

RESOLUTION 2014-07

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 TOURISM AND EVENTS IN THE STANWOOD COMMUNITY

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 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 be it resolved that:

THE CITY COUNCIL OF THE CITY OF STANWOOD, WASHINGTON 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 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

- a. Events funded through this program are exempted from the city sponsorship funding limits established in Resolution 13-04
- b. Grants may be approved consistent with the City of Stanwood Uniform Procurement Policy.
 - i. Grants may be considered in an amount up to \$7,500 for one fiscal year.
- c. Each event shall be eligible for funding for up to two years maximum (not required to be sequential)
- 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. Application

- a. Grant applications to be submitted to the City
 - i. 2 review periods per year with deadlines to be established by the Review Committee.

- ii. Application form and required data to be established by the Review Committee.

5. 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 Review Committee 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 Review Committee's 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 sponsorship criteria in SMC 5.06.035 (below)
 - SMC 5.06.035**
 - (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

6. 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.

7. Special events utilizing grant funding shall obtain a special event permit consistent with SMC 5.06 Special Events

8. Evaluation

- a. The Review Committee 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 Committee 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 committee 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.

PASSED and APPROVED by the City Council of the City of Stanwood this 27th day of March, 2014

CITY OF STANWOOD



Mayor Leonard Kelley

ATTEST:



Greg Thramer, City Clerk