



STANWOOD TOURISM PROMOTION GRANT GUIDELINES

The purpose of the Stanwood Tourism Promotion Grant Program is to solicit proposals from those agencies and groups actively engaged in the promotion and enhancement of tourism in Stanwood. Events and activities shall show how the program implements the Economic Development Element of the Comprehensive Plan and the Economic Development Action Plan. (View Economic Development Action Plan on our website www.stanwoodwa.org).

Special events must meet the following sponsorship criteria; The event contributes to the marketing of the city; the event will attract the general public into the downtown or uptown commercial areas and will be conducted in a way that creates the potential for additional retail or service business transactions that contribute to the city's tax base; the event provides recreation benefit to the general public; the event promotes the general public welfare; the city of Stanwood logo and or text indicating the city's role shall be included in signage, posters and other advertising materials for the event.

To be considered for grant funding, the activity and/or event must be based in the City of Stanwood or Camano Island area and clearly demonstrate the ability to attract tourism.

CRITERIA AND GUIDELINES

Any agency or group actively engaged in the promotion and enhancement of new or existing tourism and events in the Stanwood community may apply for this tourism promotion grant.

Priority will be given to agencies, events, activities, and or places in Stanwood that promote out-of-town visitors; have demonstrated results or high potential to result in documented economic benefit to City of Stanwood businesses; support events and activities which have the potential to grow and be repeated year after year.

Events and activities should promote city tourism efforts by advertising, publicizing, and distributing information for the purpose of attracting and welcoming tourists.

Excluded activities include promotional activities that reach a specific small target audience already located solely within Stanwood/Camano Island; salaries toward any event management; fundraising events for the benefit of the promotion; funds toward the operation of business; or philanthropic groups. However, activities sponsored by such groups are eligible provided that all funds are allocated to the event and "profit" resulting from the event is set aside for subsequent operation of the same event. Financial statements should be submitted with request for grant.

Events funded through this program are exempted from the city sponsorship funding limits established in the City of Stanwood Fee Resolution. (View resolution on our website www.stanwoodwa.org)

Grant reimbursements for eligible expenses must be approved consistent with the City of Stanwood Uniform Procurement Policy.

Grants may be considered in an amount of up to \$1,000 for events with a minimum of 250 but less than 4,000 participants, and \$2,000 for events over 4,000 participants.

Grant award must be matched at 50% from sponsoring organization. Match may consist of cash, donated, and documented services.

The applicant will be required to provide the City with data from the event to include, but not limited to:

- Number of attendees
- Zip codes of attendees
- Lodging used for event

Data Collection Ideas:

- Hold a drawing- Participants will write their zip code on their entry ticket
- Social Media analytics, where are your viewers from?
- Survey of attendees or vendors
- Vendors to request zip codes at point-of-sale

GRANT APPLICATION PROCEDURES

Complete and submit the grant application. All information is required; incomplete or missing information will disqualify the applicant.

Final approval of grant application shall be reviewed by the Economic Development Board, and recommended to the Mayor. The Board will review applications and make a recommendation for funding to the Mayor. Grants utilizing funds earmarked in the city's adopted budget may be approved by the Mayor upon certification by the Finance Director that funds are available. Grants which exceed budgeted amounts shall be reviewed and approved by the City Council.

RESPONSIBILITIES

1. Approved grant shall be executed through a contract for services agreement between the special event sponsor and the city.
2. Payment is to occur after the services are performed and are documented with receipts.
3. A grant reimbursement request shall be submitted within 30 days of the event and shall include a minimum of:
 - ☐ An Event Expenditure Form with receipts
 - ☐ Documentation of the required match
 - ☐ A report documenting the effectiveness of the proposed event in promoting tourism and community marketing
4. Special events utilizing grant funding shall obtain a special event permit at City Hall or online at www.stanwoodwa.org.
5. If services in lieu of grant funds are provided prior to the event, such as digital billboard space for marketing and event data is not submitted, the event will receive an invoice for those cost.

STANWOOD TOURISM PROMOTION GRANT DETAILS

Event Name:			
Event Date(s):			
Event Location AND Address:			
Estimated # of People Attending Event:			
Host Organization:			
Mailing Address:			
Contact Person:			
Phone Number:		Title:	
Website:		Email:	

Total Event Budget: _____ Amount of Funding Requested: _____

Other Funding Sources (50% minimum): _____

Estimated number of people attending the event: _____

Estimated number of people who will travel 50 miles, or more (not staying overnight): _____

Estimated number of people who will seek lodging: _____

Estimated number of lodging nights: _____

Provide a brief description of the event and how the event will support Stanwood's tourism and/or promoting events or activities in the City of Stanwood. Include a marketing/promotional plan if available.

Please attach an event budget to your application. Failure to provide the required information may disqualify the application from consideration.

1. Provide a project budget. List all sources of funding. Include in-kind, city funding, organization's own funding, if applicable provide historical data.

PROJECT BUDGET					
Please detail the budget for your project, specify whether your various matches will be cash, or in-kind.					
Budgeted Item	City of Stanwood Grant Dollars	Event Match \$ (Min. 50% of total)	Cash %	In-Kind %	Total
1.	\$	\$			\$
2.	\$	\$			\$
3.	\$	\$			\$
4.	\$	\$			\$
5.	\$	\$			\$
6.	\$	\$			\$
7.	\$	\$			\$
8.	\$	\$			\$
9.	\$	\$			\$
10.	\$	\$			\$
TOTALS	\$	\$			\$

I understand that if awarded, funds will be distributed after the event has occurred. I understand that I must furnish an invoice, payment, and expense documentation, and participant data within 30 days of event closure. I understand that a submitted proposal is a public record potentially eligible for public release. Final reimbursements will not be released until the required Event Data and Expenditure Report Form have been submitted.

Signature: _____

Title: _____ Date: _____

REMINDERS

PRIOR TO THE EVENT

- ☐ The City of Stanwood logo and Discover Stanwood Camano logo must be included in signage, posters, and other advertising materials for the event.
- ☐ Applicant must submit event to DiscoverStanwoodCamano.com event calendar.
- ☐ Applicant must have a completed special event permit application submitted to the City if applicable.

AFTER THE EVENT

- ☐ Applicant will be required to provide the City with data from the event to include, but not limited to:
 - Number of attendees
 - Zip codes of attendees
 - Lodging used for event
- ☐ A grant reimbursement shall be submitted within **30 days** of the event and shall include a minimum of:
 - An Event Expenditure Form with receipts
 - Documentation of the required match
 - A report documenting the effectiveness of the proposed event in promoting tourism and community marketing
- ☐ If services in lieu of grant funds are provided prior to the event, such as digital billboard space for marketing, and event data is not submitted, the event host will receive an invoice for those costs.

FOR OFFICE USE ONLY			
Date Application Received:		Date Presented to EDB:	
	Application Complete		
APPLICATION APPROVED:			
City Authorization:		Date Approved:	
	Post Event Data Supplied Date:		Grant Reimbursement Date: