

Snohomish County

2026 Hotel-Motel Small Fund Grant

Application – Round Two Funding 2026

Games & International/National Events

SUBMISSION INSTRUCTIONS:

Please submit all completed 2026 Hotel-Motel Grant Application' along with required attachments to Tourism@snoco.org by 11:59 p.m. Monday, December 15, 2025.

No hard copy applications will be accepted at this time.

Title your Completed Application Package and all attachments using the following:

- 2026 Hotel-Motel Grant Application Package / Organization Name
- 2026 Letters of Reference / Organization Name
- 2026 Marketing Plan / Organization Name (if applicable)
- 2026 Profit and Loss Statement / Organization Name
- W9 / Organization Name

APPLICATION PACKAGE CHECK LIST:

- ☐ Fully completed application form
- ☐ Minimum of one reference from a hotel, motel, or BnB
- ☐ Current W9
- ☐ Outline of 25% matching project funds
- ☐ Completed Cooperative Commitments Form
- ☐ Profit and Loss (PnL) Statement

NOTE: Public agencies must also provide meeting minutes approving project and authorizing application for funds. Cities with local Hotel-Motel Funds: Arlington, Bothell, Edmonds, Everett, Lynnwood, Marysville, Monroe, Mountlake Terrace, Mukilteo, or Snohomish

Snohomish County

Snohomish County
Executive Office

3000 Rockefeller Ave
Everett, WA 98201
(425) 471-8738

MEMORANDUM

TO: Snohomish County Citizens, Jurisdictions, Agencies and Organizations

FROM: Harry Birak, Economic Development Analyst

DATE: September 19th, 2025

SUBJECT: Notice of Funding Availability – Please Read This First

This Notice of Funding Availability (NOFA) announces that Snohomish County is accepting round two applications for the 2026 Hotel-Motel Small Fund Grant from public and non-profit agencies for tourism marketing, promotions, and capital projects. All projects must demonstrate that they attract visitors to Snohomish County from the upcoming 2026 World Cup Games and/or other national and international events in 2026. Priority will be given to projects that drive overnight stays to the County during the World Cup 2026 and for compelling international/national events.

This grant is funded with the County Lodging Taxes imposed on hotel and motel room rentals in Snohomish County. Funding is awarded through a competitive process and provided on a reimbursement-only basis. Applicants must demonstrate the ability to complete projects by December 15, 2026. Applications focused on the upcoming games must demonstrate the ability to fully activate during the games. **Grant disbursements begin on or about January 26, 2026.**

The total amount of the 2026 Grant is projected to be \$300,000. Historically, the average project allocation is \$10,000 but ranges from \$5,000 - \$50,000. Details of eligibility and other program requirements are included in the application package.

This funding round will prioritize projects that promote tourism to Snohomish County in advance of major national and international events in 2026, including global sporting events hosted in Seattle. Applicants are encouraged to propose strategies that capture regional, national, or international visitors drawn to related activity in the Puget Sound area.

Examples of projects that would be welcome to apply:

- Projects that extend visitor stays through tourism itineraries, cultural programming, or recreation are encouraged.
- Projects that include strategies to track return on investment or long-term community benefit are welcome.
- Projects that leverage other funding sources or align with existing investments are encouraged

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- Activations that enhance or expand existing cultural or street events in connection with the World Cup or America250.
- Projects that showcase local culture through performances, art, cuisine, or heritage experiences connected to the World Cup are encouraged.
- Projects that promote countywide access and engagement with the Everett Fan Zone are welcome.
- Watch party hosting fees: Support for large-scale community watch parties in Snohomish County cities, designed to attract overnight visitors and enhance fan engagement.
- Proposals that improve transit access, address service gaps, or enhance connectivity to events are welcome.

Completed applications must be submitted electronically via email to Tourism@snoco.org and received no later than **midnight (11:59 p.m. Monday, December 15th, 2025)**. You will receive an automatic response as confirmation that your application has been successfully received. Hardcopy and/or incomplete applications will not be considered.

If you have questions, require additional information, or need technical assistance, please contact Harry Birak at harry.birak@snoco.org.

Snohomish County 2026 Hotel-Motel Small Fund Grant Application

PROJECT SPONSOR INFORMATION

Project Title: _____

Date Range and Location of Event/Project: _____

Request: \$_____ Match: \$_____ Total Project Budget: \$_____

Check all service categories that apply to this application, per RCW 67.28.1816:

- ☐ Tourism Promotion/Marketing
- ☐ Operation of a Special Event/Festival designed to attract tourists
- ☐ Operation of a Tourism Promotion Agency
- ☐ Operation of Tourism-Related Facility owned or operated by a municipality or public facilities district
- ☐ Capital Costs of a Tourism-Related Facility owned by a municipality or public facilities district

Project Rank (If sponsor is submitting more than one project): _____

Project Sponsor /
Contract Authority: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsor is a: Non-Profit: EIN # _____

Public agency: Tax ID # _____

Has your organization previously received a Lodging Tax Grant from Snohomish County? Yes ___ No___

If yes, what year(s) did your organization receive funding:

YEAR:	AWARDED AMOUNT:	PROJECT TITLE:

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2026 Visitor Participation

Estimated overall visitors drawn: _____

Estimated number of visitors traveling 50+ miles: _____

Estimated visitors traveling from out-of-state / out-of-country: _____

Estimated one-day visitors (not paying for overnight lodging): _____

Estimated number of lodging nights generated by project: _____

CERTIFICATION

I am an authorized agent of the agency/organization applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with Snohomish County and provide liability insurance for the duration of the contract naming Snohomish County as additional insured and, in an amount, determined by the County.
- Snohomish County will only reimburse those costs incurred by my organization/agency after the service is rendered, paid for, and a signed Request for Reimbursement form has been submitted to the County, including copies of invoices and payment documentation.
- My agency/organization will be required to submit a report documenting economic impact results in a format determined by the County.

