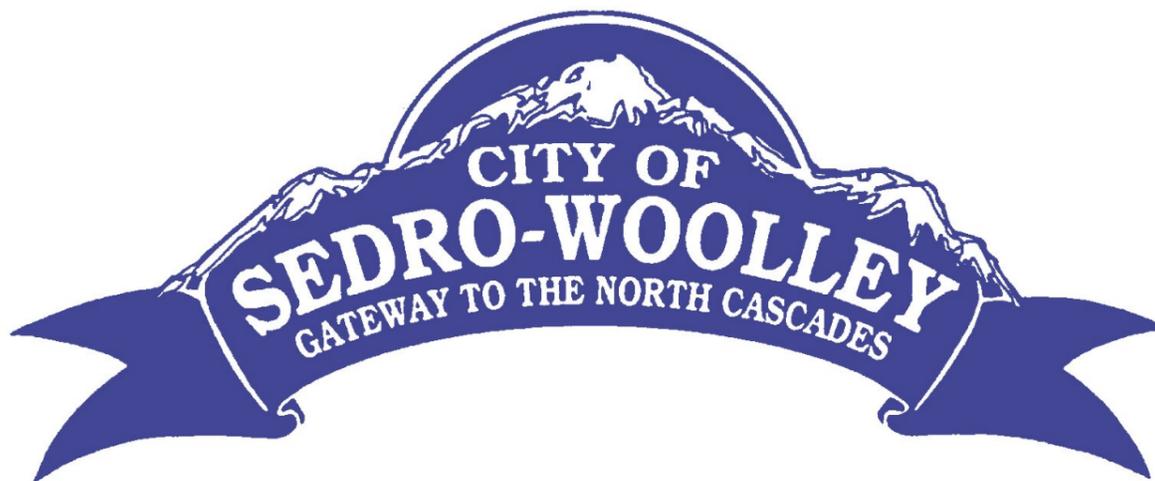


# 2022- Lodging Tax Grant Application

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**Submitted by:**
**Status:** Open

**Priority:** Normal

**Assigned To:** Debbie Burton

**Due Date:** Open


## Lodging Tax Grant Application

**\* Organization/Group Name:**

Skagit Valley Tulip Festival

**\* Event Name:**

Skagit Valley Tulip Festival Official Brochure

**\* Amount of Funding Requested:**

\$100

**\* Mailing Address**

POB 1784

**\* City**

Mount Vernon

**\* State**

WA

**\* Zipcode**

98273

**\* Contact Person:**

Cindy Verge

**\* Title or Relationship to Group/Organization**

Executive Director

**\* Daytime Phone#**

360-428-5959

**\* Email**

cindy@tulipfestival.org

**\* Provide a Description of the Project Activity**

We will design, print and distribute 180,000 copies of our Official 2022 Skagit Valley Tulip Festival brochure, beginning at the end of January 2022. This is our primary marketing piece for bring hundreds of thousands of people here for the Tulip Festival that will take place in April 2022. We also will have a digital version of our brochure on our website and a digital version of the map page as well. We find that over 60,000 people annually download our brochure in addition to the printed piece.

**\* How will requested funds be used for tourism promotion, marketing special events, tourism-related events/festivals or operation of tourism-related events/festivals?**

We will have our brochure in Certified Folder racks in key areas throughout our region, including the greater Vancouver BC area and the Washington State Ferries. We know that people use these brochures to plan their trip here to the Skagit Valley Tulip Festival each year. We promote events and activities throughout the region, including such activities as Woodfest and Tea and Tulips at Willow Brook Manor in Sedro-Woolley. We encourage people to come and see the tulips and then find their favorite "hidden gem" in our region. Our brochure information also appears on our robust website (in addition to a lot of other information) which is visited annually by over 450,000 people. We also use the brochure information (and other tidbits) to promote our area on our Facebook page which has over 77,000 followers. We are excited with the prospect of a fuller slate of events and activities in 2022 and are anticipating have a lot of activities for our visitors. We are again projecting annual visitor counts at 350,000 people during the month-long Skagit Valley Tulip Festival. We are requesting this contribution to our brochure to be able to show that we have the support via grants from throughout our valley. It is important to be able to do this for the public at large and for the Tulip Festival Board of Directors.

State Required Information about the Agency's project. Please answer all the questions:

**\* Total amount anticipated to be spent on the project**

57,290

**\* Estimated total attendance**

350,000

**\* Estimated number of attendees traveling 50+ miles**

269,500

**\* Estimated number of attendees traveling from out of state**

70,000

**\* Estimated number of attendees paying for overnight lodging**

52,500

**\* Estimated number of attendees NOT paying for overnight lodging**

52,500

**\* Estimated number of paid lodging nights**

17,500

(1 lodging night equals 1+ person occupying room for one night)

**Please provide a description of how your organization will determine attendance and distinguish among the above visitor categories.**

**Note: The City must report this information to the Washington State Legislature's Joint Legislative Audit and Review Committee.**

We conduct informal surveys of our hoteliers asking for occupancy rates during the festival, we survey the various events and activities (including the tulip gardens) to determine paid attendance), we determine traffic levels from checking in with law enforcement, and other traffic control entities, and we will conduct on-line surveys inviting attendees to submit information. We will use our website and Facebook pages to gather this information.

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved Sedro-Woolley logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in meetings of the Lodging Tax Advisory Committee that are open to the public under RCW 42.30.

**\* Enter your Name**

Cynthia L Verge

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By typing your name, you are attesting to the information listed above.