



**Application for:**

**Monroe Chamber of Commerce**

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Organization Name

**FY 2017  
City of Monroe  
Lodging Tax Funds**

**FINAL DATE FOR SUBMISSION:**

**Must be received by**

***Friday, October 21, 2016 - 4:00 PM***

**RETURN TO:**

***Lodging Tax Advisory Committee***

***C/O Pamela Baker***

***City of Monroe***

***806 W Main St***

***Monroe, WA 98272***

**THE ADVENTURE  
STARTS HERE!**

City of Monroe  
806 West Main Street, Monroe, WA 98272  
Phone (360) 794-7400 Fax (360) 794-4007  
[www.monroewa.gov](http://www.monroewa.gov)

**Lodging Tax Advisory Committee**  
**2016 Membership**

Geoffrey Thomas, Mayor  
LTAC Committee Chair

Lisa Martin, Industry Group  
Bill Shin, Industry Group

Bridgette Tuttle, Fund User  
Doug Hobbs, Fund User

**If you have any questions regarding the application, and/or funding process please contact Pamela Baker at 360-863-4524 or [pamb@monroewa.gov](mailto:pamb@monroewa.gov)**

**Before submitting your application, be sure to:**

- Check math, spelling, and formatting.
- Make sure your application is signed on page 6 and page 13.
- Include all required financial information.

**When you submit your application, be sure to:**

- Submit one complete signed original application.
- Submit five copies of the signed application.

## **INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY**

### **What are "Lodging Tax Funds"?**

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel.

### **How can those funds be used?**

Washington State law (RCW 67.28.1815) requires that funds be expended "...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities..."

Tourism promotion is defined as "... activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

### **Who can apply for funds?**

Any person or organization that will use the funds for the purposes of promoting tourism in the Monroe Area with the goal of increasing the economic impact of tourism.

### **Who decides which applications get funded?**

All applications are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Monroe City Council, who make the final funding approval.

### **How do I apply?**

The Lodging Tax fund application is available on-line at [monroewa.gov/LTAC](http://monroewa.gov/LTAC) or may be picked up at Monroe City Hall, 806 W Main St, Monroe, WA 98272.

**Applications are due by 4:00 PM, on Friday, October 21, 2016, to:**

Lodging Tax Advisory Committee

c/o Pamela Baker  
City of Monroe  
806 W Main St  
Monroe WA 98272

### **What is the timeline for Lodging Tax funds?**

September 30, 2016	Application available
<b>October 21, 2016</b>	<b>Application due</b>
November 16, 2016	LTAC final recommendations
December 13, 2016	Lodging Tax Awards
January – February 2017	Contracts issued for 2017 projects

### **Who can I talk to if I have questions?**

If you have any questions about completing the application or about the LTAC program or funding process, please call Pamela Baker at 360-863-4524 or email at [pamb@monroewa.gov](mailto:pamb@monroewa.gov).

### **GENERAL CONDITIONS OF APPLICATION**

#### **Applications will be screened as follows:**

- Late applications will not be accepted.
- Be sure to use the 2017 application form.
- Capital projects will not be funded.
- **Applications must be complete**, all applicable questions must be answered, and applicable information must be included.
- All answers to questions must be answered on the same page as the question.
- Do not re-format pages, although you may change spacing between paragraphs on the same page. Do not delete a question. The page total must not exceed ten (10), not including Required Financial Information, Standard Required Documents, and a maximum of three (3) letters of support.
- Do not attach any materials unless specifically requested.
- Do not include pages larger than 8½ by 11. Please leave a minimum of 1-inch margins for binding purposes.
- All required financial information must be **complete and must balance**.
- Applications must be signed by a person authorized to bind the agency to a contract.
- Applicants must submit one original application and five copies.

