



**Lodging Tax Advisory Committee
City Hall – 200 NE Moe Street
City Hall Court Room**

Subject	Regular Meeting Agenda	Date	Thurs, Sept 08, 2016
Recorder	Mary McCluskey	Start Time	9:00 am
Committee Chair	Councilmember Gary Nystul	End Time	
Committee Members	Terri Douglas, Poulsbo Inn; Greg Enright, Cultural Arts Foundation; Port of Poulsbo Commissioner Steve Swann; Mary Fitz, Viking House		
Staff Present	Mary McCluskey, Parks and Recreation		

Agenda		
No.	Topic	Action/Recommendation/Discussion
1.	Administrative:	
	a. Questions & concerns of the committee	
	b. Agenda review	
2.	Agenda Items	
	a. Review and discussion of City Council policies on reserves and procedures	
	b. Review of the 2017 Lodging Tax grant applications	
3.	Comments from committee members	

Future Agenda Items			
No.	Item(s)	Responsibility	Meeting Date
1.			
2.			

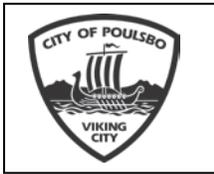
CITY OF POULSBO

2017 GRANT APPLICATIONS-LODGING TAX FUNDING

<u>Sponsor:</u>	<u>Title</u>	<u>Purpose</u>	<u>2016 Award</u>	<u>2017 Request</u>	
1	Visit Kitsap Peninsula	City of Poulsbo Year-Round Tourism Marketing Services & Support	Visit Kitsap Peninsula provides the City of Poulsbo, Poulsbo lodging establishments and tourism related attractions, businesses, services and non-profit groups with year-round access to affordable, professional level marketing/PR/Internet services and programs.	\$23,500	\$24,000
2	Poulsbo Marketing Coalition	Year-Round Promotion of Poulsbo Events & Attractions	With development of the Poulsbo-centric, tourism website (VisitPoulsbo.com) completed, the Poulsbo Marketing Coalition (PMC) will now shift our emphasis and resources toward growing the effectiveness and reach of our influence on our target market, the greater Pacific Northwest region in order to bring visitors to Poulsbo who will visit and spend a number of nights in our "Little Norway" community.	\$70,000 + \$23,500 HDPA	\$120,000
3	North Kitsap Tourism Coalition	North Kitsap Tourism Promotion	NKTC began in 2011 as a grassroots, ad hoc volunteer group of individuals with a passion for the North Kitsap Peninsula and a unified mission to increase tourism in the North Kitsap Peninsula region.	\$3,000	\$12,500
4	Liquid Velo	Poulsbo Twilight Criterium	Poulsbo Twilight Criterium – A five corner Criterium with a slight up-hill, fast finish and plenty of locations for family and friends to hang out and watch the action (Cycling).	\$0	\$5,000
Totals:			\$120,000	\$161,500	

2017 Beginning Budget (Reserves): \$40,003

2017 Anticipated Revenues: \$100,000



**CITY OF POULSBO
2017 LODGING TAX GRANT APPLICATION**

Applicant/Organization Information

Public Other Non Profit Private

Name - Liquid Velo

Address - 8809 27th Ave NW

City, State, Zip - Seattle, WA 98117

Email - info@sccastarbucksycling.com

Organization Purpose or Mission: Liquid Velo is solely dedicated to amateur athletics, specifically bicycle racing. We are incorporated as Liquid Velo and are licensed with USA Cycling under our trade name, SCCA / Starbucks Cycling, Team ID #10910. SCCA (Seattle Cancer Care Alliance) and Starbucks Coffee Company are our major sponsors. The team is composed of 75 women and men that like to race bicycles. While our primary focus is road cycling, many of our members are very active in track, cyclo-cross and mountain bike racing. To learn more about the team philosophy please head over to our website to get more history of our team. <http://sccastarbucksycling.com/team/>

Contact Person

Name

Bradlee Haley

Title

Race Director

Phone

206-200-0343

Email

Bhaley0343@gmail.com

Geographic area served by this project - Kitsap County, King County, Pierce County and Portland OR.
Number of people served by this project: 1,000+-. Social media reach this year was over 13,000.

