

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 26-054

2026 LOCAL HOTEL/MOTEL FUND ROUND 2 EXPENDITURE PLAN

WHEREAS, SCC 4.40.050 created a fund known as the "Local Hotel/Motel Fund"; and

WHEREAS, SCC 4.40.050 establishes that funds collected under the section may be used to assist in defraying costs associated with projects designed to attract visitors to the County or encourage expansion of tourism, including a committee-approved second round of funding focused on large international and national events; and

WHEREAS, the County has received applications for funding assistance from various eligible public and nonprofit entities in response to a public solicitation for such applications; and

WHEREAS, the Snohomish County Lodging Tax Advisory Committee, on January 9th, 2026, evaluated the applications for eligibility and recommended funding levels for the projects, consistent with provisions of RCW 67.28;

NOW, THEREFORE, ON MOTION, the Snohomish County Council approves the 2026 Local Hotel Motel Fund projects listed in the item entitled "2026 Local Hotel Motel Small Fund Round Two Allocations" attached hereto at the recommended levels as set forth therein and authorizes Executive Directors' signature authority to sign the agreements on behalf of Snohomish County and any other documents to effectuate all the terms and conditions of said agreements; and authorizes the Executive to execute the necessary contracts.

PASSED this ____ day of _____, 2025.

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

Council Chair

ATTEST:

Deputy Clerk of the Council

2026 Local Hotel Motel Small Fund Round Two Allocations

| Project Number | Sponsor | Name of Event | Requested Funding Amount | Final Funding Recommendation | Council District | City LTAC Request | New Project or Applicant |
|----------------|---|--|--------------------------|------------------------------|------------------|-------------------|--------------------------|
| P-26-01 | City of Arlington - Priority 1 | Outdoor Recreation Visitor Guide, City of Arlington | \$4,500.00 | \$4,500.00 | 1 | - | no |
| P-26-02 | City of Arlington - Priority 2 | Arlington Downtown Speaker System | \$20,000.00 | \$5,000.00 | 1 | - | no |
| P-26-03 | City of Arlington -Priority 3 | Arlington Score & Explore 2026 Promotion Project | \$13,000.00 | \$3,000.00 | 1 | - | no |
| P-26-04 | Edmonds Chamber of Commerce | Edmonds The Big Roar | \$40,000.00 | \$20,000.00 | 3 | \$20,000 | yes |
| P-26-05 | Everett Pride | Everett Pride Block Party | \$30,000.00 | \$7,500.00 | 3 | \$30,000 | no |
| P-26-06 | Greater Everett Chamber of Commerce | Everett United Small Business Activation | \$45,000.00 | \$10,000.00 | 2 | \$ 20,000 | yes |
| P-26-07 | Imagine Children's Museum | Game On! The Soccer Experience | \$20,000.00 | \$5,000.00 | 2 | \$ 7,200 | yes |
| P-26-08 | Paine Field Airport | Paine Field Airport FIFA Campaign | \$30,000.00 | \$7,500.00 | 2 | - | no |
| P-26-09 | Port of Everett (Contract Authority), City of Everett, Snohomish County Sports Commission | Everett 2026 World Cup Watch Parties at Boxcar Park (Everett Fan Zone) | \$200,000.00 | \$100,000.00 | 2 | \$ 75,000 | no |
| P-26-10 | Revolution Racing | 2026 Everett Performance Omnium | \$30,842.00 | \$30,000.00 | 2 | \$30,912 | no |
| P-26-11 | Snohomish County Music Project | Music at the Marina and Rock the Boat | \$50,000.00 | \$10,000.00 | 2 | \$30,000 | yes |
| P-26-12 | Snohomish County Parks - Evergreen State Fair Park | Tastes of the World | \$50,000.00 | \$12,500.00 | 5 | - | yes |
| P-26-13 | Snohomish Youth Soccer | Stocker Fields World Cup Watch Party & USL2 Match Experience | \$20,000.00 | \$5,000.00 | 5 | - | no |
| P-26-14 | Sky Valley Chamber of Commerce - Priority 1 | Celebrating America 250 | \$15,000.00 | \$15,000.00 | 1 | - | no |
| P-26-15 | Washington State Scholastic Esports Association (WSSEA) | WSSEA 2026 Spring State Championship | \$50,000.00 | \$15,000.00 | 1 | - | no |
| P-26-16 | Everett Silvertips Hockey Club | Everett Silvertips Hockey Club 2026 Marketing | \$35,000.00 | \$15,000.00 | 1 | \$35,000 | yes |
| P-26-17 | Historic Everett Theatre | Everett Comedy 2026 Season of Shows | \$19,250.00 | \$12,024.00 | 3 | - | yes |
| P-26-18 | Hiking Guide - Print | Print of Hiking Guides | \$20,000.00 | \$20,000.00 | 3 | - | no |

total **\$ 297,024**