

SNOHOMISH COUNTY COUNCIL  
Snohomish County, Washington

MOTION NO. 23-535

2024 LOCAL HOTEL/MOTEL FUND EXPENDITURE PLAN

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

WHEREAS, SCC 4.40.050 establishes that funds collected under the section may be used to assist in defraying costs associated with projects designed to attract visitors to the County or encourage expansion of tourism; and

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

WHEREAS, the Snohomish County Lodging Tax Advisory Committee, on September 8, 2023, has evaluated the applications for eligibility and recommended funding levels for the projects, consistent with provisions of RCW 67.28;


NOW, THEREFORE, ON MOTION, the Snohomish County Council approves the 2024 Local Hotel/Motel Fund projects listed in the item entitled "Local Hotel/Motel Small Fund Allocations for 2024" attached hereto at the recommended levels as set forth therein and authorizes Executive Directors' signature authority to sign the agreements on behalf of Snohomish County and any other documents to effectuate all the terms and conditions of said agreements; and authorizes the Executive to execute the necessary contracts.

PASSED this 13<sup>th</sup> day of December, 2023.

SNOHOMISH COUNTY COUNCIL  
Snohomish County, Washington

  
\_\_\_\_\_  
Council Chair

ATTEST:

  
\_\_\_\_\_  
Deputy Clerk of the Council

	A	B	C	D	E	F	G	H
2	<b>Local Hotel/Motel Small Fund Allocations for 2024</b>							
3								
4		<b>Sponsor</b>	<b>Sponsor</b>	<b>Requested Funding Amount</b>	<b>Council District</b>	<b>New Project or Applicant?</b>	<b>2024 City LTAC Request</b>	<b>FINAL FUNDING RECOMMENDATION</b>
5	P-23-01	American Contract Bridge League	Puget Sound Regional Bridge Tournament	\$15,000.00	5	Yes	Lynnwood N/A	\$ 7,500.00
6	P-23-02	American Graffiti & Urban Art Conservation Project	Preserve the Kulture Jam 24	\$10,000.00	1,2	Yes	\$8,000.00	\$ 5,000.00
7	P-23-03	Arlington Fly-In	Arlington Sky Fest	\$25,000.00	1	No	\$25,000.00	\$ 18,750.00
8	P-23-04	Camano Arts Association	Art Studio Tour	\$19,500.00	1	No	N/A	\$ 6,000.00
9	P-23-05	Camano Chamber of Commerce	Northwest Glass Quest	\$10,000.00	1	No	\$10,000.00	\$ 7,500.00
10	P-23-06	Cascade Loop	Collaborative Marketing Program	\$14,187.00	1	No	N/A	\$ 14,187.00
11	P-23-07	Cascadia Art Museum	Reaching Out for Cultural Tourism	\$18,500.00	5	No	\$10,000.00	\$ 9,250.00
12	P-23-08	City of Everett - Priority 1	Sorticulture	\$25,000.00	2	No	\$30,000.00	\$ 18,750.00
13	P-23-09	City of Everett - Priority 2	Wintertide	\$25,000.00	2	No	\$25,000.00	\$ 12,500.00
14	P-23-10	City of Everett Parks	Jetty Island Days	\$20,000.00	2	No	?	\$ 10,000.00
15	P-23-11	City of Marysville - Priority 2	Marysville 5K	\$10,000.00	1	Yes	\$10,000.00	\$ 5,000.00
16	P-23-12	City of Marysville - Priority 1	3rd Street Farmers Market	\$10,000.00	1	Yes	\$10,000.00	
17	P-23-13	City of Monroe	Sky & Sno Adventure Guide	\$30,000.00	5	No	\$10,000.00	\$ 30,000.00
18	P-23-14	City of Snohomish	2024 Digital Marketing Campaign	\$6,205.50	5	Yes		\$ 6,205.50
19	<del>P-23-15</del>	<del>Darrington Historical Society</del>	<del>Suitttle Guard Station Roof Replacement</del>	<del>\$16,000.00</del>	<del>1</del>	<del>Yes</del>	<del>N/A</del>	<del>\$ -</del>
20	P-23-16	DeMiero Jazz Festival	2024 DeMiero Jazz Festival	\$5,000.00	5	No	\$2,600.00	\$ 2,500.00