Date of project (Start to finish): 6/10/2017

2017 Project Funding

Request from the City of Poulsbo: \$ 5,000 _____

Organization Match: \$ 5,000 _____

Total Project Cost: \$ 10,000 (2016 project cost \$11,000)

Title and Brief Description of Project:

Poulsbo Twilight Criterium – A five corner [Criterium](#) with a slight up-hill, fast finish and plenty of locations for family and friends to hang out and watch the action. Come spend a sunny afternoon in one or all of the beer gardens, sponsored by Slippery Pig Brewery, Valhöll Brewing and Tizley’s EuroPub, walk around the ships and watch the racers zip by on this fast and exciting course.

[2016 Poulsbo Twilight Criterium Promo video](#)

[2016 Poulsbo Twilight Criterium pre event video](#)

[2016 Poulsbo Twilight Criterium Post event video](#)

[2016 Poulsbo Twilight Criterium Flyer](#)

[Kitsap Sun article about event](#)

[Kitsap Herald Page 1 article](#)

[Kitsap Herald Page 2 article](#)

[Poulsbo Twilight Criterium images](#)

[SCCA/Starbucks Cycling promo video](#)

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
USA Cycling Registered racers	\$8750 (based on 2017 projected entries)
Sponsors	TBD

List any other sources of funding you have applied for:

Source	Amount	Status

Specifically how will this grant be used? What kinds of advertising will be used? How will you distribute the information? How do you document your successes and results?

The grant will be used to help offset the expenses of putting on an event of this size and reach. The community will be out in force to watch and the entire downtown corridor will be taken over for 9 hours. Expenses, estimated at \$10,800, include insurance, permitting, infrastructure, security, officials, advertising and prizes. In addition to promoting athletics and providing community entertainment, there will be opportunities for participants to donate to cancer care charitable organizations during a *Lap Against Cancer*.

The types of advertising we used for 2016 event included several social media channels, Twitter, [Facebook](#), [event website](#) as well local websites and online event calendars. We had banners created that travelled with the race team as well as a couple that were set up in the downtown corridor. We will look to do very similar approaches for 2017 and will look to the local businesses to partner with to increase their attendance.



We document our entries for the event and results with our sanctioning body, USA Cycling. We also maintain our own records and tables for our team budget.

Identify the specific tourism audience/market located more than 50 miles from Poulsbo that your organization will target with these funds.

The majority of our audience is from the King, Snohomish, and Pierce Counties. We also had several teams come up from the Portland area to race the event. That team won the Pro 1/2 event. The USA cycling community is made up of a wide variety of members that we would be targeting with the goal of introducing more folks to the Poulsbo community.

Below is a USA Cycling Member report published in 2013

USA Cycling Member Report: Examples for Poulsbo Twilight Criterium 6/11/2016

Member survey and Analysis Prepared for USA Cycling By University of Oklahoma Daniel J. Larson Ph.D.

Median Household (HH) Income and HH detail

- 62% - \$75-\$99,000
- 48% - \$100-\$124,000
- 32% - \$125-\$149,000
- 64% of members 35+ years old
- 47% have no family members that ride or race bicycles
- 74% work full time
- 65% own homes
- 66% College grads

Distance traveled to events

- Avg travel distance 50 miles 32% of members
- WA avg 73 miles with a max of 291 miles

Avg Annual Event Related Spending \$2,016 avg

- Other \$25
- Rent Car \$68
- Bike shop \$71
- Air Travel \$183
- Food \$361
- Lodging \$386
- Gas \$460
- Entries \$463

Bicycle spending a year \$4,572 avg

- Nutrition \$398
- Accessories \$1,020

How will this project be financed in the future?

