

2022 Local Hotel-Motel Project Summaries

P-22-01

Applicant: Arlington Fly-In

Project: Arlington SkyFest

Total Project Budget: \$118,000

Requested Funding: \$26,000

Recommended Funding: \$15,000

Estimated number of lodging nights generated: 500

Summary: With the constraints on public gatherings during covid, the Arlington Fly-In in 2021 pivoted to a drive in style event assuring individual space for those attending. The focus was still on aviation but the audience that attended was new. Over 60% of the attendees had not before visited the Arlington Fly-In. The Arlington Fly-In BOD wishes to capture this market as return attendees and widen the focus. In 2022 the event will incorporate the best parts of the pivot event and bring back the multiple day venue for the optimum tourism draw. Skyfest will include historical aircraft displays and flying opportunities, as well as continue to grow the Hot Air Balloon and lighted Drone show event. We will take focus on innovation in aircraft and green aviation technology as the educational components and hopefully garner a new audience of exhibitors and innovators.

With the loss of historical aircraft assets in Snohomish County the expense to bring in these aircraft will increase as we must reach out of state entities for agreements to bring their assets. We anticipate the draw of these historical aircraft and the chance to see them fly will appeal to attendees from a greater geographic area. The total budget for the event will be \$118,000 with \$35,000 slated for historical displays. Our grant request is for \$26,000 of which \$15,000 is to support the historical aircraft displays.

The applicant requests assistance with:

- Marketing - \$1,000
- Historical Exhibits - \$15,000
- Entertainment - \$10,000

P-22-02

Applicant: Camano Arts Association

Project: Camano Art Studio Tour

Total Project Budget: \$39,225

Requested Funding: \$6,000

Recommended Funding: \$5,000

Estimated number of lodging nights generated: 200

Summary: The Camano Arts Association (CAA) is an all volunteer, non-profit organization whose members are inspired every day to make art while also providing arts advocacy, art education, and holding the successful, annual Camano Island Studio Tour (the Tour). This multi-day event brings tourists through two counties during a shoulder season on a memorable date. The Tour and community

organization and co-operation that makes it possible fulfills the promise of the Seattle North Country brand for the Salish Sea Coastal Communities presenting as an eclectic community rich in art, representing a colorful swath of the fabric of which we are made. It also creates awareness of the scenic and culturally rich destinations throughout the region.

This year will be the 23rd annual, free-to-the-public studio tour which historically attracts thousands of tourists and neighbors from surrounding communities to a self-guided tour of Stanwood and Camano Island artist's studios and galleries. In 2022 the tour will be held on the Friday through Sunday of Mother's Day Weekend (May 6th, 7th,8th) with an encore weekend the following Saturday and Sunday (May 14th & 15th). We anticipate an estimated 200 paid lodging overnights generated from tour goers. With an army of volunteers donating hundreds of hours to organize and facilitate the tour, 98% of this year's entire \$39,225 tour budget is for the marketing of the tour. \$21,150 of the budget is for a full color brochure guiding visitors to each studio or gallery. Of the 11,000 printed, 6,200 (about 55%) are mailed to addresses outside of Snohomish and Island County. \$17,475 of the budget is for Advertising and Public Relations which include paid advertising, a website, social media, and a hired PR specialist. The CAA is respectfully requesting underwriting of the marketing for the Tour as a reimbursement of \$6,000 through the Snohomish County Hotel/Motel Small Fund Grant. This amounts to 28.3% of the \$21,150 in expenses associated with creating and distributing the brochure, or 15.3% of our entire Tour budget.

The applicant requests assistance with:

- Brochure Design - \$2,000
- Brochure Printing - \$2,000
- Brochure Mailing - \$2,000

P-22-03

Applicant: Camano Island Chamber of Commerce

Project: The Great Northwest Glass Quest

Total Project Budget: \$45,600

Requested Funding: \$10,000

Recommended Funding: \$8,000

Estimated number of lodging nights generated: 500

Summary: The Great Northwest Glass Quest will be celebrating it's 13th year in 2022. This ten day event will be held from February 18th -27th and is designed to encourage overnight stays. The event takes place around the Salish Sea Coastal Community of Stanwood which includes locations on the east side of I-5 from Kayak Point to Conway, including but not limited to Camano Island. Historically this event has brought approximately 10,000 visitors to the Stanwood-Camano area during the off-season and due to the length of the event visitors are inclined to spend the night in paid accommodations. This event showcases the natural beauty of the Salish Sea Community, the rich artist community, and the unique history of the area which in turn result in return visits from tourists. Grant funding will be used to promote the event outside of Snohomish County - encouraging people to visit from outside of the local area. The advertising and promotion plan is specially intended to reinforce the idea that this area of the Salish Sea Coastal Community is an ideal place to explore and enjoy unique shops and restaurants as well as immerse yourself into a vibrant art scene or explore the beautiful parks, beaches and natural resources. It is also important to note that we were able to successfully have the event during the

pandemic in 2021 in a safe and meaningful way for our visitors and community. Without grant funding in 2021 we did not have a robust marketing campaign for out of area visitors however we did implement safety measures and protocol that we plan to enhance and continue in 2022. Financial support of this event in the amount of the requested \$10,000 grant (total budget is \$46K) will allow us to market to a wider audience and encourage overnight stays within Snohomish County. We anticipate the overnight stays at approximately 500 lodging nights based on the overwhelming pent up demand for events and especially because this event is one that can be done safely and within individuals own personal comfort zones. The Great Northwest Glass Quest showcases our local region during a typically slow tourism season (February) and based on feedback from previous years - first time visitors often return to the area over the course of the year for longer visits.

The applicant requests assistance with:

- Graphic Design & Web - \$2,000
- Marketing - \$8,000

P-22-04

Applicant: Cascade Loop National Scenic Byway Association

Project: Snohomish County & Cascade Loop Year-Long Cooperative Regional Marketing Initiative

Total Project Budget: \$102,500

Requested Funding: \$33,800

Recommended Funding: \$20,000

Estimated number of lodging nights generated: N/A

Summary: The Cascade Loop National Scenic Byway Association (CLA) is seeking \$33,800 in grant funding from Snohomish County to support our year-long Cooperative Regional Marketing Initiative, an effort to bring travelers from around the world to Snohomish County as part of the bigger Cascade Loop National Scenic Byway. The scope of the interrelated projects are as follows:

- 1) \$13,800 for Creation, Production and Distribution of the Cascade Loop Travel Guide – we will print/distribute 100,000 guides and this amount is proportional to the amount of space dedicated to Snohomish County (18% of guide for Region 1 Seattle NorthCountry and Region 2 Stevens Pass Greenway plus pull-out map)
- 2) \$7,500 for creation and execution of seasonal (fall-spring) SEM/Remarketing campaign to cascadeloop.com users seeking information on Regions 1 & 2 of the Cascade Loop which both fall in Snohomish County. The impetus will be to drive awareness of “The Loop Starts Here” and how to begin the journey on the Loop in SnoCo either from Mukilteo or Paine Field. Users who have expressed interest/intent to travel to/in these regions will receive targeted re-marketing with Seattle NorthCountry images and messaging this will be conducted during the October-April travel period to extend the typical summer season visitation. Leads will come from visitation to our website pages as well as our online digital version of the Travel Guide (Flipping book)
- 3) \$5,000 for SnoCo/CLA Collaborative Membership Micro-grant. In hopes of building the overall strength (attractiveness) of the destination as well as assisting those businesses who had to cut their marketing reach due to Covid-related budget crisis the CLA wishes to partner with SnoCo to offer a micro-grants to cover membership with the organization. Due to the financial challenges over the last two years of, we would like to see more small businesses be able to participate in-depth with our marketing work. The construct would be any tourism-related business (accommodations, restaurants, activities) who has not been a member of the CLA since 2019 and is a member of their local Chamber

could apply for a \$250 micro grant from the county (as administered by the CLA) to fund their basic CLA membership. The Cascade Loop would match Snohomish County's grant by leveling up the grant recipients to our Media-Rich membership (\$500) which offers enhanced digital marketing options. We propose the county fund \$5,000 which will cover 20 memberships and preference could be given to those businesses in unincorporated areas if that is where the county wants to drive development. (See attached rate card for membership details)

4) \$7,500 for participation in Seattle NorthCountry Visitor Analytics Co-op at Level 3. Upon consultation with Lauren Rodgers of See Source it was her recommendation that we use the Level 3 package since we cover a large geographic area. The goal would be to use the Cascade Loop points of entry into Snohomish County such as Mukilteo and Skykomish to track visitor movement along with 2-3 other geographic points of interest and possibly track accommodation and activity spend to ultimately create a picture of how a Cascade Loop traveler positively impacts the spend in the County.

