

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

Executive Director

Title

Signature

Date

2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

Applicant Name: Monroe Chamber of Commerce Amount requested: \$8,335.23

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:

Music In The Park is a family friendly, outdoor, music event that features local and regional talent from Washington and Oregon. The VIC will also have 3 tables onsite to promote our local events, activities and businesses. 2020 Music In The Park will consist of a diverse group of bands and genres.

With the help of the City of Monroe's Park and Rec we are able to provide a great experience for guests by using the expanding stage with the lights and a great professional feel. We will use social media, our website, Google and community calendars with national reaches to help promote these events. We will use publications such Hometown Values and Choose Monroe Magazine to help promote these events as well. And we will print yard signs to promote to locals, tourists and have giveaways and promos to encourage sharing the event invite and reach more people.

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

| 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 | 4,000 | <input checked="" type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count | We use social media insights and giveaways at the events to collect zip codes. |
| Box 2 | Of the number in Box 1, how many are expected to travel over 50 miles? | 50 | <input 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? | 10 | <input checked="" type="checkbox"/> Direct count <input 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? | 50 | <input checked="" type="checkbox"/> Direct count <input 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, Monroe Monitor, Choose Monroe

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

We also have banners put up at the Lake Tye Park we purchased a couple of years ago and yard signs

are placed throughout town and at special events.

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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):

The Chamber puts up tables that have information about local businesses and events that guests and attendees

can pick up. We also talk about the VIC on the microphone before each event to encourage attendees to visit

the Center on Lewis St. and the tables directly across from the stage in the field where attendees are sitting.

The brochures and magazines are neatly placed and organized on the tables in the middle of the field and

very visible to all attendees. The tables are facing the parking lot and as people are coming into the park they can them.

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) | \$ 8,335 | n/a | n/a |
| Beer Garden at concert 1 | \$ 500 | No | July 4 |
| Beer Garden at concert 2 | \$ 500 | No | July 11 |
| Beer Garden at concert 3 | \$ 500 | No | July 18 |
| Beer Garden at concert 4 | \$ 500 | No | July 25 |
| Beer Garden at concert 5 | \$ 500 | No | August 1 |
| Sponsors | \$ 1,500 | No | June 20 |
| TOTAL | \$ 12,335.00 | | |

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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) | \$ 1,687.23 | \$ 562.42 | \$ 2,249.65 |
| Overhead costs (rent, insurance, utilities, etc.) | \$ | \$ 775 | \$ 775 |
| Marketing/Promotion | \$ 1,253 | \$ 27 | \$ 1,280 |
| Event supplies/ materials | \$ 595 | \$ 2,605 | \$ 3,200 |
| Event related contract services | \$ 4,800 | \$ | \$ 4,800 |
| Other (describe below) | \$ | \$ | \$ |
| Other (describe below) | \$ | \$ | \$ |
| Total | \$ 8,335.23 | \$ 3,969.42 | \$ 12,304.65 |
| | 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)

Event related contract services will be evaluated and our band budget will be reduced accordingly or our marketing budget will be adjusted.