## 2017 Lodging Tax – Tourism Promotion Application

### 1. Project Information

a. Project/Activity Name: Marketing and Tourism Promotion for the City of Monroe

Amount requested: \$ 61,638.92  
(Amount requested must match Total Costs, column "a." on page 14)

Total Project Amount: \$ 190,233.44  
(Total Project Amount must match Total Costs, column "c." on page 14)

b. Name of Applicant organization: Monroe Chamber of Commerce

Mailing Address: P.O. Box 69, Monroe, Wa 98272

Tax ID Number: 91-1374225

Organization Unified Business Identifier (UBI): 601-022-635-000

UBI Expiration Date: February 28, 2016

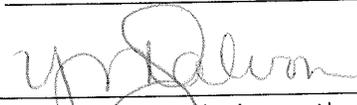
Type of Organization: Non-profit  
(non-profit, for-profit, municipality, etc.)

c. Contact Name: Yvonne M. Gallardo-Van Ornam

Title: Executive Director

Telephone: 360.794.5488

Email: director@monroewachamber.org

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 Monroe Chamber of Commerce seeks funding for 2017 tourism related activities, services and promotions. As the city's DMO, the tourism efforts create vital partnerships between the City, local businesses and event coordinators. This project will impact the daily upkeep and maintenance of our web presence, the Visitor Information Center and the multiple events and activities scheduled for 2017. The expected impact is an increase in sales tax revenue and filling rooms during off-season by increasing quality, fun, destination based events and increasing attendance to current events. The responsible parties for each event varies, some are Chamber led events and others the Chamber will partner with local event coordinators. Events which will be promoted, developed, expanded, operated and coordinated with funds include, but are not limited to:

- Oktoberfest, Halloween festival (Halloween party and Zombie Run). Partnership with Evergreen Speedway. Expected attendance: 5,500
- 5 de Mayo, Mexican Rodeos, other Hispanic events that embrace our Hispanic roots & are highly anticipated. Partnership with Fairgrounds, Speedway, multiple event coordinators, County Tourism, Hispanic Community groups, School District. Expected attendance: 35,000
- Music in the Park. 4 concerts in July on Fridays. Expected attendance: 1,400
- Date night ideas. Centered around staying the night in Monroe and participating in events and activities at the Speedway, cinema, Fairgrounds, Tri-Monroe, Fair, Spring Carnival, shopping and dining, Light Up Monroe, and more. Expected attendance: 1,500
- Fair Days Parade. Kick-off to the Evergreen State Fair. Expected attendance: 10,000
- Light Up Monroe. Winter Festival that starts with pancakes with Santa, has a tree lighting ceremony and Expected attendance: 800
- Wings and Wheels. Special Olympics fundraiser led by the Monroe Police Department. Expected attendance: 1,500
- Vaux Swift Watch: Partner with coordinators to help raise awareness of this unique event that only happens in one other place around the state. Expected attendance: 3,500

## 3. Beneficiaries

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

As the D.M.O. for the Monroe community, the Monroe Chamber will continue providing marketing and interest for the Historic Downtown Core, the Fryelands industrial area, Lake Tye, Kelsey Shopping District, the Fairgrounds and Speedway, and Cascade Loop corridor. These areas have direct benefit from ChooseMonroe website, Facebook, press releases and the numerous events planned in 2017. Additionally, the ChooseMonroe website is linked directly with the City of Monroe, Snohomish County Tourism, the Evergreen State Fairgrounds, Evergreen Speedway, Tri-Monroe, Lake Tye Tri, Farm to Table Market, and ExperienceWa website. These partnerships help direct visitors to local events and activities and businesses.

The Chamber Facebook page regularly has a monthly reach of 4,800 persons with post engagement of over 1,900. Our website of [www.choosemonroe.com](http://www.choosemonroe.com) regularly has 15,000 quarterly views, creating an impact within Monroe and the Sky Valley, which is easily reflected in Mayor Thomas' "Monroe This Week", year-to-date comparisons for:

