

2024 Local Hotel Motel Project Application Summaries	
American Contract Bridge League	Puget Sound Regional Bridge Tournament
<p>This is a Duplicate Bridge Tournament. We have been holding these tournaments in Lynnwood for 10+ years. Attendance in 2022 was less than 50% of pre-covid numbers. It is our hope that with extended advertising and promotion we will be able to bring more players back to the event.</p> <p>Throughout District 19 (Washington, British Columbia & Alaska) tournament attendance is slowly climbing back from the decimated figures of immediately post-covid. To remain viable, we need to really push to achieve greater participation or venue expenses will force us into smaller locales.</p> <p>Magazine advertising is through the ACBL's monthly Bridge Bulletin which is mailed to the approximately 150,000 members nationwide. Flyers are distributed at dozens of similar events throughout the west coast, and beyond.</p> <p>Hosting a successful event creates word-of-mouth and peer influenced attendance at future events. By making player experiences enjoyable 'this' year we promote players returning in the future and providing good referral information to others.</p> <p>In 2022 over 400 hotel room nights were generated. With increased attendance we can forecast 550, or more.</p>	
American Graffiti & Urban Art Conservation Project	Preserve the Kulture Jam 24
<p>AMGRAF is hosting Preserve the Kulture Jam 24, a 2.5 day event that will include live art, live music and educational workshops focused on the graffiti subculture and it's uniquely American roots. It is a cultural event that will immerse visitors in the world of graffiti, breaking down stereotypes and moving people to take action to preserve this uniquely American art form. The LTAC funds will support promotion of the event. Although PTK Jam 24 is an annual event, AMGRAF will continue to promote the DogTown Collection, educational programs and artist experiences across the nation as a way to increase visitors to Snohomish County throughout the year to see a one-of-a-kind museum located in the APEX Art & Culture Center. PTK promotion is intended to produce evergreen results. Marketing will include print and digital advertising in West Coast markets, as well as editorial promotion in national magazines focused on art, music and entertainment. Live entertainment will include national acts that will bring fans to the event, in turn raising awareness of the AMGRAF museum and encouraging return visits to Snohomish County.</p>	
Arlington Fly-In	Arlington Sky Fest
<p>With the addition of the historic Aircraft displays the 2023 Arlington Skyfest event drew attendees from 8 States and Canada. 35% of the attendees were from over 50 Miles away or another state or Country. These rare aircraft displays where people can get close, learn their historical significance and see them fly attracts people from a wide geographical area.</p> <p>We are requesting funding to reach out to rare examples of flying history to draw people to this event in Snohomish County. These aircraft generate the biggest potential for overnight stays as it is becoming more rare to have an opportunity for the public to view and learn about these aircraft.</p> <p>We also are requesting funds to do extensive digital media out. In 2023 we had attendees from Oregon, California, Arizona, Florida, Idaho, New Jersey and New York.</p>	

Camano Arts Association	Art Studio Tour
<p>2024 marks the 25th Anniversary of the Tour, with venues in Stanwood and on Camano. The Tour is one of the few annual events that bring so many people to our corner of Northwest Snohomish County. It has grown into a mainstay of the Community special events calendar, something everyone looks forward to during the height of spring blooms and energizing longer days.</p> <p>The Tour brings out the community and encourages locals to invite friends and family to visit. Presented over five days in May, the Studio Tour brings thousands of visitors from near and far to a 55 mile route encompassing 25+ stops for a self-guided, self-paced tour. Visitors make personal connections, meeting or reconnecting with tour artists, seeing their personal studio spaces and art displays. The Tour is open to the public and free of charge.</p> <p>Multi-fold mini-brochures with a large map are mailed in advance of the tour, and 40-page booklet featuring all the tour artists and stops will be available at multiple locations before and during the tour. CAA’s Gateway Gallery provides ideal placement for banners promoting the tour, as does Stanwood’s new Welcome arch.</p> <p>Throughout the year, CAA’s expanding marketing strategies in support of its annual Studio Tour, the Gateway Gallery and the new Website, are a dovetail fit with the Seattle North Country Snohomish County Code 4.40.060 and Washington’s RCW 67.28.1816, both of which desire the expansion of tourism, specifically of visitors with residences 50+ miles away who come for a day or to stay overnight.</p> <p>CAA will create social media campaigns to engage its ever growing number of followers on Facebook and Instagram, targeting specific communities and populations interested in the arts and novel experiences. CAA’s website events calendar will be populated with listings for things to do and see in both Island and Snohomish counties, and the calendar tab has links to Airbnb and VRBO intentionally pointed to our region’s listings. CAA’s Gateway Gallery will participate for its second year in a row in the annual Northwest Glass Quest, hiding clue balls and listing clues on our social media. New demographics will be engaged with visitors of all ages at the Gateway Gallery, which is adjacent to Camano’s only large, public playground. The gallery will attract children with art projects and stickers for kids to take with them, and collaborative work with the Stanwood Camano Arts Advocacy Commission (SCAAC) such as having their Mobile Art Center (the MAC) parked in the lot for the Gallery.</p>	
Camano Chamber of Commerce	Northwest Glass Quest
<p>The Northwest Glass Quest is a 10 day annual event held from February 16-25, 2024 and is strategically 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 12,000+ 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. The event is completely free for visitors and businesses show dramatic increase in sales during this event. 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. Financial support of this event in the amount of the requested \$10,000 grant (total budget is \$61K) will allow us to market to a wider audience and encourage overnight stays within Snohomish County. Each year our marketing promotion reaches a large number of individuals who have never</p>	

participated in the event - grant funding is imperative to be able to reach this audience. We anticipate the overnight stays at approximately 600 lodging nights based on past years, especially for families and individuals looking for something to do during the month of February. This event showcases our local region during the offseason and first time visitors often return to the area over the course of the year for longer visits.

