

CITY OF MARYSVILLE

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: November 25, 2013

AGENDA ITEM: Hotel Motel Committee Recommendation	AGENDA SECTION: New Business	
PREPARED BY: Gloria Hirashima, Chief Administrative Officer	AGENDA NUMBER:	
ATTACHMENTS: 1. Hotel/Motel Committee Scoring Criteria 2. Hotel/Motel Committee Final Ranking	APPROVED BY:	
	MAYOR	CAO
BUDGET CODE:	AMOUNT:	

The Hotel/Motel Committee convened on November 6, 2013 to review grant applications. The committee interviewed grant applicants and then scored all proposals. Funding available through 2014 is \$90,000. The committee recommended award of \$90,000 to the grant applicants.

The Committee recommends the following funding for projects:

Marysville Dog Owners Group – 2014 Poochapalooza Event	\$1,250.00
City of Marysville – Holiday Tour of Lights	\$5,000.00
City of Marysville – Tourism/Economic Development Sub-Website	\$2,750.00
Scrub-A-Mutt – 2014 Scrub-A-Mutt Event	\$1,000.00
Maryfest – 2014 Strawberry Festival	\$25,000.00
City of Marysville – Special Event Support Services	\$30,000.00
City of Marysville & Chamber of Commerce – Visitor/Tourism Support	\$20,000.00
City of Marysville – Merryville for the Holidays Promotional Campaign	\$5,000.00

RECOMMENDED ACTION: Approve Hotel/Motel Committee Recommendation to award funding.
COUNCIL ACTION:

2013 Hotel/Motel Tax Grant Application Rating Sheet

Please complete a scoring sheet for each of the Hotel/Motel Tax Grant applications. Use the rating scale of 0-10 or 0-5 as indicated for each category. "0" is the lowest score available. There is a total of 75 points possible per rating sheet.

Organization Name:	Evaluator's Name:
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Category	Definition	Points Available	Points Allocated
Project Eligibility	Applicant clearly defines the tourism project. The proposal indicates how it will increase tourism, which could include attracting and welcoming tourists; strategies to expand tourism; marketing of special events and festivals designed to attract tourists.	10	
Project Management	Applicant demonstrates the ability to successfully implement and manage the project in a timely manner, within budget, and consistent with the funding requirements	10	
Project Duration	Applicant shows a set timeline for the project demonstrating it will be no more than one year in duration.	10	
Needs Assessment	Applicant objectively establishes the acuteness of the community need that the proposed project seeks to address.	10	
Budget	Project estimates and costs are reasonable and well supported or justified relative to the number of persons to be served and the services to be provided. Budget forms are accurate and thorough.	10	
Project Partnerships	Applicant included letters of support for the project or cooperative letters of commitment that demonstrate collaboration with other organizations in the community.	10	
Tourism	Applicant shows a viable estimate for how many tourists the event is estimated to generate. For strategic or marketing related grant requests (non-event based) the applicant demonstrates how the project will drive tourism through ongoing efforts.	10	
Project Scalability	Project is scalable and can be funded in part and still be viable.	5	

Proof of Non-Profit Status	Did the applicant provide evidence of their non-profit status (i.e. copy of the certificate signed by the Secretary of State for the State of Washington and/or a copy of the Federal Internal Revenue Service letter confirming 501(c)(3) status). Was a tax identification number provided on the application? NOTE: City of Marysville projects do not require proof of non-profit status.	Yes or No	
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2013 Hotel Motel Grant Request Score Sheet

Name of Organization	Contact Name	Project Name	Average Score	Request Amount for Grant	Committee Recommended Funding	Amount Council Approved
Marysville Dog Owners Group (MDOG)	Leslie Buell PMB 245 1509 6th St. Marysville, WA 98270 h: 425-308-2716	Marysville Poochpalooza Dog Event Promotion and Advertising	67.8333	\$2,493.00	\$1,250.00	
City of Marysville	Jim Ballew 6915 Armar Road Marysville, WA 98270 h: 360-652-6070 w: 360-363-8400	Holiday Tour of Lights - Cedarcrest Golf Course	65	\$9,121.00	\$5,000.00	
City of Marysville	1049 Stave Ave. Marysville, WA 98270 w: 360-363-8086 h: 425-308-2716	Marysville Tourism/Economic Development Sub-Website project	64.5	\$4,200.00	\$2,750.00	
Scrub-A-Mutt	Jennifer Ward 9120 62nd DR NE Marysville, WA 98270 w: 360-659-9626	Scrub-A-Mutt 2014	62.6667	\$3,586.18	\$1,000.00	
Maryfest, Inc.	PO Box 855 Marysville, WA 98270	Marysville Strawberry Festival	62	\$44,000.00	\$25,000.00	
City of Marysville	Karen Latimer 80 Columbia Ave. Marysville, WA 98270 w: 360-363-8161	Special Event Support Services	60.8333	\$57,606.88	\$30,000.00	

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Name of Organization	Contact Name	Project Name	Average Score	Request Amount for Grant	Committee Recommended Funding	Amount Council Approved
City of Marysville	Sandy Langdon 1049 State Ave. Marysville, WA 98270 w: 360-363-8017	City of Marysville and Marysville/Tulalip Chamber of Commerce 2014 Visitor/Tourism Support	60.6667	\$40,000.00	\$20,000.00	
City of Marysville	6915 Armar Road Marysville, WA 98270 h: 360-652-6070 w: 360-363-8400	Merrysville for the Holidays Promotional Campaign	59.8333	\$16,363.76	\$5,000.00	
Snohomish County Tourism Bureau	Jennifer Bravo 1133 164th St. SW Suite 204 Lynnwood, WA 98087 w: 425-348-5802	Snohomish County Tourism Bureau's Visitor Information Center Program	55.3333	\$4,000.00	\$0.00	
Greater Marysville/Tulali p Chamber of Commerce	Caldie Rogers 8825 34th Ave. NE Suite C Tulalip, WA 98271 w: 360-659-7700	Redesign/ Upgrade of Website; Monitor to Support Upgraded Website; Maps	52.4	\$21,639.00	\$0.00	
Marysville Arts Coalition	Becky Randall PO Box 1713 Marysville, WA 98270 h: 425-308-4176	It's Raining Art!	44.3333	\$1,500.00	\$0.00	
Total				\$204,509.82	\$90,000.00	