

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 21-429

2022 LOCAL HOTEL/MOTEL FUND 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; 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 October 8, 2021, has 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 2022 Local Hotel/Motel Fund projects listed in the item entitled "Local Hotel/Motel Small Fund Allocations for 2022" 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 necessary to effectuate all the terms and conditions of said agreements; and authorizes the Executive to execute the necessary contracts.

PASSED this 6th day of December, 2021

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Acting Council Chair

ATTEST:



Asst. Clerk of the Council

2022 Hotel-Motel Grant Application Score Sheet

Local Hotel-Motel Small fund Allocations for 2022		
Project Sponsor	Project Title	Amount Recommended
Arlington Fly-In	Arlington SkyFest	\$ 15,000.00
Camano Arts Association	Camano Art Studio Tour	\$ 5,000.00
Camano Island Chamber of Commerce	The Great Northwest Glass Quest	\$ 8,000.00
Cascade Loop National Scenic Byway Association	Snohomish County & Cascade Loop Year-Long Cooperative Regional Marketing Initiative	\$ 20,000.00
Cascadia Art Museum	Salish Sea Road Trip	\$ 5,000.00
City of Arlington	Street Pole Banners for Arlington/Lower Stillaguamish River Valley	\$ -
City of Arlington	Seattle NorthCountry Visitor Analytics Co-Op	\$ 1,875.00
City of Arlington	Digital Marketing Assets, Arlington/Stillaguamish River Valley	\$ 7,500.00
City of Arlington	Tourism Plan	\$ -
City of Everett - Visit Everett Tourism Program	City of Everett and Snohomish County Co-op Dashboard with Seesource (now Datafy)	\$ 7,500.00
City of Everett (Priority #1)	Jetty Island Days	\$ 10,000.00
City of Everett (Priority # 2)	Sorticulture	\$ 12,500.00
City of Everett (Priority #3)	Wintertide	\$ -
City of Granite Falls	Granite Falls Pole Banners	\$ -
City of Lynnwood	Seattle NorthCountry Visitor Analytics Co-Op for Destination Partners	\$ 7,500.00
City of Marysville	VisitorAnalytics and Targeted Marketing	\$ 2,500.00
City of Monroe (Priority #2)	Seattle NorthCountry Visitor Analytics Co-op	\$ 5,625.00
City of Monroe (Priority #1)	Skykomish-Snohomish River Valleys Regional Tourism Guide	\$ 30,000.00
City of Mukilteo	Social Media Management	\$ -
City of Stanwood	Discover Stanwood Camano Digital Travel Content and Visitor Analytics	\$ 14,500.00
Darrington Historical Society	Suiattle Guard Station Roof	\$ -
Darrington Horse Owners Association	Darrington Timberbowl Rodeo	\$ -
DeMiero Jazz Festival	2022 DeMiero Jazz Festival	\$ 2,000.00
Downtown Arlington Business Association	Downtown Arlington Business Association Brochure	\$ -
Edmonds Center for the Arts	ECA 2022 Season Promotion	\$ 15,000.00
Everett Royals Football	Everett Royals	\$ -
Historic Downtown Snohomish Association	2022 Historic Downtown Snohomish Campaign	\$ 12,500.00
Imagine Childrens Museum	2022 Imagine Awareness Campaign	\$ 10,000.00
Craft Beverage Guild of Snohomish County	Local Liquid Arts Passport	\$ 10,000.00
Mill Creek Chamber of Commerce	Mill Creek Festival	\$ -
Mountlake Terrace Friends of the Arts	Arts of the Terrace Juried Art Show 2022	\$ -
Mukilteo Lighthouse Festival Association	2022 Mukilteo Lighthouse Festival	\$ -
Olympic Ballet Theatre	2022 Olympic Ballet Theatre Productions: Theater Rentals & Advertising	\$ 12,500.00
Pacific Northwest Aerospace Alliance	Advance 2022 Annual Conference	\$ 38,000.00
Schack Art Center	2022 Exhibitions, Workshops & Festivals	\$ 20,000.00
Sky Performing Arts	Spring production by Community Theatre for community and surrounding area	\$ -
Sky Valley Chamber & VIC - Datafy (Priority #1)	Data Driven Decisions	\$ 7,500.00
Sky Valley Chamber & VIC - Datafy (Priority #2)	Hiking Guides	\$ 26,560.00
The Snohomish Wedding Guild (Priority #1)	Snohomish Wedding Guild Annual Tour	\$ 5,000.00
The Snohomish Wedding Guild (Priority #2)	The Snohomish Sweetheart's Stroll and Engagement Showcase	\$ 5,000.00

2022 Hotel-Motel Grant Application Score Sheet

Local Hotel-Motel Small fund Allocations for 2022

Project Sponsor	Project Title	Amount Recommended
Stanwood Area Historical Society (SAHS)	Reopened and Re-envisioned - Video	\$ -
Stanwood Chamber of Commerce	Stanwood Summer Art JAM	\$ -
Stillaguamish Valley Pioneers Association	Stilly Pioneer Museum Tour	\$ 3,000.00
Stilly Valley Chamber of Commerce Foundation	Visit Arlington and the Stilly Valley, Digital and Print Resource	\$ 1,000.00
Tour de Terrace	Tour de Terrace	\$ -
Town of Darrington	Town of Darrington Visitor Analytics Co-op	\$ 7,500.00
Village Theatre at the Everett Performing Arts Center	Village Theatre's Welcome Back Season Plus One	\$ 10,000.00
		\$ 338,060.00

Visitor Analytics - Datafy (SeeSource)

	Name of Event	Requested Funding Amount	LTAC SCORING
City of Arlington	Seattle NorthCountry Visitor Analytics Co-Op	\$1,875	3 G, 1 Y
City of Marysville	VisitorAnalytics and Targeted Marketing	\$2,500	3 G, 1 Y
City of Monroe (Priority #2)	Seattle NorthCountry Visitor Analytics Co-op	\$5,625	3 G, 1 Y
City of Everett - Visit Everett Tourism Program	City of Everett and Snohomish County Co-op Dashboard with Seesource (now Datafy)	\$7,500	3 G, 1 Y
City of Lynnwood	Seattle NorthCountry Visitor Analytics Co-Op for Destination Partners	\$7,500	3 G, 1 Y
Sky Valley Chamber & VIC - Datafy (Priority #1)	Data Driven Decisions	\$7,500	3 G, 1 Y
Town of Darrington	Town of Darrington Visitor Analytics Co-op	\$7,500	3 G, 1 Y 1 recuse
Cascade Loop National Scenic Byway Association	Snohomish County & Cascade Loop Year-Long Cooperative Regional Marketing Initiative	\$7,500	5Y
City of Stanwood	Discover Stanwood Camano Digital Travel Content and Visitor Analytics	\$7,500	5 Y
Historic Downtown Snohomish Association	2022 Historic Downtown Snohomish Campaign	\$7,500	5 Y
TOTAL:		\$62,500	