Cascade Loop	Collaborative Marketing Program
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The Cascade Loop Association (CLA) is seeking \$14,187 in LTAC grant funding from Snohomish County to support our year-long Collaborative Marketing Program, 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) \$12,187 for creation, production and distribution of the Cascade Loop Travel Guide – we will print/distribute 80,000 guides and this funding amount is proportional to the amount of space dedicated to Snohomish County in the Cascade Loop's Region 1 (Seattle NorthCountry) and Region 2 (Stevens Pass Greenway) plus pull-out map.

2) Additionally, we ask for \$2000 for asset collection and targeted social media marketing to our substantial audience in the form of paid organic posts drawing attention to the myriad of activities and attractions within the Snohomish County regions of the Cascade Loop with a focus on shoulder-season visits, and collaboration with DMO partners within Snohomish County.

Cascadia Art Museum	Reaching Out for Cultural Tourism
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Reaching Out for Cultural Tourism: promoting the Northwest's Regional Art Museum

Requested LTAC funds will support marketing of Cascadia Art Museum’s events during the January through December 2024 funding period The season of events will include: 5 Feature Exhibitions, 1 Free Community Art Day, 12 Music in the Museum Concerts, 10 Coffee with the Curator tours, 7 Lectures and 12 Free Art Walks. Publicity will highlight Cascadia Art Museum's central location in Edmonds and will have a broad reach to the Seattle area (King County) and beyond. Radio; TV – PBS; Print Ads in Seattle Times, trade magazines; Museum Vinyl Outdoor Banners for each exhibition (waiting Kingston Ferry passengers); Posters and social media. These methods attract visitors from 50+ miles away. We anticipate the generation of 65 over nights as a result.

City of Everett - Priority 1	Sorticulture
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Sorticulture, Everett's iconic Garden and Arts Festival, draws 150+ artists and 20,000 attendees, boosting economy via stays, taxes, and spending. The event spans three days in early June, featuring artists, nurseries, entertainment, workshops, and food trucks. Sorticulture's meticulous curation and garden-focused artistry uniquely attract an eclectic audience, including high-earning homeowners.

We seek \$25,000 LTAC support for vital marketing and programming. Our tourism goals include revenue generation, benefiting local economy and artists, and cultural enrichment, elevating Everett's arts reputation. Sorticulture's appeal during the shoulder season captures coastal community essence. Our enriching programming enhances visitors' and residents' quality of life.

The event serves as an Everett introduction, fostering positive endorsements and boosting the city's reputation.

City of Everett - Priority 2	Wintertide
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Wintertide in Everett serves dual purposes:

1) A collective initiative with 10+ community partners, delivering 20+ diverse holiday events across the city from Thanksgiving to New Year's.

2) A large scale, city-led marketing campaign highlighting these holiday offerings.

These collaborations aim to position Everett as a premier holiday spot. Our vision, five years ahead, entails citywide enchanting holiday lighting, a European-themed shopping village, and more. However, additional resources are crucial to bolster our endeavors.

City of Everett Parks

Jetty Island Days

1. Why is this project a good fit for Snohomish County Hotel-Motel grant funding?

Jetty Island is one of Everett's gems and a leading tourism attraction, drawing thousands of visitors each year from throughout the region to enjoy access to the warmest waters north of California in a pristine nature preserve. It's an especially popular destination for outdoor recreation enthusiasts including kite boarders, stand up paddle boarders, and kayakers. Jetty Island provides the opportunity for many people to enjoy the day at a sandy beach. Visitors coming from outside Snohomish County typically stay in Snohomish County hotels/motels.

2. How grant funding will amplify your proposed project?

This particular grant cycle will make it possible for the Parks staff to continue existing programming and create and fund an end of the season music event on Jetty Island. Due to the logistics included in creating this type of event, as well as the need to cover costs for performers, vendors, etc., this funding will be vital to the success of this event. Jetty Island Days and this event in particular will directly impact the amount of people traveling to, visiting, and staying in Snohomish County and Everett.

3. What is your long-term vision for this project?

Jetty Island Days itself has been a successful program since 1985. As the programming aspect continues to improve after the decline during the pandemic, and we were fully staffed for the first time since 2020, we are eager to add larger attractions and opportunities on the island. An event like this can be a significantly memorable one for the visitors, who then in turn invite their friends and family to enjoy the experience, which boosts ridership and tourism to our County and City. The long term goal for this music event is to create an annual event that people look forward to and plan ahead for year after year.

City of Marysville - Priority 2

Marysville 5K

As a means of providing outdoor recreational opportunities for the community, the City of Marysville would like to develop, promote and support three run/walk events.

Event 1: The Cupid Shuffle is expected to be located in a Marysville Park facility. It would be a 5K event and would be held in February around Valentines Day.

Event 2: The Turkey Trot would be held at Ebey Waterfront Park. It would be a 5K event and would be held in November.

Event 3: The Jingle Bell Run would be located at a local High School would be a 5K event and held in December.

The funds received would go towards event supplies similar to event medals, event shirts, other marketing materials, etc. The City would advertise the events heavily online using sites that are frequented by runners as a means of attracting participants from 50+ miles away. In addition, the City would promote other marketing strategies with traditional promotions like flyers and posters.

City of Marysville - Priority 1

3rd Street Farmers Market

The Marysville 3rd Street Farmers Market demonstrated a successful season in 2023. Vendors plan to establish an ever changing market to complement the existing business district and have some vendors rotate to keep the offerings fresh. Each market day, the maximum size of the market is 40 vendors. The event is expected to attract approximately 500 per day, over a 4 hour period or approximately 125 per hour. The market is expected to run from the first Friday in June through the last Friday in August. The operating hours will be Fridays from 2:00 to 6:00 PM, and setup will begin at 11:30 AM with tear down starting at 6 PM and requiring one hour. Over the season, which is 12 weeks, and estimated 6,500 visitors are anticipated.

