

## 2023 Hotel-Motel Small Fund Applications

### Project Summaries

#### 1. Applicant: Arlington Fly-In

- Project Title: Arlington SkyFest 2
- Total Project Budget: 175,500
- Requested Funding: 29,000
- Estimated number of lodging nights generated: 350
- County District(s) Impacted: 1

Summary: With the addition of the historic Aircraft displays the 2022 Arlington Skyfest event drew attendees from 13 States and Canada. 23% 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.

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.

We also are requesting funds to do extensive digital media out. In 2022 we had attendees from Florida, Maryland, North Carolina, New Jersey, and Virginia.

		Project Name:			
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Historical Displays	\$ 15,000	\$ 15,000	\$ 5,000	\$	\$ 35000
2. entertainment	\$ 9,000	\$ 15,000	\$ 36,000	\$	\$ 60,000
3. Facilities	\$	\$	\$ 21,000	\$	\$ 21,000
4. Saftey and Ops	\$	\$	\$ 47,000	\$	\$ 47,000
5. Marketing	\$ 5000	\$ 5,500	\$ 2000	\$	\$ 12,500
Totals:	\$ 29,000	\$ 35,500	\$ 111,000	\$	\$ 175,500

## 2. Applicant: Camano Arts Association

- Project Title: Stanwood/Camano Art Studio Tour
- Total Project Budget: \$82,200
- Requested Funding: \$18,000
- Estimated number of lodging nights generated: 180
- County District(s) Impacted: 1

Summary: The five-day two-weekend Art Studio Tour is a much-anticipated annual event produced by the all-volunteer Camano Arts Association. The free, self-guided Tour brings thousands of people to the region Mother's Day weekend and the following weekend to discover and purchase art and meet the artists in their own studios. Tour visitors travel a 55-mile route through a Pacific Northwest cultural center for the visual arts to experience 35+ artist studios and galleries located in Stanwood and on Camano Island.

Standing on a 23 year heritage, in 2023 CAA plans major enhancements to the marketing materials, publicity, signage and website to build a stronger connection with repeat and new Tour participants. CAA views 2023 as a transition year: with new Art Tour director, new board president and officers, many returning and new artists and new Tour stops, fresh energy is going into planning the 2023 Tour.

We seek LTAC funding to help support the marketing materials and activities that attract travel to the Stanwood/Camano Island area for the Art Tour.

Our strategies to attract and retain out-of-town participation and encourage overnights include:

- A new inviting and effective website
- Hiring of a new hyper-local PR firm
- Design/Print/Mail a new save-the-date tri-fold pamphlet in early 2023
- Design/Print/Mail a collectable full color booklet-brochure with detailed information about participating studio artists, map, and advertisements for local businesses (as in the past)
- Social media and online advertisements targeted to non-local areas
- New flutter flags and replacement A-Boards

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Graphic Design of Brochure	\$ 2,500	\$	\$ 4,700	\$	\$ 7,200
2. Printing save-the-date	\$ 9,000	\$	\$ 17,250	\$	\$ 26,250
3. Mailing service + postage	\$ 2,500	\$	\$ 4,500	\$	\$ 7,000
4. Print Posters	\$ -	\$	\$ 400	\$	\$ 400
5. PR Firm-tour promo	\$ -	\$	\$ 16,000	\$	\$ 16,000
6. Advertising & Ad Design	\$ -	\$	\$ 8,500	\$	\$ 8,500
7. Social Media	\$ -	\$	\$ 3,500	\$	\$ 3,500
8. New Website (tour portal)	\$ 4,000	\$	\$ 2,500	\$	\$ 6,500
9. Signage (replace/enhance)	\$ -	\$	\$	\$	\$ 6,000
10. other: survey monkey	\$ -	\$	\$ 750	\$	\$ 750
Totals:	\$ 18,000	\$ -	\$ 64,200	\$	\$ 82,200

### 3. Applicant: Camano Island Chamber of Commerce

- Project Title: The Great Northwest Glass Quest
- Total Project Budget: \$56,800
- Requested Funding: \$10,000
- Estimated number of lodging nights generated: 600
- County District(s) Impacted: Snohomish, 1

Summary: 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 \$56K) 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 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 the overwhelming pent up demand for events and especially for families and individuals looking for something to do during the month of February. 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.

	Project Name:				
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Event Coordinator	\$	\$	\$	\$	\$ 8,000
2. Glass Quest Floats	\$	\$	\$	\$	\$ 20,000
3. Graphic Design	\$	\$	\$	\$	\$ 2,500
4. Web Development	\$ 1,000	\$	\$	\$	\$ 5,000
5. Marketing	\$ 8,000	\$	\$	\$	\$ 12,000
6. Event Booklet Design	\$	\$	\$	\$	\$ 1,500
7. Materials	\$	\$	\$	\$	\$ 5,000
8. Kick Off Event	\$	\$	\$	\$	\$ 800
9. Digital App	\$ 1,000	\$	\$	\$	\$ 2,000
10.	\$	\$	\$	\$	\$
Totals:	\$ 10,000	\$	\$	\$	\$ 56,800

#### 4. Applicant: Cascade Loop Association

- Project Title: Collaborative Marketing Program
- Total Project Budget: \$77,950
- Requested Funding: \$14,200
- Estimated number of lodging nights generated: 32,888
- County District(s) Impacted: mostly 1, 2 & 5

Summary: The Cascade Loop Association (CLA) is seeking \$14,200 in 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) \$11,250 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 Cascade Loop Region 1 (Seattle NorthCountry) and Region 2 (Stevens Pass Greenway) plus pull-out map.  
2) Additionally, we ask for \$1000 for targeted social media marketing to our substantial audience in the form of paid organic posts drawing attention to the myriad of activities and attraction within these portions of the Cascade Loop with a focus on shoulder-season visits, and collaboration with DMO partners within Snohomish County.  
3) WE have an ongoing SEO/SEM campaign with funding help from last years LTAC funding cycle. We request additional \$1950 to be spent on furthering that campaign into fall/winter of 2023 to add continuity to our efforts to bring visitors to Snohomish County.

