



**Snohomish County
County Executive's Office**

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Executive Reardon announces funding for tourism projects

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Lodging tax funds will promote events and activities around the County

County Executive Aaron Reardon announced today that Snohomish County has awarded \$50,725 in lodging tax funds to eight non-profit organizations. Those eight organizations will promote events and activities that draw visitors to the County.

“These projects reflect our continued efforts to increase tourism,” Executive Reardon said. “Tourism is vital to creating and sustaining our local economy. These eight projects will increase awareness across the region of our County’s attractions.”

The funds are from taxes paid by visitors on hotel and motel lodging and are required by state law to be spent on activities that enhance tourism.

“This investment allows organizations in our community to leverage additional funds from other sources,” Executive Reardon said.

“Tourism is a more than \$608 million industry in Snohomish County,” Executive Reardon said. “These allocations represent a public-private economic development partnership directed at nurturing that sector of our economy.”

The projects selected for funding are all dedicated to assisting non-profit organizations in Snohomish County attract visitors. They range from an evening celebrating clothing as “wearable art” in the Girls Night Out event to advertising the grand opening of Snohomish County’s new Future of Flight museum.

Included also are the promotion of festival events such as the Snohomish Festival of Pumpkins and the publication of a self-guided visitor publication showing Snohomish County museums and heritage sites.

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The projects funded are:

- The non-profit agency ArtBeat will receive \$4,270 to assist in advertising two cultural presentations in Everett; ArtBeat will contribute \$6,250 to the project.
- The non-profit Arts Council of Snohomish County will receive \$5,605, to assist in advertising a cultural presentation in Everett; the Arts Council will contribute \$11,160 to the project.
- The City of Edmonds will receive \$5,000 to assist with creating a data bank of images to illustrate visitor attraction brochures; the City will contribute \$124,750 to the project.
- The non-profit Future of Flight Foundation will receive \$25,000 to advertise the opening of major new tourist attraction and follow-on programming at Paine Field; Future of Flight Foundation will contribute \$50,000 to the project.
- The non-profit Imagine Children's Museum will receive \$2,350 to publish and distribute promotional pieces to attract visitors to the museum in Everett; Imagine Children's Museum will contribute \$3,100 to the project.
- The non-profit League of Snohomish County Heritage Organizations will receive \$5,000 to publish a self-guided tour map showing Snohomish County museums and heritage sites; the League will contribute \$1,500 to the project.
- The non-profit Museum of Snohomish County will receive \$3,500 to publish and distribute promotional materials to attract visitors to the museum in Everett; the museum will contribute \$4,780 to the project.
- The non-profit Snohomish Festival of Pumpkins Marketing Association will receive \$5,300 to advertise fall festival to attract visitors to the event in Snohomish; the Association will contribute \$9,425 to the project.

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