

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 25-006

2025 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 18, 2024, 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 2025 Local Hotel Motel Fund projects listed in the item entitled "Local Hotel Motel Small Fund Allocations for 2025" 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 22nd day of January, 2025.

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Council Chair

ATTEST:



Deputy Clerk of the Council

2025 Local Hotel Motel Funding Allocations

Sponsor		Name of Event	Requested Funding Amount	FINAL FUNDING RECOMMENDATION	Council District	City LTAC Request	New Project or Applicant?
P-25-01	American Contract Bridge League	Puget Sound Regional Bridge Tournament	\$15,000.00	\$10,000.00	5	N/A	No
P-25-02	American Graffiti & Urban Art Conservation Project	AMGRAF Concert Series	\$50,000.00	\$50,000.00	1,2	\$110,000.00	No
P-25-03	Arlington Fly-In	Arlington Sky Fest	\$30,000.00	\$20,000.00	1	\$30,000.00	No
P-25-04	Brand Builder Media	Discover Mukilteo	\$19,500.00	\$5,000.00	2	\$3,000.00	Yes
P-25-05	Camano Arts Association - priority #1	Art Studio Tour	\$8,500.00	\$6,000.00	1	N/A	No
P-25-06	Camano Arts Association - priority #2	Camano Gateway Gallery & VIC	\$6,000.00	\$0.00	1	N/A	Yes
P-25-07	Camano Island Chamber of Commerce	Northwest Glass Quest	\$12,000.00	\$12,000.00	1		No
P-25-08	Cascade Loop	Collaborative Marketing Program	\$14,500.00	\$14,500.00	1,2	N/A	No
P-25-09	Cascadia Art Museum	2025 Event Promotions	\$15,000.00	\$10,000.00	5	\$2,000.00	No
P-25-10	City of Everett - Priority 1	Sorticulture	\$25,000.00	\$25,000.00	2	\$30,000.00	No
P-25-11	City of Everett - Priority 2	Wintertide	\$25,000.00	\$12,500.00	2	\$25,000.00	No
P-25-12	City of Everett Parks	Jetty Island Days	\$20,000.00	\$10,000.00	2	\$25,000.00	No
P-25-13	City of Lynnwood	Meadowdale Playfield	\$50,000.00	\$50,000.00	2	N/A	Yes
P-25-14	City of Monroe	Sky & Sno Adventure Guide	\$30,000.00	\$30,000.00	5	\$15,000.00	No
P-25-15	City of Mukilteo - priority #1	Smart Digital Signage Player	\$6,000.00	\$0.00	2	\$60,000.00	Yes
P-25-16	City of Mukilteo - priority #2	Rosehill Community Center - Putting Green	\$38,250.00	\$0.00	2	\$60,000.00	Yes
P-25-17	City of Snohomish	2025 Digital Marketing Campaign	\$6,205.50	\$6,205.50	5	\$6,205.50	No
P-25-18	Courtyard Media Foundation	GeekFest West	\$50,000.00	\$35,000.00	1,2	\$100,000.00	Yes
P-25-19	Edmonds Center for the Arts	2025 Season Promotion	\$25,000.00	\$8,000.00	3	\$15,000.00	No
P-25-20	Everett Community College Foundation	NWAC Volleyball Championships	\$5,000.00	\$5,000.00	1,2,3,4	\$5,000.00	Yes
P-25-21	Everett Pride	Block Party & Pop Ups	\$10,000.00	\$10,000.00	2	\$10,000.00	Yes
P-25-22	Evergreen Arboretum	Wintertide Lights & Solstice Walk	\$10,000.00	\$5,000.00	2	\$25,000.00	No
P-25-23	Historic Snohomish Downtown Association - Priority 1	Winterfest Operations	\$8,325.00	\$8,325.00	5	\$5,500.00	No
P-25-24	Historic Snohomish Downtown Association - Priority 2	Sound Pulishing - Winterfest Promotion	\$6,000.00	\$6,000.00	5	\$2,388.00	No
P-25-25	Imagine Children's Museum	Adventure Awaits Marketing & Insights	\$24,000.00	\$15,000.00	1,2,3,4,5	\$30,000.00	No
P-25-26	Kamiak Arts	Music in Motion Band Competition	\$5,000.00	\$5,000.00	5	\$5,000.00	Yes
P-25-27	Mukilteo Lighthouse Festival Association	2025 Mukilteo Lighthouse Festival	\$50,000.00	\$10,000.00	2	\$60,000.00	No
P-25-28	NW Black Belt Academy	2025 Global Athletes	\$15,600.00	\$15,600.00	3	N/A	Yes
P-25-29	Olympic Ballet Theatre	Olympic Ballet Theatre 2025 Advertising	\$26,900.00	\$10,000.00	2,3	\$5,400.00	No
P-25-30	PNAAs	Advance 2025 Annual Conferece	\$50,000.00	\$45,000.00	5	N/A	No
P-25-31	Port of Everett	Waterfront Place Winter Festivities	\$50,000.00	\$25,000.00	2	\$50,000.00	No
P-25-32	Revolution Racing	2025 Everett Performance Omnium "EPO"	\$35,000.00	\$25,000.00	2,3,5	\$40,000.00	No
P-25-33	Schack Art Center	Promoting Shack Art Center	\$47,000.00	\$39,000.00	2	\$80,000.00	No
P-25-34	Sky Valley Chamber - Priority 1	Data Driven Solutions	\$16,000.00	\$16,000.00	5	N/A	No
P-25-35	Snohomish County Sports Commission	2025 World Breaking Blassic USA Open Qualifier	\$15,000.00	\$15,000.00	2	\$15,000.00	Yes
P-25-36	Snohomish Wedding Guild	2025 Snohomish Wedding Guild	\$17,200.00	\$14,000.00	5	N/A	No
P-25-37	Sound Performance Sports	2025 Nat. Strength & Conditioning NW Reg. Conference	\$25,000.00	\$8,800.00	2,3	N/A	Yes
P-25-38	Space 802 Charity	Space 802 Events	\$10,000.00	\$10,000.00	5	N/A	No
P-25-39	Stilly Valley Chamber	Arlington Farm Tours	\$9,000.00	\$5,000.00	1	\$9,000.00	No
P-25-40	Stilly Valley Chamber	Arlington Oktoberfest and Sasquatch Run	\$9,000.00	\$5,000.00	1	N/A	No
P-25-41	Village Theatre	2025 Mainstage Productions	\$30,000.00	\$30,000.00	2	\$35,000.00	No
P-25-42	WA Mens Gymnastics Foundation	2025 State Championships	\$22,200.00	\$22,200.00	2	N/A	Yes
P-25-43	Wheels on the Waterfront	Wheels on the Waterfront	\$5,000.00	\$0.00	5	N/A	Yes
P-25-44	Seattle North Country Microsites	Event Blog Updates and Advertising	N/A	\$15,000.00	1,2,3,4,5	N/A	Yes
P-25-45	Seattle North Country	Seasonal Event Marketing	N/A	\$80,869.50	1,2,3,4,5	N/A	No
2025 FUNDING TOTAL				\$750,000.00			