

1. Agenda

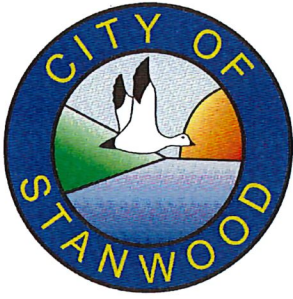
Documents:

[6-21-2018 AGENDA.PDF](#)

2. Meeting Materials

Documents:

[SPECIAL EVENTS GRANT PROCESS.PDF](#)



ECONOMIC DEVELOPMENT BOARD AGENDA

Thursday, June 21, 2018 – 9:00AM

**City Hall, 10220 270th St NW, Stanwood WA
Conference Room**

1. Special Events/Grant Process



**CITY OF STANWOOD
ECONOMIC DEVELOPMENT BOARD
AGENDA STAFF REPORT**

ITEM:

DATE: June 21, 2018

SUBJECT: Special Events/Grant Process

CONTACT PERSON: Ryan C. Larsen, City Administrator

ATTACHMENTS: A. Resolution 2018–13 – Tourism Grant
B. Grant Application Form
C. SMC 5.06.035 Application for city contribution.

ISSUE

The issue before the Economic Development Board is to review the revised grant application process for special events.

RECOMMENDATION

1. Review and discuss the revised grant application process for special events.
2. Provide any input on suggested changes.

SUMMARY STATEMENT

The Economic Development Action Plan calls for “A Community Marketing Program” to raise Stanwood’s profile in the region.

An adopted short term action strategy with the Community Marketing Program was to promote the community’s special events by establishing a grant program to support events that draw visitors from outside the area. Also, the Economic Development Action Plan calls for a Tourism Program to enhance Stanwood’s tourism draw. An adopted short term action of the tourism program is to regionally promote Stanwood events, including art shows and small performances.

The City Council expressed interest in establishing a grant program to encourage new special events and promotion activities that meet the goals of both community marketing and tourism. The City Council in 2014 considered and adopted Resolution No. 2014-07 establishing a grant program for new tourism and events in the Stanwood Community. However, this grant program did not provide any funding for existing events. Over the last several years the City has been approached by existing events in the community for grant funding.

The policy question for the Community Development Committee is whether to support amending the grant program to allow for existing events in the community to receive grant funding in addition to new events.

Staff is also proposing modifications to the Special Event fee, however this will come to Council under a separate agenda item, likely at the Council special meeting later this month.

DISCUSSION

The purpose of the original grant program was to bring economic benefit to the community by supporting tourism activities and special events that bring new and repeat visitors to Stanwood. Under the existing program, the city solicits and facilitates proposals from agencies and groups promoting new tourism and events in Stanwood two times each year. The program will promote new tourism activities that have the potential to grow and be repeated year after year.

The program does not include activities that reach a specific small target audience already located solely within the Stanwood Camano area. The grant cannot be used for salaries to manage the event. Fund raisers for the benefit of the promotion are not allowed unless all funds were allocated to the event and any "profit" from the event was set aside to support the same event in the following year.

Events are only supported by city grant funding for a maximum of two years. Grants may be approved consistent with the City of Stanwood Uniform Procurement Policy. Grant for new tourism and events may be considered in an amount up to \$7,500 for one fiscal year. Each event shall be eligible for funding for up to two years maximum (not required to be sequential). The idea was to kick-start an event not become a long-term funding source. The event promoter would need to provide a 50% match. The match could include sponsorships, volunteer labor and donations.

The Economic Development Board acts as the Review Committee. The criteria for review includes: benefit to the Stanwood business community; cost effectiveness; ability to promote tourism and community marketing; and new or innovative ideas.

The Mayor may approve grant awards from recommendation of the Economic Development Board and does not need Council approval. However, each of the grant awards are provided to Council in their packet usually under Staff Report.

The Board's recommendation and the Mayor's approval is based on whether the program implements the city's economic development plans and meets the city sponsorship criteria in SMC 5.06.035 (Attachment C).