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Travel Guide Production/Distribution	\$ 11,250	\$	\$ 63,750	\$	\$ 75,000
2. Social Media Focused Promotion	\$ 1,000	\$	\$	\$	\$ 1,000
3. Search Engine Marketing (Continuation of ongoing efforts)	\$ 1,950	\$	\$	\$	\$ 1,950
4.	\$	\$	\$	\$	\$
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 14,200	\$	\$ 63,750	\$	\$ 77,950

## 5. Applicant: City of Everett

- Project Title: City of Everett 4th of July Colors of Freedom Festival
- Total Project Budget: \$150,000
- Requested Funding: \$20,000
- Estimated number of lodging nights generated: 500
- County District(s) Impacted: 2

Summary: The City of Everett hosts the largest 4th of July Fireworks show and festival in Snohomish County. Each year (except during COVID), thousands of people come to Everett to spend their 4th of July in Everett. Starting at 4 p.m., the City hosts the Colors of Freedom Festival at Legion Park which features 20 food trucks, world-class live music and family friendly games and entertainment.

The day is capped off with an awe-inspiring 22-minute fireworks show that lights up the bay and can be seen from miles. The fireworks are enjoyed by over 50,000 people across the Everett, Marysville and Tulalip waterfront.

Hotels are full on the 4th of July - a lot of locals staycation here for the weekend.

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Marketing	\$ 5,000	\$	\$ 5,000	\$ 5,000	\$ 15,000
2. Fireworks/Professionals	\$ 10,000	\$ 20,000	\$ 60,000	\$	\$ 90,000
3. Operations	\$ 5,000	\$	\$ 20,000	\$	\$ 25,000
4. Wages	\$	\$	\$ 20,000	\$	\$ 20,000
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 20,000	\$ 20,000	\$ 105,000	\$ 5,000	\$ 150,000

## 6. Applicant: Jetty Island Days

- Project Title: Jetty Island Days
- Total Project Budget: \$179,000
- Requested Funding: \$17,000
- Estimated number of lodging nights generated: 1,000
- County District(s) Impacted: 2

### Summary:

The City of Everett seeks \$17,000 in grant funds to support recreational programming, inclusive access and interpretative signage for the Jetty Island Days program. Our goal is to enrich the overall experience and provide interactive opportunities for visitors to learn about and appreciate the natural beauty of the island. Recreation programming will include guided nature walks, arts & craft events, educational classes, special events, and campfires. We would also like to purchase a sand wheel chair to assist people with physical limitations in accessing the beach. Finally, the interpretive signage would aid in educating the public on the plant and animal life that inhabit the island and give self-guided tour options to visitors.

Since 1985, the Jetty Island Days program has run from July 5th until 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 \$179,000. 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.

Jetty Island Days has historically resulted in 1,000 overnight stays in Everett and Snohomish County. Many of these visitors patronize shops, and restaurants, in addition to hotels throughout the county.

Project Name: Jetty Island Days					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Program Supplies	\$ 17,000	\$	\$	\$	\$ 17,000
2. Argosy Ferry Expense	\$	\$	\$	\$ 117,000	\$ 117,000
3. City of Everett Staffing	\$	\$	\$ 45,000	\$	\$ 45,000
4.	\$	\$	\$	\$	\$
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 17,000	\$	\$ 45,000	\$ 117,000	\$ 179,000

## 7. Applicant: City of Everett (Priority #3)

- Project Title: Wintertide
- Total Project Budget: \$80,000
- Requested Funding: \$20,000
- Estimated number of lodging nights generated: 1,000
- County District(s) Impacted: 2

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 over a dozen partners across the city. We expanded upon this in 2021.

Wintertide is both a marketing campaign and a set of holiday programs throughout the city between Thanksgiving and New Years.

Wintertide now features:

- 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.
- 6) Ice skating at the Port of Everett
- 7) Downtown makers market and tree lighting ceremony

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Marketing	\$ 10,000	\$ 10,000	\$ 5,000	\$	\$ 25,000
2. Rentals	\$ 5,000	\$ 5,000	\$ 5,000	\$	\$ 15,000
3. Wages	\$	\$	\$ 20,000	\$	\$ 20,000
4. Holiday lighting, enter	\$ 5,000	\$ 5,000	\$ 10,000	\$	\$ 20,000
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 20,000	\$ 20,000	\$ 40,000	\$	\$ 80,000

## 8. Applicant: City of Everett (Priority #1)

- Project Title: Sorticulture Garden & Arts Festival
- Total Project Budget: \$136,000
- Requested Funding: \$25,000
- Estimated number of lodging nights generated: 500-750
- County District(s) Impacted: 2

Summary: Sorticulture is Everett's iconic Garden and Arts Festival. With over 150 artists and 20,000+ attendees, 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; the event features artists selling plants and garden art, nurseries, live entertainment, educational workshops, and food trucks. Sorticulture is unique in that it's tightly curated and centered on art for the garden. It attracts a diverse group of people, but the majority of patrons are affluent home owners looking for one-of-a-kind art pieces for their gardens.

We request LTAC support of \$25,000 to help with marketing and programming expenses.

