

2020 CITY OF MONROE LODGING TAX FUNDING APPLICATION

Applicant Information

Organization/Agency Name: City of Monroe

Mailing Address: 806 West Main Street

City: Monroe State: WA Zip Code: 98272

Street Address: _____
(if different from mailing address)

City: _____ State: _____ Zip Code: _____

Contact Person and Title: Katie Darrow, Parks & Recreation Events & Tourism Coordinator

Contact Phone: (360)863-4519 E-mail: kdarrow@monroewa.gov

Organization Website: www.monroewa.gov

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)

- KD 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.
- KD 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.
- KD 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.
- KD 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.
- KD 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:

Katie Darrow
Print Name

Parks & Rec. Events & Tourism Coord.
Title

Kati Darrow
Signature

8/1/19
Date

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Applicant Name: Katie Darrow Amount requested: \$4,000.00

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 City of Monroe has been contacted to host the return of the Nautique WWA National Wakeboard Championships in July 2020 at Lake Tye Park. We are anticipating 5,000+ spectators from all over the United States and other Countries for the 4-day event. This event brings in the best wakeboard competitors and their families from all over the Country. Event organizers, business sponsors, athletes and spectators intend to utilize local hotels, restaurants, local food, rentals and other service vendors for the duration of the event. \$4,000.00 in requested funds will be used to cover City of Monroe staff labor personnel costs to support the event operations that include a significant road closure of Fryelands Boulevard for this NBC Sports televised event.

Is there a host hotel for your event? YES If yes, please list the hotel(s):

<u>To Be Determined (TBD)</u>	<u>Contact</u>	<u>Number</u>
<u>Hotel Name</u>		
<u>TBD</u>	<u>Contact</u>	<u>Number</u>
<u>Hotel Name</u>		
<u>TBD</u>	<u>Contact</u>	<u>Number</u>
<u>Hotel Name</u>		

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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	5,000	<input type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	Event organizer estimate
Box 2	Of the number in Box 1, how many are expected to travel over 50 miles?	4,000	<input type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	Event organizer estimate
Box 3	Of the number in Box 2, how many are expected to travel from another country or state?	800	<input type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	Event organizer estimate
Box 4	Of the number in Box 1, how many are expected to stay overnight in Monroe?	175	<input type="checkbox"/> Direct count <input checked="" type="checkbox"/> Indirect count	Snohomish County Tourism tracks through direct inquiry and a formula.

- 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:

World Wakeboard Association puts on the event and utilizes World Sports &
Marketing for International Marketing and both live and taped videography of
the event. Numerous area business sponsors support the event as does the
Snohomish County Tourism Bureau's Sports Commission and the Monroe
Chamber of Commerce all whom will be promoting the event. The City of Monroe
will also be promoting the event through the Choose Monroe magazine, the
Parks & Recreation brochure, social media outlets and on-site at City parks.

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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):

World Wake Association puts on the event and utilizes World Sports & Marketing for marketing and televising the event. In addition, numerous Puget Sound and local area business sponsors support the event, as does the Snohomish County Tourism Bureau's Sports Commission and the Monroe Chamber of Commerce. Attendees access local hotels, restaurants, service and rental businesses for a total of four days. In 2019 Snohomish County Tourism tracked roughly 783 room nights and that \$1,056,948 in economic impact was generated by this event alone.

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)	\$ 4,000.00	n/a	n/a
N/A	\$		
N/A	\$		
N/A	\$		
N/A	\$		
N/A	\$		
N/A	\$		
TOTAL	\$4,000.00		

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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)	\$4,000.00	\$	\$4,000.00
Overhead costs (rent, insurance, utilities, etc.)	\$N/A	\$	\$
Marketing/Promotion	\$N/A	\$	\$
Event supplies/ materials	\$N/A	\$	\$
Event related contract services	\$N/A	\$	\$
Other (describe below)	\$N/A	\$	\$
Other (describe below)	\$N/A	\$	\$
Total	\$4,000.00	\$	\$
	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 not funded, the cost will be passed onto the event organizer which may impact
the future return of the event to Monroe.