

APPLICATION DEADLINE: September 23, 2016

The City of Mukilteo is soliciting project proposals that support and encourage tourism, cultural activities and tourism facilities in Mukilteo, Washington. The funding source for projects awarded grant funds is the City's share of taxes collected on overnight stays (hotel/motel/lodging) within the City of Mukilteo.

State law limits the use of lodging tax funds. All applications must be for one of the following uses:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by non-profit organizations
- Operations and capital expenditures of tourism-related facilities owned by municipalities or public facilities districts only

For grant funding year 2016, the Mukilteo City Council approved \$318,200 in grants funded by lodging taxes. As Lodging Tax funds vary from year to year, there is no guarantee of the total amount awarded or if any grant awards will be made.

Grant Applications:

Beginning August 8, 2016, application forms will be available online on the City's Webpage. You may also pick them up at Mukilteo City Hall, 11930 Cyrus Way, Mukilteo, WA or Rosehill Community Center at 304 Lincoln Avenue. You must submit a separate application for each project/grant request.

All Applications must include:

- Estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another state or country. To ensure this data is collected, please include it on the application form.
- How your project will
 - generate economic benefit through overnight lodging, sale of meals and goods, and/or construction of tourism-related facilities
 - increase recognition of Mukilteo throughout the region as a destination for tourism
 - increase opportunities for tourism by developing new visitor activities

See additional Application Requirements on Page L-2.

Local hoteliers will work with your organization to track information if you are submitting an application. If you need assistance, be sure to contact them prior to submission, as priority will be given to those projects which encourage and track overnight stays.

Applications must be submitted no later than 4:30 p.m. (Pacific time) on Friday, September 23, 2016 to:

Mukilteo City Hall
Attn: Lodging Tax Grant Applications
11930 Cyrus Way,
Mukilteo, WA 98275

No late applications will be accepted after the deadline. Any questions concerning the application process may be directed to Nancy Passovoy, Executive Assistant, at 425-263-8018 or n.passovoy@mukilteowa.gov.

~ Application Requirements ~

General Information:

- All applications will be reviewed by the City's Lodging Tax Advisory Committee for potential funding recommendations.
- It is highly recommended that you present your proposal to the Lodging Tax Committee. Presentations will be on Tuesday, September 27, 2016. Staff will be in touch with all applicants to schedule.
- Recommendations from the Committee will be presented for approval at the November 7, 2016 regularly scheduled City Council meeting. Grant recipients will be notified within 30 days. A Funding Agreement will be sent to you by the end of December.
- Please submit the original application and seven (7) copies of your application. Only one copy of any attachments needs to be submitted.
- Please DO NOT double-side your application, and please DO NOT use any other paper size than 8 1/2" x 11".
- Application covers are discouraged, as they will be discarded for application copying to Committee members.
- Faxed or emailed applications will not be accepted.
- Funds will be paid on a reimbursement basis only. Organizations must first incur the expenses and then request reimbursement from the City on a specific reimbursement form.

All Applicants Must Provide With Their Application:

You must submit these documents even if you have submitted them in prior years.

- Copy of state certificate of non-profit incorporation and/or Federal 501(c)(3) or 501(c)(6) letter.
- Copies of financial statements for two most current years.
- Proof of liability insurance including \$1,000,000/occurrence and \$2,000,000/general aggregate. The City reserves the right to waive this insurance requirement under certain circumstances. If your organization is awarded a grant, your insurance Certificate must name the City of Mukilteo as an "additional insured." There are NO exceptions to this requirement. We expect organizations to renew their insurance prior to their project.
- Copy of organization's meeting minutes showing official approval of project and authorization of application.

~ Project Summary ~

In the space below, provide a concise, one paragraph summary of your proposed project and what tourism expansion objectives it will accomplish. If your request is part of a larger project, you may briefly describe the over-all project; however, please focus the majority of your answer on the specific element for which you are requesting funding.