Our tourism objectives are:

- 1) Attract tourists/consumers to 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 Coastal Communities lifestyle
- 4) Provide quality of life programming for visitors and residents
- 5) Introduce people to Everett and inspire positive word-of-mouth reviews

Project Name: Sorticulture					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Marketing	\$ 15,000	\$ 15,000	\$	\$ 10,000	\$ 40,000
2. Operations/Rentals	\$ 10,000	\$ 15,000	\$ 30,000	\$	\$ 55,000
3. Entertainment	\$	\$	\$ 10,000	\$	\$ 10,000
4. Wages	\$	\$	\$ 31,000	\$	\$ 31,000
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 25,000	\$ 30,000	\$ 71,000	\$ 10,000	\$ 136,000



## 9. Applicant: City of Monroe

- Project Title: Sky & Sno Adventure Guide
- Total Project Budget: \$44,000
- Requested Funding: \$30,000
- Estimated number of lodging nights generated: 200
- County District(s) Impacted: 5

Summary: The Cities of Monroe and Snohomish, and the Lake Stevens and Sky Valley Chambers of Commerce, formed a coalition in 2021 to promote tourism to and within the Skykomish-Snohomish River Valleys. A key part of this joint effort is a regional tourism publication; this publication was tentatively titled "Explore the Valleys of Sno & Sky" in our application this year, and carries a finalized title of "Sky & Sno Adventure Guide". The first edition, published in April 2022, was a 36-page, full-color printed publication, with a digital edition available as well, available at:

<https://7d02079e.flowpaper.com/SkySnoAdventureGuideSpring2022/?fbclid=IwAR2XxWvddU60ed8Fx-0kdy4ICeVQdaigQPt-atQNVRGbN-88JUzYK2D2W60#page=1>.

Based on the success of the first edition, the Fall/Winter 2022 edition, slated for publication on October 7, will be a 48-page 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 first edition of the Adventure Guide, as well as the City of Monroe's current locally-focused publication, Choose Monroe. Matching funds of approximately \$14,000 will be provided to cover distribution and writing of the printed publication.

Project Name: Sky & Sno Adventure Guide					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Publication	\$ 30,000	\$ 30,000	\$	\$	\$ 30,000
2. Distribution	\$	\$	\$ 10,000	\$	\$ 10,000
3. Writing	\$	\$	\$ 4,000	\$	\$ 4,000
4.	\$	\$	\$	\$	\$
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 30,000	\$ 30,000	\$ 14,000	\$	\$ 44,000

#### 10. Applicant: DeMiero Jazz Festival

- Project Title: 2023 DeMeiro Jazz Festival
- Total Project Budget: \$61,225
- Requested Funding: \$5,000
- Estimated number of lodging nights generated: 90
- County District(s) Impacted: Snohomish, 1

#### Summary:

The 2023 DeMiero Jazz Festival will be our 48th 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 3-day festival, planned for March 2, 3, and 4, 2023. 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 an 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 arts and culture of the Edmonds area. Community members may attend daytime events for free. Visitors enjoy shopping, dining, and discovering the beautiful waterfront nearby. How do we bring in choirs from far away? By direct email to choir directors (many of whom have attended before) and by word of mouth through the network of music educators. We also hire a professional social media coordinator to boost Facebook and other social media networks to jazz fans and potential attendees. We are requesting \$5,000 from this grant, which we would like to use to help defray the costs of venue and equipment rental (estimated at \$12,000 for the venues and \$4,000 for the equipment). Our overall budget for the project is approximately \$61,225, based on expected attendance of 650 people. In the past two years, Covid restrictions have forced us to change the Festival into a hybrid online/in person format; we hope to be mostly in-person in 2023, with an online option for choirs who are still not allowed to do overnight field trips. Our online option has required us to spend more on technical assistance, but has enabled us to attract big name jazz artists to produce workshops and master classes from their homes in places like New York and Chicago, greatly benefitting our students. We hope to partner again with the Snohomish County Small Hotel/Motel fund!

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Venue Rental	\$ 3000	\$ 0	\$ 10000	\$	\$ 13000
2. Equipment Rental	\$ 2000	\$ 0	\$ 3500	\$ 500	\$ 4000
3. Marketing	\$	\$ 2600	\$	\$	\$ 2600
4. Artist Fees and Costs	\$	\$	\$ 19875	\$	\$ 19875
5. Contract & Technician	\$	\$	\$ 9500	\$	\$ 9500
6. Administration	\$	\$	\$ 6700	\$	\$ 6700
7. Insurance	\$	\$	\$ 1000	\$	\$ 1000
8. Fundraising Event	\$	\$	\$ 750	\$ 500	\$ 750
9. Printing	\$	\$	\$ 1300	\$	\$ 1300
10. Credit Card pmts	\$	\$	\$ 2500	\$	\$ 2500
Totals:	\$ 5000	\$ 2600	\$ 53,625	\$ 1000	\$ 61,225

### 11. Applicant: Edmonds Center for the Arts

- Project Title: ECA 2023 Season Promotion
- Total Project Budget: \$20,000
- Requested Funding: \$15,000
- Estimated number of lodging nights generated: 1,200
- County District(s) Impacted: 2, 3, 4

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 \$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 2023 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 2023. 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 \$48,000.

Project Name: ECA 2023 Season Promotion					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Digital Advertising	\$ 10000	\$ 5000	\$	\$ 10000	\$ 25000
2. Print Advertising	\$ 5000	\$ 2500	\$	\$ 2000	\$ 9500
3. TV Advertising	\$	\$ 7,500	\$	\$ 2000	\$ 9500
4. Radio Advertising	\$	\$	\$	\$ 14000	\$ 14000
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 15000	\$ 15000	\$	\$ 18000	\$ 48000

## 12. Applicant: Evergreen Arboretum

- Project Title: Wintertide Lights 2023
- Total Project Budget: \$25,000
- Requested Funding: \$10,000
- Estimated number of lodging nights generated: 50-60
- County District(s) Impacted:

