amounts and results:

Other Funding Partners: _____

List of Cooperative Partners: _____

Amount (by partner) \$ _____

PROJECT TIMELINE

Please use the chart below to break out your project into its major items, showing when each will be accomplished.

MONTH	TASK ITEM
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Please use the space below to provide any necessary background on elements of your project timeline.

TOURISM STRATEGIC GOALS AND OBJECTIVES

Lodging tax resources are an important tool to strengthen and promote the County's tourism assets. To achieve maximum benefit and provide the greatest return on investment, Snohomish County's lodging tax resources will be awarded to applicants who can best illustrate how their project will advance the 2018-2022 Snohomish County Strategic Tourism Plan. Applicants for tourism promotion projects assistance must demonstrate that their proposed projects will address one or more of the Strategic Tourism Plan strategies.

For more information on the Snohomish County Strategic Tourism Plan, please visit <https://tinyurl.com/snocostp>, or for questions about the STP please contact Annique Bennett at: Annique.Bennett@snoco.org or 425.388.3263.

THE OVERALL STRATEGY

The 2018-2022 Plan establishes strategies to build on the strengths of Snohomish County and addresses its gaps and challenges. As a result of this multi-tiered approach, Snohomish County will continue to grow as a highly functioning tourism system. The 2020 focus is on the tourism strategies listed below:

- Strategy 2.1 Regional Destination Product Development, Marketing and Promotion – The Snohomish County tourism industry should organize, coordinate and facilitate regional product development, planning and marketing, to organize resources around the greatest shared priorities and challenges in a region. Develop packages and itineraries of regional activities that link experiences to develop and promote extended stays with special attention paid to linking region-specific experiences and routes with co-located attraction anchors both large and small.
- Strategy 2.6 Visitor Wayfinding – The county will support improvements in gateway community presence in support of the county brands and its regional sub-brands; regional corridor wayfinding of shared long-distance visitor routes and recreational trails.
- Strategy 2.8 Aviation District & Commercial Air Service – the County should promote and celebrate the very successful Boeing Tour, and promote the presence of the additional aviation and military history experiences at the Paine Field Airport, and around the county. The county also has the new opportunity to expand promotion of the Paine Field Airport as an important 'front line' for introducing new visitors to what Snohomish County has to offer.

- Strategy 2.10 Seasonality – Snohomish County will increase the priority, consideration and funding given to tourism marketing, promotions and communications, group meetings and sporting event sales efforts, destination product development activities, events, festivals and other co-produced visitor activities that extend stays and help reduce seasonality issues in the off and shoulder seasons (October through April).