Along with the benefits of these cooperative marketing endeavors, support from Snohomish county will also be a step to re-enter our visitor leads program which was not in effect for 2020. So far to date in 2021 the County has missed out on 5,311 specific visitor leads for Seattle NorthCountry/Stevens Pass Greenway.

The applicant requests assistance with:

- CLA Travel Guide - \$13,800
- SEM/Marketing - \$7,500
- Collaborative Membership - \$5,000
- Visitor Analytics - \$7,500

P-22-05

Applicant: Cascadia Art Museum

Project: Salish Sea Road Trip

Total Project Budget: \$19,990

Requested Funding: \$13,450

Recommended Funding: \$5,000

Estimated number of lodging nights generated: 25

Summary: Cascadia Art Museum (Cascadia) intended to launch a Salish Sea Road Trip in 2020 prior to the pandemic. Due to the museum's temporary closure and partner organization's permanent closure, this project's focus shifted to promoting Cascadia and other Salish Crossing tenants' re-openings. Now that Cascadia has fully reopened, we are planning to re-launch this Salish Sea Road Trip in 2022. This project will improve visitor experiences and increase overnight stays by: 1) co-marketing Cascadia's evening and weekend events with Salish Sea arts, entertainment, dining and lodging experiences and 2) creating maps and wayfinding tools that will showcase sustainable transportation options (walking, ride sharing, public transportation) to help reduce traffic congestion. An estimated 50 overnight visitors (25 lodging nights) will participate in the Salish Sea Road Trip's pilot year.

The applicant requests assistance with:

- Posters - \$1,950
- Ad placement - \$5,000

- Radio Ads - \$3,500
- Social media - \$3,000

P-22-06

Applicant: City of Arlington

Project: Street Pole Banners for Arlington/Lower Stillaguamish River Valley

Total Project Budget: \$1,300

Requested Funding: \$975

Recommended Funding: \$0

Estimated number of lodging nights generated: 0

Summary: Street Pole Banners: Lower Stillaguamish River Valley branded banners for main gateways into Arlington. Branded with Snohomish County's distinct visitor region of the Stillaguamish River Valley. 12 banners, 2 for each main gateway.

No overnight stays, this request is to enhance visitor experience and create sense of place.

The applicant requests assistance with:

- Banners - \$975

P-22-07

Applicant: City of Arlington

Project: Seattle NorthCountry Visitor Analytics Co-op

Total Project Budget: \$2,500

Requested Funding: \$1,875

Recommended Funding: \$1,875

Estimated number of lodging nights generated: 0

Summary: Geo-fencing services, a Seattle NorthCountry Visitor Analytics Co-op for destination partners (Arlington) to connect with See Source, who provide city-level and event specific visitor analytics to grow awareness about visitation to our area year-round. The discounted rates are made possible by WA State Tourism Alliance and Snohomish County Tourism.

The program collects geolocation data from cell phone, visitor spending data from credit card, and demographic data at the household level. We are provided a city-specific customized dashboard with analytic charts, visitor trend lines by number of visitors per day, week or month at a given point of interest. This information is essential as we build and improve tourism assets.

No overnight stays, this is a program that tracks overnight stays.

The applicant requests assistance with:

- Visitor Analytics - \$1,875

P-22-08

Applicant: City of Arlington

Project: Digital Marketing Assets, Arlington/Stillaguamish River Valley

Total Project Budget: \$10,000

Requested Funding: \$7,500

Recommended Funding: \$7,500

Estimated number of lodging nights generated: 50

Summary: **Digital Marketing Assets:** digital media to use for marketing identified tourism points of interest in Arlington and the Stillaguamish River Valley. Includes photography, video, blogging, and social media ads to be created by professionals who know tourism marketing.

Overnight stays estimating 50, but unknown until our marketing media is created and implemented, later in the year.

The applicant requests assistance with:

- Digital Media Production - \$7,500

P-22-09

Applicant: City of Arlington

Project: Tourism Plan

Total Project Budget: \$20,000

Requested Funding: \$15,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 0

Summary: Tourism Plan: Consultant to prepare a 5-year tourism plan for City. Plan will align with the County's Strategic Tourism goals for the Stillaguamish River Valley region and give a framework for the city and stakeholders to focus efforts on, in regards to tourism projects, local goals, and marketing and will give us a budget to work from each year.

No overnight stays, this request is to create a plan for us to focus on this area of tourism to draw in visitors in following years.

The applicant requests assistance with:

- Consultant - \$15,000

P-22-10

Applicant: City of Everett

Project: City of Everett and Snohomish County Co-op Dashboard with SeeSource

Total Project Budget: \$157,500

Requested Funding: \$7,500

Recommended Funding: \$7,500

Estimated number of lodging nights generated: Based on 2019 data provided by the County, approximately 20% of visitors coming to the City of Everett stayed overnight at least one night (about 400,000).

Summary: The Visit Everett Tourism Program (VETP) is a City of Everett Economic Development initiative with the goal of enhancing and promoting the City of Everett's visitor attractions and beautiful geographic location using consistent marketing strategies and tactics. Through this program, we work to not only highlight the City of Everett but the diversity of beauty in the surrounding regions that make up Seattle NorthCountry. The budget for the VETP comes from a long-term expenditure designation from the City of Everett LTAC of \$150,000. We are requesting \$7,500 to further strengthen our collaboration efforts with Seattle NorthCountry and assist our ability to use precise analytics provided by the SeeSource platform to fine tune our marketing strategies and have access to data that would inform us on how well campaigns are doing to bring visitors to our hotels and adjust accordingly.

The applicant requests assistance with:

- Visitor Analytics - \$7,500

P-22-11

Applicant: City of Everett

Project: Jetty Island Days

Total Project Budget: \$161,950

Requested Funding: \$13,000

Recommended Funding: \$10,000

Estimated number of lodging nights generated: 1,000-1,200

Summary: Since 1985, the Jetty Island Days program has run from July 5th through Labor Day and is an important partnership between the City of Everett, the Port of Everett, and Snohomish County. The pristine island get away attracts thousands of visitors from families to adventure seekers. The total project budget for Jetty Island Days is \$161,950. This includes the Argosy ferry expense, staffing to ensure people are transported safely to and from the island, and recreation programming for people while they are on the island. Our specific request for funds is for reimbursement of costs related to recreational programming on the island, in the amount of \$13,000. Recreation programming includes guided nature walks, arts & craft events, educational classes, special events, and camp fires. Jetty Island Days has historically resulted in 1,000-1,200 over night stays. Many of these visitors patronize shops, and restaurants, in addition to hotels throughout the county.

The applicant requests assistance with:

- Program Supplies - \$13,000

P-22-12

Applicant: City of Everett

Project: Sorticulture

Total Project Budget: \$121,000

Requested Funding: \$20,000

Recommended Funding: \$12,500

Estimated number of lodging nights generated: 300

Summary: Sorticulture is Everett's iconic Garden and Arts Festival. With over 150 artists and 18,000+ attendees on average, Sorticulture is a proven economic driver that generates overnight stays, sales tax revenues, and residual spending by vendors and guests alike.

Sorticulture is a 3-day event in early June and features artists, nurseries, live entertainment, educational workshops, and food trucks. The total project budget is \$121,000; we request LTAC support of \$25,000 to help with marketing and some programming expenses.

Our tourism objectives are:

- 1) Attract consumers and generate revenues for hotels, local businesses, and artists
- 2) Grow Everett as an arts destination
- 3) Host a one-of-a-kind event during the shoulder season that celebrates the best parts of the PNW/Coastal lifestyle
- 4) Provide quality of life programming for visitors and residents

5) Introduce people to Everett and inspire positive storytelling

The applicant requests assistance with:

- Marketing - \$10,000
- Entertainment - \$10,000

P-22-13

Applicant: City of Everett

Project: Wintertide – Everett Holiday Festival

Total Project Budget: \$170,000

Requested Funding: \$30,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 1,000

Summary: Wintertide started as a 1-day free holiday event in Downtown Everett with Santa, free cocoa, cookies, and entertainment.

In 2020, due to the pandemic, we pivoted and expanded Wintertide into a month-long, city-wide campaign that tied together nearly a dozen partners across the city.

