

Application #2

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

### Applicant Information

Organization/Agency Name: SKY Valley Trout Unlimited

Mailing Address: P.O. Box 542

City: MONROE State: WA Zip Code: 98272

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

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

Contact Person and Title: GARY Bee Treasurer

Contact Phone: (206) 818 2991 E-mail: NSHORE@NWLINK.COM

Organization Website: \_\_\_\_\_

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: N/A

Requesting funds for the following activity:

<input type="checkbox"/>	Tourism Promotion/Marketing Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input checked="" 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)

SB 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.

SB 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.

SB 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.

SB 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.

SB 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:

GARY BEE  
Print Name

Treasurer  
Title

[Signature]  
Signature

7/30/2019  
Date

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

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Applicant Name: Sky Valley T.U. Amount requested: \$ 3,000

## Tourism Impact Estimates - Special Event/Festival Requests

Priority consideration will be given to events scheduled during the off-season (November thru April).

Describe your tourism special event/festival. Please provide the event name, date(s) and the venue in which it will be held. Attach additional sheets if needed.

The Kid's Fishing Day at Lake Tye is a very popular annual outdoor recreation event sponsored by the Sky Valley Chapter of Trout Unlimited. 2020 event will be held on April 26th and typically draws between 1,000 to over 1,500 adults & children from all over the State of Washington. On the day of the event the south portion of Lake Tye, which is part of the City of Monroe Parks Department, is netted off from the rest of the lake. Sky Valley TU purchases over \$6,000 worth of Trout from a private vendor along with a few hundred additional trout from WDFW and places the fish inside the netted area. We allow the kids to fish inside the net for free from 8:00 am to 1:00 pm. This event is open to the public and there is no registration. We also have lots of prizes to give out and even have a fish cleaning station. After 1:00 pm we pull the net and release the remaining fish throughout the lake. From 2:00 pm to 5:00 pm we have an open derby for a \$10.00 entry fee that has a special tagged fish that if caught is worth \$500 and also have cash prizes for 1st and 2nd overall largest fish. These two events are highly promoted in the Everett Herald, Monroe Monitor, Snohomish County Tribune and the Seattle Times. The event is also promoted on the WDFW website and the WCTU website.

Is there a host hotel for your event? NO If yes, please list the hotel(s):

Hotel Name:

Contact

Number

Hotel Name:

Contact

Number

Hotel Name:

Contact

Number

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

Applicant Name: Sky Valley T.U. Amount requested: \$ 3,000

## Tourism Impact Estimates - Special Event/Festival Requests

		Estimated Number	Tracking Method	Briefly describe your tracking method
Box 1	Estimated overall attendance	1,200	<input type="checkbox"/> Direct count <input type="checkbox"/> Indirect count	Interviews at controlled entrance
Box 2	Of the number in Box 1, how many are expected to travel over 50 miles?	212	<input type="checkbox"/> Direct count <input type="checkbox"/> Indirect count	Interviews
Box 3	Of the number in Box 2, how many are expected to travel from another country or state?	8	<input type="checkbox"/> Direct count <input type="checkbox"/> Indirect count	Interviews
Box 4	Of the number in Box 1, how many are expected to stay overnight in Monroe?	12	<input type="checkbox"/> Direct count <input type="checkbox"/> Indirect count	Interviews

5 Describe how you will promote your event to attract tourists (use additional sheets if needed).  
 If awarded, you will be required to also promote your event in Choose Monroe magazine.  
 Remember to include this cost in your marketing budget request.

The Kid's Fishing Day is highly promoted in the Choose Monroe magazine, Everett Herald, Monroe Monitor, Snohomish County Tribune and the Seattle Times. The event is also promoted on the WDFW website and the WCTU website with Chapters throughout the State of Washington. It will also be promoted on Facebook and Twitter. We will also have brochures at all local hotels and sporting goods stores throughout the region.

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

Applicant Name: Sky Valley TU Amount requested: \$3,000

## Tourism Impact Estimates - Special Event/Festival Requests

6 Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Monroe (use additional sheets if necessary):

We will promote the local hotels through the WCTU website so that visitors from other TU Chapters will know where to stay in close proximity to Lake Tye. We also partner with various business and restaurants like Sky Valley Academy, Kool Change Printing, Ixtapa in Monroe and Burger Madness across from Lake Tye purchasing gift certificates to hand out as prizes during the event. The Kid's Fishing day at Lake Tye is an outdoor event that will benefit all the local services including, restaurants, gas stations and grocery stores. More importantly though, this event showcases the Monroe Parks Department and all the amenities that the Lake Tye recreation area has to offer. 2020 will be the 24th time we have had this annual event at Lake Tye and the Monroe Parks Department has been crucial in its continuing success.

## Budget Estimates

List all revenue sources expected/committed for this event. Include your own funding, other Lodging Tax requests, sponsorships, ticket sales, etc.

Funding Sources	Amount	Confirmed (Y/N)	Date Available
City of Monroe Lodging Tax (amount should match application request)	\$ 3,000	n/a	n/a
WCTU	\$ 500	3/15/20	3/15/20
Edmond's chapter T.U.	\$ 1,500	8/1/19	8/1/19
Sky Valley T.U.	\$ 3,000	1/1/20	1/1/20
Olympic Fly Fishers	\$ 400	N	
	\$		
	\$		
TOTAL	\$ 8,400		

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

Applicant Name: Sky Valley T.O. Amount requested: \$3,000

## Budget Estimates

**Disclaimer:** Certain expenses may not be reimbursable, at the sole discretion of the City of Monroe. For example, insurance costs are not eligible for reimbursement. Expenses incurred prior to the signing date of the municipal services contract will not be eligible for reimbursement. Questions regarding eligibility should be directed to Becky Hasart at 360-863-4518 or bhasart@monroewa.gov.

	Lodging Tax Request	Other Funding Sources	Total
Personnel Costs (salaries and benefits)	\$	\$	\$
Overhead costs (rent, insurance, utilities, etc.)	\$	\$	\$
Marketing/Promotion	\$	\$	\$
Event supplies/materials	\$ 3,000	\$	\$
Event related contract services	\$	\$	\$
Other (describe below)	\$	\$ 5,400	\$
Other (describe below)	\$	\$	\$
<b>Total</b>	<b>\$ 3,000</b>	<b>\$ 5,400</b>	<b>\$ 8,000</b>
	Amount in this box should match application request.		
Other - description	Donations		
Other - description			

7 What will you cut from your proposal or do differently if full funding is not awarded?  
(use additional sheets if necessary)

Nothing - chapter members will  
fill any short falls