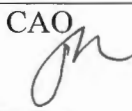


CITY OF MARYSVILLE

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: October 27, 2014

AGENDA ITEM: Hotel Motel Committee Recommendation	AGENDA SECTION: New Business	
PREPARED BY: Leah Tocco, Executive Assistant/Analyst	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 October 8, 2014 to review grant applications. The committee interviewed grant applicants and then scored all proposals. Funding available through 2015 is \$100,000. The committee recommended award of \$96,069 to the grant applicants.

The Committee recommends the following funding for projects:

Maryfest – 2015 Strawberry Festival	\$25,000
Marysville Dog Owners Group – 2015 Poochapalooza	\$2,492
Snohomish County Tourism Bureau – Visitor Information Center	\$4,500
City of Marysville Parks Department – Special Event Promotion	\$10,000
City of Marysville Police Department – Special Event Services	\$20,000
City of Marysville – Visitors Guide	\$6,398
Marysville Historical Society – A/V Equipment	\$14,000
Red Curtain Foundation for the Arts – Inaugural Season	\$2,321
City of Marysville Streets and Sanitation Department – Special Event Service	\$11,358

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

2014 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:

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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City of Marysville 2014 Application Rating Sheet

2014 Hotel Motel Grant Request Score Sheet

	A	C	D	E	K	L	M	N
1	Name of Organization	Project Name	Date Received	Proof of Non-Profit Status	Average Score	Request Amount for Grant	Balance of Project Cost	Committee Recommended Funding
2	Maryfest, Inc	Strawberry Festival	9/5/2014	yes	68.25	\$45,000.00	\$98,650.00	\$25,000.00
3	Marysville Dog Owners Group (M-DOG)	Poochpalooza	9/5/2014	yes	66.8	\$2,492.00	\$623.00	\$2,492.00
4	Snohomish County Tourism Bureau	Snohomish County Tourism Bureau's Visitor Information Center Program	9/4/2014	yes	65.8	\$4,500.00	\$112,998.00	\$4,500.00
5	City of Marysville	Special Event Promotion Kiosks and Event Banners	9/5/2014	City of Marysville	63.8	\$20,365.00	\$10,200.00	\$10,000.00
6	City of Marysville	Annual Special Event Services	9/5/2014	City of Marysville	61.4	\$20,000.00	\$15,000.00	\$20,000.00
7	City of Marysville	Visitors Guide	9/5/2014	City of Marysville	60.8	\$6,398.00	\$1,600.00	\$6,398.00
9	Marysville Historical Society	Marysville Historical Society A/V Equipment	9/5/2014	yes	58.2	\$14,000.00	\$30,000.00	\$14,000.00
10	Red Curtain Foundation for the Arts	Inagural Season	9/5/2014	yes	56.8	\$2,321.00	\$4,655.00	\$2,321.00

2014 Hotel Motel Grant Request Score Sheet

	A	C	D	E	K	L	M	N
11	City of Marysville	Strawberry Festival Support Services	9/4/2014	City of Marysville	55.8	\$11,358.17		\$11,358.00
12	Marysville Historical Society	Marysville Historical Society Map Framing	9/5/2014	yes	54.2	\$4,267.00	\$1,423.00	\$0.00
13	City of Marysville	5 to 7 minute tourism video	9/5/2014	City of Marysville	51	\$5,400.00	\$1,350.00	\$0.00
15	Marysville Historical Society	Marysville Historical Society Display Cases for Mueseum	9/5/2014	yes	44.8	\$7,984.00	\$2,661.00	\$0.00
16	Greater Marysville Tulalip Chamber of Commerce	Marysville Tulalip Visitor Information Center	9/5/2014	yes	40.4	\$40,000.00	\$40,000.00	\$0.00
17	Total					\$184,085.17		\$96,069.00