CITY OF MARYSVILLE

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: November 13, 2018

AGENDA ITEM: Hotel Motel Committee Recommendation	AGENDA SECTION: New Business	
PREPARED BY: Leah Tocco, Executive Services Coordinator	AGENDA NUMBER:	
ATTACHMENTS: 1. Hotel/Motel Committee Scoring Criteria	APPROVED BY:	
	MAYOR	CAO
BUDGET CODE:	AMOUNT:	

The Hotel/Motel Committee convened on October 26, 2018 to review grant applications. The committee interviewed grant applicants and then scored all proposals. Funding available through 2019 is $168,450. The committee recommended awarding $144,650 to the grant applicants.

The Committee recommends the following funding for projects:

Snohomish County Tourism Bureau – Snohomish County Visitor Services & Information Center	$5,000
Marysville Getchell High School – Twilight XC Invitational	$5,000
City of Marysville Parks Department – Opera House Strategic Marketing Plan	$15,000
Maryfest – Marysville Strawberry Festival	$20,000
Marysville Dog Owners Group – Poochapalooza	$3,500
City of Marysville Parks Department – Great Girls Getaway	$8,000
Marysville Tulalip Chamber of Commerce – 2019 Marysville Brew and Cider Fest	$5,000
Red Curtain Foundation for the Arts – Second Half 2018-2019 Theatre Season	$2,000
City of Marysville Public Works Department – Special Event Services	$20,000
City of Marysville Police Department – City Wide Special Events	$20,000
City of Marysville – Fourth of July Festival	$26,150
City of Marysville Parks Department – Opera House Marquee	$15,000

RECOMMENDED ACTION: Staff recommends the City Council consider approving the Hotel/Motel Grant Review Committee's recommendation on award funding for 2019.

COUNCIL ACTION:

2018 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	