CITY OF MARYSVILLE AGENDA BILL

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: January 10, 2022

AGENDA ITEM:	
Hotel Motel Tourism Grant Committee Funding Recommendation	
PREPARED BY:	**DIRECTOR APPROVAL:**
Leah Tocco	
DEPARTMENT:	
Executive	
ATTACHMENTS:	
Hotel/Motel Tourism Grant Rating Sheet	
BUDGET CODE:	**AMOUNT:**
	$136,300
SUMMARY:	

The Hotel/Motel Committee convened on December 8, 2022 to review grant applications. The committee interviewed grant applicants and then scored all proposals. Funding available through 2022 is $237,000. The committee recommended awarding $136,300 to the grant applicants.

The Committee recommends the following funding for projects:

Marysville Getchell High School – Twilight XC Invitational	$10,000
Maryfest – Marysville Strawberry Festival	$40,000
Marysville Tulalip Chamber of Commerce – Brew and Cider Fest	$10,000
City of Marysville Parks Department – Fourth of July Festival	$30,000
City of Marysville Parks Department – Opera House Marketing	$22,800
Marysville Tulalip Chamber of Commerce – Golf Tournament	$4,000
City of Marysville – Visitor Analytics	$2,500
City of Marysville – Streets Banners	$7,000
City of Marysville – Visitor Guide and Parks Map*	$10,000

* Two projects submitted separately for a visitor guide and a city parks map. As the projects were similar, the committee requested one guide with a map component and that funding be contingent upon resubmittal of project proposal for final acceptance by committee.

The committee did not recommend funding for the following project:
City of Marysville – Food Truck Festival

RECOMMENDED MOTION: I move to approve the Hotel/Motel Tourism Grant Committee's recommended award funding for 2022.

2021 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 0-20, 0-10 or 0-5 as indicated for each category. "0" is the lowest score available. There is a total of 100 points possible per rating sheet.

Organization Name:	Evaluator's Name:

Category	Definition	Points Available	Points Allocated
Project Eligibility	Applicant clearly defines the tourism project or program. 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.	5	
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	
Marketing	Applicant clearly communicates their marketing or promotion strategy and is able to define how their event or program will generate tourism activity from outside the area.	15	
Project Partnerships	Applicant demonstrates collaboration with other organizations in the community.	10	
Hotel Partnerships	Applicant demonstrates plan for promoting or generating overnight hotel stays within the City of Marysville.	15	
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	
TOTAL POINTS AWARDED		100	

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: Public agency projects do not require proof of non-profit status.	Yes or No	