Signature: _____

Date: _____

Printed or Typed Name: _____

Completed application packages must be emailed and received by 11:59 p.m. December 15th, 2025.

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1. PROJECT SUMMARY

Please fill out the following bullets listed below and provide a one paragraph summary (maximum 250 words) on the scope of your proposed project. Please include how you plan to use the requested LTAC funds, the number of over nights you anticipate your project will bring to the county, how you plan to attract visitors from 50+ miles away, and any other tourism objectives your project includes.

- Applicant: _____
- Project Title: _____
- Total Project Budget: _____
- Requested Funding: _____
- Estimated number of lodging nights generated: _____
- County District(s) Impacted: _____

Summary:

Continues onto next page.

2. SCOPE OF WORK

Please use the chart below to break out your project into its key stage tasks throughout 2026.

MONTH	PROJECT TIMELINE / BENCHMARKS
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Continues onto next page.

3. SCOPE OF WORK NARRATIVE

Please use the space below to provide any necessary background on elements of your project timeline and scope. In your answer, please include answers to all that apply:

- (1) Why is this project a good fit for Snohomish County Hotel-Motel grant funding?
- (2) How will grant funding will amplify your proposed project?
- (3) How does your project support 2024-2027 Strategic Tourism Plan initiatives?

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4. PROJECT BUDGET DETAIL

Please provide a breakdown of major budget line items for your project. Your budget will be used to help the LTAC understand how grant funding will fit into your overall project budget.

Please also attach a Profit & Loss (PnL) Statement to your application.

All items not requested from County or City LTACs can be considered a cash (C) or in-kind (I/K) match. Note, personnel costs (wages, benefits, etc.) cannot be reimbursed by the county, however such costs are eligible as a portion of your in-kind matching funds.

		Project Name:			
Item	Requested from County	*Requested from City LTAC (if applicable)	Cash Match	In-Kind Match	Total
1.	\$	\$	\$	\$	\$
2.	\$	\$	\$	\$	\$
3.	\$	\$	\$	\$	\$
4.	\$	\$	\$	\$	\$
5.	\$	\$	\$	\$	\$
6.	\$	\$	\$	\$	\$
7.	\$	\$	\$	\$	\$
8.	\$	\$	\$	\$	\$
9.	\$	\$	\$	\$	\$
10.	\$	\$	\$	\$	\$
Totals:	\$	\$	\$	\$	\$

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5. PROJECT BUDGET NARRATIVE

In the space below please offer any additional information which you feel may provide useful background on your proposed budget.

- If this is the first or second year applying for funds for this project, please explain how grant funding will help kick-start the project for long-term success and resiliency.
- If you have applied for grant funding for three or more years, please explain how Hotel-Motel funds will be used to adapt or grow your project. Specifically, how will funds be used to increase visitation to Snohomish County?

If applicable, please provide a spreadsheet of project profits & losses to illustrate your answers to the questions above.

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6. MARKETING PLAN

Please provide a brief overview of your project marketing plan. Include how you plan to use marketing elements to attract visitors from outside Snohomish County, specifically outside of a 50+ mile radius.

If your organization plans to use professional marketing services, please provide a description of those services, and include your proposed marketing plan as an attachment.

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7. ECONOMIC IMPACT

Quantify the projected overnight stays generated by your project and explain the methodology by which you developed them. If your project does not directly generate quantifiable overnights, explain how the project increases length of stay, and/or supports visitors once in-market. Please include answers to all that apply:

- (1) What is the estimated economic impact of your proposed project?
- (2) How and why will your project benefit the community?

Continues onto next page.

8. MEASURING SUCCESS

Please provide a summary of how you plan to measure success for your project.

- (1) What are the project objectives?
- (2) What information will you collect to measure the success of the project?
- (3) If you did not receive full funding, how would this impact the project?

Continues onto next page.

9. COOPERATIVE COMMITMENTS FORM

Provide details of your efforts to apply for city LTAC funds, in area where your project will be taking place. Please identify any funding partners and collaborators.

PROJECTS WHICH WILL OCCUR IN ARLINGTON, BOTHELL, EDMONDS, EVERETT, LYNNWOOD, MARYSVILLE, MONROE, MOUNTLAKE TERRACE, MUKILTEO OR SNOHOMISH: These cities have their own Hotel/Motel funds and do not contribute revenues to the County fund that underwrites this program. On the cooperative commitments form you are expected to outline your efforts to secure funding from your city fund in an amount at least equal to your request for County funds.

As part of the grant application packet please complete this form with all information related to other funds/source contributions.

City LTAC: _____

Date(s) Applied: _____

Amount Requested \$ _____

Status of Application:

Contact Person at City:

Have you applied for city or county LTAC funds in prior years? If so, please list dates, amounts and results:

YEAR	CITY/COUNTY	RESULT

Other Funding Partners:

List of Cooperative Partners

Amount contributed (by partner) \$ _____

Final page.