

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

### Applicant Information

Organization/Agency Name: Monroe Chamber of Commerce

Mailing Address: 125 S. Lewis St.

City: Monroe State: Wa Zip Code: 98272

Street Address: \_\_\_\_\_  
(if different from mailing address)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person and Title: Teresa Schuler

Contact Phone: (360) 794-5488 E-mail: director@choosemonroe.com

Organization Website: www.ChooseMonroe.com

Organization is:  Government Entity  501(c)(3)  501(c)(6)  
 Other \_\_\_\_\_

(Verification of 501(c)(3) or 501(c)(6) status will be required as part of the application)

Federal Tax ID Number: \_\_\_\_\_ UBI Number: \_\_\_\_\_

Requesting funds for the following activity:

<input type="checkbox"/>	Tourism Promotion/Marketing Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input type="checkbox"/>	Operation and/or marketing of a Special Event/Festival designed to attract tourists Complete pages 2 thru 7 of the application.
<input checked="" type="checkbox"/>	Operation of a Tourism Promotion Agency Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input checked="" type="checkbox"/>	Operation of a Tourism-Related Facility owned or operated by a non-profit organization Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input type="checkbox"/>	Operation and/or capital costs of a Tourism-Related Facility owned by the City or a Public Facilities District Complete pages 2 and 3 and pages 12 thru 13 of the application.

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## Certification

I am an authorized agent of the organization/agency applying for funding. By signing this application, I understand that: (initial each statement after reading)

IS Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2019. If awarded, requested funds will be used only for purposes described in this application and established by state law. I understand the use of these funds are subject to audit by the Washington State Auditor.

IS if awarded, my organization/agency intends to enter into a municipal services contract with the City of Monroe, provide liability insurance or obtain special event insurance as may be required for the duration of the contract naming the City of Monroe as an additional insured and in an amount determined by the City, and file for a permit to use City property, if applicable. In addition, my organization/agency will provide proof of or obtain a City of Monroe business license, if required.

IS my organization/agency cannot obligate any hotel/motel funds which may be awarded prior to the execution of the municipal services contract with the City of Monroe. Any expenses incurred by my organization/agency prior to the signing of the contract will not be eligible for reimbursement.

IS the City of Monroe will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of the invoices and payment documentation.

IS my organization/agency will be required to submit a report documenting the economic impact results of my funded activity, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information within the timeframe required by the municipal services contract can affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf and I further certify that the foregoing is true and correct to the best of my knowledge:

Teresa Schuler

Print Name

Executive Director

Title



Signature

7.31.19

Date

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

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Applicant Name: Monroe Chamber of Commerce Amount requested: \$56,549

## Tourism Impact Estimates - Promotion/Marketing/Operations

Priority consideration will be given to requests which encourage off-season tourism (November thru April).

1. Identify the specific tourism audience/market located more than 50 miles from the City of Monroe that your organization will target with these funds (attached additional sheets if necessary):

We will target individuals between the ages of 25-65 that like outdoor activities, adventure, and travel. By strengthening our online presence, attending special events such as those at the Evergreen Speedway and Fairgrounds, buying ads in publications such as the Choose Monroe magazine and Snohomish County tourism magazines we can extend our reach even more. We will also attend national events hosted in Monroe such as TriMonroe, marathon competitions the Spartan race, wakeboarding competitions and Sk8 competition.

2. Regarding the tourism audience/market identified in question 1, describe in detail the promotion activities that will be performed or provided with the requested funding (attach additional sheets if necessary):

We use social media, our website, Google and 5 community calendars with national reaches to help promote local events. We will use publications such Hometown Values, Choose Monroe Magazine, Open Up Magazine and ScenicWa Guidebook to help promote Monroe and encourage guests to call or stop in the Visitor Info Center for more information about things to do in Monroe. We get about 12 calls a month from visitors from another state looking for information about Monroe and we send them a Welcome Packet with brochures, coupons and now the Choose Monroe magazine.