Summary: Wintertide Lights began in 2020 as a volunteer effort by Evergreen Arboretum and Gardens, the only arboretum in Snohomish County, to provide cheer at the end of a dark, pandemic year by lighting up the Arboretum's trees and shrubs and opening the gardens to the public after dark. It drew 5,500 visitors in its first year. Thanks to an Everett Forward grant we expanded the 2021 event to include more lights, a gnome hunt and free Saturday craft classes for kids--and attendance doubled. Wintertide Lights is a non-commercial, free, self-paced event open to people of all socio-economic backgrounds that runs from December 1-31, from 4-8 PM nightly and was part of a City/Port effort to expand December activities that included a makers market and ice skating rink in 2021. The timing, from 4-8 PM means people can enjoy other activities during the day such as dinner at a local restaurant, and still have time to see the display. It's a huge volunteer effort and the assistance of an electrical vendor working throughout November is required to make it happen. Generous sponsors and donors plus a two-year Everett Forward grant from the City of Everett (ending in 2022) have provided needed funds to continue and grow. We would use LTAC funding to purchase additional lights and electrical materials to expand into previously unlit areas, improve some of our pathways for safety, purchase class materials and expand our advertising reach. Up to now we have grown via press releases and PSAs, our newsletter, on-site signage and word-of-mouth. Depending on funding, ads in local magazines like Sound & Summit could be produced to attract visitors outside from 50+ miles away and a postcard for local hotels would increase visitation. Success would be measured via the people counter and zip code surveys randomized throughout the month as volunteers allow. We do not necessarily believe that this event generates overnight visitors in itself but it adds another popular activity option for off-season visitors, and improves the quality of the experience of those staying overnight.

Project Name: Wintertide Lights 2023					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Lighting vendor Lg tree	\$ 0	\$ 0	\$ 10,000	\$	\$ 10,000
2. Lights and accessories	\$ 5,000	\$	\$	\$	\$ 5,000
3. Signage on-site	\$ 400	\$	\$	\$	\$ 400
4. Ad and hotel postcard	\$ 2,525	\$	\$	\$	\$ 2,525
5. 12 yds Gravel	\$ 1,200	\$	\$	\$	\$ 1,200
6. 200 ft Bender Board	\$ 500	\$	\$	\$	\$ 500
7. 165 Volunteer Hours	\$	\$	\$	\$ 5,000	\$ 5,000
8. Class materials, hot tea	\$ 300	\$	\$	\$	\$ 300
9. Newsletter (Constant	\$ 75	\$	\$	\$	\$ 75
10.	\$	\$	\$	\$	\$
Totals:	\$ 10,000	\$	\$ 10,000	\$ 5000	\$ 25,000

### 13. Applicant: Historic Downtown Snohomish Association

- Project Title: Downtown Snohomish WinterFest 2023
- Total Project Budget: \$57,490
- Requested Funding: \$38,000
- Estimated number of lodging nights generated: 3
- County District(s) Impacted: Snohomish

Summary: WinterFest is a 3 day event inspired by the holiday season with the intention of drawing an audience to the west side of the cascade mountain range. Like the winter and holiday events hosted in Leavenworth, we wish to provide a festive opportunity for tourists without having to travel through mountain passes. This event will be comprised of a several offerings that appeal to families and individuals alike including an ice sculpting contest, gingerbread house viewing, igloo village dining experiences, 12 gifts of Christmas "Amazing Scavenger Hunt", a wine walk, brew fest, music in the gazebo, breakfast with Santa, river front luminaries, special light installation along first street and the Snohomish river bridge, holiday window decorations, and more. We plan to pair several of these events with local charities.

LTAC funds will be used to purchase lighting installations (hardware and labor), compensate artists and other staff needed to execute events, understand our audience through Datafy and other software programs, advertise to audiences throughout the Puget Sound region through TV, printed ads, social media campaigns, and radio advertising. We hope this event will grow over the years and become a household name for winter destination activities in Western Washington.

Project Name: Downtown Snohomish WinterFest 2023					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. lighting installations	\$ 12000	\$ 1000	\$	\$ 2500	\$ 15500
2. igloo village garden	\$ 10,500	\$	\$	\$ 1,500	\$ 12,000
3. gingerbread houses	\$ 3750	\$	\$ 250	\$ 2500	\$ 6500
4. event venue rental	\$ 500	\$ 1440	\$	\$ 2500	\$ 4440
5. city permits and staff	\$ 500	\$	\$	\$	\$ 500
6. barricade and traffic	\$ 750	\$	\$	\$	\$ 750
7. catering and service	\$ 3000	\$	\$	\$ 3750	\$ 6750
8. TV, print, SM, Radio	\$ 5000	\$ 2500	\$	\$	\$ 7500
9. Ice sculpting	\$ 2000	\$	\$ 250	\$ 300	\$ 2550
10. Volunteer hours	\$	\$	\$	\$ 1000	\$ 1000
Totals:	\$ 38000	\$ 4940	\$ 500	\$ 14050	\$ 57490

#### 14. Applicant: Imagine Children's Museum

- Project Title: Play & Stay 2023
- Total Project Budget: \$45,887
- Requested Funding: \$17,000
- Estimated number of lodging nights generated: 1,700
- County District(s) Impacted: 1

##### Summary:

Imagine Children's Museum (Imagine) requests \$17,000 of its budgeted \$45,887 project from the Snohomish County Tourism Promotion Assistance Program for its exciting new Play and Stay 2023 Campaign. Imagine recently opened the doors of its new three-story, double-volume, 33,000 sq. ft. expansion of its family-friendly playful learning facility in downtown Everett. This expansion doubles the total size of the Museum to more than 60,000 sq. ft. and solidifies Imagine Children's Museum's position as a world-class destination for families with young children. The purpose of the 2023 campaign is to reach all-new audiences living more than 50 miles from the Museum, promoting the Museum and Snohomish County as a destination for easy, year-round family vacations that are fun, wholesome and accessible. Proposed strategies for this exciting campaign include: 1) Dynamic online ads in a pilot partnership with SeattleTimes.com, the region's leading news site, targeting families living 50+ miles away from Everett, 2) Innovative collaborative partnerships with local hotels/motels to couple overnight stays with Museum admission, and 3) Targeted and boosted social media posts (Instagram, Facebook, TikTok and LinkedIn) with a stronger-than-ever call to action for strategic market segments promoting Imagine and Snohomish County as an ideal destination for a no-fly, family staycation. We estimate that these Museum attendees will generate a minimum of 1,700 overnight stays at Snohomish County hotels and motels in 2023 (an annual average minimum of 33 hotel/motel stays per week).