Our main priority is to collaborate with a title sponsor that will assist us financially for the years to come. If we are not able to accomplish that then we will continue to seek individual sponsors that want to be a part of this event. We are looking to continue this event for several years and have no intention of stopping it; matter of fact we would like to look at getting an additional race event later in the summer.

State law RCW 67.28.1816(2) requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

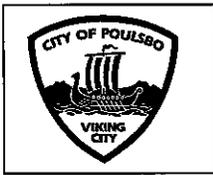
	<i>Projected</i>	<i>Actual</i>	<i>Methodology (Indirect count? Direct count? Did the hotels supply counts?)</i>	
Overall Attendance	700-1000 (2016) 1000-1500 (2017)	500-700 (2016) TBD (2017)	Based on 2016 feedback from racers and spectators 2017 will have much higher attendance with the support of the local businesses.	2016 actual # includes, racers, families, course workers and local spectators
Attendees who traveled 50 miles or more to attend:				
Total:		163 (2016) Race entry count (not including friends and family) 160 traveled 50 miles or more	2 racers were from Poulsbo and 1 from Bainbridge. The other attendees were from WA ranging from as far as Bellingham, Dupont and Walla, Walla.	I can provide all of the exact City locations of all race entries if requested
Of total, attendees who traveled from another state or country:		6 (2016) 5 OR - 1 TX		
Attendees who stayed overnight:				
Paid accommodations:				
1. Is there any other information you wish to add:				
Unpaid accommodations:				
Details of the Event Facebook Page: Week of event: Page Visits 581 Weekly Total Reach: 12,803 People Engaged: 1,227				
Paid lodging nights:				

Application Certification

I attest and affirm I am an authorized agent of the organization/agency applying for funding and the information I have provided in this application is true, complete and accurate. I understand and agree to the following:

- The Lodging Tax Funds, for which the organization/agency is applying, can only be used in accordance with the purposes outlined in RCW 67.28.
- If awarded, the applicant organization/agency will enter into a Tourism Promotion Services Agreement with the City.
- If awarded, the City of Poulsbo will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, or paid for if provided by a third party, and a signed City of Poulsbo payment form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- The agency will be required to submit a mid-year and end-of-the-year report documenting economic impact results in a format determined by the City.

Signatures	
	Date



**CITY OF POULSBO
2017 LODGING TAX GRANT APPLICATION**

Applicant/Organization Information
 Public Other Non Profit Private

Name North Kitsap Tourism Coalition

Address PO Box 85

City, State, Zip Port Gamble, WA; 98346
Email porbea@orminc.com

Organization Purpose or Mission:
To increase Tourism in the North Kitsap area.

Contact Person

Name Pete Orbea

Title President	Phone Daytime: (360) 297-8074 Cell phone: (360) 930-1758
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Email porbea@orminc.com

Geographic area served by this project
North Kitsap: Poulsbo, Bl, Kingston, Hansville, and both Tribal reservations
Number of people served by this project: an estimated amount of 100,000 people

Date of project (Start to finish): year round

2017 Project Funding

Request from the City of Poulsbo:	\$ 12,500
Organization Match:	\$ 44,000
Total Project Cost:	\$ 56,500

Title and Brief Description of Project:

The North Kitsap Tourism Coalition (NKTC) began in 2011 as a grassroots, ad hoc volunteer group of individuals with a passion for the North Kitsap Peninsula and a unified mission to increase tourism in the North Kitsap Peninsula region. We gained non-profit incorporation status within the State of Washington as the North Kitsap Tourism Coalition in August 2014, obtained our Federal Non-Profit 501 (c)(6) status in August 2015. We have quickly grown strong by providing a unique approach of practical marketing tools that help drive revenue to North Kitsap.

Our Board of Directors/Officers represents all communities in North Kitsap. Our Marketing Committee and Board includes marketing, communication, and PR professionals to include Chris Archunde, Mike Barnet, Kathi Foresee, Jack Harrington, Chris Placentia, Matt Kelly, April Leigh, Mickey Molnaire, Shirley Sax, and Ginger Vaughn.

