



## **Snohomish County Tourism Promotion Area GRANT APPLICATION**

We are pleased you have requested an application to apply for Tourism Promotion Area (TPA) funding. The purpose of these funds are to grow our tourism economy through increased visitor spending in Snohomish County lodging establishments as well as increase retail, restaurant, transportation, attraction and other local spending. Annually, the travel industry generates nearly 9,000 jobs and \$797.6 million in direct visitor spending in our County.

### **Eligible Expenditures**

These funds are made available through the support of Snohomish County Lodging Businesses. For every applicable occupied room night, guests are assessed a small fee that is returned to Snohomish County. Pursuant to RCW 35.101 and Snohomish County Ordinance 10-112, revenue collected from this assessment must be used for activities and expenditures designed to increase tourism promotion and convention business, including but not limited to advertising and marketing materials, marketing and publicizing events, community development programs, bid fees, conference/convention or trade shows, transportation costs, operation of a tourism destination marketing organization or otherwise distributing information for the purpose of attracting and welcoming tourists to Snohomish County that result in overnight stays.

### **County Ordinance 10-112 reads as follows:**

4.118.050 Uses of lodging charge revenue.

(1) Revenue from lodging charges collected under this chapter shall only be used for the following purposes:

(a) The general promotion of tourism within Snohomish county as specified in the annual tourism promotion area business plan adopted pursuant to SCC 4.118.090,

(b) The marketing of convention and trade shows that benefit local tourism and the lodging businesses in the county,

(c) The marketing of Snohomish county to the travel industry in order to benefit local tourism and the lodging businesses in the county, or

(d) The marketing of Snohomish County to recruit sporting events in order to benefit local tourism and the lodging businesses in the county.

(2) The uses described in this section are limited to tourism promotion as defined in RCW 35.101.010 and may include payment of administrative costs associated with operation of the tourism promotion area as determined by the county council.

## WHO CAN APPLY

The program is open to applications from public, non-profit or private entities with a demonstrated ability to accomplish the proposed project.

## GENERAL REQUIREMENTS

**Location:** All projects must take place within Snohomish County limits. Reasonable proximity thereof and/or produce overnight stays at lodging properties within Snohomish County.

**Acknowledgment:** Any published collateral produced as a result of this funding shall prominently feature the following credit: Sponsored by the Snohomish County TPA Fund.

**Legality:** All proposed projects must comply with the laws of the Federal Government, State of Washington, and Snohomish County.

## PROJECT EVALUATION CRITERIA

1. **Impact:** What is the expected economic impact of this project? What are the projected direct and indirect dollar expenditures by visitors? The estimated number of visits and/or overnight stays generated? Attendance, audience, or number served? Projects that promote overnight stays during the off season (January-May and September –December) and those that could benefit multiple lodging properties will be given special consideration.
2. **Promotion and Marketing Plan:** Fully describe how you will advertise, publicize, or otherwise distribute information regarding your project. Discuss the cost of the promotional campaign, use of professional and in-kind services, types and quantities of promotional materials, numbers of media ads to be placed, media outlets to be used, the market you intend to reach and other specifics directly associated with publicizing your project or event, targeting new audiences, and expanding tourism.
3. **Evidence of partnerships:** What kind and degree of partnership does the project exhibit? Volunteer involvement, inter-jurisdictional, corporate, business, civic organization support, and/or lodging community support?
4. **Degree of match:** Is the financial need reflected in a realistic budget? What is the percentage of matching resources? The degree of match (as demonstrated through other sources of cash, donations and in-kind contributions of materials, staff and volunteer time) is one measure of a project's potential success and will be given greater consideration.

5. **Management capability:** How have you demonstrated an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production? What are the administrative credentials of paid or volunteer staff or individuals?
6. **Evaluation:** Did you provide for a method of evaluating and tracking the proposed project upon completion? If it is a new event, how are you determining calculation of anticipated overnight stays?

## APPLICATION REQUIREMENTS

The project application must address the following specific areas.

