

# 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 checked="" type="checkbox"/>	Operation and/or marketing of a Special Event/Festival designed to attract tourists Complete pages 2 thru 7 of the application.
<input type="checkbox"/>	Operation of a Tourism Promotion Agency Complete pages 2 and 3 and pages 8 thru 11 of the application.
<input 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)

TS 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.

TS 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.

TS 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.

TS 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.

TS 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



Signature

Executive Director

Title

7.31.19

Date

# 2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

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Applicant Name: Monroe Chamber of Commerce Amount requested: \$3,831

## Tourism Impact Estimates - Special Event/Festival Requests

*Priority consideration will be given to events scheduled during the off-season (November thru April).*

Describe your tourism special event/festival. Please provide the event name, date(s), and the venue in which it will be held. Attach additional sheets if needed:

The Monroe Fair Days Parade brings a festive atmosphere to the community of Monroe.

The Fair Day's Parade is the official kick-off that the Evergreen State Fair is back in town!

The Parade showcases the many wonderful local bands, sports teams, businesses and non-profits  
in our area and it also attracts many business from other areas to walk in the Parade  
and get some extra marketing and publicity. This in turn attracts outside visitors to come  
out to Monroe as well. We encourage participants to stay the night and experience Monroe  
and all that we have to offer. Throughout the month of August we feature different businesses and  
activities and during the Parade we pass info about our website to encourage visitors to shop,  
play and stay in Monroe.

Is there a host hotel for your event? no If yes, please list the hotel(s):

Hotel Name

Contact

Number

Hotel Name

Contact

Number

Hotel Name

Contact

Number

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## Tourism Impact Estimates - Special Event/Festival Requests

		Estimated Number	Tracking Method	Briefly describe your tracking method
Box 1	Estimated overall attendance	10,000+	<input type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	We use social media insights and do a rough count
Box 2	Of the number in Box 1, how many are expected to travel over 50 miles?	300	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	By asking the hotels and using social media insights
Box 3	Of the number in Box 2, how many are expected to travel from another country or state?	5	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	By asking the hotels and using social media insights
Box 4	Of the number in Box 1, how many are expected to stay overnight in Monroe?	10	<input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	By asking the hotels and using social media insights

5 Describe how you will promote your event to attract tourists (use additional sheets if needed).  
 If awarded, you will be required to also promote your event in Choose Monroe magazine.  
 Remember to include this cost in your marketing budget request:

The event will be promoted through Facebook, Twitter, Instagram, the Everett Herald, Choose Monroe

Magazine, and free community calendars such as Hometown Values, Next Door our website, ParentMap and

Macaroni Kid. We will also use giveaways to encourage our readers to share and promote this event.

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## Tourism Impact Estimates - Special Event/Festival Requests

6 Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Monroe (use additional sheets if necessary):

In 2019 we added a second emcee in the middle of the Parade route to help attendees learn more about our participants and their business and services. The Chamber puts up tables that have information about local businesses and events that guests and attendees can pick up. We also tag hotels in the description of the event to encourage staying the night.

## Budget Estimates

List all revenue sources expected/committed for this event. Include your own funding, other Lodging Tax requests, sponsorships, ticket sales, etc.

Funding Sources	Amount	Confirmed (Y/N)	Date Available
City of Monroe Lodging Tax (amount should match application request)	\$ 3,831	n/a	n/a
Sponsorships and Admissions	\$ 4,258	no	May 1, 2020
	\$		
	\$		
	\$		
	\$		
	\$		
<b>TOTAL</b>	<b>\$ 8,089</b>		

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## Budget Estimates

**Disclaimer:** Certain expenses may not be reimbursable, at the sole discretion of the City of Monroe. For example, insurance costs are not eligible for reimbursement. Expenses incurred prior to the signing date of the municipal services contract will not be eligible for reimbursement. Questions regarding eligibility should be directed to Becky Hasart at 360-863-4518 or bhasart@monroewa.gov.

	Lodging Tax Request	Other Funding Sources	Total
Personnel Costs (salaries and benefits)	\$ 841	\$ 840	\$ 1681
Overhead costs (rent, insurance, utilities, etc.)	\$	\$ 75	\$ 75
Marketing/Promotion	\$ 2,310	\$ 2,378	\$ 4,688
Event supplies/ materials	\$ 680	\$ 465	\$ 1,145
Event related contract services	\$	\$ 500	\$ 500
Other (describe below)	\$	\$	\$
Other (describe below)	\$	\$	\$
<b>Total</b>	<b>\$ 3,831</b>	<b>\$ 4,258</b>	<b>\$ 8,089</b>
	Amount in this box should match application request.		
Other - description			
Other - description			

7 What will you cut from your proposal or do differently if full funding is not awarded?  
(use additional sheets if necessary)

If full funding not received then our marketing budget will be reduced proportionately.

The Banner that hangs over Main Street is about 12 years old and really needs to be replaced. \$3,500 of

the total is the banner. If full funding not received the banner may not get replaced in 2020.