



Application for Lodging Tax Funding

2026

SUBMITTAL DEADLINE – **October 9, 2025**, by 5:00 p.m.

Applications must be mailed or delivered to:

City of Monroe
Attn: Liam McKorkle
806 W Main Street
Monroe, WA 98272

OR

Email to: lmckorkle@monroewa.gov

Completed Applications must be received by the date and time specified. Postmarks will not be accepted. If mailing, be sure to allow enough time for delivery.

Application Guidelines

To be considered for funding, your requested funds must be used for one of the following purposes (*excerpts from RCW [67.28.1816](#)*):

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract tourists;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or public facilities district. (Applicable only to municipalities and public facility districts).
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

Note: Capital purchases or improvements are not an allowable use of lodging tax grant funds, except for City-owned and/or Public Facilities District-owned tourism-related facilities.

Definitions (*excerpts from [RCW 67.28.080](#)*):

- Operation - includes, but is not limited to, operation, management, and marketing. (No capital acquisition or maintenance.)
- Tourism - economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- Tourism promotion - activities 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 marketing of or the operation of special events and festivals designed to attract tourists.
- Tourism-related facility - real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

Applicant Information

Organization/Agency Name: _____

Federal Tax ID Number: _____ UBI Number: _____

Organization is: ☐ Non-Profit ☐ Public Agency ☐ Other _____

Organization Website (if available): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Street Address: _____

*If Different from Mailing Address

City: _____ State: _____ Zip: _____

Primary Application Contact

Secondary Application Contact

Name: _____ Name: _____

Title: _____ Title: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Project Title: _____

Funding Request:

Project Type (Select all that Apply)

Amount Requested: \$_____ ☐ Marketing

☐ Special Event/Festival

Total Project Budget: \$_____ ☐ Facility Operations (Govt/Nonprofit Only)

☐ Facility Capital Expenses (Govt Only)

Project Narrative

1. Include a brief narrative describing (a) your proposed project, (b) how your project will benefit tourism in the City of Monroe, and (c) how City lodging tax revenues would support your project goals.

2. Location of Project: _____

3. Date (Range) of Project: _____

4. Check all categories that apply to this application pursuant to [RCW 67.28.1816](#):

☐ Tourism Promotion/Marketing

☐ Marketing and/or Operations of Special Events and Festivals Designed to Attract Tourists

☐ Operations of tourism-related facilities owned or operated by a non-profit organization

☐ Operations and Capital Costs of tourism-related facilities owned or operated by the City or a Public Facilities District

Project Budget

1. Please detail the budget for your project. Please note that certain expenses may not be reimbursable at the sole discretion of the City of Monroe (e.g., insurance costs). Expenses incurred prior to the signing date of the municipal services contract will not be eligible for reimbursement.

Item	City Lodging Tax Requested	Other Funding Sources	Total
1.	\$	\$	\$
2.	\$	\$	\$
3.	\$	\$	\$
4.	\$	\$	\$
5.	\$	\$	\$
6.	\$	\$	\$
7.	\$	\$	\$
8.	\$	\$	\$
9.	\$	\$	\$
TOTAL	\$	\$	\$
	<i>Amount Should Match Application Request</i>		

**If more rows are needed, please attach a separate project budget to your application*

2. Additional Budget Documents Attached (if needed)? ☐ Yes ☐ No

Project Budget (Cont.)

3. Please describe any other planned funding sources for this project.

4. Will you revise your proposal if full request for lodging tax funding is not awarded?

☐ Yes

☐ No

If yes, describe how you would revise your proposal.

5. Will the project occur if grant funding is not awarded?

☐ Yes

☐ No

6. Is this Project a One-Time Event?

☐ Yes

☐ No

If no, describe how you intend to secure and sustain future funding for this project.

Organization Details & History

1. Please share details about your organization including: (a) how long it has been in operation, (b) what the experience is of the managing staff or intended consultant, and (c) what your organization's mission is (if applicable)?

2. Has your organization previously completed an identical or similar project to the one being proposed? ☐ Yes ☐ No
3. Please explain your organization's capacity to successfully complete this project in the City of Monroe. If your organization has previously completed a similar project, provide an overview of that project's outcomes, including any successes and shortcomings. If you have not completed a similar project, explain how your organization is prepared to successfully carry out the proposed project.

Organization Details & History (Cont.)

4. Has this project previously received funding from the City of Monroe Lodging Tax Fund?

☐ Yes

☐ No

If yes, please provide the following information for the most recent year(s) in which funds were awarded:

Year(s)	Requested Amount	Awarded Amount

5. If your project has been funded for three (3) or more years, please explain how lodging tax funds will be used to expand, enhance, or provide new, creative offerings to your project.