It featured:

- 1) Santa traveling to all neighborhoods via Firetruck over four weeks. Santa's cruises were also a food drive that collected over four truckloads of food and toys.
- 2) Holiday shopping promotions in Downtown Everett and Everett Mall. Everett Mall offered discounted space to local makers. We also hosted a makers market in an empty downtown retail space.
- 3) Expanded holiday lighting in downtown and the Evergreen Arboretum.
- 4) Free classes and entertainment by Village Theatre, Schack Art Center, and Imagine Children's Museum.
- 5) Holiday fun at the Port, including a tree lighting, Santa, lighted boat parade.

The concept worked so well that we want to expand and grow Wintertide into a viable holiday program that can compete with other holiday destinations like Leavenworth. As it is now, there's not a single holiday event in Everett that's compelling enough to compete with big attractions like Snowflake Lane. However, we believe that through partnership and savvy marketing, Everett can become a holiday destination.

We envision, in 5 years, that people will say, "I'm going to Everett for Wintertide," much like people say, "I'm going to Leavenworth for Oktoberfest." We hope to have immersive holiday lighting in areas around the city (Downtown, Arboretum, Port of Everett, Walter E. Hall), a euro-themed holiday shopping village, and more.

The applicant requests assistance with:

- Holiday lighting, rentals, entertainment - \$30,000

P-22-14

Applicant: City of Granite Falls

Project: Granite Falls Pole Banners

Total Project Budget: \$5,453

Requested Funding: \$2,750

Recommended Funding: \$0

Estimated number of lodging nights generated: 100

Summary: This project is designed to pique Upper Stillaguamish Sauk River Valley visitors' interest in services, accommodations, attractions, and activities with which they may be unfamiliar. Pole banners starting at both eastern and western Granite Falls town limits can welcome visitors to enjoy the last opportunity for fuel, food, supplies, rest facilities, and directions before entering The Mountain Loop (or the first opportunity upon leaving The Loop). By utilizing the logo, fonts, and color palette chosen for the Upper Stillaguamish Sauk River Valleys, we can solidify our regional tourism branding and specifically address certain "themes" we'd like to emphasize, both in town and along The Loop. "Hiking", "Fishing", "Camping", "Glamping", "Learning", are Mountain Loop activities to be emphasized, while "Eating", "Resting", "Shopping", "Fueling", "Playing" are downtown activities available to visitors. As visitors enter town they'll be welcomed, and as they leave town they'll be pointed to our friends who hold down other locales in the region (Darrington and Arlington). Twenty-five (25) pole banners will be sufficient to guide a greater percentage of Mountain Loop visitor traffic through the downtown area (rather than the truck bypass recommended by many GPS systems) and to increase visitor interest and sense of enjoyment. If we capture the attention of 1/10 of 1 percent of the Mountain Loop visitors, and interest them in staying longer to enjoy more, or to visit again, that would be dozens of extra overnight stays and hundreds of new friends to the area. With a projected budget of \$5453, we are asking for \$2750 in assistance.

The applicant requests assistance with:

- Banners - \$2,750

P-22-15

Applicant: City of Lynnwood

Project: Seattle NorthCountry Visitor Analytics

Total Project Budget: \$26,020

Requested Funding: \$7,500

Recommended Funding: \$7,500

Estimated number of lodging nights generated: N/A

Summary: The City of Lynnwood would like to purchase a visitor analytics dashboard to gain valuable insight on visitors to Lynnwood as part of the Seattle NorthCountry Visitor Analytics Co-op. With information on where visitors are coming from, how long they visit and what they do while they are here we can create marketing campaigns to increase overnight stays, extend stays in Lynnwood, and develop new itineraries to attract new visitors.

The City of Lynnwood would like to purchase the co-op package with 6 points of interest, including Lynnwood hotels, the Lynnwood Convention Center, Alderwood mall, Edmonds College, Edmonds waterfront and the Boeing Campus. The \$7,500 requested in this application will cover the entire cost of Lynnwood's custom dashboard.

The data received through Lynnwood's dashboard will be analyzed by the City's Tourism / Project Manager. The data will be used to make recommendations for marketing campaigns to attract visitors to Lynnwood and increase overnight stays to increase lodging tax revenues and increase economic activity.

The applicant requests assistance with:

- Visitor Analytics - \$7,500

P-22-16

Applicant: City of Marysville

Project: Visitor Analytics and Targeted Marketing

Total Project Budget: \$10,000

Requested Funding: \$2,500

Recommended Funding: \$2,500

Estimated number of lodging nights generated: N/A

Summary: The City of Marysville desires to develop targeted marketing campaign strategies to attract more overnight visitors. Our initial approach for 2022 is two-fold:

1. to obtain visitor demographics through participation in the Seattle NorthCountry Visitor Analytics Co-Op by See Source, and
2. to develop and populate a Marysville microsite under the SeattleNorthCountry.com umbrella in partnership with their digital team.

Visitor analytics will help us better understand where our visitor audience(s) come from and develop marketing tailored to their interests. The Marysville microsite will offer a broader platform for sharing Marysville's best visitor destinations, such as the uniquely beautiful Ebey Waterfront Trail.

Together, these assets will benefit the city and county as well as our partners in the lodging and visitor attractions industries. Our intent is to build a framework in 2022 that can be expanded in future years. 2022 goal is to increase the annual number of overnight stays in Marysville by 10%.

Total project budget is \$10,000 =

\$2,500 request from Snohomish County LTAC

\$2,500 request from City of Marysville LTAC (intended / funding cycle not yet opened)

\$5,000 in-kind support (analysis and content development by city staff)

The applicant requests assistance with:

- Visitor Analytics - \$2,500

P-22-17

Applicant: City of Monroe

Project: Seattle NorthCountry Visitor Analytics Co-Op

Total Project Budget: \$7,500

Requested Funding: \$5,625

Recommended Funding: \$5,625

Estimated number of lodging nights generated: N/A

Summary: The City of Monroe is requesting a grant of \$5,625 from the Snohomish County lodging tax grant fund to participate in the Seattle NorthCountry Visitor Analytics Co-op at the six (6) Points of Interest level.

Tourism promotion and marketing is an important element in the City's overall economic development strategy. To that end, in 4th Quarter 2020, the City applied for and received a \$20,000 grant from the Economic Alliance Snohomish County to complete an Economic and Regional Demand Analysis. This report detailed Monroe's current tourism assets, established a visitor profile, and made strategic recommendations for Monroe to improve its tourism portfolio to better capture stopover, day-trip, and overnight visitation.

The City of Monroe previously participated in the County's Arrivalist Analytics Co-op, and utilized the data to make informed decisions on its tourism promotion plan.

Throughout 2022, the City of Monroe will utilize data from the Seattle NorthCountry Visitor Analytics Co-op to compare to the findings of the Economic and Regional Demand Analysis, and to further refine its tourism capital and marketing plans.

The applicant requests assistance with:

- Visitor Analytics - \$5,625

P-22-18

Applicant: City of Monroe

Project: Skykomish-Snohomish River Valley Regional Tourism Guide

Total Project Budget: \$41,900

Requested Funding: \$30,000

Recommended Funding: \$30,000

Estimated number of lodging nights generated: 150

Summary: The Cities of Monroe and Snohomish, and the Lake Stevens and Sky Valley Chambers of Commerce, have formed a coalition to promote tourism to and within the Skykomish-Snohomish River Valleys. A key part of this joint effort is the planned regional tourism publication, ***Explore the Valleys of Sno & Sky***. This publication will be a 36-page, full color visitor publication. Continued publication of a printed guide is in direct response to feedback received by the partners from visitors throughout the region. This project will support the goals of Snohomish County by incorporating a digital version of the guide for online publication, and providing content to the County for its destination marketing and promotion efforts. The coalition is requesting a grant from the Snohomish County lodging tax fund of \$30,000 to cover publication costs; this estimate is based on the publication costs of the City of Monroe's current *Choose Monroe* tourism publication, which will be transitioned to a City-focused publication funded by the City. Matching funds of approximately \$11,900 will be provided to cover distribution and writing of the printed publication.

The applicant requests assistance with:

- Publication - \$30,000

P-22-19

Applicant: City of Mukilteo

Project: Social Media Management

Total Project Budget: \$6,600

Requested Funding: \$6,600

Recommended Funding: \$0

Estimated number of lodging nights generated: 50

Summary: Posting of content on various social media platforms. Archiving of designated social media profiles using 3rd party tool (ArchiveSocial). The ultimate goal is to increase engagement via social media platforms. Citizens spend a large amount of time on social media sites for news, upcoming events and other information. Developed content will better help connect with these citizens to make them more aware of community events. Social sites continue to become even more visual. This coming year our vendor will work to increase shared and designed visuals on sites like Instagram, as well as bringing more visuals to sites like Facebook and Twitter.

