



SNOHOMISH COUNTY
Tourism Promotion Area

GRANT APPLICATION

THINK BIG. THINK SNOHOMISH COUNTY.

PROJECT INFORMATION

Project Title: _____

Project Dates: _____

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

Address: _____

City: _____ State: _____ Zip: _____

Signature: RCJan Bush Phone: _____

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

Address: _____

City: _____ State: _____ Zip: _____

Signature: RCJan Bush Date: _____

E-mail: _____ Phone: _____

Project Website: _____

Snohomish County Districts Affected by Project: (Check all that apply)	1	(Arlington, Darrington, Marysville)	2	(Everett, Mukilteo, Tulalip)
	3	(Edmonds, Lynnwood)	4	(Bothell, Mill Creek, Mountlake Terrace)
	5	(Lake Stevens, Monroe, Snohomish, Sky Valley)	All	

Applicant is: Non-Profit EIN # _____

Public Agency Tax ID _____

For Profit Entity UBI # _____

Estimated Hotel Room Nights Drawn:	With TPA Support:	Without TPA Support:	Result of TPA support: ("With" minus "Without")
	_____	_____	_____

Estimated Hotel Revenue: \$ _____
("Result of TPA support" * \$120.00)

Cost per Occupied Room: \$ _____
("Amt. Requested from TPA" / "Result of TPA support")

Total Project Budget: \$ _____

Amount Requested from TPA: \$ _____ Applicant Match: \$ _____

PROJECT SUMMARY

In the space below, provide a one-paragraph (150 words or less) summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the over-all 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 to address such issues as: what it is you plan to do; the tangible and intangible benefits to the community; visitor impact; how will you evaluate project success; would this project take place without TPA assistance; what methods have you used to project the overnight figures; additionally what methods will you use to report on overnight claims after the fact? 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. The scope should be under 1,000 words. Be brief and brilliant but include any supplemental materials as attachments if needed.

PLAN TO DO:

TANGIBLE BENEFITS TO THE COMMUNITY:

INTANGIBLE BENEFITS TO COMMUNITY:

VISITOR IMPACT:

EVALUATE PROJECT SUCCESS:

WILL PROJECT TAKE PLACE WITHOUT TPA ASSISTANCE:

METHODS TO PROJECT THE OVERNIGHT FIGURES:

METHODS TO REPORT ON OVERNIGHT CLAIMS:

PROMOTION AND MARKETING PLAN

PROJECT BUDGET

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

ITEM	REQUEST FROM TPA	MATCH		TOTAL
		CASH	IN-KIND	
TOTAL				

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

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

APPLICATION HISTORY

Please complete this section with all information related to past applications to and, if applicable, awards from, the Snohomish County Tourism Promotion Area.

Have you applied for TPA funds in prior years? If so, please list dates, amounts and results:

2023: Amount Requested: _____ Result: _____

2022: Amount Requested: _____ Result: _____

2021: Amount Requested: _____ Result: _____

2020: Amount Requested: _____ Result: _____

2019: Amount Requested: _____ Result: _____

2018: Amount Requested: _____ Result: _____

2017: Amount Requested: _____ Result: _____

2016: Amount Requested: _____ Result: _____

EVENT ROOM NIGHT HISTORY

In this section, please provide a history of room nights generated by your event, if recurring. If this is a new event, please list "N/A".

2023: _____ 2022: _____ 2021: _____ 2020: _____

2019: _____ 2018: _____ 2017: _____ 2016: _____

VENUE / FACILITY PLAN

Use this space to inform the Board of the venue(s) / facility(ies) in which the Project will occur.

Primary / Headquarters Venue / Facility: _____

Secondary / Additional Venue(s) / Facilities:

Did your organization solicit multiple venues / facilities?: Yes No

If yes, please provide details of venues / facilities solicited but not selected, and the reason(s) for non-selection:

OTHER COMMENTS

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



To Whom It May Concern,

I am writing to express my support for the proposed marketing campaign aimed at promoting the opening of the Lynnwood Link Light Rail to visitors and group meeting planners. The initiative underscores Lynnwood's enhanced accessibility and strategic location, both of which are pivotal in positioning our city as a premier destination for travelers and professional gatherings alike.

The introduction of the new light rail system marks a significant milestone for Lynnwood, offering a seamless and efficient transportation option for visitors and meeting planners alike. This enhanced connectivity not only simplifies travel logistics but also amplifies the attractiveness of our city as an affordable and convenient destination, both for leisure and business travelers.

The utilization of engaging advertising to communicate the benefits of the light rail connection is a strategic approach that aligns with modern traveler preferences. By emphasizing the ease of travel, local attractions, and amenities, the campaign is poised to elevate awareness and visibility, bolstering Lynnwood's reputation as a preferred destination for meetings and events.

Importantly, the potential outcomes of the campaign extend beyond mere promotional endeavors. By driving increased visitor numbers and solidifying Lynnwood's standing as a premier choice for meetings and events, the initiative holds the potential to stimulate economic growth and foster community development.

