

# 2023 Snohomish County Hotel-Motel Grant Workshop

# Agenda

- Overview & Timeline of Hotel Motel Grant
- Applicant Qualifications
- Grading Criteria
- Submission Requirements
- Q&A
- Next Steps for Grant Recipients
- Q&A

# Hotel-Motel Small Fund Grant Round Overview

- Snohomish County Hotel-Motel “Small Fund” Grant dollars are sourced through sales taxes collected on hotel and motel room rentals within county lines.
- Funds are collected & distributed under the guidelines outlined in the Revised Code of Washington **(RCW) 67.28** and Snohomish County Code **(SCC) 4.40**.
- Through the Small Fund Grant, funds are awarded to support projects that promote tourism in Snohomish County.
- **Small Fund Bucket for 2023 is estimated to be \$490,000**
- Lodging Tax Advisory Committee (LTAC) reviews applications in the Fall of 2022, and makes recommendations to the County Council, who approve amounts for 2023 in late 2022.



# Hotel-Motel Small Fund Grant Timeline

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DATE	SMALL FUND GRANT ACTION ITEM
June 17, 2022	Small Fund Grant round <b>opens</b> – <a href="#">DOWNLOAD APP HERE</a>
July 22, 2022	Grant workshop
September 2, 2022	Small Fund Grant round <b>closes</b>
September 2022	LTAC committee meeting to review applications
November 2022	County Council reviews & approves 2023 LTAC project funding levels
Nov-Dec 2022	Applicants will be notified of approved funding levels
January 1, 2023	2023 Hotel Motel Grant Projects Begin

# Applicant Qualifications:

- The program is open to applications from **public** and **not-for-profit** entities
  - i.e., port districts, cities and towns, museums and galleries, historical societies, arts groups, chambers of commerce, as well as 501(c)3 & 501(c)6 non-profits.
- Projects must take place in the **2023 calendar year**.
- The applicants must meet the matching fund requirement of **25% of the total project cost**
  - The matching requirement may be met by a cash contribution, in-kind services, or a combination of both.
- Project must fall under one of the following categories, 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 a Tourism –Related Facility owned or operated by a nonprofit (See RCW)
  - Operation and/or Capital Costs of a Tourism-Related Facility owned OR operated by municipality or public facilities district (See RCW)

# Things to know before you apply:



- LTAC has voted to move away from requiring applicants to align their projects with the Strategic Tourism Plan (STP).
  - ❑ Current STP expires at the end of 2022
  - ❑ We are in an 'update' year
- All contracts are reimbursement-based
  - ❑ Project sponsor must expend funds on approved items and then seek reimbursement under terms of the governing contract.
- The County will not reimburse costs that were incurred prior to the County's final approval of a contract and a Notice to Proceed has been sent.

# Grading Criteria

Scope of Work & Budget **(15%)**

Marketing **(15%)**

Overnight Stays **(30%)**

Economic Impact **(20%)**

Innovation **(10%)**

Cooperative Commitments **(10%)**



# Application Submission Requirements:

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## [Seattle NorthCountry Hotel-Motel Fund Grants page](#)

- Fully completed application packet
  - 25% Matching Funds
    - Outlined in budget section of the application packet
  - \*If applicable\* completed Cooperative Commitments Form
    - In the application packet
- Attachments:
  - Minimum of one reference from a hotel, motel, or BNB
  - Current 2022 W9



Submit to [Tourism@snoco.org](mailto:Tourism@snoco.org) by 11:59 pm Sept 2, 2022



# Frequently Asked Questions:

## 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.

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:	\$	\$	\$	\$	\$

- The Project Budget is used by the LTAC to understand how Hotel Motel Funds fit into your overall project plan.
- This budget section is also used when drafting the agreement to set reimbursable 'buckets'
  - ❑ Once contract is finalized, you still have ability to move 20% of funding between 'buckets'

# Frequently Asked Questions:

## 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

- The Cooperative Commitments Form is Question 9 of the application packet
- This applies to projects that are in municipalities that have their own city LTAC
  - Arlington, Bothell, Edmonds, Everett, Lynnwood, Marysville, Monroe, Mountlake Terrace, Mukilteo, and Snohomish
- We understand application timelines will not match up – please use this to show plans to apply to your local city LTAC
- When applicable, please send LTAC minutes to confirm city support of your project.