The applicant requests assistance with:

- SuperCharge Marketing - \$6,600

P-22-20

Applicant: City of Stanwood

Project: Discover Stanwood Camano Digital Travel Content & Visitor Analytics

Total Project Budget: \$81,000

Requested Funding: \$31,000

Recommended Funding: \$14,500

Estimated number of lodging nights generated: 500+

Summary: The City of Stanwood is requesting a \$31,000 grant from the Snohomish County Parks, Recreation and Tourism Hotel/Motel Small Fund Grant Program to continue the success and enhance the development and distribution of visitor information from the Discover Stanwood Camano regional visitor guide website, www.discoverstanwoodcamano.com with additional digital travel content. The City of Stanwood also plans to utilize the Seattle NorthCountry Visitor Analytics Co-op to strategically plan tourism efforts and promote regional events which will encourage extended overnight stays in the region. The city has a goal to grow overnight stays over 2020 by 50. The City of Stanwood will match 61% of the overall project budget, at \$50,000, making the combined budget of \$81,000.

The applicant requests assistance with:

- Visitor Analytics - \$7,500
- Marketing - \$10,000
- Digital Travel Content - \$7,000
- Hosting - \$6,500

P-22-21

Applicant: Darrington Historical Society

Project: Suiattle Guard Station Roof

Total Project Budget: \$31,483

Requested Funding: \$25,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 60-70

Summary: This proposal addresses Capital Improvement and requests funding to hire professional roofing contractors to remove the existing deteriorated shake roof and install historically appropriate shakes and sub roofing material of a cabin listed on the National Register of Historic Places. Upon replacement of the roof, installation of propane and hook-up to the stove and refrigerator, the Suiattle Guard Station will return to the cabin rental program by Memorial Day as a unique overnight tourism attraction under management of the Forest Service campground concessionaire generating an estimated 60 - 70 overnight stays.

The Suiattle Guard Station, located on the Darrington Ranger District, was built in 1913 by Tommy Thompson, Assistant Ranger of the Suiattle-Finney Ranger District. It is a testament to his skill that the cabin survives to this day as one of the two oldest administrative buildings on the Mt. Baker-Snoqualmie National Forest. In 1913 rangers patrolled the Suiattle drainage on foot and by horse. The Civilian

Conservation Corp constructed a road up the valley during the late 1930's. In 1935/36 the CCC added a garage to house a motor vehicle along with firefighting tools and equipment.

From 2002 to 2007, until a major flood event closed the road, the Suiattle Guard Station was rented to the public, complete with oven/stove and refrigerator, and was full every weekend and during some weeks from May to October. Fees from the cabin rental go back into the continued maintenance of the site. The Suiattle Road reopened in 2014. Since then Darrington Historical Society volunteers have been mowing, painting the garage and replacing the shake roof of the rear cabin addition. The main cabin roof has such a steep pitch that professional roofers are required.

Members of the Darrington Historical Society, under an agreement with the U.S. Forest Service, will volunteer their time and equipment hand splitting 30 inch tapered cedar shakes from an old growth cedar log that the Forest Service made available for the project.

The applicant requests assistance with:

- Cedar log value = \$4200
- Volunteer time splitting shakes = \$2283
- Contract roofing company = \$25,000

P-22-22

Applicant: Darrington Horse Owners Association

Project: Darrington Timberbowl Rodeo

Total Project Budget: \$45,900

Requested Funding: \$17,100

Recommended Funding: \$0

Estimated number of lodging nights generated: 2-3

Summary: The Darrington Horse Owners Association will produce the Darrington Timberbowl Rodeo in early summer of 2022. This event takes place within the Stillaguamish-Sauk River Valley drawing contestants and spectators from all over the Pacific Northwest and Canada. The total project budget is \$45,900 with \$17,100 of cash match and \$28,800 requested from the county. The requested funding will assist with advertising the Rodeo to reach a wider and more diverse audience through digital media, visual and newsprint. The requested funds would be directed towards the advertising of the digital billboards, printing costs, newspaper ads, social media ads and roadside banners. The funds would also support the grounds, permits and garbage. The amount of projected overnight stays would be over two nights since the Rodeo runs a full weekend event. The Rodeo is an event that many look forward to every year. When the shutdown over Covid, the Rodeo was not allowed to operate the annual Rodeo. Unfortunately that put an economic strain on the non-profit that produces the Rodeo. We are looking forward to having a very successful year in 2022 that will impact the immediate surrounding communities by increasing economic contributions as well as enhancing the quality of life for residents while bringing visitors into eastern Snohomish County. One of the things we are working on in the future is day to day camping on the grounds, we have put in place RV hookups with water and power, cleared the area at the bottom of the grounds for dry camping and better access to the Whitehorse Trail. We have been talking with hip camp about the possibility of partnering with them increasing the visibility of the Rodeo grounds and the community.

The applicant requests assistance with:

- Grounds Permits - \$1,000
- Porta Potties - \$1,500
- Advertising - \$14,600

P-22-23

Applicant: DeMiero Jazz Festival

Project: Darrington 2022 DeMiero Jazz Festival

Total Project Budget: \$58,000

Requested Funding: \$5,000

Recommended Funding: \$2,000

Estimated number of lodging nights generated: 90

Summary: The 2022 DeMiero Jazz Festival will be the 47th annual jazz choir event in Edmonds. We provide music education enrichment to over 60 middle school, high school, and college choirs who attend workshops, clinics, and master classes over the 3-day event. This year's dates are March 3, 4, and 5, 2022. The choirs and visiting guest artists stay in local hotels, usually in Edmonds and Lynnwood, and lodging nights average 80-90 nights per year. Family members and friends also attend to see the choirs perform and stay for the evening concerts featuring professional, international-level vocal jazz artists. Hosted at the North Sound Center and the Edmonds Center for the Arts, the festival is a yearly boost to the local economy and the arts and culture scene of Edmonds. Community members may attend daytime events for free. Visitors enjoy discovering the beautiful waterfront and shopping in local stores. Our budget this coming year is \$58,125, and we hope that the \$5,000 we are requesting from the Hotel/Motel Fund grant will help us cover facility and equipment rental costs, which are usually about \$14,000. We have had to change our plans over the past two years due to Covid-19 restrictions, and it is possible that even in March 2022, schools may be reluctant to attend in person. If so, our plan is to provide one day of in-person events and two days of an immersive virtual program.

The applicant requests assistance with:

- ECA Venue Rental - \$3,000
- Equipment Rental - \$2,000

P-22-24

Applicant: Downtown Arlington Business Association

Project: Downtown Arlington Business Association Brochure

Total Project Budget: \$17,066.40

Requested Funding: \$12,500

Recommended Funding: \$0

Estimated number of lodging nights generated: N/A

The Downtown Arlington Business Association has promoted Olympic Ave. and its surrounding area for the last several years through our tourism brochure which is distributed throughout the Arlington by our volunteers and also through Certified Folders located in Seattle - which distributes our brochures across several location in the Pacific Northwest from the Canadian border to Southern Washington along the I-5 corridor and in 2020 we also included the Olympic Peninsula.

Our brochure (Attachment A) contains information about our annual events, map of the downtown, nearby hotels and listings of businesses in our downtown and Community resources and information about our members not located in the downtown - but who are active with and support our downtown. The average life of our brochure has been 2 to 3 years - printing 50,000 that often. That timeline fits well with our goal to keep the information fresh. Even with the events of the last 2 years we have been fortunate to retain all but a few of our businesses - and there is enough interest in our community that any vacancies have been filled by new businesses.

The total project budget is \$17,066.00 - \$7000.00 for update and printing, \$5500.00 for distribution through Certified Folders and \$4566.60 for our in-kind volunteers who distribute the brochure through out our community.

While there is no feasible way to track the number of hotel stays this generates - our businesses have noticed an increased number of visitors from beyond our local area.

