2017 Lodging Tax – Tourism Promotion Application

1. Project Information

a. Project/Activity Name: Destination Brochure

Amount requested: $ 3,000
(Amount requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 3,000
(Total Project Amount must match Total Costs, column "c." on page 14)

b. Name of Applicant organization: City of Monroe

Mailing Address:
806 W. Main
Monroe, WA 98272

Tax ID Number: N/A

Organization Unified Business Identifier (UBI): 315000026

UBI Expiration Date: None

Type of Organization: Municipality
(non-profit, for-profit, municipality, etc.)

c. Contact Name: Mike Farrell

Title: Parks & Rec Director

Telephone: (360) 863-4557 Email: mfarrell@monroewa.gov

Signature:

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact, and list the responsible party(s). Describe how the project/activity will enhance tourism and/or result in a positive economic impact. If there is a charge or fee for this activity, please describe.

This request is to help offset the cost of producing, printing and distributing destination marketing brochures that promote the City's brand as an adventure destination for visitors. The brochures will provide information about events designed to attract tourists. Examples of existing events that are intended to be listed include but are not limited to: the Supra Boats Pro Wakeboard Tour, USA Triathlon Tri-Monroe, Evergreen State Fair, Fair Days Parade, racing events at Evergreen Speedway and several regional and national sport tournaments, all held in Monroe. The brochures will be distributed to visitor centers throughout the state as well as direct mailing to area postal addresses.

Organizers of events, business sponsors, athletes, entertainers and spectators intend to utilize local hotels, restaurants, use local food, rentals and other services vendors leading up to and during events, many of which fly in from other parts of the country. In order to sustain and grow spectator attendance at events to ensure their return, it is imperative that local and regional marketing efforts include the production and distribution of destination marketing brochure.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

We are a destination for tourism and events. In 2016, our City worked with community stakeholders to support and/or promote events that brought over 600,000 people and approximately $26.8 million in economic impact revenues to the Monroe area including: Fair Days Parade, Evergreen State Fair, Supra Boats Pro Wakeboard Tour, Tri-Monroe USA Triathlon, Lake Tye Triathlon, USA National Ultimate Frisbee and Evergreen Speedway races. In 2017 and beyond, our community will continue to grow with the recent development of the Meadow Wood Equestrian Center, development of additional all-weather surface athletic fields in Monroe and upgrades to the skate park facility at Lake Tye Park.

4. Goals/Monitoring

Describe the goals of the project/activity. Please provide estimates of how any monies received will result in increases in the number of people traveling for business or pleasure on a trip:

A. Away from the place of residence or business and staying overnight in paid accommodations

Through the design, production and distribution of a destination marketing brochure of Monroe area events that bring tourists and overnight stays, the project will benefit the listed events and area businesses. The brochures can be jointly designed and distributed by the City and Monroe Chamber of Commerce in partnership (as was the case in 2016) to extend the reach and increase the benefits from the marketing piece to area businesses including hotels.

B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight

Please See Answer above in #4. A.

C. From another country or state outside of their place of residence or their business

Please See Answer above in #4. A.

If so, how will this increase be tracked/monitored?

Snohomish County Tourism annually tracks total room nights and economic impact data for many area events.

How will an increase in the sale of goods and services as a result of the project be measured?

Event organizers tracks event attendance, Snohomish County Tourism tracks economic impact data through direct inquiry and through formula.

What other short or long term economic benefits will occur and how will that be tracked?

This event marketing piece will help bring attention to Monroe that may help draw future visitors, residents, and businesses. The City's Community Development Department distributes the brochures to potential new residential and commercial developers as a promotional piece for our community.

Why do you believe those project/activity outcomes are feasible?

We have seen a steady increase in local park events as we have distributed an events brochure locally over the past 10 years. This project seeks to promote local events as a destination marketing piece with input from the Monroe Chamber of Commerce; and continue to expand the distribution of it through placement at visitor centers and other destination marketing kiosks.

***Applicants are required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of Lodging Tax funds as compared with the estimates contained in this application.**

5. Funding Requirements.
Due to funding constraints, partial funding may be recommended by the LTAC.

If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is received, then operational costs for the project would fall on the applicant, likely leading to a contraction of the destination marketing element of the brochure and of its distribution reach.