We contracted with a creative specialist as Marketing Director to create and implement our marketing plan based on the Brand Graphics Package created by Roger Brooks, an international expert in the field of destination development. Over time, we expanded this original idea and have found that Social media gives impressive results for North Kitsap as a whole.

In October, we will be hosting the Second Annual Spirits and Spirits Event with is a 9 day off season campaign.

In May, we also plan to co-sponsor Stottlemeyer 30/60 Mountain Bike Event in conjunction with Visit Kitsap and NW Epic Series.

Our website is <http://www.wasanctuaryshore.com/>

Please see Exhibit A for detailed analytics regarding our success thus far.

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
OPG	5,000
NKDC/PGST	5,000
Kingston Stakeholders	1,000
Poulsbo PMC	2,000
Spirits and Spirits Revenue	4,000

List any other sources of funding you have applied for:

Source	Amount	Status
BI LTAC	10,000	Pending
Kitsap County LTAC	8,000	pending
Suquamish Appendix X	2,000	pending
PME Fund	4,000	pending
S'Klallam Appendix X	2,000	pending

Specifically how will this grant be used? What kinds of advertising will be used? How will you distribute the information? How do you document your successes and results?

If granted these funds we would continue to focus our brand, understand our customers, and create products that evoke the emotion, sights, sounds, smells, and feelings of experiencing North Kitsap while preserving the identity of each community. Review Exhibit A for detailed data regarding how our approach has been effective. We have established the following objectives which these funds would contribute toward.

Project Objective 1: Implement Shoulder Season Campaigns to increase overnight stays from Labor Day to Memorial Day

As most Poulsbo lodging establishments are at capacity during the summer months, increasing overnight stays during the off-season will have the greatest impact on tourism dollars. Our shoulder season events will include:

1. Actively partnering with established events to increase their marketing reach in order to increase overnight stays and increase participants' awareness of the broader North Kitsap Experience.
2. Creating events and activities during the off-season to increase overnight stays for that event and also to increase general awareness of the North Kitsap experience. An example of this the creation of Spirits and Spirits in 2015. Spirits & Spirits combines the spirit of the Halloween season with some of the area's best brews, wines, and spirits in a week-long event to highlight the very best North Kitsap has to offer. In 2016, NKTC will sponsor the Port Gamble Ghost Conference in conjunction with the Second Annual Spirits and Spirits.

Poulsbo Lodging Tax support will partially fund marketing activities for the active partnering of established events and for implementation of the new events including marketing activities.

Project Objective 2: Partner with existing events and activities to increase the reach of their marketing efforts during the Summer season.

Poulsbo Lodging Tax support will fund on-going updating and maintenance of Poulsbo event information on our website and Search Engine Optimization services to increase our rank through 2016. We will be measuring and analyzing website traffic through Google Analytics and other digital tools. In addition, and in conjunction with the Bainbridge Chamber of Commerce, we will be researching metrics to determine its effectiveness in increasing tourist visits and overnight stays on Bainbridge Island.

Support will help fund the creation videos focusing on the best of the best activities in North Kitsap. The subjects will be determined by the Marketing Team, of which Poulsbo is represented on the Board of Directors and Marketing team. They will feature Poulsbo specifically as appropriate for the activity. The videos will be featured on the website, social media, newsletter and the blog.

Project Objective 3: Continue to grow our email list and social media activity

Our social media outreach has a Call to Action to interested, excited potential visitors to sign up for the e-newsletter and follow us on social media. We will nurture these contacts with enticing, educating information about North Kitsap. We will also survey them to identify their wants and needs so that we can then define specific "passions", "sanctuaries" and desired experiences that we will develop into specific product offerings from North Kitsap. Results in 2016 have shown that Facebook is the very effective tool.

Poulsbo Lodging Tax support will help fund the creation and distribution of the e-newsletter and the necessary product development to provide targeted products. We will be tracking the increase in contacts, open rate and clicks to website and hope to increase the number of subscribers by a minimum of 10%.