The applicant requests assistance with:

- Brochure Updated and Printing - \$7,000
- Brochure Distribution - \$5,500

P-22-25

Applicant: Edmonds Center for the Arts

Project: ECA 2022 Season Promotion

Total Project Budget: \$73,500

Requested Funding: \$20,000

Recommended Funding: \$15,000

Estimated number of lodging nights generated: 1,200

Summary: Edmonds Center for the Arts (ECA) is an established and recognized regional leader for world-class performing arts entertainment and economic activity in South Snohomish County. We respectfully request funding from the Snohomish County Lodging Tax Small Fund in the amount of \$20,000 to support the Center's marketing and promotional efforts designed to attract visitors from beyond the County's borders. ECA will use this funding to create and promote advertising for our 2022 Season of performances and events via Digital, Print, TV, and Radio media channels. Additionally, ECA will promote activities and events throughout Snohomish County that may be of interest to our target market on ECA's website, in regular e-blasts to our patron list of 18,000+ individuals and businesses, and in both paid and organic posts on our social media channels: Facebook and Instagram. We anticipate the promotion of ECA events and other activities to generate approximately 1,200 overnight stays in the County in 2022. ECA's patrons will help increase tourist activity and position the Center as a gateway for thousands of people to the wonders and endless opportunities Snohomish County has to offer. Our total budget for this project is \$73,500.

The applicant requests assistance with:

- Digital Ads - \$10,000
- Print Ads - \$5,000
- Radio Ads - \$3,000
- TV Ads - \$2,000

P-22-26

Applicant: Everett Royals Football

Project: Everett Royals

Total Project Budget: \$35,000?

Requested Funding: \$25,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 300+

Summary: We are a semi pro football team. We play teams from all over the state. We are in a league called the GDFL. There will be a ton of events as in home games, tryouts and much more. The total project would be around \$25,000.

Break down funds

- housing out of state \$2,000 plus each game*5=\$10,000
- Food*players \$2,400 plus each game
- Each home game is \$1,200
- Refs \$500

The portion of the \$25,000 would go to the home games and the transportation to the out of state teams food and more. We estimate 200 plus each game from out of state. Needing rooms and transportation. We would be hosting events to like fundraisers, picnics and more to bring others from different counties out as well.

P-22-27

Applicant: Historic Downtown Snohomish Association

Project: Historic Downtown Snohomish Campaign

Total Project Budget: \$111,000

Requested Funding: \$25,000

Recommended Funding: \$12,500

Estimated number of lodging nights generated: 12

Summary: Snohomish is “Where stories begin!” In 2022, The Historic Downtown Snohomish Association (HDSA) will continue its mission to promote the Historic District of Snohomish as a regional experience destination in Snohomish County. HDSA requests funding for 2 approaches to (1) fund various annual events, promotions, and visitor experiences that draw tourists into Snohomish and (2) expand the area from which Historic Downtown Snohomish draws tourism. HDSA is planning a series of events, promotions, and visitor experiences that align with the Snohomish County Strategic Tourism Plan, including Regional Destination Marketing and Promotion, encouragement of Trail usage, improved Visitor Wayfinding, and capitalizing on Seasonal opportunities. For example, in December we have our annual “Chase the Grinch Outa Snohomish Fun Run”. This event is a holiday-themed activity designed to attract attendees to Snohomish from all over the Puget Sound region while promoting use of the Centennial Trail.

Given the recent challenges faced by our community, the HDSA has learned that partnering with other complementary organizations gives us a lot more “bang for our buck”. As such, the HDSA is collaborating with these partners to create new events and promotions that allow us to combine our outreach databases and expand our collective outreach capabilities.

As the Snohomish County LTAC seeks to increase Return on Investment of County Hotel / Motel Small Fund Grant Fund projects, they have also encouraged HDSA to partner with Seattle NorthCountry, through the use of Datafy, a system that provides regional analytics that describes where visitors originate from. HDSA is seeking funding to participate in this system and will use this data to better target marketing campaigns based on demographics and spending behavior, that will benefit not only Snohomish but also surrounding communities.

The applicant requests assistance with:

- Marketing - \$11,000
- Event Planning - \$1,500
- Lighting - \$1,500
- Fine Art Production - \$500
- Trail Connection & Wayfinding - \$3,000
- Visitor Analytics - \$7,500

P-22-28

Applicant: Imagine Children's Museum

Project: 2022 Imagine Awareness Campaign

Total Project Budget: \$29,219

Requested Funding: \$20,139

Recommended Funding: \$10,000

Estimated number of lodging nights generated: 1,226

Summary: Imagine Children's Museum (Imagine) is requesting \$20,139 of its budgeted \$28,949 project from the Snohomish County Tourism Promotion Assistance Program for its 2022 Imagine Awareness Campaign. The purpose of the 2022 campaign is to continue promoting Imagine and Snohomish County as a desirable year-round Seattle North Country destination for overnight stays. The proposed strategies for the campaign include: 1) Wayfinding signage along Interstate 5; 2) Print, social media, and online ads, with a major emphasis on marketing during shoulder and offseason; 3) Targeted marketing in publications that promote Snohomish County as an outdoor recreation destination, in order to encourage families visiting for recreational activities to also visit Imagine during their stay. It is estimated that 1,226 over nights will be brought to the county by museum attendees.

The applicant requests assistance with:

- Experience WA Guide - \$2,250
- WA State Visitor Guide – \$2,694
- Scenic WA Drives & Road Map Guide - \$1,995
- Social Media - \$7,500
- Cascade Loop Travel Guide - \$2,200
- Red Tricycle - \$3,500

P-22-29

Applicant: Craft Beverage Guild of Snohomish County

Project: Local Liquid Arts Passport

Total Project Budget: \$132,009

Requested Funding: \$38,593

Recommended Funding: \$10,000

Estimated number of lodging nights generated: 238

Summary: Drink UP. Check in. Get Rewards.

The Local Liquid Arts Passport is a mobile passport that will take visitors to wineries, breweries, distilleries and coffee roasters throughout Snohomish County. Their thirst for adventure will lead them to find award winning producers in fun locations like Paine Field, sitting out on a deck with a view of the sound and marina, in the shadows of tall, beautiful evergreens or at the foothills of the Cascade Mountains. The Passport will also introduce them to parts of the county that have a handful of craft beverage makers within walking distance of each other and across the street from some fantastic restaurants. The project total would be \$132,009. We are asking for \$38,593 and we planning to match \$93,416. To sweeten the deal, visitors will receive a free Local Liquid Arts t-shirt for checking-in and supporting eight of our participating locations. If they check in at 20 locations then they will also receive a handmade LLA Pass beer stein, wine glass or rocks glass. The promotional products, giveaways and all other outreach related items would total \$26,826. Through sponsorships and fundraising we estimate we can raise a \$8,000 in matching funds and are therefore asking for \$18,826 in funding. The software is a free gamified pass that pass holders sign up for to participate and start earning rewards immediately. They give us their name, email, zip code and phone and they get a link to view the pass. The rewards can be updated as often as we want to encourage multiple visits in one year by creating seasonal designs on our shirts and glasses. To help get the word out about our new electronic Passport we are asking for \$5,024 and also with some work from us by finding sponsors, partners and possibly funding from other grants we hope to raise a matching amount of \$1,000. The software will also promote events and specials so passholders are also getting information about local events, deals and announcements. We've worked with various hotels in the past to offer promotions for specials events. With the electronic Passport we can also update and create package deals and experiences for our Pass Holders. We can update information about our overnight accommodations, breweries, wineries, distilleries and coffee roasters all in real-time. It offers seamless delivery and redemption satisfies consumer expectations and keeps staff happy. The software also tracks visits and consumption to provide great experiences for customers and actionable data for marketers. The project design, setup and online management would cost \$15,243. By using the numbers presented to us from the Pass Merchant Services in 2020 Bucks County, Pa started this same system and they had 7,436 individuals sign up for the pass. As the previous executive director of a local chamber and from working with multiple chambers and other nonprofits that organize beer tasting events, farmers markets and shopping events, I took 80% of that number to use as our reference number. From that number I took 40% of that to calculate how many visitors would be from 50+ miles. I also calculated about 30% of those folks are from out of state and only about 10% of those folks would be staying in SnoCo. I calculated 238 nights generated from this project but that doesn't really take into account the stays that would be generated from folks coming for business trips or staying in King or Whatcom county that will hear about the Passport and head into SnoCo and realize they need more time to complete the trail and will hopefully return for a vacation next season. We've also calculated expenses and time to attend beer and wine tasting events in other areas of the state and not just our county. In 2021, we were on track to attend 4 events in other counties. They were unfortunately cancelled due to covid but we were ready to attend and pass out our paper Trails and information we have on hand at this time. By

attending events in Whatcom, Skagit, Kitsap, King and Island county we are sure to attract visitors to come out to Snohomish County and stay here for the weekend and explore our Local Liquid Arts trail. The applicant requests assistance with:

- Project Operation Costs - \$14,743
- Marketing - \$4,240
- Communications - \$18,826
- Transpiration - \$784

P-22-30

Applicant: Mill Creek Chamber of Commerce

Project: Mill Creek Festival

Total Project Budget: \$97,500

Requested Funding: \$10,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 20

Summary: The Mill Creek Festival is an annual two-day event produced by the Mill Creek Chamber of Commerce. The mission of the Mill Creek Chamber of Commerce is to promote, support and connect people and business to create growth, prosperity and a vibrant community. The Festival is tasked with attracting visitors from outside the area to discover what the city has to offer, as well as introduce visitors to attractions in and around Mill Creek and in Snohomish County. The objective is to encourage future visitation and business activity. The festival also is a fund raiser for the MCCC, money that will be used in the future for economic development (mostly in the form of creating advertising, directories and maps for Mill Creek). Arts organizations within Snohomish County are encouraged to participate in the festival as well. And a number of these organizations also sponsor or advertise in the Festival program, therefore becoming participants in all the promotion produced on behalf of the event. The festival itself features 250 vendor booths, 65 of which are local artists, 2 stages of local entertainment, Community Stage for children & pets, a food court and beer garden where all the proceeds go to scholarships in our local High Schools.