Project Name: Play and Stay 2023 Campaign for Imagine Children's Museum					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. SeattleTimes.com	\$ 8,000	\$	\$	\$	\$ 8,000
2. Social media	\$ 7,000	\$	\$	\$	\$ 5,000
3. P&S web link to hotels	\$ 1,000	\$	\$	\$	\$ 1,000
4. Hotel/motel promotion	\$ 1,000	\$	\$	\$ 2,200	\$ 3,200
5. Wayfinding signage	\$	\$	\$ 970	\$	\$ 970
6. Imagine P&S webpage	\$	\$	\$	\$ 500	\$ 500
7. Google Search Engine	\$	\$	\$	\$ 2,140	\$ 2,140
8. Personnel	\$	\$	\$ 22,327	\$	\$ 22,327
9. Hotel/motel staff break	\$	\$	\$	\$ 750	\$ 750
10.	\$	\$	\$	\$	\$
Totals:	\$ 17,000	\$ 0	\$ 23,297	\$ 5,590	\$ 45,887

### **15. Applicant: Marysville Strawberry Festival**

- Project Title: 2023 Marysville Strawberry Festival
- Total Project Budget: \$192,450
- Requested Funding: \$15,000
- Estimated number of lodging nights generated: 400
- County District(s) Impacted: 1

Summary: Funds will be used to promote the City of Marysville, Snohomish County and the community's rich agricultural heritage showcased in the ripe red strawberries that once filled fields around our region, marking the return of the festival after two years interrupted by the Covid 19 pandemic.

The festival includes the twilight grand parade and multiple fun and entertaining events. Festival-related activities also include out-of-town travel with the Strawberry float, crew, festival youth royalty and other volunteer ambassadors in their wish to market Marysville and Snohomish County in visits to over a dozen other parade-hosting communities.

Marketing will consist of taped and live broadcast of the Grand Parade and radio broadcast, and 30-second spots advertising the event. Print media will include advertising in the Everett Herald, a dozen other Sound Publishing-owned newspapers; the Seattle Times, the North County Outlook; and travel magazines in the Puget Sound area. Digital advertising is incorporated into the cost of running in these media. Miscellaneous advertising costs include posters, rack cards for the Washington State ferries and visitor information center/chambers of commerce, flyers and social media outreach.

City-generated funding will be requested to support the Strawberry Festival float and the trailer that transports it. Float crews and festival ambassadors will log 4,874 miles by end of the year traveling to over 24 communities from Portland, Ore. North B.C., Canada, and from Sequim east to Spokane, to promote visits to Snohomish County and Marysville in June, or anytime. Maryfest volunteers are our best “word of mouth” Marysville promoters.

**16. Applicant: Mountlake Terrace Friends of the Arts**

- Project Title: Arts of the Terrace Juried Art Show
- Total Project Budget: \$22,000
- Requested Funding: \$5,000
- Estimated number of lodging nights generated: 20
- County District(s) Impacted: 4

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. 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. We will use the requested LTAC funds to increase our advertising efforts to reach a larger audience across the Pacific Northwest.

Project Name: Arts of the Terrace Juried Art Show 2023					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Advertising	\$ 5,000	\$ 5,000	\$	\$	\$ 10,000
2. Postcards/Programs	\$	\$ 900	\$	\$	\$ 900
3. Tent Rental	\$	\$ 1,300	\$	\$	\$ 1,300
4. Awards	\$	\$	\$ 6,000	\$	\$ 6,000
5. Catering	\$	\$ 300	\$ 700	\$	\$ 1,000
6. Jurors	\$	\$	\$ 600	\$	\$ 600
7. Band	\$	\$	\$ 300	\$	\$ 300
8. Transaction Fees	\$	\$	\$ 700	\$	\$ 700
9. Lighting/Insurance/misc.	\$	\$ 500	\$ 700	\$	\$ 1,200
10.	\$	\$	\$	\$	\$
Totals:	\$ 5,000	\$ 8,000	\$ 9,000	\$	\$ 22,000



**17. Applicant: Olympic Ballet Theatre**

- Project Title: Olympic Ballet Theatre 2023 Ads and Venue Rentals
- Total Project Budget: \$98,670
- Requested Funding: \$50,000
- Estimated number of lodging nights generated: 15
- County District(s) Impacted: 2 & 3

Summary: Olympic Ballet Theatre is looking to expand its avenues of advertising, and is looking into billboard, television commercials, and bus advertising. While we advertise all year long for our four annual productions, the productions we'd like to use these new advertising forms are the 2023 productions of "The Sleeping Beauty" in May and "The Nutcracker" in December, as these are the larger classical ballet productions that would be most likely to appeal to a wider audience. We are also applying to city LTACs for ad funding for print and radio ads to be used across all four of our 2023 productions.

Regarding venue rentals, venue rentals are one of the largest expenses each season, but also incredibly necessary. Snohomish County was kind enough to contribute to venue rentals last year, and it really helped OBT with operations.

Project Name: Olympic Ballet Theatre 2023 Ads and Venue Rentals					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Bus Advertising	\$ 15,000	\$ 0	\$ 0	\$ 0	\$ 15,000
2. Billboard Advertising	\$ 11,000	\$ 0	\$ 0	\$ 0	\$ 11,000
3. Radio Advertising	\$ 0	\$ 2,500	\$ 5,500	\$ 0	\$ 8,000
4. Print Advertising	\$ 0	\$ 2,700	\$ 11,300	\$ 0	\$ 14,000
5. TV advertising	\$ 10,000	\$ 0	\$ 0	\$ 0	\$ 10,000
6. The Nutcracker Rental	\$ 9,000	\$ 0	\$ 13,800	\$ 0	\$ 22,800
7. Debuts Rental	\$ 0	\$ 0	\$ 4,270	\$ 0	\$ 4,270
8. Sleeping Beauty Rental	\$ 5,000	\$ 0	\$ 5,250	\$ 0	\$ 10,250
9. Summer Performance	\$ 0	\$ 0	\$ 3,350	\$ 0	\$ 3,350
10.	\$	\$	\$	\$	\$
Totals:	\$ 50,000	\$ 5,200	\$ 43,470	\$ 0	\$ 98,670