# 2022 Hotel Motel Grant Recipients:

Project Sponsor	Project Title	Amount Recommended
Arlington Fly-In	Arlington SkyFest	\$ 15,000.00
Camano Arts Association	Camano Art Studio Tour	\$ 5,000.00
Camano Island Chamber of Commerce	The Great Northwest Glass Quest	\$ 8,000.00
Cascade Loop National Scenic Byway Association	Snohomish County Year-Long Cooperative Regional Marketing Initiative	\$ 20,000.00
Cascadia Art Museum	Salish Sea Road Trip	\$ 5,000.00
City of Arlington	Seattle NorthCountry Visitor Analytics Co-Op	\$ 1,875.00
City of Arlington	Digital Marketing Assets, Arlington/Stillaguamish River Valley	\$ 7,500.00
City of Everett - Visit Everett Tourism Program	City of Everett and Snohomish County Co-op Dashboard	\$ 7,500.00
City of Everett (Priority #1)	Jetty Island Days	\$ 10,000.00
City of Everett (Priority # 2)	Sorticulture	\$ 12,500.00
City of Lynnwood	Seattle NorthCountry Visitor Analytics Co-Op for Destination Partners	\$ 7,500.00
City of Marysville	Visitor Analytics and Targeted Marketing	\$ 2,500.00
City of Monroe (Priority #2)	Seattle NorthCountry Visitor Analytics Co-op	\$ 5,625.00
City of Monroe (Priority #1)	Skykomish-Snohomish River Valleys Regional Tourism Guide	\$ 30,000.00
City of Stanwood	Discover Stanwood Camano Digital Travel Content and Visitor Analytics	\$ 14,500.00
DeMiero Jazz Festival	2022 DeMiero Jazz Festival	\$ 2,000.00
Edmonds Center for the Arts	ECA 2022 Season Promotion	\$ 15,000.00
Historic Downtown Snohomish Association	2022 Historic Downtown Snohomish Campaign	\$ 12,500.00
Imagine Childrens Museum	2022 Imagine Awareness Campaign	\$ 10,000.00
Craft Beverage Guild of Snohomish County	Local Liquid Arts Passport	\$ 10,000.00
Olympic Ballet Theatre	2022 Olympic Ballet Theatre Productions: Theater Rentals & Advertising	\$ 12,500.00
Pacific Northwest Aerospace Alliance	Advance 2022 Annual Conference	\$ 38,000.00
Schack Art Center	2022 Exhibitions, Workshops & Festivals	\$ 20,000.00
Sky Valley Chamber & VIC - Datafy (Priority #1)	Data Driven Decisions	\$ 7,500.00
Sky Valley Chamber & VIC - Datafy (Priority #2)	Hiking Guides	\$ 26,560.00
The Snohomish Wedding Guild (Priority #1)	Snohomish Wedding Guild Annual Tour	\$ 5,000.00
The Snohomish Wedding Guild (Priority #2)	The Snohomish Sweetheart's Stroll and Engagement Showcase	\$ 5,000.00
Stillaguamish Valley Pioneers Association	Stilly Pioneer Museum Tour	\$ 3,000.00
Stilly Valley Chamber of Commerce Foundation	Visit Arlington and the Stilly Valley, Digital and Print Resource	\$ 1,000.00
Town of Darrington	Town of Darrington Visitor Analytics Co-op	\$ 7,500.00
Village Theatre at the Everett Performing Arts Center	Village Theatre's Welcome Back Season Plus One	\$ 10,000.00

# Visitor Analytics Co-op Offered in 2023:

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The logo for Datafy, featuring a stylized 'D' icon in purple and blue followed by the word 'DATAFY' in a bold, sans-serif font. The 'D' is composed of two overlapping shapes, one purple and one blue.

**THANK YOU**

Contact: Lauren Rogers  
[lauren@datafyhq.com](mailto:lauren@datafyhq.com)  
442-369-0101

- **PROGRAM COST: \$7,500**
- Geofence & Track Visitation to the Following Points of Interest:
  - City or Municipality
  - Lodging Cluster (All Lodging Properties)
  - 5 other Points of Interest  
(These can be attractions, event footprints, airport, etc.)
- Includes a 3 year look back on all data points

Questions?

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# Next Steps – For Grant Recipients

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# Next Steps – For Grant Recipients

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1. Grant recipient will a draft Municipal Services Contract from Snohomish County staff
    - I. Draft contracts for projects beginning early 2023 will be sent out in December
    - II. Please review draft agreement and work with staff on editing the agreement
    - III. Once you are satisfied with the agreement, please sign and send it back to County staff
  
  2. Send supporting documentation to Snohomish County staff
    - I. Current W9
    - II. Insurance Documentation - Risk Management require TWO DOCUMENTS:
      - a. Certificate of Insurance
      - b. Additional Insured Endorsement Form
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This should say, "Snohomish County, it's officers, officials, employees and agents are named as additional insured." But a separate endorsement sheet is still needed.

Also need to have the name of Project/ Contract listed here.

