



STANWOOD TOURISM PROMOTION GRANT PROPOSAL GUIDELINES

The purpose of this application packet is to solicit proposals from those agencies and groups actively engaged in the promotion and enhancement of tourism in Stanwood.

Round One Applications are due no later than the last Friday in October of each year by 4:00pm, to be considered for grant funding for the following year. Applications can be mailed, delivered, faxed or submitted via email to krista.hintz@ci.stanwood.wa.us. Additionally, 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. Notification of award will occur in December of that year.

Round Two Applications are due no later than last Friday in March of each year by 4:00pm, to be considered for grant funding for the following year. Applications can be mailed, delivered, faxed or submitted online. Additionally, 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. Notification of award will occur in May of that year.

Applications should be sent to:

City of Stanwood
Attn: City Administrator
10220 270th Street NW
Stanwood, WA 98292

Fax: (360) 629-3009
Website: www.ci.stanwood.wa.us

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.

Agencies, events, activities, and or places in Stanwood, should increase tourism by advertising, publicizing and distributing information for the purpose of attracting and welcoming tourists.

Excluded activities are promotional activities that reach a specific small target audience already located solely within Stanwood/Camano Island; salaries toward any event management; fund raising 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.

PLEASE NOTE: Events funded through this program are exempted from the city sponsorship funding limits established in City of Stanwood Fee Resolution. (View resolution on our website www.ci.stanwood.wa.us). Grants may be approved consistent with the City of Stanwood Uniform Procurement Policy. Grants for new tourism and events may be considered in an amount up to \$2,250 for one fiscal year and \$1,500 for the second fiscal year. Each event shall be eligible for funding for up to two years maximum (shall be required to be sequential). After two years, the event may apply for funding as an existing event.

Grant for existing tourism and events may be considered in an amount up to \$1,000.00. Each existing event shall be eligible for funding yearly.

Funding must be matched from sponsoring organization with minimum 50% match required. Match may consist of cash, donated and documented services, volunteer labor credited per a consistent rate approved by the City Finance Director.

Final approval of grant application shall consider the Economic Development Board's recommendation and shall be based on 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.ci.stanwood.wa.us)

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 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.

APPLICATION PROCEDURES

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

Applications shall be reviewed by the Economic Development Board based on return on economic investment benefitting the City of Stanwood businesses; cost effectiveness, the effectiveness of the proposed event in promoting tourism and community marketing; innovation. 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, and 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 the Stanwood City Hall.



STANWOOD TOURISM PROMOTION GRANT APPLICATION

PROJECT

Project Title: _____

Name of Organization: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Total Event/Facility Budget: _____

Amount requested: _____ Other funding sources (50% min.) _____

Project Timeline: _____

Project Description: _____

Estimated number of people who will travel 50 miles or more for the day (not staying overnight) _____

I understand that if awarded, funds will be distributed after the services have been completed. I understand that I must furnish an invoice, payment, and expense documentation. 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 and/or Expenditure Report Form has been submitted.

Signed: _____ Title: _____ Date: _____

Please attach the following to your application. Failure to provide required information may disqualify applicant from consideration.

1. Provide a one-page description of the project. Explain how it will support building tourism and/or promoting events or activities in the City of Stanwood. Include a marketing/promotional plan.
2. Provide a project budget (example in Appendix A). List all sources of funding. Include in-kind, city funding, organization's own funding, if applicable provide historical data.
3. Provide a half-page description of the organization including history of its existence and success creating tourism, size of staff and board, size of volunteer base, consistency and geographic area served and type of service provided.
4. Attach copy of previous year's fiscal year-end statements and current year-to-date financials signed by a CPA or officer of the organization, other than the Treasurer.
5. Attach copy of meeting minutes approving the project.
6. Attach copies of separate facility budgets and event budgets, with visitor data.
7. Attach a budget narrative, including any information which you feel may provide useful background on your proposed budget such as source and rate at which matching labor costs are calculated, number of promotional pieces to be produced, numbers of media ads to be placed, etc.

PROJECT BUDGET

Please detail the budget for your project. Please specify whether your various match items will be in cash or in-kind.

Appendix A

Project Name: _____

		Min. 50% of Total.			
Item	Stanwood ED \$	Match \$	Cash %	In-Kind %	Total
1.	\$	\$	%	%	\$
2.	\$	\$	%	%	\$
3.	\$	\$	%	%	\$
4.	\$	\$	%	%	\$
5.	\$	\$	%	%	\$
6.	\$	\$	%	%	\$
7.	\$	\$	%	%	\$
8.	\$	\$	%	%	\$
9.	\$	\$	%	%	\$
10.	\$	\$	%	%	\$
Totals:	\$	\$	%	%	\$

EXAMPLES

BUDGET TEMPLATE FOR A NEW EVENT

	SAMPLE	Grant Budget
Income		
Advertising Income	\$ 500.00	\$ 500.00
Fundraising Income	\$ 5,000.00	\$
Grant Income	\$	\$
Stanwood ED	\$ 2,500.00	\$ 1,750.00
Other Grants	\$ 500.00	\$
Total Grant Income	\$ 3,000.00	\$
Interest Income	\$ 500.00	\$
Other Income	\$ 1,500.00	\$
Retail Sales	\$ 2,000.00	\$
Total Income	\$12,500.00	\$ 2,250.00

EXPENSES

Administration	\$ 1,500.00	\$
Bank Charge	\$ 100.00	\$
Contract Services	\$ 2,000.00	\$
Credit Card Processing Fee	\$ 750.00	\$
Fundraising Expense	\$ 1,500.00	\$
Grant Expense	\$ 1,000.00	\$
Hospitality	\$ 150.00	\$
Insurance, Business	\$ 500.00	\$
Marketing		\$
Advertising	\$	\$
Local	\$ 500.00	\$ 250.00
National	\$	\$
Regional	\$ 2,000.00	\$ 1,750.00
Total Advertising	\$ 2,500.00	\$ 2,000.00
Printing and Production	\$ 1,000.00	\$ 250.00
Total Marketing	\$ 3,500.00	\$ 2,250.00
Office Supplies	\$ 1,000.00	\$
Postage and Delivery	\$ 500.00	\$
Total Expense	\$12,500.00	\$ 2,250.00
Net Income	\$	\$