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## Tourism Impact Estimates - Promotion/Marketing/Operations

		Estimated Number	Tracking Method	Briefly describe your tracking method
Box 1	Estimated number of people traveling for business/pleasure away from their place of residence and staying overnight:	500	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	estimate based on number of events held throughout the year that the Chamber helps promote, attends, and/or co-organizes.
Box 2	Estimated number of people traveling over 50 miles or more for the day or staying overnight:	500	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	estimate based direct ask, talking to hotels, and using social media insights of attendees
Box 3	Estimated number of people traveling from another country or state:	100	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	estimate based on social media insights and talking to hotels

## Budget/Request Estimates

For the following section, list the proposed quantity of specific tourism promotional/marketing/operations activities described in #2 on page 8 and its corresponding funding request. The total for column C on page 11 must match your total funding request.

Column A Activity (see disclaimer on page 7)	Column B Number Projected	Column C Funding Requested
Operations:		
<input type="checkbox"/> N/A		
<input checked="" type="checkbox"/> Personnel (salaries and benefits)	\$43,024	\$ 43,024
<input type="checkbox"/> Other (describe below):		
Overhead costs	\$16,265	\$ 9,180
Marketing	\$4,277	\$ 3,208
Other-Professional Services and Subscriptions	\$1,300	\$ 1,137
	Subtotal Column C	\$ 56,549

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Column A Activity (see disclaimer on page 7)	Column B Number Projected	Column C Funding Requested
<b>In person contacts (describe how contacts will occur):</b> <u>The Visitor Information Center is now open from 10 am to 4 pm Mon-Sat except major holidays and specific days after a major event. The Visitor Information Center is represented at major functions such as NNO, the Farmers Market and various community events.</u>	<u>30,000+</u>	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 or \$ _____
<b>E-mail or phone contacts (describe when and how frequently contacts will occur):</b> <u>Emails are answered on a daily basis, both the Executive Director and Office Manager have direct emails and also have access to the other's email account. Phone calls are picked up and voicemails returned the same day.</u>	<u>2,000+</u>	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 or \$ _____
<b>Brochures produced/printed (describe distribution method):</b> <u>An events guide is created and distributed by the Monroe Parks and Rec department, Hometown Values and we also advertise events in various community calendars. There are ads placed in the OpenUP Magazine and Choose Monroe magazine as well.</u>	<u>200,000+</u>	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 and/or \$ _____
<b>Brochures distributed/mailed (describe distribution method):</b> <u>The Parks and Recreation guide is mailed out yearly to residents in Monroe and it is also included in the relocation packages that are sent out to new residents and stuffed in goodie bags distributed during special events. The HomeTown Values Magazine is also distributed quarterly and The Choose Monroe Magazine is printed and distributed 2x a year.</u>	<u>200,000+</u>	\$ _____ amt in "Marketing costs" on Page 9.
	<b>Subtotal Column C</b>	\$ _____

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Column A Activity (see disclaimer on page 7)	Column B Number Projected	Column C Funding Requested
<b>Radio/TV ads (describe stations/markets reached):</b> Radio ads are a part of the Marketing trade connected to various radio stations _____ _____ _____	<u>5 a-year</u> <u>stations</u>	\$ <u>trade</u>
<b>Website (describe how you will track site hits/views):</b> The website has Google Analytics embedded into it so that tracking site views, demographics of viewers and how long viewers on the website can be analyzed and reported. <u>www.choosemonroe.com</u> _____ _____	<u>45,000+</u>	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 and/or \$ _____
<b>Other Digital/Social media (list targeted sites):</b> Facebook, Twitter, Instagram, Local Liquid Arts, Snohomish County Tourism, Experience Wa, SnoCoKids, Seattle Times, Monroe Monitor, Macaroni Kid, PTA Facebook pages, Craigslist, and Cascade Loop. _____ _____	<u>25+</u>	<input checked="" type="checkbox"/> Part of Personnel costs on page 9 and/or \$ _____
<b>Print ads (list newspaper(s)/periodical(s)/tourism print media:</b> <u>Choose Monroe magazine and Hometown Values</u> _____ _____	<u>6</u>	\$ <u>Part of marketing costs on page 9</u>
	Subtotal Column C	\$ _____
Total Column C of subtotals on pages 9, 10, and 11 Amount must match total requested.		\$ <u>\$56,549</u>