Marketing

1. Describe your project's marketing plan. Include how your plan will attract visitors from outside the City of Monroe, especially those beyond 50+ miles from Monroe. Please list all platforms and materials that will be used to market your project (e.g., social media, brochures, magazine ads, etc.) and the intended audience for marketing efforts. If your project does not require marketing, please explain how your project will attract visitors and provide information on any outreach plans. If more space is needed, please attach a separate document to your application.

2. Additional Marketing Materials Attached (if needed)? ☐ Yes ☐ No

Collaboration

1. Is there a host hotel(s) for your project? ☐ Yes ☐ No ☐ N/A

If yes, please list the hotel(s):

Hotel Name	Contact	Number
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. Does your project include, collaborate, or partner with local businesses and/or organizations?

☐ Yes ☐ No ☐ N/A

If yes, please briefly describe how your project will collaborate with other businesses and/or organizations.

Economic Impact (Events)

1. Estimate the number of visitors or attendees expected for your event. Please include an explanation of how you are estimating visitors and overnight stays. If you have completed a similar project previously, please also include data from the most recent year. *For non-event projects, proceed to question 3.*

	Previous Year (if applicable)	Estimated Number 2026	Describe Methodology	Other (Briefly describe your estimate methodology)
Total number of attendees generated	_____	_____	☐ Projection based on direct count of previous event(s) ☐ Projection based on estimate from previous event(s) ☐ Other (Fill 'Other' Box)	
Traveling locally (less than 50 miles)	_____	_____	☐ Projection based on direct count of previous event(s) ☐ Projection based on estimate from previous event(s) ☐ Other (Fill 'Other' Box)	
Traveling from 50+ miles	_____	_____	☐ Projection based on direct count of previous event(s) ☐ Projection based on estimate from previous event(s) ☐ Other (Fill 'Other' Box)	
Number of overnight stays generated	_____	_____	☐ Projection based on direct count of previous event(s) ☐ Projection based on estimate from previous event(s) ☐ Other (Fill 'Other' Box)	

2. If applicable, please briefly explain any significant variation between estimates for 2026 and the Previous Year.

Economic Impact (Non-Events)

3. Please provide estimates of the number of visitors from 50+ miles away and overnight stays your project would generate. Please include an explanation for how you came to your estimate. If your project would not directly generate visitors, proceed to question 4. *For event projects, proceed to question 5.*

	Estimated Annual Yield	Describe Estimate Methodology
Visitors Traveling from 50+ Miles Generated		
Number of Overnight Stays Generated		

4. If your project does not directly generate visitors or overnight stays, explain how the project helps to enhance the visitor experience AND support growth in visitors and overnight stays.

Economic Impact (All)

5. Quantify your project's economic impact by providing rough estimates of visitor and overnight spending using the generic spending factors provided in the table below (*you may use other, more specific spending factors or impact estimates with supporting documentation*).

Day Visitor Total Impact: \$_____

Overnight Visitor Total Impact: \$_____

TOTAL: \$_____

If your project would not directly generate visitors or overnight stays, please check the following:

☐ My project does not directly generate visitors and overnight stays. I affirm that I have answered 'Economic Impact' Question 4 and attached any supporting documentation that helps confirm my project's anticipated economic impact.

Note: Applications that do not include either (a) quantifiable visitor spending estimates, or (b) documented evidence of indirect impact (e.g., surveys, studies, comparable projects, other evidence) may be considered incomplete.

Monroe Economic Impact Generic Visitor Spending Factors		
	Per Overnight Visitor	Per Day Visitor
Food & Beverage	\$60	\$22
Lodging	\$75	N/A
Transportation	\$25	\$13
Retail	\$30	\$15
Recreation	\$25	\$13
Other	\$5	N/A
TOTAL	\$220	\$63

** For the purposes of Question 5, this table may be used by multiplying the 'TOTAL' of 'Per Overnight Visitor' and 'Per Day Visitor' with your estimates for visitors and overnight stays generated, to give a quantifiable estimate for economic impact.*

6. Additional Economic Impact Materials Attached (if needed)? ☐ Yes ☐ No

Applicant Checklist

This checklist is provided as a tool to assist you in the completion of your application. Remember, late and/or incomplete applications will not be accepted. If you have questions regarding your application, please contact Liam McKorkle at 360-322-0852 or lmckorkle@monroewa.gov.

Note: When completing your application, numbers of visitors to similar or previous events may be available through the City's Placer.ai dashboard. This may be helpful in generating visitor estimates and economic impact estimates. For more information regarding visitor data for previous events, please contact Katie Darrow at 360-863-4519 or kdarrow@monroewa.gov.