The applicant requests assistance with:

- Web/Digital - \$4,000
- Advertising - \$3,000
- Printed Material - \$3,000

P-22-31

Applicant: Mountlake Terrace Friends of the Arts

Project: Arts of the Terrace Juried Art Show 2022

Total Project Budget: \$22,000

Requested Funding: \$10,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 20

Summary: The Arts of the Terrace Juried Art Show is an annual week-long event held at the Mountlake Terrace Library open to all artists. The show features six different categories: Paintings/Prints/Drawings,

Photography, 3-Dimensional, Artisan Works, Miniatures, and Calligraphy. Over the past 41 years, the show has become one of the best in the region, attracting artists and visitors to Snohomish County from all over the Pacific Northwest and beyond. The total cost for our event is ~\$22,000. We are requesting \$10,000 from the Snohomish County Hotel/Motel Small Fund Grant, which will cover 45% of our total budget. We anticipate our show will drive ~20 overnight stays and 2,500 visitors. In addition to overnight stays, the artists and visitors that come to our show are looking for places to eat, shop, and explore around Snohomish County.

The applicant requests assistance with:

- Digital & Print Adv - \$8,610
- Event Operations - \$1,390

P-22-32

Applicant: Mukilteo Lighthouse Festival Association

Project: 2022 Mukilteo Lighthouse Festival

Total Project Budget: \$150,000

Requested Funding: \$50,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 50

Summary: Mukilteo Lighthouse Festival is an annual event at Mukilteo Lighthouse Park to create unity within the area's community and provide partnerships with businesses. We host the largest annual event in Mukilteo that offers fireworks; a splendid marketplace vendor array; exotic food booths including the exceptional Mukilteo Kiwanis Salmon Bake; special VIP reception for our sponsors, including Wells Fargo Bank, Boeing, Alaska Airlines, Paine Field, Port of Everett, and Community Transit; the Mukilteo Chamber of Commerce live band competition; and a very successful Children's area featuring a stage hosting magic tricks, parrots, dancing, free carnival games and caricature artists. Our annual budget is \$250,000 in expenses with an estimated income of \$248,000. We are requesting \$50,000 from Snohomish County Hotel/Motel Small Fund Grant. We anticipate almost 250 overnight stays from vendors and attendees staying at local hotels including those within Snohomish County. Our tourism objectives are to bring new tourists to the Salish Sea Coastal Communities that have before never experience the beauty and excitement this area provides. While the Mukilteo Lighthouse Festival is a three day event (September 9-11, 2022), there are many attendees that return to Mukilteo and Snohomish County after this event.

The applicant requests assistance with:

- Advertising - \$5,000
- Equipment Rentals - \$20,000
- Transportation - \$15,000
- Admin / supplies - \$10,000

P-22-33

Applicant: Olympic Ballet Theatre

Project: 2022 Olympic Ballet Theatre Productions: Rentals & Advertising

Total Project Budget: \$92,590

Requested Funding: \$25,000

Recommended Funding: \$12,500

Estimated number of lodging nights generated: 12

Summary: Our larger project is our 2022 productions, planned productions are "Debuts" in February, our full-length "Don Quixote" premiere in May, "Summer Performance" in June, and "The Nutcracker" in December, all located within Snohomish County. We are requesting \$25,000 from Snohomish County for a portion of this project, to help cover rental costs for our chosen venues, the Edmonds Center for the Arts and the Everett Performing Arts Center, and to put towards advertising. Planned forms of advertisements include video trailers, posters, postcards, Edmonds street banners to display to ferry traffic, and ads placed in newspapers and arts magazines. These two project components, theater rentals and ads, ensure that we can present productions at known and accessible venues, and draw the widest possible audience to the county. Using structured estimates we anticipate that overnight stays generated by OBT will be around 20+ unpaid overnight stays and about 12 paid stays. These estimates are based on online surveys given to previous patrons who purchase tickets on our ticket website. The applicant requests assistance with:

- Advertising - \$25,000

P-22-34

Applicant: Pacific Northwest Aerospace Alliance

Project: Advance 2022 Annual Conference

Total Project Budget: \$58,000

Requested Funding: \$20,000

Recommended Funding: \$38,000

Estimated number of lodging nights generated: 750

Summary: PNAAs 21st Annual Aerospace Conference: will be on Feb 7-10 & cost roughly \$260,000 & bringing in 700 overnight stays to Snohomish County. We are requesting \$38,000 from LTAC to help with marketing, promotions, advertising & transportation. The conference is designed to bring local, national & international aerospace executives to Snohomish County to hear aerospace program updates, trends & analytics as well as to help local companies make business connections ensuring increased aerospace business & return trips to the County throughout the year. PNAA facilitates business opportunities through its schedule and amenities:

Day #1: Industry Tours, International Reception and Welcome,

Day #2 Programs, Exhibitors, Keynote Speaker, Social Hour & Awards Banquet,

Day #3 Programs, Exhibitors, Keynote Speaker, Networking Social Hour,

Day #4 Programs, & B2B (Business to Business Meetings)

The applicant requests assistance with:

- Marketing & Advertising - \$32,000
- Tours & Transportation - \$6,000

P-22-35

Applicant: Shack Art Center

Project: 2022 Exhibitions, Workshops & Festivals

Total Project Budget: \$657,385

Requested Funding: \$45,000

Recommended Funding: \$20,000

Estimated number of lodging nights generated: 1,600

Scope of project will focus on promoting the Schack Art Center as a regional year-round tourist destination in the City of Everett with emphasis on off-season and shoulder season activities. Total project budget is \$653,885 and we are requesting \$45,000 in Snohomish County hotel-motel support which accounts for about 7% of the budget. We are asking for support of marketing and promotion with special attention to our rotating gallery exhibitions, workshops and off-season events, Schacktoberfest, holiday shopping and the Artists Garage sale.

Between our summer, fall, winter and spring events, we are confident that we bring in a minimum of 1,600 room nights. We feel this is a conservative estimate.

Tourism objectives include regional destination and off-season development.

The applicant requests assistance with:

- Exhibitions - \$4,000
- Radio Ads - \$10,000
- Graphic design & signage - \$5,000
- Billboards - \$6,000
- Social & Digital Marketing - \$20,000

P-22-36

Applicant: Sky Performing Arts

Project: Spring production by Community Theatre

Total Project Budget: \$4,000

Requested Funding: \$4,000

Recommended Funding: \$0

Estimated number of lodging nights generated:

We will produce a musical version of the classic Treasure Island written by local writers and musicians. We will produce the production for multiple nights at the Wagner Performing Arts Center or alternate venue. A percentage of the profits will be donated to the local Monroe food bank.

The applicant requests assistance with:

- Program costs - \$4,000

P-22-37

Applicant: Sky Valley Chamber of Commerce

Project: Data Driven Decisions

Total Project Budget: \$11,375

Requested Funding: \$7,500

Recommended Funding: \$7,500

Estimated number of lodging nights generated: N/A

Summary: We would like to take advantage of the opportunity to Co-Op with Seattle NorthCountry to utilize the SeeSource data collection system. As you know, the intent is to provide data about travelers and the feeder markets to help us make better marketing choices.

We are requesting \$7500. for SeeSource. Our match would be \$1875.00 in staff wages to learn and manage the data so we can make better choices of how to use our \$2000.00 social media budget.