Staff is suggesting several changes to the existing program. The proposed changes are:

- Allow for existing events to apply for grant funding.
- Limit funding to new event to \$3,000 the first year and \$1,500 the second year. Also, the funding has to be in sequential years for new events.
- Existing events will be allowed to apply for a grant up to \$500.00 dollars per year,

- Grant applications will be allowed to be submitted twice a year, once by the last Friday in October and the second by the last Friday in March.

FINANCIAL IMPACT

The City Council has discussed in the past using a portion of the business license fees to promote special events and attract visitors to Stanwood businesses. Staff is suggesting to continue this approach for funding the grant program. Grants will be executed through a contract for service between the special event sponsor and the City consistent with the city's purchasing policies. At this point staff would suggest setting aside \$11,000 each year in the 2019/2020 bi-annual budget.

Payment will be on a reimbursement basis after the event has taken place and documentation and receipts submitted to the city have been approved by the Finance Director. The event promoter is required to submit a report documenting the effectiveness of the proposed event in promoting tourism and community marketing.

The Economic Development Board will evaluate events for effectiveness in achieving the stated promotion goals. The Board will submit a report to the Mayor regarding the event's effectiveness and make a recommendation about funding the event in the future.

COMMITTEE RECOMMENDATIONS

1. Support moving forward the revised grant process for new and existing events.
2. Do not support moving forward the revised grant process for new and existing events, however direct staff to make changes to the proposal before considering moving forward to City Council.
3. Do not support moving forward the revised grant process for new and existing events.

RECOMMENDED ACTION

No recommendation provided.

ATTACHMENT A

RESOLUTION NO. 2018-13

**A RESOLUTION OF THE CITY OF STANWOOD,
WASHINGTON, ESTABLISHING A GRANT PROGRAM AND
PROCEDURE TO SOLICIT AND FACILITATE PROPOSALS
FROM AGENCIES AND GROUPS ACTIVELY ENGAGED IN THE
PROMOTION AND ENHANCEMENT OF NEW AND EXISTING
TOURISM AND EVENTS IN THE STANWOOD COMMUNITY
AND TO REPEAL AND REPLACE RESOLUTIONS NUMBER
2014-07**

WHEREAS, The Economic Development Element of the Comprehensive Plan Goal EDG-1 states: EDG-1 Promote economic vitality defined as a lively growth oriented business climate that supports a wide range of private and public investment resulting in development and business activity that diversifies the City's tax base and provides both employment and consumer shopping opportunities for city and unincorporated area residents; and

WHEREAS, the Economic Development Element is implemented in part through the Economic Development Action Plan; and

WHEREAS, the City Council adopted an Economic Development Action Plan in July 2010; and

WHEREAS, the Economic Development Action Plan calls for A Community Marketing Program to raise Stanwood's profile in the region; and

WHEREAS, an adopted short term action strategy implementing the Community Marketing Program is to promote the community's special events by establishing a grant program to support events that draw visitors for outside the area; and

WHEREAS, the Economic Development Action Plan calls for a Tourism Program to enhance Stanwood's tourism draw; and

WHEREAS, an adopted short term action of the tourism program is to regionally promote Stanwood events, including art shows and small performances;

WHEREAS, the City Council desires to establish a grant program to encourage the promotion and enhancement of new tourism and events, as well as maintain existing events that meet the goals of both community marketing and tourism;

WHEREAS, the City Council has created an Economic Development Committee by Resolution No. 2014-04 to review and advise the city on special event grant applications;

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF STANWOOD DOES
HEREBY RESOLVE AS FOLLOWS:**

Section 1. The City Council hereby establishes a grant program to be administered according to the following criteria and procedures.

City of Stanwood Tourism/Events Grant Program

1. Intent

To solicit and facilitate proposals from agencies and groups actively engaged in the promotion and enhancement of new tourism and events, as well as existing events in Stanwood.