This should say: Snohomish County, 3000 Rockefeller Ave, Everett, WA 98201

**ACORD** **CERTIFICATE OF LIABILITY INSURANCE** DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Insurance Agency Name and Address	<b>CONTACT NAME:</b> Name & Contact Information of Rep issuing Certificate PHONE (A/C, No. Ext): FAX (A/C, No): E-MAIL: ADDRESS: INSURER(S) AFFORDING COVERAGE NAIC # INSURER A : Company A Insurance Co (Rating of A-VII or better) INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :
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**INSURED**  
Grant Applicant Name and Address

**COVERAGES** CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDITIONAL INSURED	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXPI. DATE (MM/DD/YYYY)	LIMITS
X	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER: AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE WORKERS COMPENSATION AND EMPLOYERS' LIABILITY <input type="checkbox"/> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED (Mandatory in NH) <small>If Yes, describe under DESCRIPTION OF OPERATIONS below</small>		CGL12345678	1/1/2022	1/1/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000 COMBINED SINGLE LIMIT (Per accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ EACH OCCURRENCE \$ AGGREGATE \$ PER STATUTE <input type="checkbox"/> OTHER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 191, Additional Remarks Schedule, may be attached if more space is required)						
Snohomish County 2022 Tourism Promotion Grant or Hotel/Motel Grant						
<b>CERTIFICATE HOLDER</b> Snohomish County Parks 3000 Rockefeller Ave Everett, WA 98201				<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE		

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Make sure dates are current and cover length of event.

General Liability must be \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage.



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – DESIGNATED  
PERSON OR ORGANIZATION**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s):

Snohomish County, its officers, elected officials, agents and employees

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

**A. Section II – Who Is An Insured** is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

- 1. In the performance of your ongoing operations; or
- 2. In connection with your premises owned by or rented to you.

However:

- 1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
- 2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

**B. With respect to the insurance afforded to these additional insureds, the following is added to Section III – Limits Of Insurance:**

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

- 1. Required by the contract or agreement; or
  - 2. Available under the applicable Limits of Insurance shown in the Declarations;
- whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.

Name of location, item funded, or project description.

Form CG 20 26 – Designated Person or Organization

This must say, "Snohomish County, it's officers, officials, employees and agents are named as additional insured."

# Next Steps – For Grant Recipients

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3. Insurance Approved by Snohomish County Risk Management (1 week)
4. Grantee signed agreement and supporting documents submitted to County Executive (1-2 weeks)
5. Final county approved agreement sent to project sponsor with a Notice to Proceed
6. Grantee may begin work on the project that will be submitted for reimbursement



# Next Steps – For Grant Recipients

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7. All marketing material must be submitted to County Staff for review & approval  
Please include Seattle NorthCountry Logos  
Any publication produced as a result of Hotel Motel Funds must include:

**“MADE POSSIBLE IN PART BY ASSISTANCE FROM THE SNOHOMISH COUNTY HOTEL-MOTEL TAX FUND”**



# Next Steps – For Grant Recipients

## 9. Request Reimbursement from Snohomish County

- I. Reimbursement Documents Required:
  - a. Invoice from Project Sponsor to the County for total amount requested
  - b. Back-up Invoice to support amount requested
  - c. Proof of Payment on back-up invoice (i.e., receipts, check copies, bank statements)
- II. You may submit up to one invoice a month for reimbursement
- III. Please allow the County one month to process payments
- IV. All requests MUST be submitted prior to December 15, 2023

## 10. Submit End of the Year Project Report to the County prior to December 15, 2023

- I. End of year reports are required by the Joint Legislative Audit & Review Committee (JLARC)

Costs Eligible for County Reimbursement	Costs NOT Eligible for County Reimbursement	Costs Eligible for Match Funds
Project operational costs -i.e. Facility/equipment rentals and catering	Non-project operational/ administrative costs -i.e. Maintenance and repairs	Personnel costs -i.e. Mileage
Promotion & Marketing -i.e. material design and layout, ad placement, printing, and postage	Personnel costs -i.e. Wages & benefits	Volunteer hours -Estimated using 2021 national average of \$28.54 per hour
Outreach & Communications	Alcohol	Donated Items
Transportation		

# Grant Support

TASK	PROGRESS	DUE DATE	RESPONSIBLE PARTY
Draft agreement sent to project sponsor	Done	January 20th	County
Sponsor review, sign, and return agreement	Done	TBD	Project Sponsor
Sponsor send W9	Done	TBD	Project Sponsor
Sponsor send insurance documents	COI received Waiting on AI Form	TBD	Project Sponsor
Risk Management review and approve insurance	Not started	TBD	County
Project packet submitted to County Executive	Not started	TBD	County
Final agreement & Notice to Proceed sent to projects sponsor	Not started	TBD	County
Project sponsor may begin accumulating project costs	Not started	TBD	Project Sponsor
Submit required reimbursement documents to the County	Not started	December 15th	Project Sponsor
Project Sponsor reimbursed	Not started	TBD	County
Submit End of Year Report	Not started	December 15th	Project Sponsor

Trudy Soriano – [Trudy.Soriano@snoco.org](mailto:Trudy.Soriano@snoco.org)  
Simreet Dhaliwal – [Simreet.Dhaliwal@snoco.org](mailto:Simreet.Dhaliwal@snoco.org)

Questions?