- **Eligibility:** Each applicant will concisely define the service to be provided and to demonstrate how it will do so. The project will be in compliance with state statutes and County ordinances governing the use of Tourism Promotion Area Funds, and will support the strategies in the 2010 Strategic Tourism Plan Update.
- **Project Summary:** The applicant will submit a scope of work, which describes the project in detail. Special consideration will be given to projects that result in overnight stays to the County off-season: January to May and September to December.
- **Promotion & Marketing Plan:** Will include a description of the plan to advertise, publicize, and distribute information for this project.
- **Time Line:** The scope of work will include a time line indicating when each task will be undertaken and/or completed.
- **Budget:** The project budget will include both revenue and expense categories; all income (including in-kind) will be broken out by amount and source, and expenses will be itemized.
- **Reimbursement:** Generally TPA support for funded projects is provided on a reimbursement basis.
- **Reporting:** Each funded project applicant will be required to submit a final report and invoice at the end of the project, and may be required to submit periodic progress reports during the course of the project. The final report will include tourism impacts including number of hotel room nights generated by the event.
- **Contact Person:** Each project application will designate a primary individual as the contact for the project. This individual will be the primary representative in dealings with the County.

## SELECTION PROCESS

1. After an application is submitted to the TPA Board, it will be reviewed for completeness and eligibility. Applicant may be contacted to provide clarification, make corrections, or supply additional information. Applications that do not meet the guidelines will be disqualified and returned.
2. Qualifying applications will then be evaluated by the Snohomish County TPA Board. Applicants will be notified of the date, time and place of the Board meeting and may be requested to attend in order to answer any questions the TPA Board might have. The TPA Board's recommendations to fund projects will be forwarded to the Snohomish County Council for review and action.
3. The Snohomish County TPA Board may recommend funding in full or in part based on adherence to the criteria, fund availability and competitiveness of the application process.

# Snohomish County Tourism Promotion Area Grant Application



## PROJECT INFORMATION

Project Title: \_\_\_\_\_

Project Dates: Beginning \_\_\_\_\_ Ending \_\_\_\_\_

Contact Person: \_\_\_\_\_  
(person who wrote or has the most knowledge about this application)

Address: \_\_\_\_\_

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

Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

Project Sponsor: \_\_\_\_\_  
(person with legal authority to sign a contract with the County)

Address: \_\_\_\_\_

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

Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

Applicant is:  Non-Profit EIN # \_\_\_\_\_  
 Public Agency Tax ID # \_\_\_\_\_  
 For Profit Entity UBI # \_\_\_\_\_

Estimated Visitors Drawn \_\_\_\_\_ Estimated Overnight Visitors Drawn \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_ Match \$ \_\_\_\_\_ Total project budget: \$ \_\_\_\_\_