In conclusion, I wholeheartedly endorse the proposed marketing campaign and its objectives. I believe it not only aligns with our vision for Lynnwood's growth and development but also underscores our commitment to providing exceptional experiences for visitors and residents alike.

Warm regards,

Erin Jepson, CMP, CVP

General Manager

Lynnwood Event Center | Oak View Group

May 20, 2024

Dear TPA,

I would like to express my full support in funding for a joint marketing venture surrounding the Link Light Rail.

As a hotelier, the largest obstacle that I receive is proximity to SeaTac. This has been the objection that has been the hardest to overcome. And I am not alone. It is extremely difficult to compete against Seattle hotels as the proximity is a lot closer for them, and ease of travel is a constant decision-making factor for planners when choosing their host location. With the Link Light Rail opening, this objection will be so much easier to overcome, and the Lynnwood hoteliers will be in a much better position to compete against the hotels in Seattle. This will support our growing market here in Lynnwood and allow us to support our economic growth while taking some of the pressure off an already over saturated market.

Here's how I see the use of this video:

It will be used dynamically for a variety of business and target markets. This video will include the Lynnwood Event Center, hotels, the City of Lynnwood. It's not hotel focused, it is Lynnwood focused.

Myself and the Lynnwood Event Center can use this video in our marketing campaigns. I know the event center is focusing on larger convention business as well as community events. Our hotel specifically, but all hotels in the region, are also focused on bringing more corporate travel to the area. Corporate business demand is weekday multi-day business. With the link light rail, we are set up better to service these types of events. Can you imagine how happy the community will be to have us bringing that type of revenue into the area? I would love to call the small mom and pop restaurants, the servers at Applebee's and Red Robin, and mall/retail employees and tell them that on a Wednesday night now – you're guaranteed to make some money, not guaranteed to be cut early because of slow demand.

Here's how I plan to use the video:

I plan to use this in our corporate business proposals, getting in front of the "lack of commute ease from SeaTac" objection and further promotes my ability to compete and grow that market in this area.

I plan to use this video in our own social marketing campaigns to showcase Lynnwood and its growth.

Lynnwood and Everett have two stigmas: the news is not kind to either city. But unfortunately, too, it's too often where national groups who aren't familiar with the area lump Lynnwood into their perception and the stigma of Seattle. This video will help to put a brighter, more positive light on the city, and show that there are other options besides Seattle and show how we're different than Seattle.

I also want to use this video to create a sports package. This will help with that local revenue driving effort.

Here's other ways that I can see this video benefiting the city:

Snohomish County Sports Commission can use this video for their sales efforts in bringing Sports tournaments and tourism to the area. Now – we're seeing an even bigger picture than just Lynnwood!

The Lynnwood Event Center can use this video for their own marketing efforts and beyond what I have described above. The City of Lynnwood can use this video promote tourism. Ryan and his team can take this to conventions and really help put Lynnwood on the map as an alternate option to downtown Seattle. He's been to a couple conventions so far, and one of those conventions alone brought multiple multi-day larger conventions and conferences. Imagine how much more he can bring with the excitement around the Link Light Rail.

Frank Percival has his own opportunities to use within the Lynnwood Chamber. And with this video, we can share it with all the other local business that they can use in their own marketing strategy.

From a marketing perspective – the biggest thing I want to point out- is that this video is supporting two things:

One: it's promoting a consistent message. Having an asset that can support a consistent message shows that we are a city that knows what we're doing. We're not sloppy and we have a plan. A big plan! That consistent message will speak volumes when it comes to attracting revenue.

Two: It shows that we're a community that sticks together, and one that is excited about this. If we don't show our excitement or engagement, then the perception is that we could take it or leave it. If we have that perception, then we're telling clients and potential revenue streams that it's not cool or as important and isn't a big deal. And this is a BIG DEAL! If we have a consistent message that focuses on the excitement around the link light rail, and everyone is sharing the video and talking about it; that shows that the link light rail must be a big deal. And if the community is excited about it, then they can feel more confident that there's something to it and we're more than just a sleepy town with a mall.

From a community perspective:

It's too often that I will vote for something, and then never see the benefit or the impact from it. I vote on measures, and never really see something tangible.

We do need to recognize that we are an organization that was built and created by the voters, for the voters. Imagine the statement this video will make – providing a tangible asset that says, "you voted for the TPA, we are the TPA, and here's some tangible support for the TPA and here's what we're doing to make a positive impact on the community."

I hope that I have done my part is expressing my own personal excitement, but have also focused on the overall positive impact this can have on the community at large. Not just hotels and event venues, but the entire community. This video will have a positive impact on every business from a three employee mom and pop shop, to a convention center that can hold very large multi-day meetings.

Warm regards,

Your Name

Director of Sales and Marketing
Savannah.Fabroa@Hilton.com