

2017 Lodging Tax – Tourism Promotion Application

1. Project Information

a. Project/Activity Name: USA Triathlon Tri-Monroe @ Lake Tye Park

Amount requested: \$ 5,000
(Amount requested must match Total Costs, column "a." on page 14)

Total Project Amount: \$ 5,000
(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

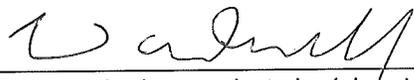
UBI Expiration Date: None

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.

The City of Monroe has been contacted to host the return of the USA Triathlon Tri-Monroe at Lake Tye Park. They are anticipating over 500+ athletes with 1,000+ spectators coming from across the United States and Canada. Total Health Events puts on the event and utilizes USA Triathlon of Denver, Colorado for national marketing and coverage of the event. In addition, numerous Puget Sound and local area business sponsors support the event, as does the Snohomish County Tourism Bureau's Sports Commission and the Monroe Chamber of Commerce.

Event organizers, business sponsors, athletes and spectators intend to utilize local hotels, restaurants, use local food, rentals and other services vendors for the one day event. Typically, athletes arrive by plane on Thursday, practice along the course on Friday, and leave on Sunday after the event, for a total of 4 days.

3. Beneficiaries

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

The City of Monroe Parks Department hosted the event at Lake Tye Park in 2011, 2012, 2013, 2014, 2015 & 2016 where we have seen the event grow steadily each year. Event annually generates an estimated \$241,164 in economic impact to Monroe (figure provided by Snohomish County Tourism Bureau). Figure derived mainly from area hotel lodging (700 room nights throughout the County) and restaurants.

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 City operational support to host event, an estimated 1,500 athletes and visitors come to Monroe for a 4-day period from over 30 different States. Visitors include day visitors from greater Seattle area as well as those from other parts of the country staying in area motels. 700 total room nights have been tracked in various area hotels around Snohomish County (Snohomish County Tourism).

- 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 this event.

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

Event organizer 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?

Marketing beyond Washington State for this event through major magazine publications within the sport and other national marketing outreach by USA Triathlon bring attention to Monroe that may help draw future visitors, residents, and businesses. This event has inspired other running events to come to Lake Tye Park that also have a positive economic impact on our community.

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

This event has proven over the last six years to bring people from out of town that stay in area hotels, restaurants and other services.

***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 would need to be passed on to the event organizer, which may in turn decide to move the venue to another location. If this were to happen, the estimated annual economic impact of \$241,164 from this event to our area would no longer occur.

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.

\$5,000 in requested funds will be used to cover staff labor personnel costs to support the event operations that include a significant road closure of Fryelands Blvd. The full cost of City labor expended on planning and operational execution of the event is approximately \$8,000.

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 <i>(list all revenue sources anticipated for 2017, not including requested Lodging Tax Funds)</i>	Amount	Confirmed? Yes/No	Date Available
City General Fund Personnel	\$3,000	Yes	2017
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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)	\$5,000	\$	\$5,000
Administration (rent, utilities, postage, supplies, janitorial services, minor equipment etc.) Note: Insurance is not an eligible cost	\$	\$	\$
Marketing/Sales (Including trade shows, sales calls, related travel, etc.)	\$	\$	\$
Contract Services (Contract personnel for accounting, marketing, web design, etc.)	\$	\$	\$
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)	\$5,000	\$	\$5,000
Description for Other			

8. Other Funds

Indicate what efforts have been made to access funding from additional sources?

The event organizer, Total Health Events, solicits and receives financial support mainly through event sponsorships and athlete sign-up fees. In 2016, the City of Monroe applied for and received a \$15,200 grant award of Snohomish County TPA funds for event-branded mesh fencing and barricades that will be used at the Tri-Monroe event as well as other area events that draw spectators and visitors.

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.

Total Health Events puts on the event and utilizes USA Triathlon of Denver, Colorado for national marketing and coverage of the event. In addition, numerous business sponsors support the event, including Republic Services, The Rock Church, Monroe Family YMCA, Hammer Nutrition, Snohomish Bicycles, Power Bar and Costco.

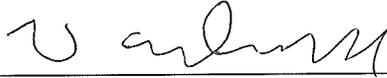
Both the Snohomish County Tourism Bureau's Sports Commission and the Monroe Chamber of Commerce have supported the planning and marketing of the event since its first USA Triathlon Olympic qualifying event here in Monroe in 2011. They provide key services that support the annual return of the event in the areas of engaging the event organizer to utilize and promote the patronization of local hotels, restaurants and other local businesses for services that support the operations of the event, athletes and spectators. The two organizations help with local and regional marketing and media for the event to both businesses and spectators, engage local vendors to seek concessions opportunities with the event and provide valuable tracking of area economic impact data from the event.

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