**18. Applicant: Pacific Northwest Aerospace Alliance**

- Project Title: Advance 2023 Annual Conference
- Total Project Budget: \$210,000
- Requested Funding: \$50,000
- Estimated number of lodging nights generated: 550
- County District(s) Impacted: Snohomish County

Summary:

PNAAs 22nd Annual Aerospace Conference: will be on Feb 8-9 & cost roughly \$210,000 (without labor) & bringing in 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 and advertising, marketing and promoting the event within the state as well as globally. 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)

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Lynnwood Convention Center	\$ 50,000	\$	\$ 50,000	\$	\$ 100,000
2. Transportation	\$	\$	\$ 6,000	\$	\$ 6,000
3. Marketing, Advertising & Promotions	\$	\$	\$ 37,000	\$	\$ 37,000
4. Speakers Cost	\$	\$	\$ 10,000	\$	\$ 10,000
5. Conference Software	\$	\$	\$ 12,000	\$	\$ 12,000
6. Audio/Visual	\$	\$	\$ 45,000	\$	\$ 45,000
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 50,000	\$	\$ 160,000	\$	\$ 210,000

**19. Applicant: Port of Everett – Need to check eligibility**

- Project Title: Weyerhaeuser Muse Outdoor Stage
- Total Project Budget: \$415,000
- Requested Funding: \$75,000
- Estimated number of lodging nights generated: 10,000
- County District(s) Impacted:

Summary: Against the backdrop of one of the region's most recognizable and iconic historic structures, surrounding the largest public marina on the West Coast with picturesque marina and mountain views, the Port of Everett is building an outdoor performance venue at its 2-acre Boxcar Park to bolster tourism throughout the region, and specifically, Snohomish County. The Port of Everett waterfront is a burgeoning destination for recreation and is in the midst of a renaissance as it transforms from a once industrial haven to a new mixed-use community known as Waterfront Place where you can do five things year-round – eat, drink, live, work and recreate. To date, the Port has facilitated about \$500 million in public and private investment in new infrastructure at its destination waterfront, which has, in turn, significantly increased the demand for recreation venues and experiences here. This demand will only continue to grow with future investments that put investments at nearly \$1 billion by full build out. The Weyerhaeuser Muse Outdoor Stage will operate year-round to meet the demands of this growing community. Boxcar Park, and the surrounding Waterfront Place development already supports 75+ waterfront events and attracts over 1.2 million visitors to the community annually. With a new stage, and eventually an enhanced park venue surrounding the stage, the Port intends on marketing the space for larger and more varied events, appealing to broader audiences and encouraging non-local and overnight stays. Approved funds would help offset the cost for construction of the new stage to be complete by March 2023.

## 20. Applicant: Schack Arts Center

- Project Title: Promoting Shack Art Center Exhibitions, Workshops, Events & Festivals
- Total Project Budget: \$698,669
- Requested Funding: \$45,000
- Estimated number of lodging nights generated: 1,700
- County District(s) Impacted: all districts

### Summary:

Schack Art Center, in downtown Everett, is the leading visual arts center between Seattle and Vancouver B.C. We are a regional, year-round destination. We have rotating exhibitions throughout the year, a gallery store that sells art from over 250 Pacific NW artists, classes & workshops, multiple festivals, events and gallery openings. Schack is open 7 days a week for classes and hot shop rentals. Our open to the public hours are Tuesday – Sunday, 10 to 5 pm daily.

We propose using Hotel-Motel funds to promote our festivals, exhibitions, classes and events.

#### Benefit to Snohomish County:

Art and culture are the very heart of community life, to be enjoyed by everyone. We offer classes at all skill levels, we promote local artists in our festivals and in the gallery store. Exhibitions are artists from Snohomish County and the Pacific NW.

Tourism objectives include regional destination and off-season development. We are confident that we will bring a minimum of 1,700 room nights. We feel this is a conservative estimate.

Total project budget is \$698,669 and we are requesting \$45,000 in Snohomish County hotel-motel support for marketing and promotion.

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Radio KNKX & KUOW	\$ 6,000	\$ 14,000	\$	\$	\$ 20,000
2. Digital Targeted Ads	\$ 15,000	\$ 10,000	\$	\$	\$ 25,000
3. Nonprofit Megaphone	\$ 4,000	\$ 6,000	\$	\$	\$ 10,000
4. Print Ads	\$ 10,000	\$ 5,000	\$	\$	\$ 15,000
5. Newsletter/ Emails	\$ 10,000	\$ 5,000	\$	\$	\$ 15,000
6. Addtl Digital Ads	\$	\$ 10,000	\$	\$	\$ 10,000
7. Staff/ Facility/ Mktg	\$	\$	\$ 653,669	\$	\$ 653,669
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 45,000	\$ 50,000	\$	\$	\$ 748,669

## 21. Applicant: Sky Valley Chamber

- Project Title: Paint the Town
- Total Project Budget: \$33,100
- Requested Funding: \$11,100
- Estimated number of lodging nights generated: 100
- County District(s) Impacted: 5

Summary:

The Arts are alive in the Sky Valley! We are planning to showcase artists & musicians in a 3-day event featuring a juried Art & Wine Walk in downtown Sultan, Live Music in several venues, a Meet the Artists Reception on Saturday night at the Startup Event Center and the grand finale will be to create an historical mural on Main Street.

This is a new event and unlike anything else we've done. The most important aspect of this event will be the creation of a new mural on Main Street. It will pay tribute to Boeda Strand, she was Chief Sultan's sister and a well-known basket artist in her own right.

The arts have really taken a firm hold here as evidenced by the success of Sky Artworks, a business incubator dedicated to the creative economy, the Index Arts Festival and the ongoing work of the Sky Valley Arts Council. This effort will include all of those partners as well as the City of Sultan. Partnerships will create an event that we can grow over time.

