



Snohomish County
Dave Somers
County Executive

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Snohomish County Provides Grants to 39 Organizations Supporting Local Tourism

Snohomish County, Wash., February 12, 2024 – Executive Dave Somers today announced that Snohomish County has provided a total of \$600,000 in grants to 39 tourism projects and events across the county in 2024. These grants are funded by the Hotel-Motel Small Fund, which invests in efforts that promote the tourism sector in Snohomish County.

Tourism is a crucial aspect of the county’s economy. In 2022, visitors traveling to Snohomish County spent \$1.45 billion locally. Visitation accounted for 15,105 total jobs, representing five percent of all employment in the county.

“Tourism is a core component of Snohomish County’s economy, and many families depend on visitor spending for their livelihoods. People from across the world travel here to explore our beautiful and diverse natural resources, thriving small business community, and innovative aerospace sector,” said Executive Somers. “These grants help boost visitation so that more communities can sustainably explore our singular county with attractions that can’t be found anywhere else.”

“Investing in tourism, the county’s second largest economic driver, is essential for Snohomish County’s continued growth and success,” said Snohomish County Council Chair Jared Mead ([District 4](#)). “These grants make a big difference by providing additional business opportunities within the tourism sector, ultimately leading to a greater number of visitors and increased revenue for the county.”

“As Chair of the County’s Lodging Tax Advisory Committee, it has been an honor to facilitate the selection process for this year’s grants,” said Councilmember Megan Dunn ([District 2](#)). “Snohomish County is a great place for people to visit and these grants will help support our tourism industry and the jobs that are reliant on its continued success.”

The 2024 Hotel-Motel Small Fund historically administers grants between \$5,000 and \$50,000. Funds are awarded for projects or purposes authorized under Revised Code of Washington (RCW) Chapter [67.28](#). A complete list of awardees is available [here](#).

“Schack Art Center is excited to receive Snohomish County LTAC funds, which are vital for promoting our diverse arts programming. Research shows investing in the arts boosts local economies, and without these funds, we couldn't market our accessible programs. This investment helps attract tourists,

supports emerging artists, and drives economic growth while enriching our community,” said Raedle Alburn, Development and Education Director, Schack Art Center.

“Everett Comedy presents monthly comedy shows at the almost 800 seat and 122-year-old Historic Everett Theatre with internationally touring headliners and wonderful local openers. Everett Comedy will have 11 shows in 2024 including our sold out Bobcat Goldthwait show on January 20, 2024. We’re elated to be awarded this grant, as it will allow us to pursue comedians with larger followings and expand our marketing plan. We’re excited at the prospect of having many more sold out shows in 2024,” said Cory Michaelis, Producer, Everett Comedy.

Snohomish County Economic Development’s mission is to create opportunity for all businesses, residents, and workers in Snohomish County through job creation and investment. For more information on the County’s tourism efforts, visit: <https://www.seattlenorthcountry.com/>.

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