City of Monroe

Sky & Sno Adventure Guide

The Sky & Sno Adventure Guide is the only printed visitor publication covering the areas that make up the Skykomish-Snohomish River Valleys. This region includes Lake Stevens, Snohomish, Monroe, and the towns of the Upper Sky Valley. This collaborative project will be distributed online, through Certified Folder Displays, through targeted visitor markets, and locally. If awarded the Snohomish County LTAC funds we are applying for, it will go towards the publishing and distribution/marketing costs and increasing our digital reach by subscribing to Issuu which will create a trackable and interactive digital copy. We plan to expand our distribution reach by targeting new potential visitors using Datafy data collected over the past year. We also plan to target new visitors by evaluating Seattle Paine Field International Airport flight markets. The project match will fund any hard costs not covered in our publishing and distribution/marketing costs as well as going to fund a professional writer and photographer.

City of Snohomish

2024 Digital Marketing Campaign

The city proposes a digital marketing campaign to promote the City of Snohomish microsite, which is part of Snohomish County's "Seattle NorthCountry" tourism website. Grant funding will assist in contracting professional marketing services to conduct a paid search campaign to build awareness about the City of Snohomish and drive traffic to the city's microsite, which is the most extensive digital tour guide for the city. The campaign will use digital marketing best practices to ensure that the "Snohomish experience" reaches people searching for travel and recreation opportunities in the area.

The microsite highlights things to do and see as well as lodging options. While we cannot draw a direct link between this project and quantifiable overnight stays (since it's not a specific event), the microsite does actively promote overnight stays in its content. For example, an article titled "A Weekend in Snohomish" provides a potential itinerary to weekend visitors and includes lodging options. The paid search campaign will target people looking for experiences and travel opportunities in and around Snohomish, varying from things like "antiquing in Snohomish" to "best places to visit near Seattle" or "hotels near Lord Hill Farms Snohomish." We will request that the firm target people in markets that are 50+ miles away.

We also hope that by providing high quality content in one site, visitors to the microsite will feel more compelled to visit and spend more time in Snohomish. They will have access to information on lodging, shopping, places to eat and drink, special events, and more.

The timeline on the next page is a draft and subject to change.

Darrington Historical Society	Suiattle Guard Station Roof Replacement
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This proposal requests one-time funding to hire professional roofing contractors to remove the existing deteriorated shake roof and install historically appropriate shakes and sub-roofing material on a cabin listed on both the Snohomish County and National Registers of Historic Places. Upon replacement of the roof, interior painting and cleaning, the Suiattle Guard Station will be available for the public to rent as a unique overnight tourism attraction generating an estimated 70+ overnight stays its first year.

Due to its historic significance and steep roof pitch it is necessary to hire professional roofers. The Suiattle Guard Station, a three-room log cabin, was built in 1913 by Ranger Tommy Thompson. It is a testament to his skill that the cabin survives to this day as one of the oldest buildings in Snohomish County and the Mt. Baker-Snoqualmie National Forest. In 1913 rangers patrolled the Suiattle drainage on foot and by horse. In the mid-1930s the Civilian Conservation Corp constructed a road up the valley. In 1935/36 the CCC added a garage/workshop near the cabin.

In the spring of 2022 the Darrington Historical Society signed a Granger-Thye Permit with the USDA Forest Service, Darrington Ranger District, allowing us to manage the Suiattle Guard Station. As a 501 (c) 3 non-profit registered with both the IRS and the State of Washington we are now positioned to apply for and receive grants and gifts to fund this project and rental. Funds generated from the rental will be used for future maintenance and continued restoration of the property.

DeMiero Jazz Festival	2024 DeMiero Jazz Festival
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The 2024 DeMiero Jazz Festival will be our 49th music education enrichment event for more than 60 middle school, high school, college and community jazz choirs. The students and teachers attend workshops, classes and peer performances while learning from international vocal and instrumental jazz artists during the three-day festival planned for March 7, 8, and 9, 2024.

Choirs and visiting artists stay in local Edmonds and Lynnwood hotels, leading to approximately 90 lodging nights over the 3 days. Family and friends also attend to watch their students perform and stay for the evening concert, often spending the night afterward. Hosted at the North Sound Center and the Edmonds Center for the Arts, the festival is a yearly boost to the local economy and culture of Snohomish County. Community members can attend daytime events for free. Visitors enjoy shopping, dining, and discovering the beautiful waterfront nearby.

We bring in choirs from far away by direct email to choir directors (many of whom have attended before), by social media advertising through Facebook and other networks, and through word of mouth through the network of music educators.

We are requesting \$5,000 from this grant, which we would use to help defer the costs of venue and equipment rental (estimated at \$20,000). Our overall budget for the project is approximately \$59,100. We hope to partner again with the Snohomish County Small Hotel/Motel Fund!

Edmonds Center for the Arts	2024 Season Promotion
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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 \$15,000 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 2024 Season of performances and events via Digital, Print, 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 20,000+ 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 2,200 overnight stays in the County in 2024. 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 \$46,000

Everett Comedy - Historic Everett Theatre	2024 Everett Comedy
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Everett Museum of History	Marketing & Awareness
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The Van Valey House located at 2130 Colby Avenue, Everett, is a relatively new attraction in Snohomish County. It was opened by the Everett Museum of History in 2022 as a house museum. The main museum in the Herald Building at 2939 Colby is under construction on the main level, but the lower level will be open for specific events during the year with special occupancy permits from the city. LTAC funds will be used to engage a marketing consultant to expand our brand strategy to include the Van Valey House and to develop a marketing and awareness plan. The marketing plan will help make the community aware of the activities at the museum and the timing related to its opening as well as attracting visitors to the exhibits, programs and events at both locations (which will change regularly). Our goal is to increase visibility and engage with more visitors. The funds will be used for marketing consultation, website integration, a social media campaign, instructions for staff/volunteers, and design and printing of materials to promote the museum as a destination to out of town visitors and locals alike.