We expect to attract a minimum 100 overnight stays because we are reaching out to art communities all around Washington. As you know, we don't have any traditional hotels but we have a lot of beautiful lodging options. This event will also produce economic impacts from dining, shopping and general festival income for the downtown.

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Mural Art	\$ 6000.00	\$	\$ 9000.00	\$	\$ 15,000.00
2. Juried Arts Show	\$ 1200.00	\$	\$ 1200.00	\$	\$ 2,400.00
3. Artists Reception	\$ 500.00	\$	\$ 400.00	\$ 600.00	\$ 1,500.00
4. Music Program	\$ 500.00	\$	\$ 1500.00	\$	\$ 2000.00
5. Wayfinding & Banners	\$ 800.00	\$	\$	\$	\$ 800.00
6. Posters	\$ 300.00	\$	\$	\$	\$ 300.00
7. Digital Marketing	\$ 1500.00	\$	\$ 1500.00	\$	\$ 3000.00
8. Brochure with Map	\$ 300.00	\$	\$	\$	\$ 300.00
9. Paid Management	\$	\$	\$ 6000.00	\$	\$ 6000.00
10. Volunteers	\$	\$	\$	\$ 1800.00	\$ 1800.00
Totals:	\$ 11,100.00	\$	\$ 19,600.00	\$ 2400.00	\$ 33,100.00

## 22. Applicant: Snohomish Wedding Guild

- Project Title: Sweetheart's Stroll and Engagement Showcase
- Total Project Budget: \$15,000
- Requested Funding: \$7,500
- Estimated number of lodging nights generated: 50
- County District(s) Impacted:

### Summary:

The Snohomish Wedding Guild (SWG) is a cooperative wedding resource that serves the Snohomish County area. With 200 members, the group consists of 21 wedding venues within the Snohomish School District, Snohomish County surrounding hotels, and numerous service professionals who promote Snohomish County tourism.

The Snohomish Wedding Guild "Snohomish Sweetheart's Stroll" will be an event on February 11th 2023. This will be our 2nd annual event and we are partnering with other city entities including the Snohomish 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 businesses including restaurants, shops, and overnight accommodations boosted. The premier event will include an Engagement Showcase, possibly 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, capitalizing on Valentine's themed events and activities that will boost local commerce. At this time there are no other events like this one in the local Puget Sound area.

BUDGET	LTAC	Guild	Total Budget			
Facebook, Instagram & Google	\$500.00	\$400.00	\$900.00	Social Media, Website Marketing push		
Social Media Marketing & Graphic Designer	\$4,050.00	\$2,450.00	\$6,500.00	Freelance Tasha Marketing		
Radio Ads	\$1,150.00	\$1,150.00	\$2,300.00	2022 estimated Impressions #83,333		
Physical Banner	\$300.00	\$200.00	\$500.00	*** Permit for banner obtain from City of Snohomish		
Seattle Bride Digital	\$1,500.00	\$1,500.00	\$3,000.00	Online Digital Advertising		
Event Rentals and Supplies, printing	\$0.00	\$1,800.00	\$1,800.00	Day of Event rentals for tables, linens, floral, etc.		
Totals	\$7,500.00	\$7,500.00		Posters, Handcards, etc. printing		
				Ballons, wrist bands, sanitizer, etc.		
			\$15,000.00	Grand Total		
Other Costs (services)						
Administrative Assistant	estimate		\$1,500			

### 23. Applicant: Snohomish Wedding Guild

- Project Title: Snohomish Wedding Guild Annual Tour
- Total Project Budget: \$20,000
- Requested Funding: \$14,500
- Estimated number of lodging nights generated: 900
- County District(s) Impacted:

Summary: The Snohomish Wedding Guild (SWG) is a cooperative wedding resource that serves the Snohomish County area. With 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 4th, 2023. 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 County as a wedding destination. The Wedding tour will help couples to find wedding professionals and to book their celebrations at our area venues.

SWG is asking for a grant of \$14,500 to promote the event. We will contribute \$5,500 out of our own funds. For a total marketing budget of \$20,000.

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 1000 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.

BUDGET	LTAC	Guild	Total	
Facebook, Instagram & Google	\$1,000.00	\$500.00	\$1,500.00	Social Media and Web Advertising
Social Media Marketing & Graphic Designer	\$5,000.00	\$1,500.00	\$6,500.00	Design Fees, and Social Media Marketing
Radio Advertising	\$1,200.00	\$800.00	\$2,000.00	Iheart Radio
Seattle Bride Mag. Digital	\$1,550.00	\$1,200.00	\$2,750.00	Digital Marketing
Physical Banner	\$500.00	\$125.00	\$625.00	Roundabout banner and permit fee
Video Content & Creation	\$750.00	\$275.00	\$1,025.00	Videos Including Instagram Reels and Tik Tok
Engagement Guide Printing	\$4,500.00	\$1,100.00	\$5,600.00	Printing of the Engagment Guide
Misc. Supplies, and Grand Prize Winner	\$0.00			
Other Costs (services)				
Administrative Assistant	estimate		\$3,000	
Grand Prize Winner			\$600.00	

#### 24. Applicant: Stilly Valley Chamber of Commerce

- Project Title: Arlington Farm Tours Weekend
- Total Project Budget: \$21,290
- Requested Funding: \$7,000
- Estimated number of lodging nights generated: 30
- County District(s) Impacted: 1

