



Snohomish County
Conservation and
Natural Resources

Parks, Recreation and Tourism Division

Contact:

Annique Bennett	Rose Intveld
Tourism Development Specialist	Communication Specialist
Annique.Bennett@snoco.org	Rose.Intveld@snoco.org
425-388-3263	425-388-6621

Snohomish County will not open 2021 Lodging Tax Grant Cycle for 2021 Projects

Due to uncertain conditions resulting from the COVID-19 pandemic, both the 2020 and 2021 application cycles have been paused

EVERETT, Wash., March 19, 2021 – Uncertain conditions resulting from the COVID-19 pandemic in 2020 caused the county to pause its 2020-2021 Lodging Tax Small Fund Grant cycle last June. The 2020 grant cycle would have funded projects in 2021. After evaluating the feasibility of a compressed schedule, the county has decided to cancel the 2020-2021 grant cycle. Consideration for the 2021-2022 cycle that is set to open this summer for projects occurring in 2022 is under review.

“We know our tourism industry has been severely impacted by the COVID-19 pandemic,” said Snohomish County Council and LTAC Chair Stephanie Wright. “While economic conditions are improving, applicant project planning and execution timelines in 2021 largely remain uncertain due to the pandemic. We intend to open the grant application cycle as soon as we can be more certain about successful project implementation.

The Snohomish County Parks, Recreation and Tourism Division will provide additional information about the potential future opening of a Lodging Tax Small Fund Grant cycle later in 2021 for 2022 projects once further determinations are made.

The Snohomish County Annual Lodging Tax Small Fund Grant may be used for marketing and promotion of visitor-related events, projects and activities which draw tourists to stay overnight in the county, and strongly align with the new 2018-2022 Snohomish County Strategic Tourism Plan.

###