



Application for:
Monroe Historical Society

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

2017 Lodging Tax – Tourism Promotion Application

1. Project Information

a. Project/Activity Name: Monroe Historical Museum Sign

Amount requested: \$2,184.00
(Amount requested must match Total Costs, column "a." on page 14)

Total Project Amount: \$2,604.00
(Total Project Amount must match Total Costs, column "c." on page 14)

b. Name of Applicant organization: Monroe Historical Society

Mailing Address:
Monroe Historical Society
P.O. Box 1044
Monroe, WA 98272

Tax ID Number: 94-3095149

Organization Unified Business Identifier (UBI): 601-610-201

UBI Expiration Date: 12/31/2016

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

c. Contact Name: Dexter Taylor

Title: Monroe Historical Society Secretary

Telephone: 360-217-7223 Email: info@monroehistoricalsociety.org

Signature: Dexter Taylor, secretary, Monroe Hist. Soc.

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 Historical Society serves our town as a resource for local history. The Society maintains a free public museum located in the original 1908 City Hall building at 207 East Main Street, containing historical archives and exhibits of Monroe's past. The Monroe Historical Museum is a public attraction located at the gateway to the historic downtown district. As such, it is in a unique position to demonstrate to tourists that Monroe values its heritage and provides a first-class experience for the traveler.

Recently the City and Chamber of Commerce arranged for signage at the entrances to Monroe pointing drivers in the direction of the Museum. Now we need to mount a sign on Old City Hall to make sure those tourists find their destination. The project involves design, construction and installation of a "MUSEUM" sign and bracket that hangs perpendicular to the building above the entry portico. It needs to be simple and large enough to be visible to drivers along Main Street. There is precedent for such a sign, because for the first half-century the library was housed upstairs in Old City Hall and displayed a similar "LIBRARY" sign projecting from the front of the building.

3. Beneficiaries

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

Museums are an important factor in cultural tourism. The history museum encourages new visitors to come to Monroe as well as enhances the tourist experience for those already in town. A visit to the museum is often combined with lunch and shopping along Main Street. Museum hosts also suggest other activities in the area visitors might like to attend, like museums, galleries, restaurants and recreation.

A visitor from out-of-town once mentioned that whenever they travel to small towns, they always look for the "MUSEUM" sign projecting from the building because they love to stop and immerse themselves in local heritage. With the new sign on Old City Hall, they will know that Monroe is a fun destination and worth a stop overnight.

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

Museum enthusiasts and former residents plan trips that include a visit to the facility. New signage will increase visibility of the facility so we expect more visitors.

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

Monroe is gaining a reputation for cultural and recreational opportunities. We will get more visitors when the museum location is more obvious due to an attractive, visible sign.

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

Tourists from far away often stop at the museum to get a feel for the people and history of Monroe. They are curious about local heritage. Some are tracing family roots, traveling from places like Germany and Sweden. The sign will prompt a stop at the museum and result in a pleasant afternoon on Main Street.

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

The museum keeps records of all visitors and their home locale.

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

Visitors may be surveyed as to how they heard about the museum and what other activities they are planning.

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

The sign will encourage visitors to slow down and spend time in Monroe, thus enhancing their perception of Monroe as a destination and encouraging return trips. A visit to the museum is often accompanied by lunch and shopping on Main Street.

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

The Society has a good track-record for welcoming new visitors to the museum. All we need is a way to get them through the door.

***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 Society anticipates full funding. Otherwise, we would have to dip into reserves or delay awarding scholarships, expenses for loading the *Monroe Monitor* onto the internet for free viewing, maintenance of a 108 year-old building, exhibit development, public programming, and collections care.

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.

The funds will be used for construction and installation of the sign and hanging bracket. The quote from Bigcolor Signs, a local business associated with Amigo Arts, is \$2,000.00 plus \$184.00 tax. Additionally, in-kind personnel and design services worth \$525 will be donated.

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
Sign, bracket, installation	\$ 2,184.00	yes	2017
In-kind personnel and design services	\$ 420.00	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)	\$	\$ 420	\$ 420.00
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.)	\$ 2,000 plus 184 tax	\$	\$ 2,184.00
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)	\$ 2,184	\$ 420	\$ 2,604.00
Description for Other			

8. Other Funds

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

The Monroe Historical Society is an all-volunteer non-profit organization, created to serve the public by preserving and sharing local history. With limited budget, there are few resources for marketing and promotion, like the sign, other than brochures and website improvements that the Lodging Tax Grant has funded in the past, and, of course, the always popular word-of-mouth. We appreciate the support and are proud to be part of what makes Monroe a unique and engaging destination.

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.

This sign will make it easier for other tourism services like the Chamber, lodging and restaurants, to direct tourists to the museum. It will help anchor the historic downtown district as a place of diverse culture and charm. While the new signage directing visitors to downtown attractions includes a "Museum" notation, better signage is needed at the museum itself to make it clearer where this attraction is. Currently visitors are directed toward Main Street but once there often wonder where the museum is. The museum has been involved with such downtown activities as Light Up Monroe and downtown trick-or-treating. Better signage will help integrate the museum with these downtown activities.

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:

Tami Kinney

TAMI KINNEY, PRESIDENT

Printed Name & Title of Chief Administrator/Authorizing Official

10/19/16

Date