Everett Performance Omnium	2024 Everett Performance Omnium "EPO"
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Everett Performance Omnium 2024 (EPO24) plans to build on a wildly successful inaugural event in 2023. As a first-year event that was late to the cycling calendar we missed out on a ton of potential racers but based on our aggressive marketing plan, overall growth strategy and racer feedback that mistake won't be made again. Add to it some good luck with the calendar and drama from other events in the region and we're poised to see significant growth for 2024.

With that, we're looking to expand to four days of racing, making travel for regional and even national-level racers that much more worthwhile, while also creating many more overnight visits.

Additional financial resources allow us to attract those same racers with a more compelling overall experience through everything from traffic & crowd control logistics, additional marketing via photo, video, social channels and more.

Our vision in year one was to lay the foundation for year two. We did so through aggressive registration discounting, free registrations given out as prizes at other regional races and more. The grant monies we received in 2023 allowed us the financial freedom to think long-term and it is our intention to double-down on that in 2024, building a race experience that makes us a regular on the national-level calendar. With our complimentary timing to other area events (Vancouver BC, Boise, Salt Lake) we're in an ideal position to grow this event rapidly. Snohomish County LTAC support can help us to do just that.

Historic Snohomish Downtown Association - Priority 1	Winterfest
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Historic Snohomish Downtown Association - Priority 2

2024 Promotion

Discover why Snohomish is the PNW's most beloved small town! The Visit Snohomish project will focus on bringing visitors from outside a 50 mile radius, especially eastern Washington, Idaho, California and Arizona, to the Snohomish area as a destination place. In the past, we have focused on events to draw visitors into the area. We are maintaining this approach with events such as the wine walks and Winterfest, with Winterfest being an intentional event to generate overnight stays. As the inherent draw of Snohomish has increased, we want to focus on bringing visitors in for overnight stays inside and outside of event days.

The Visit Snohomish project will highlight the downtown district, restaurants, shopping, and natural attractions such as our lakes, rivers, trails, and camping. We will also highlight the draws of each individual season by marketing the entertainment offered by our community partners (farms and agri-tainment). We are also partnering with local lodging partners to create local guides for visitors to take advantage of their stay and reciprocating the promotion of these lodging options are part of our campaign.

Our goal is to utilize advertising opportunities such as billboards, airport advertisements, travel brochures, magazines, radio, and potentially (depending on budget) targeted television ads, specifically in markets throughout eastern Washington and the other states listed above.

Imagine Children's Museum

Imagine Children's Museum

Imagine Children's Museum's proposed 2024 Winter Holiday Festival kicks off with a fun-filled weekend November 29-December 1. LTAC funds would be used to sponsor an after-hours Polar Express Party on Friday night, inviting families to come in their pajamas for exclusive Museum playtime, family-friendly dinner options, live entertainment, selfies with Santa, and a cozy hot chocolate bar before watching The Polar Express and leaving with a keepsake sleighbell ornament. On Saturday/Sunday, families will gather for a morning tree lighting and enjoy holiday play throughout the day, including visits with Santa, story time with Mrs. Claus (who hosts a pre-opening Sunday Morning Tea), Yeti scavenger hunt, "icy" science demonstrations, reindeer food and ornament making, live music, an indoor sock skating rink, and pop-up outdoor reindeer petting zoo. The Winter Holiday Festival will be advertised to visitors 50+ miles away through promotional radio messages

throughout western Washington, targeted banner ads on Seattletimes.com, boosted social media posts, and full-color posters to raise awareness among tourists already in town. Imagines' tourism objective is to position Snohomish County as an inclusive family-friendly destination, with an anticipated 62 overnight stays.

JAKT Foundation

Crave! Lynnwood

Support of Crave! will assist infrastructure costs, food costs, the of conducting the event and a marketing team effort that includes photography and video assets and PR outreach for this new event at The District.

The culinary and creative force behind CRAVE is Spokane chef and restaurateur Adam Hegsted.

"This has been a dream of mine for some time" states Hegsted. "We have some great things going on right now in our region and CRAVE will help us get to the next level. Join us in making this an event the region can rally around and be proud of."

CRAVE Objectives:

- Provide Snohomish County with a high-end multi-day culinary event.
- Highlight the culinary scene in Lynnwood and surrounding area, and reinforce to Chefs throughout the country that Lynnwood is a great destination to do business.
- Drive destination travel to Snohomish County using food as a draw and to then experience the many attributes the area enjoys.
- Feature local and regional food from fresh seafood, ranch-raised meats to farm-to-table produce and inventive desserts.

Crave is:

- A multi-day multi ticketed event under one name, Crave!
- o Each event ticket is all inclusive, one price and everything is hosted.
- Main events are Friday & Saturday
- o 15 chefs and 15 wineries, distillers, or breweries at each event, none repeating.
- ☑ Chef mix is focused on James Beard nominated chefs or similar quality.
- ☑ Wineries and their winemakers.
- o Limited in capacity to ensure a quality guest experience.
- Grand Tasting event is Saturday
- o Social and educational experiences.
- ☑ Attendees have an opportunity to interact directly with chefs and exhibitors.