2. Program Eligibility

- a. The program will promote tourism activities that propose innovative methods of achieving the following goals:
 - i. Provide new events and activities that promote Stanwood;
 - ii. Provide demonstrated results or potential to result in documented economic benefit to the City of Stanwood businesses;
 - iii. Support events and activities which have the potential to grow and be repeated year after year.
- b. Excluded activities
 - i. Promotional activities that reach a specific small target audience already located solely within Stanwood/Camano Island;
 - ii. Salaries toward any event management;
 - iii. Fund raising events for the benefit of the promotion;
 - iv. 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 any "profit" resulting from the event is set aside for subsequent operation of the same event.

3. Funding for New Events

- a. Events funded through this program are exempted from the city contribution funding limits established in City of Stanwood Fee Resolution.
- b. Grants may be approved consistent with the City of Stanwood Uniform Procurement Policy.
 - i. Grants may be considered in an amount up to \$3,000 for the first year and \$1,500 for the second year.
- c. Each event shall be eligible for funding for up to two years maximum (shall be required to be sequential)
 - i. After the second year an applicant may apply for funding under Section 4 below for existing Events.
- d. Match from sponsoring organization.
 - i. Minimum 50% match required;
 - ii. Match may consist of;
 - 1. Cash
 - 2. Donated and documented services
 - 3. Volunteer labor credited per a consistent rate as determined by the City Finance Director.

4. Existing Events

- a. Events funded through this program are exempted from the city contribution funding limits established in City of Stanwood Fee Resolution.
- b. Grants may be approved consistent with the City of Stanwood Uniform Procurement Policy.

- i. Grants may be considered in an amount up to \$500.
- c. Each event shall be eligible for funding every year.
- d. Match from sponsoring organization.
 - ii. Minimum 50% match required;
 - iii. Match may consist of:
 - 1. Cash
 - 2. Donated and documented services
 - 3. Volunteer labor credited per a consistent rate as determined by the City Finance Director.

5. Application

- a. Grant applications to be submitted to the City
 - i. 2 review periods per year with deadlines to be established by the Economic Development Board.
 - ii. Application form and required data to be established by the Economic Development Board.

6. Evaluation Process and Criteria

- a. Application shall be reviewed based on the following criteria
 - i. Return on economic investment benefitting the City of Stanwood businesses;
 - ii. Cost effectiveness;
 - iii. The effectiveness of the proposed event in promoting tourism and community marketing;
 - iv. Innovation.
- b. The Economic Development Board shall rank applications and make a recommendation for funding to the Mayor.
- c. 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.
- d. Grants which exceed budgeted amounts shall be reviewed and approved by the City Council.
- e. Final approval of grant applications shall consider the Economic Development Board recommendation and shall be based on the following findings:
 - i. The program implements the Economic Development Element of the Comprehensive Plan and the Economic Development Strategic Plan.
 - ii. Special events meet the city contribution criteria in SMC 5.06.035 (below).
 - (i) The event contributes to the marketing of the city.
 - (ii) 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.
 - (iii) The event provides recreation benefit to the general public.
 - (iv) The event promotes the general public welfare.
 - (v) The city of Stanwood logo and/or text indicating the city role shall be included in signage, posters and other advertising materials for the event

7. Grant Administration

- a. Grants shall be executed through a contract for services between the special event sponsor and the city consistent with the city's purchasing policies.
- b. Payment is to occur after the services are performed and are documented with receipts.
- c. A grant reimbursement request shall be submitted on a form with documentation as required by the Stanwood Finance Director and shall include at a minimum
 - i. An Event Expenditure Form with receipts
 - ii. Documentation of the required match as determined by the Finance Director

- iii. A report documenting the effectiveness of the proposed event in promoting tourism and community marketing.
- 8. Special events utilizing grant funding shall obtain a special event permit consistent with SMC 5.06 Special Events
- 9. Evaluation
 - a. The Economic Development Board shall evaluate completed promotion efforts and events for effectiveness in achieving the goals stated in Section 2 Program Eligibility.
 - b. In consideration of effectiveness the Board shall review at a minimum the report submitted by the sponsor and shall summarize:
 - i. the effectiveness of the event in promoting tourism and community marketing, and
 - ii. the overall cost effectiveness of the event.
 - c. The Board may utilize other forms and information as needed to complete the evaluation.
 - d. The committee shall submit a report summarizing its findings to the Mayor, and shall make a recommendation as to whether the promotion or event may be considered for subsequent funding.