~ Project Scope of Work ~

Fully describe the project. Provide a brief history of the project and/or the organization. Provide an outline of your marketing plan. Be sure to address such issues as:

- What is it you wish to do?
- How and why will the community benefit?
- What are the beginning and ending dates of your project?

Beginning & Ending Dates of Your Project: _____

~ Project Eligibility ~

How does your project meet the eligibility guidelines and objectives for Lodging Tax funding? Describe how your program or project will result in increasing people staying overnight, traveling 50 miles or more, or coming from another state or country. We are looking at the overnight stays very closely, and your project must demonstrate that it will result in these stays.

~ Project Collaboration ~

Is this project being done in collaboration with other agencies? If so, please name the other agencies and describe the relationship.

~ Alternative Funding Sources ~

Are there alternative sources of funding? If so, please explain.

~ Project Budget ~

Please provide a detailed budget for your project. List ALL proposed revenue sources and expenditures, not just those you are requesting a grant to cover. Be sure to detail what you expect to receive through in-kind donations versus cash donations.

Revenue:

Source:	Cash	In-Kind	TOTAL
			\$
TOTALS:	\$	\$	\$

Expenditures:

Item or Service:	Cash	In-Kind	TOTAL
			\$
TOTALS:	\$	\$	\$

List the expenses you are requesting the grant to reimburse you for:

Item or Service:	AMOUNT
	\$
TOTALS:	\$

~ Budget Narrative ~

Please offer any information you feel may provide useful background on your proposed budget such as numbers of promotional pieces to be produced, number of media ads to be placed, media outlets to be used, etc.

~ Projected Tourism Benefit ~

The Lodging Tax fund is derived entirely from taxes on hotel and motel stays in the City of Mukilteo. One of the key evaluation criteria is how funding a particular project will enhance the fund. Please indicate how the results of your project would enhance the long-term health and stability of the fund and especially how it would result in overnight stays. If your project will not result directly in overnight stays, try to demonstrate how its success may contribute to future overnight stays. Again, remember to quantify your projections and explain the methodology by which you developed them.

Expected Number of Visitors: _____

Expected Number of Out-Of-Town visitors who travel more than 50 miles: _____

Expected Number of Hotel-Motel Room nights to be generated that can be verified by local hoteliers: _____

Describe in detail who the expected visitors are that will be attracted by the project.
(i.e., outside Mukilteo, outside Snohomish County, outside Washington, International)

Are the visitors expected to be primarily day visitors, overnight visitors, or extended stay visitors? (If overnight visitors, identify the most likely site of their stay and the number of visitors using each type: camping, commercial lodging, private residence, etc.)

Explain how your organization will collect and verify the above information, such as surveys, registrations, hotels, etc. (If you are guessing, say it is a guess and explain how you will validate your guess and methodology. Again, we will consider how well you can measure this in the Committee's funding decisions.)

~ Project Time Line ~

Please use the chart below to break out your project into its major milestones, showing when each will be accomplished. You may not need to fill in something for each month. For example items you might list are: develop program plan, solicit sponsors/donations, submit for permits, order supplies, create advertising documents, print flyers, ads in newspapers, distribute flyers/posters, hold event, evaluation of event, etc.

MONTH	TASK ITEM
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Please use this space to provide any necessary background on elements of your project time line. Examples may be to explain how many posters/flyers you are printing up and where they will be distributed, or which newspapers you will use to run ads, etc.



Please attach any additional information about your organization or project that you think is relevant to this proposal.

If this request is from a non-public entity for development of the operation of a tourism facility, please attach a copy of a 501(c)(3) or 501(c)(6) certification.

~ Application Certification ~

I understand the City of Mukilteo and Washington state limitations placed on use of Lodging Tax funds and certify that the requested funds will be used only for the purposes described in this application or as approved by the City Council. I understand use of funds is subject to audit by the State of Washington. I have read and understand the criteria by which our application will be evaluated and understand that if our application is selected for funding, we will be required to enter into a binding agreement with the City to ensure completion of the project.

Print Name

Date

Title

Signature