

CITY OF MARYSVILLE

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: December 9, 2019

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| 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 November 15, 2019 to review grant applications. The committee interviewed grant applicants and then scored all proposals. Funding available through 2019 is \$111,500. The committee recommended awarding \$78,500 to the grant applicants.

The Committee recommends the following funding for projects:

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| Marysville Getchell High School – Twilight XC Invitational | \$10,000 |
| City of Marysville Parks Department – Opera House Strategic Marketing Plan | \$15,000 |
| Maryfest – Marysville Strawberry Festival | \$20,000 |
| Marysville Tulalip Chamber of Commerce – 2020 Marysville Brew and Cider Fest | \$6,000 |
| Red Curtain Foundation for the Arts –The Rememberer | \$1,500 |
| City of Marysville – Fourth of July Festival | \$26,000 |

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| RECOMMENDED ACTION: Staff recommends the City Council consider approving the Hotel/Motel Grant Review Committee’s recommendation on award funding for 2020. |
| COUNCIL ACTION: |

2019 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.

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| Organization Name: | Evaluator's Name: |
|---------------------------|--------------------------|

| Category | Definition | Points Available | Points Allocated |
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| 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 | |

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| 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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