6. Use of Funds
Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$500 of the funds will be used for contract personnel (design development/graphics for piece) and $2,500 of the funds will be used for administration (printing, postage for distribution).

7. Project Budget. Include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source *(list all revenue sources anticipated for 2017, not including requested Lodging Tax Funds)*	Amount	Confirmed? Yes/No	Date Available
	$		
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Monroe. You will only be repaid at the City of Monroe authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Pam Baker at 360-863-4524 pamb@monroewa.gov.

	a. Lodging Tax Funds	b. Other Funds Include in-kind dollars	c. Total
Personnel (salaries & benefits)	$	$	$
Administration (rent, utilities, postage, supplies, janitorial services, minor equipment etc.) Note: Insurance is not an eligible cost	$2,500	$	$2,500
Marketing/Sales (Including trade shows, sales calls, related travel, etc.)	$	$	$
Contract Services (Contract personnel for accounting, marketing, web design, etc.)	$500	$	$500
Other (Describe below)	$	$	$
TOTAL COSTS (Amount in column "a." must match "Amount Requested" and amount in column "c" must equal "Total Project Amount" on Page 10)	$3,000	$	$3,000
Description for Other			

8. Other Funds
Indicate what efforts have been made to access funding from additional sources?

Have in past reached out to Monroe Chamber of Commerce to partner in destination marketing pieces (2014 joint marketing pieces for Tri-Monroe and Pro Wakeboard events). The cost of promoting individual events proved to be prohibitive to both organizations' budgets.

9. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, and local lodging and restaurants. You may attach up to three letters of support from these organizations.

Monroe Chamber of Commerce has shown interest in working with the City to design/review the marketing piece which can be shared for distribution; the outcome in 2016 was positive for both organizations.

10. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) on the basis of race, creed, color, religion, sex, age, national origin, marital status, sexual orientation, citizenship status, disability or veteran status.
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____

Mike Farrell, Parks & Recreation Director
Printed Name & Title of Chief Administrator/Authorizing Official

10/21/16
Date

SNOHOMISH COUNTY
WASHINGTON
OPEN UP

October 20, 2016

Dear City of Monroe LTAC Committee,

On behalf of the Snohomish County Tourism Bureau, I would like to express support for providing LTAC grant funds to the City of Monroe Parks & Recreation for their annual destination brochures and operational support for the TriMonroe Triathlon and Pro Wakeboard Tour.

The Monroe Parks & Recreation annual destination brochure is distributed throughout the region including through the Snohomish County Tourism Bureau. The opportunity to promote the City of Monroe via brochures to potential visitors is valuable as it promotes what Monroe has to offer.

The TriMonroe Triathlon is an annual USA Triathlon Youth and Junior Elite Race Series which draws hundreds of athletes, coaches, parents and spectators from 30+ different states across the United States from Thursday to Sunday in late-June. Without this operational support, the event may not come back to our area.

The annual Pro-Wakeboard Tour event is a national pro-wakeboard tour which top pro-wakeboarders from across the United States and international countries such as Japan and Australia compete over the two days. This national competition draws thousands of spectators from across the United States, Canada, Australia, and Japan from Thursday to Sunday in mid-July. Without this operational support, the event may not come back to our area.

The ability to market the City of Monroe as a destination will help draw tourism to our region which will provide direct economic benefit through hotel stays, and other shopping including restaurants gas and retail. The opportunity to continue to host these two national events in the City of Monroe will contribute directly to the economic well-being of the City of Monroe.

The Snohomish County Tourism Bureau is the non-profit economic development agency responsible for the year-round professional tourism marketing of Snohomish County, Washington. Visitors spent $1 billion in Snohomish County in 2015, contributing more than $71.9 million in state and local tax revenues. Direct visitor spending benefits retailers, restaurants, attractions, transportation services, hotels and other businesses, and provides employment for over 10,750 people in Snohomish County.

I would like to request that the City of Monroe LTAC Committee support the three grant applications for the City of Monroe Parks & Recreation's application.

Thank you for your consideration!

Sincerely,

Tammy Dunn
Sports Development Director
Snohomish County Sports Commission

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