CITY OF MARYSVILLE

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: September 28, 2015

AGENDA ITEM: Hotel Motel Committee Recommendation	AGENDA SECTION: New Business	
PREPARED BY: Tonya Miranda, Interim 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 September 10, 2015 to review grant applications. The committee interviewed grant applicants and then scored all proposals. Funding available through 2016 is $100,000. The committee recommended award of $100,000 to the grant applicants.

The Committee recommends the following funding for projects:

Snohomish County Tourism Bureau – Visitor Information Center	$4,500
City of Marysville Parks Department – Tour of Lights	$10,000
Maryfest – 2016 Strawberry Festival	$20,000
City of Marysville Police Department – Special Event Services	$20,000
City of Marysville Streets and Sanitation Department – Special Event Service	$11,500
City of Marysville Parks Department – 125th Anniversary Celebration	$15,000
Marysville Historical Society – Museum/Community Center	$15,000
Greater Marysville/Tulalip Chamber of Commerce – Oktoberfest	$4,000

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

2015 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 70 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.	20	
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	
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 demonstrates collaboration with other organizations in the community.	5	
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	

City of Marysville 2015 Application Rating Sheet

2015-2016 Hotel/Motel Grant Applicants

Grant Applicant	Project Name	Proof of Non-Profit Status	Total Scoring	Requested Amount	Committee Recommended Funding
Snohomish County Tourism Bureau	Sno Co Visitor Info Center Program	Yes	245	$ 4,500.00	$ 4,500.00
City of Marysville	Tour of Lights	City of Marysville	238	$ 10,579.00	$ 10,000.00
Maryfest	Marysville Strawberry Festival	Yes	233	$ 45,000.00	$ 20,000.00
City of Marysville	Special Event Support Services	City of Marysville	228	$ 25,000.00	$ 20,000.00
City of Marysville	Strawberry Festival Support Services	City of Marysville	228	$ 23,573.00	$ 11,500.00
City of Marysville	Marysville 125th Anniversary	City of Marysville	227	$ 17,255.00	$ 15,000.00
Marysville Historical Society	Museum/Community Center	Yes	189	$ 65,000.00	$ 15,000.00
Greater Marysville/Tulalip Chamber of Commerce	Chamber Days	Yes	182	$ 45,194.00	$ -
Greater Marysville/Tulalip Chamber of Commerce	Oktoberfest	Yes	170	$ 5,545.00	$ 4,000.00
Greater Marysville/Tulalip Chamber of Commerce	Regional Visitors Info Center	Yes	161	$ 28,827.58	$ -
Greater Marysville/Tulalip Chamber of Commerce	Golf Tournament	Yes	158	$ 10,450.00	$ -
Greater Marysville/Tulalip Chamber of Commerce	Car Show	Yes	158	$ 6,905.00	$ -
Greater Marysville/Tulalip Chamber of Commerce	Mother Daughter Fashion Show	Yes	137	$ 9,014.00	$ -

Total Requested $ 296,842.58 $ 100,000.00