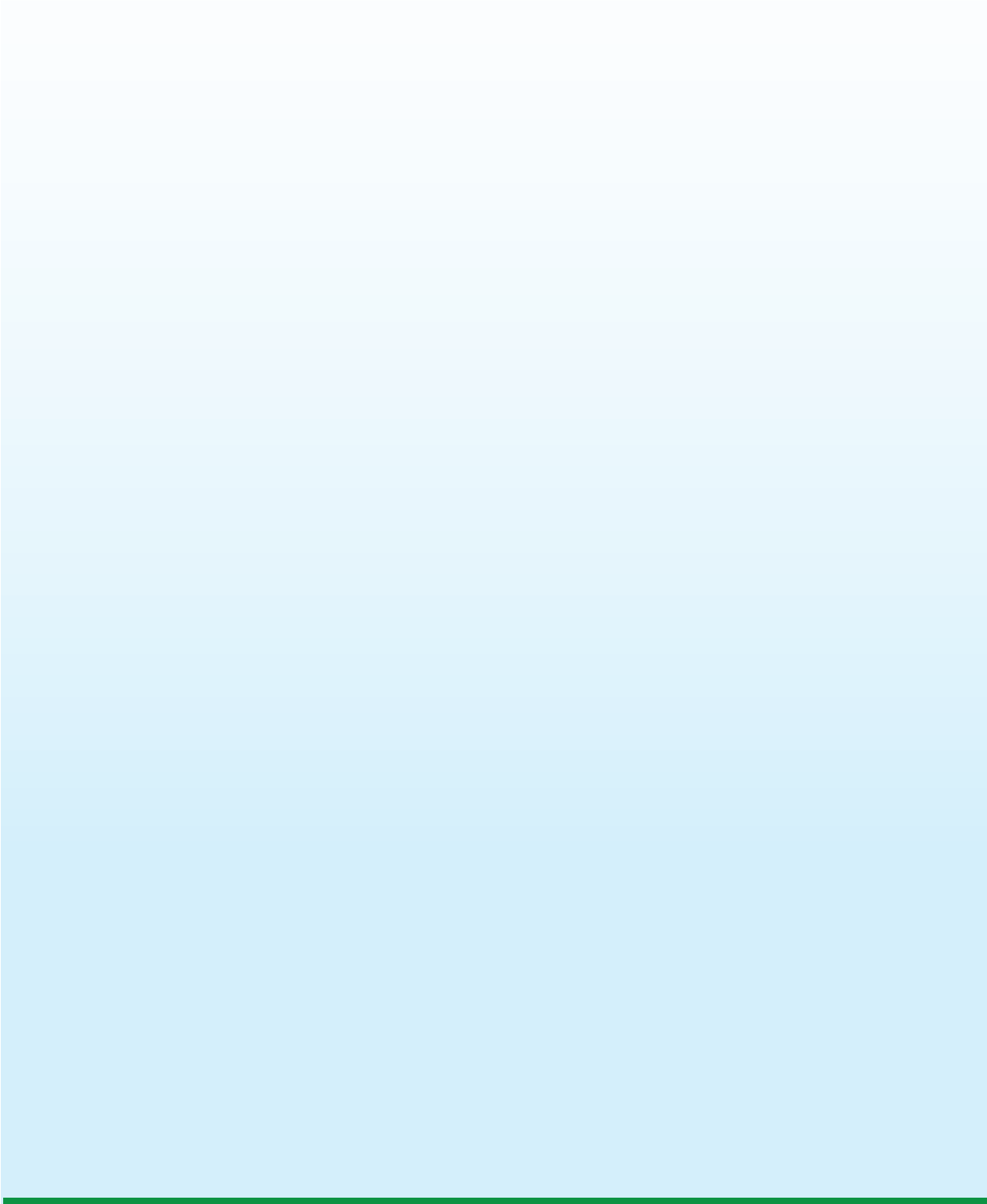
## **PROJECT SUMMARY**

In the space below, provide a one-paragraph summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus your answer on the specific element for which you are requesting funding.

## **SCOPE OF WORK**

Fully describe the project. Expand your project summary from page one to address such issues as: what it is you plan to do; the tangible and intangible benefits to the community; visitor impact; and how you will evaluate its success. If you are requesting funds for a specific portion of a larger project, please so state, but focus your response on the element for which you are requesting funding.

**PROMOTION AND MARKETING PLAN**



## PROJECT BUDGET

Please provide a line item detail budget for your project. Please specify whether your various match items will be cash or in-kind.

**PROJECT:** \_\_\_\_\_

ITEM	TPA	MATCH	CASH	IN KIN D	TOTAL
1)	\$	\$			\$
2)	\$	\$			\$
3)	\$	\$			\$
4)	\$	\$			\$
5)	\$	\$			\$
6)	\$	\$			\$
7)	\$	\$			\$
8)	\$	\$			\$
9)	\$	\$			\$
10)	\$	\$			\$
11)	\$	\$			\$
12)	\$	\$			\$
13)	\$	\$			\$
14)	\$	\$			\$
<b>TOTAL</b>	<b>\$</b>	<b>\$</b>			<b>\$</b>

## BUDGET NARRATIVE

In the space below please include any information which you feel may provide useful background on your proposed budget, such as source and rate at which matching labor costs are calculated, etc.

## PROJECT TIME LINE

Please use the chart below to break out your project into its major elements (including planning, development, implementation, and evaluation), showing when each task will be accomplished.

Month	Task Item
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Please use the space below to provide any necessary background on elements of your project time line.

## OTHER COMMENTS

Use this space to inform the Board of any other information that would be relevant in granting your application.