Completed Sections:

- ☐ Applicant Information (Page 2)
- ☐ Project Narrative (Page 3)
- ☐ Project Budget (Pages 4 and 5)
- ☐ Organization Details and History (Pages 6 and 7)
- ☐ Marketing (Page 8)
- ☐ Collaboration (Page 9)
- ☐ Economic Impact (Pages 10, 11, and 12)
- ☐ Certification (Page 14)

Additional Considerations:

- ☐ Requested Funds and Total Budget on Applicant Information (Page 2) align with the Project Budget (Page 4)
- ☐ Certification is signed and all statements are initialed
- ☐ If your organization is a non-profit entity, a copy of your organization's current non-profit registration is attached
- ☐ All applicable supplemental documents are attached to the application
- ☐ If mailing application, leave enough time for the Postal Service to deliver it

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)

_____ Washington State law limits how lodging taxes may be used. I am proposing a tourism-related service for 2026. 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 is subject to audit by the Washington State Auditor.

_____ 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, name the City of Monroe as an additional insured and in an amount determined by the City, as well as 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. My organization/agency will include a statement acknowledging the City of Monroe Lodging Tax Funding Award on public-facing event materials or advertisements.

_____ My organization/agency cannot obligate any awarded lodging tax funds prior to 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.

_____ 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.

_____ My organization/agency will be required to submit a report documenting the economic impact results of my funded activity, to include an estimate of the number of tourists the project attracted, and the methods by which my organization/agency estimated the attendance. Failure to provide this information within the time frame 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:

Print Name

Title

Signature

Date

Lodging Tax Advisory Committee Award Criteria

Criteria	Scoring Guide and Description	Points Awarded (Max 4)	Multiplier	Max Score
Organizational Capacity	Organization has a track record of project success and demonstrates capacity to put on a similar or identical effort in the City of Monroe.		X3	12
Innovation	Project offers new, unique or creative means to attract visitors and increase the positive impacts of tourism. Event helps build a new audience for the city. Projects funded for 3 or more years show expansion, enhancement, or new creative offerings.		X2	8
Marketing	Project clearly shows how marketing will be utilized and the expected reach of marketing efforts. Farther-reaching marketing strategies will be prioritized.			4
Collaboration	Organization partners with local hotels and businesses.			4
Economic Impact (Visitors)	Events: Event provides an overall positive economic impact to local businesses by attracting visitors. Events that demonstrate higher attendance numbers and anticipated economic impact will be prioritized. Applicant is able to prove or use direct estimates to predict attendance and visitation numbers. Non-Events: Project provides an overall positive economic impact to local businesses by attracting visitors or enhancing the visitor experience. Projects that demonstrate higher levels of visitor reach and anticipated economic impact will be prioritized. Applicant is able to prove or use direct estimates to predict the economic impact of their project.		X4	16

Lodging Tax Advisory Committee Award Criteria

Economic Impact (Overnight Stays)	Events: Event is able to generate overnight lodging stays in the City of Monroe. Events that generate more anticipated lodging nights will be prioritized. Applicant is able to prove or use direct estimates to demonstrate attributable lodging stays. Non-Events: Project supports growth in overnight lodging stays in the City of Monroe. Projects that demonstrate an ability to increase – or support events and businesses in increasing – overnight stays in the City of Monroe will be prioritized. Applicant is able to prove or use direct estimates to showcase their project’s impact of growth of lodging stays.		X4	16
	Total			60
Bonus Points				
Off-Season	Project encourages tourism development during the off-season (October-April)	Yes/No		1
Length of Impact	Project has multiple days of activities, programming, or operations that increase potential for overnight stays and economic activity.	Yes/No		1
Free Attendance/Resources	Events: Events offer free attendance or participation options. Non-Events: Project offers free resources or materials to visitors.	Yes/No		1
Diverse Range of Audience	Project attracts and includes accommodation for a diverse audience.	Yes/No		1
Degree of Match and Additional Funding Sources	Applicant illustrates additional project funding sources beyond City funds. Projects with a higher match of non-City funds will be prioritized.	Yes/No		1
Nonprofit Status	Organization is a designated nonprofit entity.	Yes/No		5
	Total w/ Bonus Points			70

Lodging Tax Advisory Committee Award Criteria

0 – Does not demonstrate

Application fails to demonstrate how criterion is met.

1 – Unclear

Application is unclear, unrealistic, or otherwise divergent from the intent of the criterion.

2 – Weak

Application illustrates how criterion is met but response is unsatisfactory OR 'impact-per-requested dollar' is comparatively minimal.

3 – Satisfactory

Application clearly illustrates how criterion is met AND is backed with reliable data or evidence.

4 – Strong

Application clearly illustrates how criterion is met AND is backed with reliable data or evidence. Application goes beyond committee expectations and demonstrates a comparatively strong 'impact-per-requested dollar.'