- Sales Tax Revenues: '15 to 9/30/15: \$2,997,528 up 10.22% in '16 to 9/30/16: \$3,304,016, that's a \$306,488 increase in sales tax revenue.
  - Lodging Tax Revenues: '15 to 9/30/15: \$47,799 up 18.94% in '16 to 9/30/16: \$56,852, that's a \$9,053 increase in lodging tax revenue.
- Tourists and residents are enjoying the activities and events and bringing their friends and guests to town. As our staff outreach continues, our competitive advantage to major event and tourism partners will grow. Continued investments are needed to further develop and manage our Destination Marketing Organization (D.M.O.) for 2017. Funding for staff and marketing will allow for a greater draw of increased tourism investments from partners and stakeholders to benefit the Monroe economy. These interactions amount to thousands of conversations with individuals, families, and businesses from all over. All this equates to a positive economic impact with travelers posting photos and comments, purchasing fuel, dining out and staying the night in one of our hotels. All are eager to have a great local experience, which they share with family, co-workers, friends and colleagues, creating more interest and return visits.
- Partnerships with Evergreen Speedway, Snohomish County Sports Commission, North West Amateur Wakeboarding, Tri Monroe, Snohomish County Tourism and others, provide regional and national advertising as well as participants from around the globe, creating even more overnights and additional excitement about what Monroe has to offer.

#### 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

By providing a variety of events for all ages, we aim to be the easy draw for families and individuals who live or are visiting Seattle and the greater Snohomish County corridor. By listing events, and partnering with local businesses and hotels visitors will be encouraged to stay overnight to completely engage in activities.

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

By providing an interactive and engaging list of events and activities on our website, at multiple visitor information centers throughout Snohomish, King and Chelan county, social media, and working with multiple advertising media and travel agencies and estimating an average spend of \$238.50 per travel party per day we estimate revenue of \$333,900. Figures based off of SnoCo Tourism 2015 report.

C. From another country or state outside of their place of residence or their business  
Monroe is an easy drive for families and individuals who visit Snohomish, King and Chelan county, who are eager to attend unique events. Opportunities such as Mexican Rodeos, Tri-Monroe, Nascar racing, and wakeboarding events open the eyes of tourists from all around. Once in Monroe, they can explore our many retail shops, award winning restaurants, and more. Our website can create itineraries, which helps build excitement while visiting our community.

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

Facebook, Twitter, Google metrics, website analytics, quarterly meetings with hotel, restaurant, retail store owners and special event venue managers. The Chamber also tracks phone calls, emails, walk-ins and visitor information packet requests on a weekly basis.

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

With weekly tracking in Mayor Thomas' "Monroe This Week", the Chamber can track sales revenue, and lodging revenue and through meetings with Chamber members, event coordinators, business owners tracking can be completed.

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

Short term economic benefits estimated to occur will be the increase attendance of events. This helps encourage more vendors and businesses to get involved and participate in events which in turn makes the events even better.

Long-term economic benefits estimated to occur will be an increase in interest to open a new business or expand into the city of Monroe. There might also be new interest to operate and run other events by new coordinators.

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

In 2016, we partnered with other community organizations and made events stronger by organizing them more, streamlining responsibilities, combing resources such as marketing efforts and personnel and sharing event duties. By discontinuing efforts on events that were poorly attended or unpopular we were able to focus on traditional, popular or better attended events. This increased the quality of the event, the interest from the public and support from businesses.

**\*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:

The Monroe Chamber of Commerce is the premier member-driven business in the City. We are an office of two responsible for running and maintaining the Visitor Information Center, developing community and business partnerships, supporting prosperous conditions for business and facilitating the growth needed for a stable tax base in Monroe. The more financial support and in-kind services we receive, the better we can facilitate creating Monroe as a destination, as well as servicing the needs of our community. Monies from this grant allow the Chamber to be the face of our local DMO and work with outside organizations to bring regional events here as well as work with volunteers and the City to retain current events which bring an economic domino affect. Partial funding would be used to the best ROI possible to continue the trend for which we have been working.