The applicant requests assistance with:

- Visitor Analytics - \$7,500

P-22-38

Applicant: Sky Valley Chamber of Commerce

Project: Hiking Guides

Total Project Budget: \$39,073.20

Requested Funding: \$26,560

Recommended Funding: \$26,560

Estimated number of lodging nights generated: 782,000 spend 1-5 nights. We estimate a 10% increase.

Summary: The Hiking Guide created by Snohomish County has been one of the most popular items at visitor centers in the Puget Sound area. The County has decided not to do a reprint but suggested that the rural regions combine efforts to apply for this as a regional project because of the value it brings to promoting outdoor recreation in Snohomish County. As you know, cell coverage is not good in the mountains so online info is only good for planning before hand. We intend to make the new guide available in digital and print versions.

The partners in this project are the Skykomish-Snohomish River Valleys made up of the Sky Valley (Sultan, Startup, Gold Bar, Index Baring & Skykomish) & City of Monroe, Monroe Chamber & Visitor Center, City of Snohomish, Lake Stevens Chamber of Commerce & Visitor Center.

And the Stillaguamish-Sauk River Valleys made up of Town of Darrington, City of Arlington, Arlington Chamber of Commerce & Visitor Center, Town of Granite Falls and Seattle NorthCountry.

Lake Stevens and Snohomish don't have any actual 'hikes' to promote but they are supportive of the effort and understand their communities benefit from these kinds of visitors.

All of the partners are committed to participating by providing input, copy, photography, as well as assisting in the distribution of the guides.

We are requesting \$26,560.00 from the County to cover printing/production costs. We are providing \$12,513.20 In Kind to support updating the guide, photography, tech. support, storage and distribution.

The total value of the project is \$39,073.20.

The applicant requests assistance with:

- Copy/content for 2 new hikes - \$2,000
- Design - \$3,500
- Printing - \$21,060

P-22-39

Applicant: Snohomish Wedding Guild

Project: Snohomish Wedding Guild Annual Tour

Total Project Budget: \$25,000

Requested Funding: \$5,000

Recommended Funding: \$5,000

Estimated number of lodging nights generated: 900

Summary: The Snohomish Wedding Guild (SWG) is a cooperative wedding resource that serves the Snohomish County area. With almost 200 members, the group consists of wedding venues in the Snohomish School District, surrounding hotels, and service professionals who promote Snohomish County tourism.

The Snohomish Wedding Guild proudly hosts our annual Wedding Tour on the first Sunday after Memorial Day. This year the event will take place on Sunday June 5, 2022. The event brings thousands of people to the City of Snohomish. We anticipate much like years past that many of our attendees will make a weekend out of it and stay overnight.

We are seeking project funds for our annual tour that welcomes engaged couples, their families, and friends from all over Washington State to the City of Snohomish. The event will showcase our members and highlight Snohomish as a wedding destination. The event will help couples to find wedding professionals and to book their celebrations at our area venues.

SWG is asking for a grant of \$20,000 to promote the event. We will contribute \$5,000 out of our own funds. For a total marketing budget of \$25,000.

In addition, SWG strives to bring people from all over the world to the city of Snohomish and helps foster the idea that Snohomish is a premier wedding destination. We guesstimate over 800 weddings are hosted within the city attracting over 65,000 guests to the area and over 6,500 overnight stays. Many guests travel out of our immediate area, and in many instances from out of state.

The applicant requests assistance with:

- Advertising - \$16,000
- Video content - \$2,000
- Web & Graphic Design - \$2,000

P-22-40

Applicant: Snohomish Wedding Guild

Project: The Snohomish Sweetheart's Stroll and Engagement Showcase

Total Project Budget: \$12,500

Requested Funding: \$10,000

Recommended Funding: \$5,000

Estimated number of lodging nights generated: 450

Summary: The Snohomish Wedding Guild (SWG) is a cooperative wedding resource that serves the Snohomish County area. With almost 200 members, the group consists of wedding venues in the Snohomish School District, surrounding hotels, and service professionals who promote Snohomish County tourism.

The Snohomish Wedding Guild "Snohomish Sweetheart's Stroll" will be a weekend-long event on February 5th and 6th, 2022. The event is brand new for 2022 and we are partnering with other city entities including the Chamber, The City of Snohomish, and the Historic Downtown Association.

Traditionally, February is a slow month for our local economy and we wanted to see our businesses

including restaurants, shops, and overnight accommodations boosted. The premier event will include an Engagement Showcase, a Community Dance, and a Valentine's themed Gift Guide and Shopping Event. We see this as an opportunity to draw couples of all ages to Snohomish and capitalize on Valentine's themed events and activations that will boost local commerce. At this time there are no other events like this one in the Puget Sound.

By bringing in thousands of people to the City of Snohomish. We anticipate that many of our attendees will make a weekend out of it and stay overnight. We are seeking funds for marketing and advertising of the event. SWG is asking for a grant of \$10,000 to promote the event. We will contribute \$2,500 out of our own funds, for a total marketing budget of \$12,500.

The Snohomish Wedding Guild "Engagement Showcase" will take place on Saturday February 5, 2022. The Engagement Showcase will focus on bringing newly engaged couples from all over Washington State to the City of Snohomish. The event will showcase our members and highlight Snohomish as a wedding destination. The trade show styled event will help couples to find wedding professionals and to book their celebrations at our area venues. Couples will be able to see mock weddings and displays that highlight all that our members can offer. This event will lead to couples booking weddings and business in Snohomish.

In addition, SWG strives to bring people from all over the world to the city of Snohomish and helps foster the idea that Snohomish is a premier wedding destination. We guesstimate over 800 weddings are hosted within the city per year attracting over 65,000 guests to the area and over 6,500 overnight stays. Many guests travel out of our immediate area, and in many instances from out of state.

The applicant requests assistance with:

- Advertising - \$6,000
- Web & Graphic Design – 2,300

P-22-41

Applicant: Stanwood Area Historical Society (SAHS)

Project: Reopened and Re-envisioned - A Video Promoting the Floyd Norgaard Cultural Center at the Stanwood Area Historical Society

Total Project Budget: \$8,150

Requested Funding: \$6,500

Recommended Funding: \$0

Estimated number of lodging nights generated: 25

Summary: The Stanwood Area Historical Society (SAHS) includes the Floyd Norgaard building as a historical property and cultural center that it maintains as an exhibitions display space and as a meeting/dance hall/community space for rental. In 2021, work was completed on renovating the building, which dates back to 1902 and has served as a meeting hall for a number of past organizations, including the Fraternal Foresters, the I.O.O.F., and Sons of Norway. Our project is to have local videographer Vaun Raymond produce a new 20 minute video that details the history of the Floyd Norgaard, how it was renovated in a community-led effort to save it as a historical site, and how it continues today to serve as a community space for all museum patrons and visitors. This video will cost \$6,500 to cover the videographer costs: 75% of the total budget of \$8,150.00, with the remaining 25% (\$1,650) covered by in-kind salary costs for the Executive Director added in as matching support. Once completed in early 2022, the new video will be shared with two local casino hotels for their in-room

media service for guests. These hotels are operated by the Stillaguamish Tribe's Angel of the Winds Casino Resort, and the Tulalip Resort Casino operated by the Tulalip Tribes. Both of these tribes have generously contributed funding to the restoration efforts of the Floyd building in 2020 and 2021, and so we expect that the new video will be a welcomed promotional piece that shares the results of SAHS's success in making the space available and preserved for future visitors to enjoy. We estimate at least 25 overnight stays in the county as a result of this video, which will be distributed also via the SAHS's YouTube channel, to its 200+ membership base, in our quarterly "Echoes" newsletter, through social media such as Facebook and Twitter, and on the SAHS website: https://www.sahs-fncc.org/?page_id=2506.

The applicant requests assistance with:

- Videography - \$6,500

P-22-42

Applicant: Stanwood Chamber of Commerce

Project: Stanwood Summer Art JAM

Total Project Budget: \$64,000

Requested Funding: \$31,312.50

Recommended Funding: \$0

Estimated number of lodging nights generated: 150

Summary: The Summer Arts JAM is the biggest event of the season for the Stanwood Chamber of Commerce. We have a vibrant arts and events community in our charming Salish Sea Community, and this is the only juried art show in the area. It runs for three days in July in historic downtown Stanwood. Selected artists display and sell their artwork, and concerts are featured each day of the event to provide an additional draw and to attract overnight stays from artists, vendors, and visitors from outside the area. The Stanwood Chamber will partner with the City of Stanwood, Stanwood Historical Society, Stanwood Camano Art Guild, and regional hotel partners on this event.

