

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

### Applicant Information

Organization/Agency Name: Monroe Chamber of Commerce

Mailing Address: 125 S. Lewis St.

City: Monroe State: Wa Zip Code: 98272

Street Address: \_\_\_\_\_  
(if different from mailing address)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person and Title: Teresa Schuler

Contact Phone: (360) 794-5488 E-mail: director@choosemonroe.com

Organization Website: www.ChooseMonroe.com

Organization is:  Government Entity  501(c)(3)  501(c)(6)  
 Other \_\_\_\_\_

(Verification of 501(c)(3) or 501(c)(6) status will be required as part of the application)

Federal Tax ID Number: \_\_\_\_\_ UBI Number: \_\_\_\_\_

Requesting funds for the following activity:

<input checked="" type="checkbox"/> Tourism Promotion/Marketing Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input type="checkbox"/> Operation and/or marketing of a Special Event/Festival designed to attract tourists Complete pages 2 thru 7 of the application.
<input type="checkbox"/> Operation of a Tourism Promotion Agency Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input type="checkbox"/> Operation of a Tourism-Related Facility owned or operated by a non-profit organization Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input type="checkbox"/> Operation and/or capital costs of a Tourism-Related Facility owned by the City or a Public Facilities District Complete pages 2 and 3 and pages 12 thru 13 of the application.

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## Certification

I am an authorized agent of the organization/agency applying for funding. By signing this application, I understand that: (initial each statement after reading)

TS Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2019. If awarded, requested funds will be used only for purposes described in this application and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

TS if awarded, my organization/agency intends to enter into a municipal services contract with the City of Monroe, provide liability insurance or obtain special event insurance as may be required for the duration of the contract naming the City of Monroe as an additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable. In addition, my organization/agency will provide proof of or obtain a City of Monroe business license, if required.

TS my organization/agency cannot obligate any hotel/motel funds which may be awarded prior to the execution of the municipal services contract with the City of Monroe. Any expenses incurred by my organization/agency prior to the signing of the contract will not be eligible for reimbursement.

TS the City of Monroe will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of the invoices and payment documentation.

TS my organization/agency will be required to submit a report documenting the economic impact results of my funded activity, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information within the timeframe required by the municipal services contract can affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf and I further certify that the foregoing is true and correct to the best of my knowledge:

Teresa Schuler

Print Name

Executive Director

Title

Signature

Date

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

Applicant Name: Monroe Chamber of Commerce Amount requested: \$1,843

## Tourism Impact Estimates - Promotion/Marketing/Operations

Priority consideration will be given to requests which encourage off-season tourism (November thru April).

1. Identify the specific tourism audience/market located more than 50 miles from the City of Monroe that your organization will target with these funds (attached additional sheets if necessary):

As the managers of the Monroe Visitor Information Center we would like to use the funds to help offset expenses of attending special events and activities outside of Monroe. We would attend events throughout the region throughout the year. These events would attract visitors from more than 50+ miles. We would talk to event coordinators to verify their marketing strategy and/or attend events that are partially funded by the LTAC or Hotel/Motel Tax. The Mobile VIC Booth would consist of the Choose Monroe Magazine, other marketing material from our area and giveaways to encourage attendees to visit our booth.

2. Regarding the tourism audience/market identified in question 1, describe in detail the promotion activities that will be performed or provided with the requested funding (attach additional sheets if necessary):

The Chamber would have gift cards, products and services available for purchase and/or giveaways. We would also hand out the Choose Monroe Magazine, Hometown Values, and the City of Monroe Parks and Rec Guide along with other marketing material from local businesses.

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## Tourism Impact Estimates - Promotion/Marketing/Operations

		Estimated Number	Tracking Method	Briefly describe your tracking method
Box 1	Estimated number of people traveling for business/pleasure away from their place of residence and staying overnight:	100	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	estimate based on number of events held throughout the year that the Chamber helps promote, attends, and/or co-organizes.
Box 2	Estimated number of people traveling over 50 miles or more for the day or staying overnight:	50	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	estimate based direct ask, talking to hotels, and using social media insights of attendees
Box 3	Estimated number of people traveling from another country or state:	10	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	estimate based on social media insights and talking to hotels

## Budget/Request Estimates

For the following section, list the proposed quantity of specific tourism promotional/marketing/operations activities described in #2 on page 8 and its corresponding funding request. The total for column C on page 11 must match your total funding request.

Column A Activity (see disclaimer on page 7)	Column B Number Projected	Column C Funding Requested
Operations:		
<input type="checkbox"/> N/A		
<input checked="" type="checkbox"/> Personnel (salaries and benefits)	\$5,623	\$ 1,406
<input type="checkbox"/> Other (describe below):		
Supplies	\$1,750	\$ 437
Insurance and Applications	\$2,250	\$ 0
		\$
	Subtotal Column C	\$ 1,843

Continued on page 10

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Column A Activity (see disclaimer on page 7)	Column B Number Projected	Column C Funding Requested
In person contacts (describe how contacts will occur): <u>The Chamber would be present at various events throughout the region with magazines and other tourist pamphlets to distribute to attendees of these events throughout the year.</u>	<u>22</u>	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 or \$ _____
E-mail or phone contacts (describe when and how frequently contacts will occur): _____ _____ _____	_____	<input type="checkbox"/> Part of Personnel costs on page 9 or \$ _____
Brochures produced/printed (describe distribution method): <u>The Chamber advertises the VIC in the Choose Monroe Magazine, Hometown Values and online on various groups, social media outlets and forums.</u>	<u>100,000+</u>	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 and/or \$ _____
Brochures distributed/mailed (describe distribution method): <u>At the events we will attend we will hand out magazines and brochures.</u> _____ _____	<u>5,000+</u>	part of our marketing cost \$ _____
	Subtotal Column C	\$ <u>0</u>

Continued on page 11

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Column A Activity (see disclaimer on page 7)	Column B Number Projected	Column C Funding Requested
Radio/TV ads (describe stations/markets reached):  _____	_____	\$ _____
Website (describe how you will track site hits/views): The VIC website <a href="http://www.ChooseMonroe.com">www.ChooseMonroe.com</a> is the main website advertised in all our ads and marketing material and we have Google Analytics tracking our visits and views. _____	35,000+	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 and/or \$ _____
Other Digital/Social media (list targeted sites):  _____	_____	<input type="checkbox"/> Part of Personnel costs on page 9 and/or \$ _____
Print ads (list newspaper(s)/periodical(s)/tourism print media:  _____	_____	\$ _____
	Subtotal Column C	\$ _____
Total Column C of subtotals on pages 9, 10, and 11 Amount must match total requested.		\$ <b>1,843</b>