

Snohomish County

2023 Hotel-Motel Small Fund Grant Application

SUBMISSION INSTRUCTIONS:

Please submit all completed 2023 Hotel-Motel Grant Application' along with required attachments to Tourism@snoco.org by 11:59 p.m. Friday, September 2, 2022.

No hard copy applications will be accepted at this time.

Title your Completed Application Package and all attachments using the following:

- 2023 Hotel-Motel Grant Application Package / Organization Name
- 2023 Letters of Reference / Organization Name
- 2023 Marketing Plan / Organization Name (if applicable)
- 2023 Project Budget / Organization Name (if applicable)
- W9 / Organization Name

APPLICATION PACKAGE CHECK LIST:

- ☐ Fully completed application form
- ☐ Minimum of one reference from a hotel, motel, or BnB
- ☐ Current 2023 W9
- ☐ Outline of 25% matching project funds
- ☐ Completed Cooperative Commitments Form

NOTE: Public agencies must also provide meeting minutes approving project and authorizing application for funds.

Cities with local Hotel-Motel Funds: Arlington, Bothell, Edmonds, Everett, Lynnwood, Marysville, Monroe, Mountlake Terrace, Mukilteo, or Snohomish

M E M O R A N D U M

TO: Snohomish County Citizens, Jurisdictions,
Agencies and Organizations

FROM: Trudy Soriano, Tourism Promotion Coordinator

DATE: June 17, 2022

SUBJECT: Notice of Funding Availability – **Please Read This First**

This Notice of Funding Availability (NOFA) announces that Snohomish County is accepting applications for the 2023 Hotel-Motel Small Fund Grant from public and non-profit agencies for tourism marketing, promotions, and capital projects.

This grant is funded with the County Lodging Taxes imposed on hotel and motel room rentals in Snohomish County. Funding is awarded through a competitive process and provided on a reimbursement-only basis. Applicants must demonstrate the ability to complete projects by December 15, 2023. **Grant disbursements begin on or about January 15, 2023.**

The total amount of the 2023 Grant is projected to be \$490,000. Historically, the average project allocation is \$10,000 but ranges from \$5,000 - \$50,000. Details of eligibility and other program requirements are included in the application package.

Completed applications must be submitted **through the Seattle NorthCountry online grants portal and received no later than midnight (11:59 p.m.) Friday, September 2, 2022.** You will receive an automatic response as confirmation that your application has been successfully received. Hardcopy and/or incomplete applications will not be considered.

If you have questions, require additional information, or need technical assistance, please contact Simreet Dhaliwal, Tourism Promotion Coordinator, at Simreet.Dhaliwal@snoco.org.

Snohomish County 2023 Hotel-Motel Small Fund Grant Application

PROJECT SPONSOR INFORMATION

Project Title: _____

Date Range and Location of Event/Project: _____

Request: \$ _____ Match: \$ _____ Total Project Budget: \$ _____

Check all service categories that apply to this application, per RCW 67.28.1816:

- ☐ Tourism Promotion/Marketing
- ☐ Operation of a Special Event/Festival designed to attract tourists
- ☐ Operation of a Tourism Promotion Agency
- ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization
- ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Project Rank (If sponsor is submitting more than one project): _____

Project Sponsor /
Contract Authority: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsor is a: Non-Profit: EIN # _____

Public agency: Tax ID # _____

Has your organization previously received a Lodging Tax Grant from Snohomish County? Yes ___ No___

If yes, what year(s) did your organization receive funding:

YEAR:	AWARDED AMOUNT:	PROJECT TITLE:

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2023 Visitor Participation

Estimated overall visitors drawn: _____

Estimated number of visitors travelling 50+ miles: _____

Estimated visitors travelling from out-of-state / out-of-country: _____

Estimated one-day visitors (not paying for overnight lodging): _____

Estimated number of lodging nights generated by project: _____

CERTIFICATION

I am an authorized agent of the agency/organization applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with Snohomish County and provide liability insurance for the duration of the contract naming Snohomish County as additional insured and, in an amount, determined by the County.
- Snohomish County will only reimburse those costs incurred by my organization/agency after the service is rendered, paid for, and a signed Request for Reimbursement form has been submitted to the County, including copies of invoices and payment documentation.
- My agency/organization will be required to submit a report documenting economic impact results in a format determined by the County.

