

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

### Applicant Information

Organization/Agency Name: Monroe/sky valley Ymca

Mailing Address: 14033 Fryelands Blvd.

City: Monroe State: LA Zip Code: 98272

Street Address: SAA.  
(if different from mailing address)

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

Contact Person and Title: Tania Price Business Services Director

Contact Phone: (360) 804 2173 E-mail: tprice@ymca-snoco.org

Organization Website: 3warksandkegs.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 type="checkbox"/>            | Tourism Promotion/Marketing<br>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<br>Complete pages 2 thru 7 of the application.  |
| <input type="checkbox"/>            | Operation of a Tourism Promotion Agency<br>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<br>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<br>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)

AP 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.

AP 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.

AP 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.

AP 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.

AP 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:

Tania Price  
Print Name

Business Services Director  
Title

TP Price  
Signature

Aug 1 2019.  
Date



## Page 4-Describe Your Event

### **Corks & Kegs—A Bold Blend of Big Entertainment with a Hometown Feel**

*First Saturday in August*

*Located on Tye Street*

*3 PM to 10 PM*

The Sky Valley Corks and Kegs Block Party is a unique event both to Monroe and to the beer and wine industry. Few events combine breweries, wineries, cideries, and distilleries with a live music festival and dance party, all presented in a refined style. There's nothing quite like it in the Northwest.

The Block Party is a colorful wash of entertainment, food music, and alcohol. It showcases local and aspiring talent on stage such as Monroe native Austin Dunn and area favorite Highway 9 Band to regionally and nationally touring groups such as The Olson Band and Flashback Nation. Monroe breweries and wineries such as Dreadnought, Twin Rivers, and Gregarious Cellars are joined by other award winning brewers and winemakers throughout the county to draw the crowds. This year the festival will feature nearly 100 beers, wines, and liquors with some vendors coming from Enumclaw and Eastern Washington! Local restaurants such as Amarillo BBQ, Tijuana Taqueria, and Bella Balduccis, are among the Monroe food vendors who bolster the event's critical food truck profile. Add in street games, a live auction, the cocktail bar, People's Choice awards, and the ever-popular Prize Wheel, and Corks & Kegs is a day of adventure and escape.

There's something for everyone.

Corks & Kegs promotes local beer and wine with measurable results. All those who participate have noted a bounce in tasting room visits, sales, and new customer interest immediately following the event. Even new wine club members have directly attributed their membership to attending tastings at the Block Party. Additionally, the breweries and wineries love participating in Corks & Kegs because of its uniqueness. Here's what some have said:

*"You guys run a classy event. It looks better than most of the others we attend and my guys always have more fun pouring there."*

**Steve Huskey, Owner, Dreadnought Brewing**

*"I love Corks & Kegs! It's one of the very few events we do outside of our tasting room. I love that you send us free marketing materials and create promotions for us on Facebook. Nobody does that."*

**Nichole Cruz, Tasting Room Manager, Torii Mor Winery**

*"We were so honored to win the People's Choice award last year for our Merlot as best wine. And we got an amazing plaque! It's great that people got to vote for their favorites. We'll be back."*

**Greg Accettero, Owner, Gregarious Cellars**

*"It was so cool to create chocolate and caramel pairings with specific beers and wines at the event. Once people tasted them it was like, ka-ching! I've never done so much business in a single day."*

**Katheryne Paz, Owner, Galaxy Chocolates.**

Partnering with local businesses is another key goal of the event and is demonstrated by the number of sponsors collected over the past three years. Corks & Kegs is well received in the community for its efforts to promote local businesses as vendors, sponsors, and partners. The YMCA has partnered with Harry's on Tye, the Monroe Chamber of Commerce, MDCC Commercial Printing, and Cornerstone Academy to create and execute the event. Donations and sponsorships have been provided by a broad cross-section of businesses including:

Wolfe Plumbing  
Monroe Smiles  
Jesse Fish Real Estate  
Spectyr Industries  
Harry's on Tye  
Core Chiropractic  
Original Plothouse Coffee  
AT&T  
Galaxy Chocolates  
Tuscanos  
MDCC  
Summit Motors  
Image Mill  
Just Listed Realty  
Rebel Mels  
People's Bank  
Tijuana  
Adam's Bistro  
Sam's Cats & Dogs  
Deluxe Corporation  
Burnt Barrel  
Monroe Pizza & Pints

Ultimately, the Corks & Kegs block party is an ever-evolving kaleidoscope of diverse fun that has gained enough gravity over the past years to draw a variety of guests, tourist, and vendors into its ever-expanding orbit. On August 3<sup>rd</sup>, over 800 people will converge onto Tye Street to revel in this year's festivities. Monroe will own the day and guests will remember.

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Applicant Name: Monroe Sky Valley Ymca Amount requested: 25,000.00

## Tourism Impact Estimates - Special Event/Festival Requests

		Estimated Number	Tracking Method	Briefly describe your tracking method
Box 1	Estimated overall attendance	1,000.	<input checked="" type="checkbox"/> Direct count <input type="checkbox"/> Indirect count	Ticket sales via Eventbrite.com and FB purchases - w/ user info by demographic and location
Box 2	Of the number in Box 1, how many are expected to travel over 50 miles?	10% of ticket sales.	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	S.A.A. Plus day of zip code tracking at our admission gate.
Box 3	Of the number in Box 2, how many are expected to travel from another country or state?	15%	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	Same as above, box 2.
Box 4	Of the number in Box 1, how many are expected to stay overnight in Monroe?	10%	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	Post event survey by SurveyMonkey.com: Are you from 50 miles away? Did you stay over night?