Section 2. Repealer. Resolution No. 2014-07 adopted on March 27, 2014 is hereby repealed.

PASSED AND APPROVED by the City Council of the City of Stanwood this ____ day of June, 2018.

CITY OF STANWOOD

Leonard Kelley, Mayor

ATTEST:

David A. Hammond, City Clerk

APPROVED AS TO FORM:

Grant K. Weed, City Attorney

ATTACHMENT B



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 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 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.

City of Stanwood
Attn: City Administrator
10220 270th Street NW
Stanwood, WA 98292
Fax No. (360) 629-3009
Website: www.ci.stanwood.wa.us

CRITERIA and GUIDELINES

Any agency or groups actively engaged in the promotion and enhancement of new or existing tourism and events in 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 the 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. Grant for new tourism and events may be considered in an amount up to \$3,500 for one fiscal year and \$1,750 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 \$500.00. 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 as determined 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 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.

Application 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 to the event and shall include a minimum of an Event Expenditure Form with receipts, Documentation of the required match, or 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.



**CITY OF STANWOOD
APPLICATION FORM**

PROJECT

Project Title: _____

Name of Organization: _____

Contact Person: _____ **Title:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Website:** _____ **Email:** _____

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 asset in building tourism and/or promoting events or activities to 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 one 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, offer 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.

APPENDIX A

PROJECT BUDGET

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

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	\$	\$			\$

EXAMPLE
BUDGET TEMPLATE FOR EVENT

	SAMPLE	Grant Budget
Income		
Advertising Income	\$ 500.00	\$ 500.00
Fundraising Income	\$ 5,000.00	
Grant Income		
Stanwood ED	\$ 2,500.00	\$ 2,500.00
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	\$ 3,000.00

Expense

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	\$ 500.00
National	\$ -	\$ -
Regional	\$ 2,000.00	\$ 2,000.00
Total Advertising	\$ 2,500.00	\$ 2,500.00
Printing and Production	\$ 1,000.00	\$ 500.00
Total Marketing	\$ 3,500.00	\$ 3,000.00
Office Supplies	\$ 1,000.00	
Postage and Delivery	\$ 500.00	
Total Expense	\$ 12,500.00	\$ 3,000.00
Net Income	\$ -	\$ -

ATTACHMENT C

5.06.035 Application for city contribution.

(1) An application for city contribution towards a special event can be obtained at the community development department and will be completed and submitted to the director no later than 60 days prior to the proposed event. The application shall include the information required in SMC 5.06.030(3) and shall include cost estimates for any needed city services. City share of the cost of the event shall be determined by the city council at their discretion. Requests for city contribution shall be approved by the city council.

(2) A waiver of application deadline for requests for city contribution shall be granted upon a showing of good cause or at the discretion of the director. The director shall consider an application that is filed after the filing deadline if there is sufficient time to process and investigate the application and obtain city council approval for the event. Good cause can be demonstrated by the applicant showing that the circumstances that gave rise to the application for contribution did not reasonably allow the participants to file within the time prescribed.

(3) Criteria for Approval of City Contribution.

(a) As part of the review of a city contribution the following findings shall be made:

(i) The event contributes to the marketing of the city.

(ii) 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.

(iii) The event provides recreation benefit to the general public.

(iv) The event promotes the general public welfare.

(b) As part of city contribution the city of Stanwood logo and/or text indicating the city role may, in sole discretion of the city, be included in signage, posters and other advertising materials for the event. (Ord. 1400 § 5, 2015; Ord. 1309 § 5, 2012).