Signature: _____

Date: _____

Printed or Typed Name: _____

Completed application packages must be emailed and received by 11:59 p.m. September 2, 2022.

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1. PROJECT SUMMARY

Please fill out the following bullets listed below and provide a one paragraph summary (maximum 250 words) on the scope of your proposed project. Please include how you plan to use the requested LTAC funds, the number of over nights you anticipate your project will bring to the county, how you plan to attract visitors from 50+ miles away, and any other tourism objectives your project includes.

- Applicant: _____
- Project Title: _____
- Total Project Budget: _____
- Requested Funding: _____
- Estimated number of lodging nights generated: _____
- County District(s) Impacted: _____

Summary:

Continues onto next page.

2. SCOPE OF WORK

Please use the chart below to break out your project into its key stage tasks throughout 2023.

MONTH	PROJECT TIMELINE / BENCHMARKS
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Continues onto next page.

3. SCOPE OF WORK NARRATIVE

Please use the space below to provide any necessary background on elements of your project timeline and scope. In your answer, please include answers to all that apply:

- (1) Why is this project a good fit for Snohomish County Hotel-Motel grant funding?
- (2) How will grant funding will amplify your proposed project?
- (3) What is your long-term vision for this project?

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4. PROJECT BUDGET DETAIL

Please provide a breakdown of major budget line items for your project. Your budget will be used to help the LTAC understand how grant funding will fit into your overall project budget.

All items not requested from County or City LTACs can be considered a cash (C) or in-kind (I/K) match. Note, personnel costs (wages, benefits, etc.) cannot be reimbursed by the county, however such costs are eligible as a portion of your in-kind matching funds.

		Project Name:			
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1.	\$	\$	\$	\$	\$
2.	\$	\$	\$	\$	\$
3.	\$	\$	\$	\$	\$
4.	\$	\$	\$	\$	\$
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$	\$	\$	\$	\$

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5. PROJECT BUDGET NARRATIVE

In the space below please offer any additional information which you feel may provide useful background on your proposed budget.

- If this is the first or second year applying for funds for this project, please explain how grant funding will help kick-start the project for long-term success and resiliency.
- If you have applied for grant funding for three or more years, please explain how Hotel-Motel funds will be used to adapt or grow your project. Specifically, how will funds be used to increase visitation to Snohomish County?

If applicable, please provide a spreadsheet of project profits & losses to illustrate your answers to the questions above.

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6. MARKETING PLAN

Please provide a brief overview of your project marketing plan. Include how you plan to use marketing elements to attract visitors from outside Snohomish County, specifically outside of a 50+ mile radius.

If your organization plans to use professional marketing services, please provide a description of those services, and include your proposed marketing plan as an attachment.

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7. ECONOMIC IMPACT

Quantify the projected overnight stays generated by your project and explain the methodology by which you developed them. If your project does not directly generate quantifiable overnights, explain how the project increases length of stay, and/or supports visitors once in-market. Please include answers to all that apply:

- (1) What is the estimated economic impact of your proposed project?
- (2) How and why will your project benefit the community?

Continues onto next page.

8. MEASURING SUCCESS

Please provide a summary of how you plan to measure success for your project.

- (1) What are the project objectives?
- (2) What information will you collect to measure the success of the project?
- (3) If you did not receive full funding, how would this impact the project?

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9. COOPERATIVE COMMITMENTS FORM

Provide details of your efforts to apply for city LTAC funds, in area where your project will be taking place. Please identify any funding partners and collaborators.

PROJECTS WHICH WILL OCCUR IN ARLINGTON, BOTHELL, EDMONDS, EVERETT, LYNNWOOD, MARYSVILLE, MONROE, MOUNTLAKE TERRACE, MUKILTEO OR SNOHOMISH: These cities have their own Hotel/Motel funds and do not contribute revenues to the County fund that underwrites this program. On the cooperative commitments form you are expected to outline your efforts to secure funding from your city fund in an amount at least equal to your request for County funds.

As part of the grant application packet please complete this form with all information related to other funds/source contributions.

City LTAC: _____

Date(s) Applied: _____

Amount Requested \$ _____

Status of Application:

Contact Person at City:

Have you applied for city or county LTAC funds in prior years? If so, please list dates, amounts and results:

YEAR	CITY/COUNTY	RESULT

Other Funding Partners:

List of Cooperative Partners

Amount contributed (by partner) \$ _____

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