The total budget for this event series is \$64,000, and we are respectfully requesting \$31,312.50 in funding from this grant, which is approximately 49% of the total budget. Stanwood does not currently have any hotels generating local hotel/motel funds. We believe this project supports the Snohomish County Tourism strategic plan and is an ideal project to support through this small grant fund.

The applicant requests assistance with:

The applicant requests assistance with:

- Music - \$4,500
- Liability Insurance Permits & Fees - \$3,825
- Advertising - \$16,500
- Zapplication - \$975
- Rentals & Supplies - \$4,500

P-22-43

Applicant: Stillaguamish Valley Pioneer Association

Project: Stilly Pioneer Museum tour

Total Project Budget: \$12,000

Requested Funding: \$9,000

Recommended Funding: \$3,000

Estimated number of lodging nights generated: N/A

Summary: The scope of the Stillaguamish Valley Pioneers Association's project is creating 1) two professionally crafted promotional videos of the Pioneer Museum complex and 2) audio stories about existing displays supplemented with photos or short videos. This project builds upon the Pioneer Museum's existing exhibits of over 40 displays and over 9,000 artifacts telling the many stories of early Pioneers and the Stillaguamish Valley. This project provides professionally produced audio, photo and video files that will be hosted on our webpage on a rotating basis and used in the future for additional museum tours and advertising as a component of a larger project. Also, stationary audio recorders will be added at displays so that visitors may browse throughout the three-story museum at their own pace. Of the total \$12,000 budget, we are requesting \$9,000 of grant funding to augment our match of \$3,000 of in-kind volunteer labor. Visiting the Pioneer Museum is a popular tourist activity that aligns and supports the 2018-2022 Snohomish County Strategic Tourism Plan goals. In 2019, our records show that 1,305 people came to the Pioneer Museum. Each particular product will be used on social media platforms and with guided or self-guided museum tours. The products are tools that can address gaps and challenges to improve visitor assets that reach audiences outside of Snohomish County. In addition, this project will support visitation growth and future overnight stays by partnering with other tourism communities within Snohomish County.

The applicant requests assistance with:

- Videos - \$2,400
- Audio - \$5,250
- Professional script - \$500
- Recording equipment - \$100
- Sales Tax - \$750

P-22-44

Applicant: Stilly Valley Chamber of Commerce Foundation

Project: Visit Arlington and the Stilly Valley, Digital and Print Resource

Total Project Budget: \$13,255

Requested Funding: \$9,380

Recommended Funding: \$1,000

Estimated number of lodging nights generated: 400+

Summary: The largest request that we get on a daily basis is, "What is there to do in Arlington?", and in this proposed project we hope to be able to answer that question and provide both digital and print resources to those visitors who include Arlington and the Stilly Valley as a whole in their plans. Working together with the City of Arlington and other community partners we would like to create a Visitors Guide with experiences and itineraries that would work for both overnight visits, longer term visits or day visits for neighbors exploring our region. As we create the Visitors Guide we will also use content created for the guide to create additional resources in print and digital, that focus more on topics that are unique to Arlington and the Stilly Valley like Centennial Trail, Agritourism, Local Shopping

and Dining and Regional Tourist Events like Eagle Festival, Fly-In, Festival of the River, Frontier Days and the 4th of July, and the Arlington Farmers Market. We would also create new wayfinding to assist visitors who use the kiosks that are currently installed along the current trails, and update them when Whitehorse Trail is connected with Centennial Trail. The budget that we are proposing is \$13,25500. The request for the County is \$9,380.00 with In-Kind Design of \$3,875.00. The focus would be on increasing overnights in Arlington and the Stilly Valley by reaching out to visitors both in the region who have never been to Arlington before, or just passed it by on the freeway, and looking to the rest of the state and out of state by promoting the trails and the gateways to additional activities that we can offer, this we will do be working with community partners, and using advertising in both print and social media. A request for funds for digital printing would allow us to send brochures digitally to those who do not require a hard copy, and those digital copies could be forwarded and shared to others beyond the boundaries of Snohomish County easily.

The applicant requests assistance with:

- Print Advertising - \$7,600
- Mailing of Print Brochures - \$750
- Print updates to signage - \$500
- E-printing for digital brochures - \$530

P-22-45

Applicant: Tour de Terrace

Project: Tour de Terrace

Total Project Budget: \$10,000

Requested Funding: \$5,000

Recommended Funding: \$0

Estimated number of lodging nights generated: 2-4 days

Summary: Tour de Terrace is a community Seafair sanctioned 3-day Festival in Mountlake Terrace. Tour de Terrace is an annual event created in 1993 and receives roughly 65,000 visitors from Snohomish County and over the Puget Sound region annually. We are projecting festival visitors numbers will increase by 45-50%. We are requesting funding for advertising/promotion, print ads. Our target is to actively promote local businesses, Snohomish County attractions, overnight stays within Mountlake Terrace and surrounding areas and boost tourism in Snohomish County in general.

The applicant requests assistance with:

- Magazine/Print Ads - \$5,000

P-22-46

Applicant: Town of Darrington

Project: Town of Darrington Visitor Analytics Co-op

Total Project Budget: \$9,375

Requested Funding: \$7,500

Recommended Funding: \$7,500

Estimated number of lodging nights generated: 22,000

Summary: The Town of Darrington seeks funding of \$7500 to contract with SeeSource Analytics to select develop and customized data dashboards for 6 points of interest (POI) not already in the Seattle NorthCountry data set or event reports.

We lack data regarding who are visitors are, where they come from, how much they spend, etc. This is an opportunity for an independent entity to provide visitor analysis which will allow us to promote popular events and activities through our micro site and Seattle NorthCountry framework to extend overnight stays in the Stillaguamish/Sauk River Valleys.

The applicant requests assistance with:

- Visitor Analytics - \$7,500

P-22-47

Applicant: Village Theatre at the Everett Performing Arts Center

Project: Village Theatre's Welcome Back Season Plus One

Total Project Budget: \$1,395,462

Requested Funding: \$25,000

Recommended Funding: \$10,000

Estimated number of lodging nights generated: 1,750

Summary: Village Theatre is proud to be part of Snohomish County's diverse offering of historic, cultural, and artistic activities for visitors and residents to enjoy. Prior to the Covid-19 pandemic which shuttered all of our theatres in March 2020, Village Theatre's rich artistic productions annually attracted about 50,000 visitors to Snohomish County, generated overnight stays and significant retail revenue, and contributed to residents' quality of life. Our Mainstage shows at the Everett Performing Arts Center (EPAC) during 2022 will once again contribute to the Tourism Vision for Snohomish County to be a "...culturally rich destination... that inspires people to engage in arts and cultural experiences." The requested \$25,000 will be expended on leveraged and effective, cross-promotional marketing efforts to advertise and encourage tourism and overnight stays by out-of-county visitors, primarily off-season. These 5 productions will remind tourists that the performing arts are once again alive and well at EPAC. LTAC funds will be used for marketing purchases that include multimedia (TV, radio, print), printed show postcards, season brochures, web advertising (e.g., MogoArts, The SeattleTimes.com, Seattle PI.com), and transit ads (e.g., Intersection -Transit). Village Theatre's multi-pronged marketing strategy (total project budget is \$1,395,462) will be launched in coordination with the SCPRT, SCTB, and others to address performance goals (e.g., grow visitor expenditures in Snohomish County as reported by Dean Runyan and Associates at the rate of inflation plus 2% annually) in the 2018-2022 Strategic Tourism Plan by deploying one specific tourism expansion strategy within Destination and Product Development: 2.10 Seasonality. Within the context of Snohomish County's 2018-2022 Strategic Tourism Plan, Village Theatre's tourism aim is to convert an estimated 50,000 arts performance event-based visitors into overnight stays during the shoulder and off-season periods (October to April) by an estimated 1,750 people. In addition, this project supports visitation and future overnights for Village Theatre out-of-state audience members traveling to the area to attend a show for the first time. Washington State has experienced a dramatic decline in tourism in 2020 due to the global pandemic; visitor spending in Washington has declined by \$3.8 billion compared with last year's figures. Similarly, the arts and culture

sector was hit especially hard by the coronavirus pandemic, undercutting funding for nonprofit destination marketing programs needed to jumpstart economic recovery and sustain jobs. An estimated \$656,250 in tourism spending would be generated if 50% of Village Theatre's 3,500 audience members traveling 50+ miles stayed only one night in a Snohomish County lodging facility.

The applicant requests assistance with:

- Advertising & Flyers - \$15,000
- Season Marketing - \$10,000