Lynnwood District

Interlaced Festival

The **Interlaced Festival** is an annual arts and cultural festival for those who are head over heels for shoes - projected for the **first full weekend of July in 2024** (July 5th-July 7th), the **Interlaced Festival** will be a celebration of culture and diversity, telling a story through shoes. The festival is a great fit for this funding opportunity due to its ambition to become the most unique shoe event in the world, inspired by events like Sneaker Con, SNEAKERNESS, the Footwear Show Expo, and more! Our goal for the future is to take the Interlaced Festival global, so that it can become a bucket-list item for all ages, cultural backgrounds, and walks of life. We intend to advertise to several key states, including **Washington, California, Idaho, Oregon, Montana, Arizona, Nevada, North Dakota, South Dakota, and Alaska.** This, in combination with our projected event time of **Fourth of July Weekend 2024**, will create a huge opportunity for

overnight stays as families and individuals make travel plans to **Snohomish County** and the surrounding area! Additionally, the primary use of our requested funds is to acquire a **high-rate popular band/musician**, something that will create huge draw for people to travel for the purpose of visiting the **Interlaced Festival**, and will create a baseline ‘wow-factor’ that will incentivize other sponsors and vendors to partner with the festival. We believe that these factors in combination will create massive potential for 50+ mile travel, and travel from those who can’t miss the **Interlaced Festival!**

Mill Creek Festival	Mill Creek Festival
<p>The Mill Creek Festival is working with a digit media service for our marketing needs to help let the public know about the Mill Creek Festival, and all we have to offer: Entertainment, Food, Artis and Commercial Booths, Kids rides and Kids performance.</p> <p>In 2024 we will be working closely with Team 2910 Jack in the Bot - Henry M Jackson High School with robotics competition at the festival. "We want to share robotics with our community, and spread awareness for kids and adults about robotics programs they could participate." from Robin Lee Public Relations Team 2910 Jack in the Bot.</p> <p>From our survey from NW Giveaway who participated in the survey 34% came for the Entertainment. In 2023 we had the Atomic Punks from LA and Cherry Cherry from Georgia performed in the Beer Garden. On the Community Stage there are Kids dancing performing along with a Math Class demonstration to the Reptile Man coming always a big hit with kids and adults.</p> <p>LTAC funds we be very helpful in helping us do all that are listed above and making the 23 year festival a better event and help bring the Mill Creek Festival back to pre-COVID numbers.</p>	

Mukilteo Chamber of Commerce - Priority 1	Mukilteo Wine & Seafood Fest
<p>The Live Music Stage & Beer Garden has been a staple of the Mukilteo Lighthouse Festival for over 40 years. Visitors from across the country plan their visit to Mukilteo to include the festival. Funds requested will be used specifically to off-set the operational cost of the festival which continues to rise each year, outpacing the original and ongoing goal as providing a fundraising opportunity for the Mukilteo Chamber of Commerce.</p> <p>Overnight stays as a result of this project include planned stays from out-of-town friends and family, local hotels and motels to make a "long weekend" while visiting the event.</p> <p>Many come to see the fireworks and vendors, but almost all spend time in the Live Music and Beer Garden hearing bands that include classic rock, 80s, country, blues, americana, and others.</p>	

Mukilteo Chamber of Commerce - Priority 2	Live Music & Beer Garden at MLF
<p>The Mukilteo Seafood & WineFest is a local festival attracting attendees from Snohomish, King, and Skagit Counties and beyond. Attendees will sample from over 50 Washington State wines and seafood dishes from over five local restaurants. A WineMaker's dinner will take place on Friday night with many taking advantage of a Dinner & Stay package with Silver Cloud Inn on the beautiful Mukilteo waterfront. Funds will be used to rent a large tent which will allow the festival to take place during winter months when tourism is historically low.</p>	

Mukilteo Chamber of Commerce - Priority 3	Mukilteo Visitor Center
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The Mukilteo Visitor's Center houses information for individuals visiting Mukilteo and the surrounding areas. Staff at the Visitor's Center provide real-time directions, recommendations, maps, etc., to local and area/regional destinations.

Funds will be used to update/paint the interior of the Visitor's Center and provide a welcoming and professional location to browse information and learn about places to stay in and around Mukilteo.

Mukilteo Chamber of Commerce - Priority 4

Mukilteo Visitor Guide

The Mukilteo Visitor's Guide is a brochure that includes a map of the city and information about events, areas of interest, parks, etc. It is given to those who visit the Information Center or call/email asking for information to be mailed to those who are thinking of visiting or moving to Mukilteo or the surrounding area.

Funds will be used to update the Mukilteo Visitor's Guide with current information and print for distribution.

Mukilteo Lighthouse Festival

2024 Mukilteo Lighthouse Festival

Mukilteo Lighthouse Festival Association
President: Megan Reed
Mukilteo Lighthouse Festival

Project includes: Planning, producing and administrating Mukilteo Lighthouse Festival vendors/activities, including Saturday Night Fireworks at 8:15pm. Vendors (over 100) and visitors travel from several counties surrounding Snohomish County to attend, sell their wares, interact, and see fireworks. Visitors arrive by ferry, train, and complimentary bussing from school parking locations within Mukilteo. Advertising on social media and paid advertising reaches interested attendees.

Lighthouse and oceanic themed vendors and food trucks are joined by STEM activities, with aerospace industry supports anticipated. Parade and advertised entertainment lineup enhances local resident interests.

The festival promotes economic activity during an off-season weekend with an anchor event to extend summer tourism, increasing sales of lodging, meals, tours, gifts and souvenirs within Snohomish County. Our 3-day festival attracts tourists to spend the weekend experiencing our region's many attractions with sports events, artistic/cultural events throughout the area including the last weekend of Aquasox home games and first weekend of Silvertips pre-season games, as well as Edmonds/Everett waterfront activities and Boeing tours, and the Flying Heritage and Combat Armor Museum collection.

An approved grant can help pay for: Parade, Parking/shuttles, children's rides, lights, tents, portable toilets, entertainment and sound, advertising. Costs have risen this year by 10% to 20% from prior years.

Northwest Fishing

Northwest Fishing TV

Northwest Fishing TV is the most widely available broadcast television sport fishing show in the region. We propose to film and produce two (2) half-hour episodes for airing across the region on our major broadcast network partners to promote the counties two destination fisheries and/or events and attract anglers and outdoor enthusiasts to the area.