**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.

Administration	\$13,548.38
Marketing/Sales	\$22,881.04
Contract services	\$25,209.50

**7. Project Budget. Include in-kind contributions.**

<b>Income:</b> 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.			
<b>Funding Source</b> <i>(list all revenue sources anticipated for 2017, not including requested Lodging Tax Funds)</i>	<b>Amount</b>	<b>Confirmed?</b> <b>Yes/No</b>	<b>Date Available</b>
Membership investments	\$ 56,000	yes	partial monthly
Evergreen State Fair, In Kind	\$ 24,000	yes	August 2017,
City of Monroe, In Kind	\$ 20,000	yes	August 2017
Hotel/Motel Tax Grant	\$ 5,500	yes	Jan 2017
Assorted sponsorships	\$ 10,000	no	year long
Vendor and participation fees	\$ 7,000	no	year long
	\$		
	\$		
<b>Expenses:</b> Based on full funding, please list project costs. <b>PLEASE NOTE:</b> 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.			
	<b>a. Lodging Tax Funds</b>	<b>b. Other Funds Include in-kind dollars</b>	<b>c. Total</b>
<b>Personnel</b> (salaries & benefits)	\$	\$ 70,000	\$ 70,000
<b>Administration</b> (rent, utilities, postage, supplies, janitorial services, minor equipment etc.) Note: Insurance is not an eligible cost	\$ 13,548.38	\$ 11,760.93	\$ 25,309.31
<b>Marketing/Sales</b> (Including trade shows, sales calls, related travel, etc.)	\$ 22,881.04	\$ 36,470.00	\$ 59,351.04
<b>Contract Services</b> (Contract personnel for accounting, marketing, web design, etc.)	\$ 25,209.50	\$ 10,363.59	\$ 35,573.09
<b>Other</b> (Describe below)	\$	\$	\$
<b>TOTAL COSTS</b> (Amount in column "a." must match "Amount Requested" and amount in column "c" must equal "Total Project Amount" on Page 10)	\$ 61,638.92	\$ 128,594.52	\$ 190,233.44
<b>Description for Other</b>			

### **8. Other Funds**

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

The Monroe Chamber of Commerce is actively seeking new members and sponsorship opportunities. For 2016, we had a goal to increase our membership by approximately 12% over 2015 and have been able to provide sponsorship monies to cover Parade expenses as well as our other community events, like; Community Awards and Light Up Monroe. With interest from the Snohomish County Tourism and Sports Commission to bring other events into Monroe for 2017, could bring additional sponsorship opportunities.

New and increased partnerships are also being discussed between organizations such as Rotary, Local Liquid Arts commission, special event coordinators, other county Chambers, hotels, and tour guides to help increase event attendance, hotel stays and sponsorships.

## 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.

The City of Monroe is by far the most active participant in the coordination of efforts within this project. Allowing for flexibility and input on any number of events during the year, including but not limited to: Tri- Monroe, Wakeboarding events, Swift Night Out, Monroe Fair Days Parade, Farm to Table Market, Light Up Monroe, Evergreen Fair, Evergreen Speedway events, etc. The Monroe Chamber of Commerce regularly meets with Mayor Thomas and his staff, including Brad Feilberg, Mike Farrell and Denise Jacobson to discuss projects and work through logistics.

Due to growing relationship with the Sultan, Snohomish, Lake Stevens, Duvall, and Marysville Chamber of Commerce, we have been actively engaging in "Mega Mixers" for the past year and will continue moving forward to grow our marketing resources. These Chamber events are a great way to grow the enthusiasm we have for our community and find new, or seasoned event coordinators, partners and sponsors looking to expand into Monroe.

The Rock Church, Monroe Boys and Girls Club and East County Senior Center are always more than helpful in accommodating organizations for events, and even now helping grow holiday events, job fairs, and monthly chamber events. Their efforts as well as folks like Maury from KXA, Tania from the YMCA, Shannon from Galaxy Theatre and Terhi from Wellbeing Center, are consistently asking to help with events and sponsor items as well. These relationships along with a variety of media contacts have helped solidify and expand our social networking presence to help promote local events.

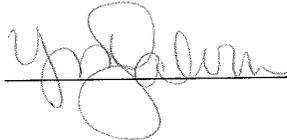
There are a variety of other cross promotional efforts including: Lake Tye Triathlon, Sky Valley Classic, The Beats Run, National Night Out, TriMonroe, Music in the Park, Monroe Fair Days Parade, Monroe Easter Egg Hunt, Date Night cross event promotions, county-wide Chamber Mixers, and Evergreen Speedway. The Monroe Chamber of Commerce board members regularly attend events and do their own grass roots marketing for all things fabulous in our community.