21	P-23-17	Edmonds Center for the Arts	2024 Season Promotion	\$15,000.00	3	No	\$15,000.00	\$ 15,000.00
22	P-23-18	Everett Comedy - Historic Everett Theatre	2024 Everett Comedy	\$25,000.00	2	Yes	\$25,000.00	\$ 18,750.00
23	P-23-19	Everett Museum of History	Marketing & Awareness	\$9,600.00	2	Yes	\$5,500.00	\$ 5,000.00
24	P-23-20	Everett Performance Omnium	2024 Everett Performance Omnium "EPO"	\$25,000.00	1,2,5	Yes	\$5,000.00	\$ 18,750.00
25	P-23-21	Historic Snohomish Downtown Association - Priority 1	Winterfest	\$12,500.00	5	No	\$7,500.00	\$ 3,000.00
26	P-23-22	Historic Snohomish Downtown Association - Priority 2	2024 Promotion	\$8,000.00	5	No	\$5,500.00	\$ 4,000.00
27	P-23-23	Imagine Children's Museum	Imagine Children's Museum	\$16,800.00	1	No	N/A	\$ 10,000.00
28	P-23-24	JAKT Foundation	Crave! Lynnwood	\$50,000.00	3	Yes	N/A	\$ 25,000.00
29	P-23-25	Lynnwood District	Interlaced Festival	\$50,000.00	3	Yes	N/A	\$ 10,000.00
30	P-23-26	Mill Creek Festival	Mill Creek Festival	\$10,000.00	4	No	N/A	\$ 2,500.00
31	P-23-27	Mukilteo Chamber of Commerce - Priority 1	Mukilteo Wine & Seafood Fest	\$7,500.00	2	Yes	\$2,500.00	\$ 2,500.00
32	P-23-28	Mukilteo Chamber of Commerce - Priority 2	Live Music & Beer Garden at MLF	\$6,000.00	2	Yes	\$5,000.00	\$ -
33	P-23-29	Mukilteo Chamber of Commerce - Priority 3	Mukilteo Visitor Center	\$1,500.00	2	Yes		\$ -
34	P-23-30	Mukilteo Chamber of Commerce - Priority 4	Mukilteo Visitor Guide	\$1,500.00	2	Yes		\$ -
35	P-23-31	Mukilteo Lighthouse Festival	2024 Mukilteo Lighthouse Festival	\$50,000.00	2	No	\$60,000.00	\$ 10,000.00
36	<del>P-23-32</del>	<del>Northwest Fishing</del>	<del>Northwest Fishing TV</del>	<del>\$10,000.00</del>	<del>all</del>	<del>Yes</del>		<del>\$ -</del>
37	P-23-33	Olympic Ballet Theatre	2024 Expansion of Marketing	\$15,000.00	3	No	\$5,400.00	\$ 7,500.00
38	P-23-34	PNAA	Advance 2024 Annual Conferece	\$50,000.00	5	No	N/A	\$ 45,000.00
39	P-23-35	Port of Everett	Waterfront Place Winter Festivities	\$50,000.00	2	Yes	\$50,000.00	\$ 47,000.00
40	P-23-36	Schack Art Center	2024 Promotions	\$47,000.00	2	No	\$78,800.00	\$ 35,250.00
41	P-23-37	Sky Valley Chamber - Priority 1	Hiking Guides	\$19,000.00	5	No	N/A	\$ 14,000.00
42	P-23-38	Sky Valley Chamber - Priority 2	Placier.ai	\$16,000.00	5	Yes	N/A	\$ 16,000.00
43	P-23-39	Snohomish Block Party	2024 Snohomish Block Party	\$10,000.00	5	Yes	\$10,000.00	\$ 2,500.00
44	P-23-40	Snohomish County DMO	Local Event Seasonal Marketing Campaign	\$89,812.50	all	Yes	N/A	\$89,812.50
45	P-23-41	Snohomish County DCNR - Priority 1	Datafy Analysis of Fair Park Lodging Attribution	\$20,000.00	5	Yes	N/A	\$ 20,000.00
46	P-23-42	Snohomish County DCNR - Priority 2	Fair Park Entertainment Signage Site Plan	\$40,000.00	5	No	N/A	\$ -
47	P-23-43	Snohomish County Sports Commission	2024 USA Softball Western Nationals	\$25,000.00	1,2,3,4	Yes	\$25,000.00	\$ 25,000.00
48	P-23-44	Space 802 Charity	Space 802	\$10,000.00	5	Yes	N/A	\$ 10,000.00

	A	B	C	D	E	F	G	H
49	<b>P-23-45</b>	Snohomish Wedding Guild	Annual Tour & Engagement Guide	\$17,200.00	5	No	?	\$ 15,000.00
50	<b>P-23-46</b>	Snohomish Youth Soccer	Snohomish United Bigfoot Tournament	\$75,000.00	5	No	\$7,000.00	\$ 50,000.00
51	<b>P-23-47</b>	Village Theatre	2024 Mainstage Productions	\$30,000.00	2	No	\$40,000.00	\$ 30,000.00
52								
53			Total 2024 Requests:					\$684,705.00