Northwest Fishing TV market coverage area includes nearly 10 million homes in the following TV markets: Seattle, Portland, Yakima/Tricities, Medford, Eugene, Boise, Missoula, Billings, Helena, and regional coverage on ROOT SPORTS. In addition to completed episodes filming on Northwest Fishing,

our team promotes the fishery and experience on our website and social media platforms.
<https://nwfishing.net/>

Episode Options (2 of the options will be produced depending on outcome of fishing/filming conditions, etc):

1. The Everett Coho Derby attracts participants from our the Pacific Northwest and beyond. (People that participate stay multiple days in the region)
2. Snohomish River
3. Marine Area fishing: Edmonds, Everett/Mukilteo
4. Goodwin Lake
5. Lake Ballinger
6. Lake Stevens
7. Other sites TBD

Olympic Ballet Theatre	2024 Expansion of Marketing
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(1) This project is a good fit for Snohomish County Hotel-Motel grant funding because Olympic Ballet Theatre, as Snohomish County's premier professional ballet company housed in Washington State's first Creative District, adds to Snohomish County's reputation as a vibrant arts destination by bringing high quality professional ballet productions to the local residents and visitors, and has potential as a tourist attraction to people living outside of the county. As OBT expands its advertising reach, it will attract more patrons to see the productions and to visit the cities performances are housed in, Edmonds and Everett.

(2) Grant funding would allow for OBT to expand avenues of advertising to increase OBT's regular advertising distance reach draw a larger audience to Snohomish County, potentially increasing the number of patrons at productions as well as the number of visitors to Snohomish County from wider distances.

(3) The long-term vision for this project is to continue expanding OBT's advertising reach, expanding audience sizes and brand awareness. Ideally if all goes well OBT would like to continue experimentation with various advertising methods to reach different audiences, such as billboards and television ads.

PNAA	Advance 2024 Annual Conference
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PNAA's 23rd Annual Aerospace Conference: Will be on Feb 5-8 & cost roughly \$300,000 (without labor) & bring in approximately 600 overnight stays to Snohomish County. We are requesting \$50,000 from LTAC to help with the cost of the venue, as this will allow us to spend additional funds on advertising, marketing and promoting the event within the state as well as globally. This year we are seeing an increase of 35% in the cost of our Venue from last year.

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: International Reception and Welcome
- Day #2 Programs, Exhibitors, Keynote Speaker, Social Hour & Awards Banquet,
- Day #3 Programs, Exhibitors, Keynote Speaker, Networking Social Hour, Thought Leadership Dinner

Day #4 Programs, Exhibitors & B2B (Business to Business Meetings)	
Port of Everett	Waterfront Place Winter Festivities
<p>The Port of Everett’s destination waterfront known as Waterfront Place has become a year-round attraction for locals and visitors alike, bringing economic growth and tourism opportunity to Snohomish County. Enhancing and promoting events and attractions in the winter, or “shoulder,” season, spanning November thru February, is a particular focus for the Port. With a growing desire for outdoor winter attractions, and with visitor traffic continuing its upward trend at the waterfront, the Port is seeking financial support from the Snohomish County Hotel-Motel Small Fund in the amount of \$50,000 to help offset the growing costs of producing and promoting its Waterfront Place Winter Festivities, specifically: 1) the Port's annual Holiday on the Bay festival – a free community event that attracts on average 10,000 visitors on the first Saturday of December, 2) the Pacific Ice outdoor “pop-up” ice rink that will be marking its fourth season in 2024, running mid-November 2024 to early January 2025, and 3) expansion of winter lighting displays up from mid-November thru President’s Day – a complementary component of the aforementioned festivities, but also, a unique and innovative standalone tourism attraction in itself that has visitors flock from all over for an “Instagrammable” experience. The Port’s Waterfront Place Winter Festivities are a natural fit for the County’s Hotel-Motel grant funds because it accomplishes both the County’s and the Port’s overall tourism objectives of increasing out-of-town visitor traffic (estimated at 25,000), promoting local spending and, ultimately, encouraging overnight stays at local hotels and motels (estimated at 5,000).</p>	
Schack Art Center	2024 Promotions
<p>Schack Art Center, located in downtown Everett, is the leading visual arts center between Seattle and Vancouver BC. Hosting rotating exhibitions throughout the year, a gallery store that sells art from local artists, classes, camps, workshops, multiple festivals, events and gallery openings. We are admission-free and open to the public Tuesday through Saturday, 10 - 5 pm and Sunday noon - 5 PM.</p> <p>Schack Art Center's proposed project aims to leverage LTAC funds to enhance marketing efforts for a diverse array of offerings, including exhibitions, festivals, classes, camps, events, and the gallery store. Schack plans to utilize the funds to develop a comprehensive marketing campaign encompassing digital and traditional media, social media advertising, targeted outreach, and collaborations with local tourism, businesses, community groups, and government entities.</p> <p>The project's tourism objectives strive attract visitors from surrounding regions and to create meaningful and enriching experiences for all participants. Embracing diversity and fostering a sense of belonging, Schack seeks to be an arts and cultural tourism beacon, attracting visitors from varied backgrounds who will not only enjoy their stay but also become advocates for the county's vibrant arts and cultural scene. Through collaborative efforts, the project aims to celebrate the richness of different cultures and strengthen community ties.</p> <p>By utilizing the most current marketing tools to track visitor data and gather insights, Schack Art Center will continuously refine its strategies to ensure a dynamic, inclusive, and engaging cultural destination for visitors and the community alike locally and 50+ miles away.</p>	
Sky Valley Chamber - Priority 1	Hiking Guides

The Hiking Guide originally created by Snohomish County tourism, has been one of the most popular items at visitor centers, overnight lodging, sporting goods stores, etc. The rural areas of Snohomish County took the lead on the last edition. We did the work but we included the whole region and we contributed the match. We thought that we had ordered enough to last 3 or 4 years but we were wrong. The popularity of this publication is amazing. We've gone through over half of them just this year. It's also available in a digital format on all of our websites.