Summary: In the beginning of 2022 we brainstormed new events and how could we support the Farmers around Arlington, in the past there had been the Red Rooster Route, but it no longer functioned, so we did a little dreaming and with the help of two interns and the City of Arlington we made Arlington Farm Tours happen. We had originally envisioned a Farm to Table Dininer but the Food Bank wanted to do one for a fundraiser so we pivoted and created a weekend, that worked so much better. We were surprised by how much interest we had from the initial 12 farm partners and the great community who spent the weekend touring the farms and roads in and around Arlington. We used 90 Farms Sunflower Festival as our center piece, and our two interns had their own ideas and we added the Farmland Scurry at Hazel Blue Acres. We would like to make Arlington Farm Tours and annual event, that would bring tourist to the area, and highlight farms and their importance to our community and our food systems. In the first year we used radio, print ads and social media to advertise the event to our community. In 2023 we would like to bring more partners to the table, help the Farms increase their tourism potential by helping them with value added products. Help them get the word out with increased social media content. Assist with print, radio and digital advertising to additional markets especially those outside of the 50 mile radius, and create a community that will work to make this a festival, that includes the businesses in Arlington and their partner farms that specialize in Agritourism. Perhaps this includes some mini events earlier or later in the year, for farms who products are not ready in August, but may be more spring or autumn orientated. Awareness of the farms in our community will be a win for everyone, and maybe now you do not think of Arlington as a Agritourism location today but perhaps you will tomorrow

Project Name: Arlington Farm Tours Weekend					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Advertising Digital and	\$ 3,000	\$ 3,000	\$	\$	\$ 6,000
2. Video Production	\$ 2,500	\$	\$ 500	\$	\$ 3,000
3. Printed Wayfinding Sign	\$ 1,500	\$	\$	\$	\$ 1,500
4. Creation of Content	\$	\$	\$	\$ 2,696	\$ 2,696
5. Photography for Print	\$	\$	\$	\$ 1,198	\$ 1,198
6. Volunteer Hours For E	\$	\$	\$	\$ 2,696	\$ 2,696
7. Printing Posters and E	\$	\$ 2,000	\$	\$	\$ 2,000
8. Social Media Specialis	\$	\$ 300	\$	\$ 200	\$ 500
9. Banner Olympic	\$	\$ 650	\$	\$	\$ 650
10. Entertainment	\$	\$ 1,050	\$	\$	\$ 1,050
Totals:	\$ 7,000	\$ 7,000	\$ 500	\$ 6,790	\$ 21,290



## 25. Applicant: Stilly Valley Chamber of Commerce

- Project Title: Arlington Visitor Center Bike Tourism
- Total Project Budget: \$32,000
- Requested Funding: \$13,200
- Estimated number of lodging nights generated: 200
- County District(s) Impacted: 1

### Summary:

Today while working on this grant proposal, a couple walked in who had been traveling the Cascade Loop from England, and they stopped off to get something light that they could not get near the "motorway" we talked for awhile, and then I walked them across the street to Hammond Bread and then they were walking down to Moe's for coffee. It is this personal interaction with our community and the whole world that makes working in the visitors center special.

Daily I speak with those who are riding their bikes and stop to take a picture with the flowers, check out the Centennial Trail Map, shop at the Farmers Market or fill their water bottles. It can be a child with training wheels making her first attempt for a ride longer than the driveway, it can be an older community member who is able to be back on a bike for the first time in years due to technology with an ebike, or it can be that rider who is training for the Seattle to Portland run and stops for a drink on their way to Bellingham. I meet each of these people every day. Their starting point may have been Kansas, California, England or down the street, but I want to make their visit special, unique and filled with information.

It was an e-bike rider from Kansas who started me thinking about this request. We talked while he charged his bike, then he walked down the street to Stilly Diner for some lunch. Arlington is accessed by trails every day. The visitors center has bike racks, restrooms, drinking fountains, but we need to make more services available to the bike riders. We are currently finishing up a brochure about biking in Arlington, but we need to research having a ebike charging station, and we need to let the great community know about the resources that are here and available just off the freeway.

Project Name:					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Provide information to	\$ 10,000	\$	\$	\$ 5,000	\$ 15,000
2. Purchase Installation i	\$	\$ 10,000	\$	\$	\$ 10,000
3. Create Digital Marketir	\$ 1,000	\$ 1,000	\$	\$ 1,000	\$ 3,000
4. Advertise in Print and	\$ 2,000	\$ 2,000	\$	\$	\$ 4,000
5. Collect Information Frc	\$	\$	\$	\$ 1,000	\$ 1,000
6. Creation Printing and	\$ 500	\$ 500	\$	\$	\$ 1,000
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 13,500	\$ 13,500	\$	\$ 7,000	\$ 34,000

## 26. Applicant: Village Theatre

- Project Title: Village Theatre: Promoting Five Shows, Starting with Cinderella
- Total Project Budget: \$1,801,938
- Requested Funding: \$25,000
- Estimated number of lodging nights generated: 1,750
- County District(s) Impacted: 2

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. Village Theatre is seeking LTAC project funding to promote five Mainstage shows at the Everett Performing Arts Center (EPAC), which is owned by the City of Everett, and operated by Village Theatre (a nonprofit organization): CINDERELLA, SENSE AND SENSIBILITY, HOW TO BREAK, HELLO, DOLLY!, and Show #1 of the 2023-2024 season. 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. 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 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. Village Theatre relies on zip code analysis of its ticketing database and audience surveys to estimate its tourism initiative's impact and to assess audience satisfaction with its artistic programming. LTAC funds would support our strong economic partnership, which has proven so beneficial to both Village Theatre and Snohomish County; sustain our artistic growth; and help us continue to promote both Everett and Snohomish County as a thriving arts destination to an estimated 50,000 in-person visitors. The arts and creativity are increasingly recognized as necessary infrastructure for healthy, prosperous and equitable communities regardless of community size or geography.

Project Name: Village Theatre: Promoting Five Shows, Starting with Cinderella					
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1. Advertising & Flyers	\$ 15,000	\$	\$ 227,745	\$	\$ 242,745
2. Season Marketing	\$ 10,000	\$	\$ 110,500	\$	\$ 120,500
3. Personnel Expenses	\$	\$	\$ 1123833	\$	\$ 1123833
4. Production Materials	\$	\$	\$ 309,860	\$	\$ 309,860
5. Facility & Overhead	\$	\$	\$ 5,000	\$	\$ 5,000
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$ 25,000	\$	\$ 1776938	\$	\$ 1,801,938