**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:**



Yvonne M. Gallardo-Van Ornam

Printed Name & Title of Chief Administrator/Authorizing Official

10/21/2016

Date



October 20<sup>th</sup>, 2016

To whom it may concern;

It is with great pleasure, that I write this letter of support for the Monroe Chamber of Commerce. The Chamber's involvement in the 2016 Wings and Wheels for Law Enforcement Torch Run for Special Olympics Washington was unmatched and goes far beyond what meets the eye.

In September of this year (2016), I decided to start a car show from the ground up to support Special Olympics Washington. This was the first year consisted of a car show, airplane show, vendors, bouncey houses, food, live music, games, raffles, and more. Starting an event of this type requires a tremendous amount of time, dedication, commitment, and networking. I did not always have the time necessary to give to all facets required to run a successful car show. I was put in touch with Yvonne with the Monroe Chamber of Commerce. Yvonne and the Chamber came highly regarded from people I talked with, stating their wide networking skills and ties to the region. Thanks to the tireless effort of the Chamber, this first year event was a huge success, which exceeded all my expectations. I know without a doubt that without the help and assistance the Chamber provided, Wings and Wheels would have not been near as successful. I cannot thank them enough; they went above and beyond the call of duty.

The Chamber of Commerce does way more than anyone can imagine, not only for the city of Monroe, but for the surrounding communities. They are more than willing to do that which is necessary to promote local businesses, support charity events, back local community events and help raise a lot of money for some very good causes. The Chamber has developed and earned a reputation as being a go-to source for the community. They are the poster child for this city's tourism industry, which in turn generates revenue for the city.

The Monroe Chamber of Commerce undoubtedly deserves to be considered for grant funding to promote local business development, art, culture and community activities. I plan to use the assistance of the Chamber in future events and would not hesitate to recommend them to anyone who is looking at starting an event, fundraiser, etc. They are a major asset to not only the City, the Police Department and Special Olympics Washington, but to the citizens who live here and attend the many events that the Chamber assists with.

Monroe Police Department  
818 West Main Street, Monroe, WA 98272  
Phone (360) 794-6300 Fax (360) 794-3129  
[www.monroewa.gov](http://www.monroewa.gov)



## **EVERGREEN SPEEDWAY**

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**PO Box 220 • Monroe, WA 98272**  
**Phone: 360-805-6100 • Fax: 360-805-6110**  
**Email: [mail@evergreenspeedway.com](mailto:mail@evergreenspeedway.com)**  
**[www.evergreenspeedway.com](http://www.evergreenspeedway.com)**

October 21, 2016

To whom it may concern;

It is my pleasure to write a letter of support for the Monroe Chamber of Commerce. The Chamber is a vital player in the economic development and growth of the City of Monroe.

Recently, I experienced first-hand how well the collaboration between the City, the Speedway, The Fairgrounds and the Chamber help strengthen our events and attendance. Saturday was a record attendance day for the Fairgrounds and it was also a record attendance for the 2016 Annual Monroe Fair Days Parade. By working together both the Fairgrounds and the City benefited greatly. The Chamber has done a lot more recently to help promote not only the events going on with their Chamber members but to help increase awareness of events going on throughout all of the city. We proudly hosted the largest Chamber after-hours business networking event at the Speedway just before the Evergreen State Fair to help launch such a successful campaign.

The Chamber of Commerce is extremely important to those in the attractions industry because they are the first organization to provide tourists with important information about things to do in the area. This helps keep tourist in town longer which in turn helps bring in more revenue to the local businesses in our town.

Any program or funding that would assist in the efforts of the Monroe Chamber of Commerce is greatly appreciated and well deserved. The ongoing partnership of the City, the Chamber, the schools and major attractions such as the Fairgrounds is huge and growing stronger every day.

I would be glad to answer any other questions by phone or email.

Best Regards,

A handwritten signature in cursive script that reads "Traci Hobbs".

Traci Hobbs  
Evergreen Speedway-Highroad Promotions  
Director of Marketing  
360.805.6117 office