Working with County staff we've decided to apply for a reprint but as a regional ongoing project. If we pursue this as an annual print then we can order a lot less allowing us to make adjustments as new hikes come along, we lose assets (Bolt Creek Fire took Barclay trails off the list), rules change, etc. It would also help with the storage issue.

We've received input from all of our previous partners in support of this project. Includes: Skykomish-Snohomish River Valleys (Sultan, Startup, Gold Bar, Index, Baring, Skykomish), City of Monroe, Monroe Chamber of Commerce, City of Snohomish, Lake Stevens Chamber of Commerce.

And the Stillaguamish-Sauk River Valleys made up of Town of Darrington, City of Arlington, Arlington Chamber of Commerce & VIC, Town of Granite Falls, Granite Falls Chamber.

Sky Valley Chamber - Priority 2

Placier.ai

This Application is for an alternate Data Collection service that will provide more specific and regional information for the smaller areas and events we serve, Placer.ai.

We are partnering with this new data provider to provide a data dashboard for the Sky Valley Chamber of Commerce and the City of Sultan, Monroe, and Gold Bar.

The previous co-op data contractor provided us with gross information, but as we used it more, many of our POIs needed a more extensive data set for the information to be accurate for specific 1-to-3-day events, parades, weekend trailhead activity, interest points, and other visitor experience assets.

The broader data sets have shifted as the company has adjusted their models, revising the data several times. While it gave us year-over-year targets, we need more specific information to adapt our events and tourism strategy and understand how to make this visitor experience more compelling to increase longer and repeat visitation.

This new data source supplier allows us to understand event visitation, analyze the impact on the host location, provide historical and projected attendee count for each event, attendee behaviors, and how past events impacted the Sky Valley Community and Tourism even with the smaller POIs and data sets.

We request \$16,000 (2 co-op matches for the City of Monroe and Sky Valley Chamber) of LTAC funding for this project to encompass the six cities and towns in the Sky Valley region. We are matching with staff wages at the Sky Valley Chamber and the partner cities of \$5625, and the remaining amount for the package for our population area of \$8500 from partner city Economic Development funds and Cash match.

Snohomish Block Party

2024 Snohomish Block Party

Snohomish Block Party is a 501(c)(3) organization committed to promoting community, creativity and diversity by hosting local fundraising events. The largest event we host is the summer Block Party, an annual 2-day festival and street fair, happening the last weekend of August. Through our events we support local musicians, artists and vendors, and bring revenue to local small businesses. The Snohomish Block Party is poised to captivate visitors from near and far, drawing them with its unique blend of vibrant entertainment, cultural experiences, and community spirit. With the support of the Snohomish County Hotel-Motel Small Fund Grant we aim to enhance our Event's appeal by curating exceptional attractions and bolstering marketing efforts. By spotlighting renowned artists and fostering a diverse range of vendors, the grant money will heighten the event's allure, making it a

magnet for attendees from distant locales. Anticipating this heightened attraction, we project a significant increase in overnight stays, contributing substantially to local tourism. This infusion of visitors will not only boost the local economy but also foster community engagement and cross-cultural interactions, aligning with our broader tourism objectives of showcasing the rich tapestry of Snohomish while creating lasting memories for all who partake.

Snohomish County DMO	Local Event Seasonal Marketing Campaign
Continuation of marketing and promotions for local seasonal events throughout Snohomish County	

Snohomish County DCNR - Priority 1	Datafy Analysis of Fair Park Lodging Attribution
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SUMMARY SCOPE: Commission DATAFY services for further analysis of lodging attributions initially identified in the 2023 DVA (DATAFY) Fair Park Visitation Review.

NOTE: Analysis may be in the form of a DATAFY report and/or creation of a Fair Park DATAFY Dashboard to view existing county DATAFY datasets. ALL numbers represented in the 2023 report, and referred to in the project request are estimates.

The Evergreen State Fair Park is the largest sports entertainment, events, and full-service convention center in the destination. Lost event business of 2020, and 2021 hit the quasi governmental enterprise especially hard. By 2022 out-of-town event attendance was still down by 58 percent, and lodging attribution also down by an estimated 63 percent.

Early findings of the Visitation Review indicate the commercial sports, trade shows and conventions at the Fair Park may contribute more to the local lodging industry than all PFDs in the County - COMBINED. Please see slides 27 - 32 of Visitation Review comparison of Fair Park to Everett Arena for attendance, overnights, lengths of stay, seasonality, and repeat visitation.

Parks realizes its success without County Lodging Tax support, but seeks seed funding from the LTAC to court national corporate sponsors and private-sector investment programs akin to the Partners for Parks program in King County. Additional research will look into event visitation behavior, lodging trends and event patterns. This will assist Parks in its evaluation of commercial ROIs for facility use, rentals, event types, infrastructure, and amenity priorities.

Snohomish County DCNR - Priority 2	Fair Park Entertainment Signage Site Plan
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WSDOT estimates EACH DAY 27,000 cars pass the Evergreen State Fair Park, the largest sports entertainment, events, and full-service convention center in the destination. Please see Visitation Review Slide 5.

The WSDOT Outdoor Advertising permits two (2) Digital LED Display signs of approximately 150 square feet per sign, to be located on Fair Park US2 frontage.

One (1) sign will be visible only to Eastbound lanes of travel, and one (1) sign will be visible only to Westbound lanes of travel.

Before the Fair Park can take steps to procure signage, WSDOT must approve a sign plan that is fully compliant with the Scenic Vistas Act.

