

**CITY OF MARYSVILLE**

**EXECUTIVE SUMMARY FOR ACTION**

**CITY COUNCIL MEETING DATE: November 14, 2016**

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	APPROVED BY:	
	MAYOR	CAO
BUDGET CODE:	AMOUNT:	

The Hotel/Motel Committee convened on October 18, 2016 to review grant applications. The committee interviewed grant applicants and then scored all proposals. Funding available through 2016 is \$100,000. The committee recommended awarding \$95,550 to the grant applicants.

The Committee recommends the following funding for projects:

Snohomish County Tourism Bureau – Visitor Information Center (VIC)	\$4,500
City of Marysville Parks Department – Opera House Advertising	\$25,000
City of Marysville Police Department – Special Event Services	\$20,000
Greater Marysville/Tulalip Chamber of Commerce – Brew and Cider Fest	\$5,030
City of Marysville Public Works Department – Special Event Services	\$11,500
Maryfest – 2017 Strawberry Festival	\$20,000
Marysville Dog Owners Group – 2017 Poochapalooza	\$2,820
Marysville Historical Society – Computers for Museum	\$3,000
Greater Marysville/Tulalip Chamber of Commerce – VIC Upgrades	\$1,000
Red Curtain Foundation for the Arts – 2017 Play Season	\$2,700

RECOMMENDED ACTION: Approve Hotel/Motel Committee Recommendation to award funding.
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COUNCIL ACTION:
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## 2016 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.

<b>Organization Name:</b>	<b>Evaluator's Name:</b>
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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.	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	
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City of Marysville 2016 Application Rating Sheet