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:

See attached addendum.

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## Page 5, Item 5

### Promoting the Event and Attracting Tourists

Monroe is often viewed by outsiders as a “pass-through” town to better places instead of a destination in itself. Corks & Kegs hopes to attract visitors to its August event from outside the area and has successfully done so. But beyond the festival, it also actively works to promote the city to breweries and wineries looking for a place to launch or as a new home. With numerous, quality restaurants already in place, adding these types of venues gives tourists a reason to visit and stay. That’s always been a long-range goal originally set by event founder, Michael Berg, and Harry’s on Tye, who first collaborated to make Corks & Kegs a reality.

In the meantime, Corks & Kegs has a variety of advertising channels that promote the event broadly. Current activities include:

1. Advertising via Facebook and Instagram ad placement
2. Advertising through EventBrite and Evensi
3. Maintaining a website year-round with updates and promoting similar events
4. Creating direct mail campaigns
5. Providing free print and digital marketing materials to all vendors to use at their businesses
6. Cross-promoting with local businesses via promotions
7. Attending other festivals and making contacts with beer and winemakers
8. Send updates via email campaigns to previous attendees about what’s new
9. Monroe residential utility bill inserts
10. In partnership with the Monroe YMCA; live announcements to members as well as flyer disbursements and reader board ads
11. Posters and signage place in local businesses and major travel routes

(See additional attachments for current marketing)

For the 2020 event, Corks & Kegs has a couple overarching goals to increase attendance. First, the event will book at least one known “name” band as its headliner. This alone will create additional interest. People will travel for a name. On a smaller scale, the event will continue with current marketing strategy and add the following:

1. Advertise on local radio stations KRKO 95.3 FM and invite them to broadcast from the event
2. Explore Comcast Local television ads
3. Gain a nationally recognized sponsor (this year the event has AT&T Mobile as a sponsor)
4. Work with the Snohomish County YMCA Association to get local press in the Everett Herald and Seattle Times
5. Advertise in both Choose Monroe Magazine and several markets of Hometown Values

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## 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):

Please see attached addendum.

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## 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)	\$ 25,000.00	n/a	n/a
Ticket sales.	\$ 15,000.00	TBD	TBD.
	\$		
	\$		
	\$		
	\$		
	\$		
TOTAL	\$ 40,000.00		



## Page 6, Item 6

### **Promoting Local Hotels, Restaurants, and Businesses**

Currently, Corks & Kegs does not have an officially designated hotel. However, with the event having grown over the past two years beyond Monroe's borders, guests have increasingly enquired about lodging via Facebook Messenger and emails through the website. Currently, three local hotels are featured on the event website [www.svcorksandkegs.com](http://www.svcorksandkegs.com) with links to booking and additional information. Corks & Kegs is hoping to collaborate with Evergreen Suites & Inn on special pricing for event guests seeking overnight accommodations. The committee feels that this hotel is the best option in terms of value, quality, and location. While both Uber and Lyft enjoy a great deal of business from the event with Seattle and Bellevue both popular destinations, the right incentives for special hotel pricing could be attractive to out-of-town guests.

Corks & Kegs currently features participating local restaurants in its event guide and is currently working on a rewards card program with Dreadnought Brewing and Twin Rivers Brewing to encourage people to visit 7 different restaurants in town and buy local beer. These cards will be available to all guests at Corks & Kegs. Also, Harry's on Tye, Amarillo BBQ, and Tijuana Taqueria are all featured in social media ads this month as select vendors.

Beginning in Fall of 2019, Corks & Kegs is teaming with the MDCC Commercial Printing in conjunction with Adam's Bistro and the Downtown Monroe Association (DMA) to produce a restaurant guide book for Monroe. This is specifically intended to be available in local hotels to provide an overview of dining options in the area. This high production value mini-magazine will also prominently feature the Block Party.

Corks & Kegs is fortunate to have a power team of experienced marketing and promotion professionals to drive the event. Event organizer Michael Berg has a degree in Public Relations and Marketing, 20 years of experience in brand development, event planning, and business marketing and operates a local printing company. Event organizer Tania Price is the Business Services Director at the Monroe YMCA with 10 years' experience in event planning and fundraising and over 20 years' experience in creating an excellent customer experience and engagement.

This management team has a proven track record of identifying, cultivating, and promoting events on a grand scale with successful results. Beyond that they have a passion and commitment to cultivating community through engaging and shared experiences that are socially and financially rewarding. For this reason, Corks & Kegs Block Party will continue to expand its reach every year with its motto: "Bigger, Better, More!"

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## 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)	\$	\$ 2,000.00	\$ 2,000.00
Overhead costs (rent, insurance, utilities, etc.)	\$	\$ 6,000.00	\$ 6,000.00
Marketing/Promotion	\$ 5,000.00	\$ 2,000.00	\$ 7,000.00
Event supplies/ materials	\$	\$	\$
Event related contract services	\$ 20,000.00	\$ 5,000.00	\$ 25,000.00
Other (describe below)	\$	\$	\$
Other (describe below)	\$	\$	\$
<b>Total</b>	\$ 25,000.00	\$ 15,000.00	\$ 40,000.00
	Amount in this box should match application request.		
Other - description			
Other - description			

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

We would have to cut our headliner band. This could  
potentially have a negative effect on long distance  
tourism.