This project requests \$40,000 for a professionally engineered site and signage plan to ensure signage is positioned correctly along the property for optimal visibility. Digital LED Display technology offers a

clean, curated and compelling way to promote Fair Park experiences, activities events, schedules. Welcoming signage is a tactic to grow new interest and new business with event owners.

Snohomish County Sports Commission

2024 USA Softball Western Nationals

Seattle Metro JO plans to use the requested LTAC funds for facility rental costs of the softball facilities. With 60-70 girls fastpitch teams competing in the USA Softball Class B Western Nationals, we will be using up to thirteen (13) softball fields. The plan is to use Meadowdale Athletic Complex (Lynnwood), Kasch Park (Everett), and Phil Johnson Ballfields (Everett).

The USA Softball U14 – U18 Class B Western Nationals will bring 60-70 teams from Alaska, Oregon, Idaho, Montana, Utah, Hawaii, California, Nevada, Arizona, Texas, and Oklahoma to Snohomish County for at least five days. The tournament begins on Tuesday and ends with championship games on Sunday. This weeklong national championship has the potential to generate 3,291 room nights for Snohomish County.

Seattle Metro JO will promote the Western Nationals at the USA Softball Council Meeting in late October 2023. Every USA Softball Association will be represented at this Council Meeting. In January 2024, we will promote the event at the USA Softball Regional meeting. Every Association in the Region attends this meeting. Additionally, the Western Nationals will be promoted on the tournament website.

We are working with the Snohomish County Sports Commission on creating a digital visitor information packet which will include places to eat, places to play, and places to shop. This will provide an opportunity for the teams to travel prior to the tournament and/or stay longer in Snohomish County. We are working with the Snohomish County Sports Commission on promoting the hotels to the teams.

Space 802 Charity

Space 802

Space 802 Non-Profit is seeking \$10,000 to help with marketing and operational expenses of Space 802 along with 4 different festivals and events we will produce in 2024. Space 802 Non-Profit is the tenant of the "little red brick building" which was also the first gas station in the State of Washington along with a parking lot adjacent to the building. In 2024 we will be hosting 4 different events at 802 1st Street, Snohomish, WA 98290. We will be hosting 1 festival in the Spring, Summer, Fall and Winter. These events will incorporate live music, beer or spirit garden, vendors and more to raise funds for youth music and art programs within Snohomish County. To help promote these festivals and events we would like to work to turn the Space 802 Gas Station into a local tourist attraction in Snohomish. To do this we will be rotating the staging and design of the gas station every 2 months and will be filming and promoting short videos in conjunction with the changes.

Snohomish Wedding Guild

Annual Tour & Engagement Guide

Space 802 Non-Profit is seeking \$10,000 to help with marketing and operational expenses of Space 802 along with 4 different festivals and events we will produce in 2024. Space 802 Non-Profit is the tenant of the "little red brick building" which was also the first gas station in the State of Washington along with a parking lot adjacent to the building. In 2024 we will be hosting 4 different events at 802 1st Street, Snohomish, WA 98290. We will be hosting 1 festival in the Spring, Summer, Fall and Winter. These events will incorporate live music, beer or spirit garden, vendors and more to raise funds for youth music and art programs within Snohomish County. To help promote these festivals and events we would like to work to turn the Space 802 Gas Station into a local tourist attraction in Snohomish. To do this we will be rotating the staging and design of the gas station every 2 months and will be filming and promoting short videos in conjunction with the changes.

Snohomish Youth Soccer

Snohomish United Bigfoot Tournament

The Snohomish United Bigfoot tournament, a popular soccer event in our community, is set for expansion. We aim to extend the event from being a one-weekend event to two separate weekends

in July 2024. This change is necessary to accommodate the growing interest in our tournament, evidenced by the fact that we had to turn away nearly 100 teams last year due to capacity constraints.

The LTAC funds requested will be channeled towards managing the increased expenses associated with hosting back-to-back large-scale events. Preparing Stocker Fields for an influx of games and traffic will require significant resources. Likewise, the costs for parking, traffic control, portable bathrooms, dumpsters and referees will essentially double. The funds will also aid in hiring additional staff dedicated to supporting these two events.

Our expanded tournament is projected to generate about 8,000 room nights in the county over the course of the two weekends. To attract visitors from beyond a 50-mile radius, we will leverage our existing relationships with other clubs, extending personal invitations for their teams to participate in our event. Additionally, we have partnerships with clubs that involve team exchanges for each other's tournaments, which will further enhance our reach.

This project aligns with tourism objectives by enhancing Snohomish's reputation as a premier destination for youth soccer. We anticipate that the expanded tournament will attract more visitors, who may return for future tourism, thereby driving economic growth in our county.

Village Theatre

2024 Mainstage Productions

For the last 25 years, Village Theatre has been in residence at the Everett Performing Arts Center bringing theatrical experiences to Snohomish County, encouraging visits to our region, and strengthening the presence of artistic opportunities.

This year, we hope that LTAC funding will help us to reach out and bring the experience of live theatre to new patrons and reengage those who have not yet returned after our Covid shuttering. Funding will directly impact our productions of *Beautiful: The Carole King Musical*, *Becoming Dr. Ruth*, *The Fantasticks*, and *Once on This Island*. In early 2024, we will be announcing the following season and the first production of Fall 2024 would also be supported by this funding.

The requested \$30,000 would provide \$6,000 for the promotion of each of these productions. As we continue to see the impact of the pandemic on arts and culture, these funds will allow us to expand our outreach efforts beyond our front door and encourage patrons to make theatre part of a getaway or a staycation. Partnerships with local restaurants, hotels, and events will allow new guests to make a day, weekend, or week of their visit to our area and increase overnight stays by an anticipated 2,000+ overnights. We hope to encourage more people to leave their homes and experience what our art and our area has to offer. As we lean in harder than ever into experiential marketing, we understand that this kind of outreach will take an expanded effort in our digital outreach and communications, advertising purchases, and an expansion of partnerships.