Identify the specific tourism audience/market located more than 50 miles from Poulsbo that your organization will target with these funds.

According to our research, visitors require 4 hours of activities for every hour of travel time. Therefore, if there are only enough activities to fill one day, visitors will only travel for 2 hours. This is often the case with the small towns in North Kitsap. By marketing “Sanctuaries” and “Pick Your Passion”, we can target specific markets and have more to offer. If we have more to offer by marketing the entire North Kitsap area, visitors will see more value in making the trip and will travel from farther away. Visitors who came primarily to visit Bainbridge Island, Port Gamble, etc. will experience Poulsbo. Poulsbo hotels will veyome more of a base for visitors experiencing not only the many assets of Poulsbo, but also for those visiting the entire Peninsula.

Travel experts also estimate that targeted itineraries also increase visitors by 2-3 times. Itineraries focusing on areas of interest uncuding wineries, breweries, fodd lovers, quilters, outdoor activities, cultural activities, girl’s night out, boy’s night out, boutique shopping, and many others. Our itineraries will route visitors across the North Kitsap Peninsula. Because they are specific, markets can be targeted making the marketing effort more effective and measurable.

To date, we have created and posted the following itineraries to our website at <http://www.wasanctuaryshore.com/nktc-itinerary>:

NK Breakfast Tour

Water & Land Trails

Nursery & Garden Tour

Farms & Farmer’s Markets

Pamper Yourself in NK

Best of the Best in Kingston

Many more are scheduled to be completed in 2016. We are still gathering analytics for the above mentioned itineraries.

How will this project be financed in the future?

Funds awarded by Poulsbo will be highly leveraged by contributions from each of the other communities. In addition, the human resource contribution from the Poulsbo Marketing Coalition would be leveraged by a factor of 14 if each individual on the Board and Marketing Committee contributes equally.

State law RCW 67.28.1816(2) requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

	<i>Projected</i>	<i>Actual</i>	<i>Methodology (Indirect count? Direct count? Did the hotels supply counts?)</i>	
Overall Attendance	241,500	207,000	Indirect Count	Based on estimate from hotels
Attendees who traveled 50 miles or more to attend:				
Total:	106,950	92,000	Indirect Count	Based on estimate from hotels
Of total, attendees who traveled from another state or country:	41,055	35,650	Indirect Count	Based on estimate from hotels
Attendees who stayed overnight:				
Paid accommodations:	69,000	59,800	Based on direct count and estimates	Provided by hotels
Unpaid accommodations:	10,580	9,200	Estimated, based on overall attendance	
Paid lodging nights:	52,618	45,770	Based on direct count and estimates	Provided by hotels

1. Is there any other information you wish to add:

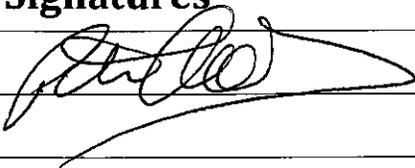
We expect a conservative increase of 3.5% of visitors (including day trippers) to Poulsbo. Washington's Sanctuary Shore focuses on the Best of the Best in each community, including restaurants, entertainment and retail. Although visitors come for the primary activity or anchor tenant, 60% of their spending will be on activities other than the primary reason that they came. Therefore, all businesses will benefit from the marketing of the Best of the Best. The Spirits and Spirits event will have a direct effect on the Poulsbo establishments that participate.

Please see the following Exhibit A.

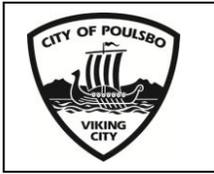
Application Certification

I attest and affirm I am an authorized agent of the organization/agency applying for funding and the information I have provided in this application is true, complete and accurate. I understand and agree to the following:

- The Lodging Tax Funds, for which the organization/agency is applying, can only be used in accordance with the purposes outlined in RCW 67.28.
- If awarded, the applicant organization/agency will enter into a Tourism Promotion Services Agreement with the City.
- If awarded, the City of Poulsbo will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, or paid for if provided by a third party, and a signed City of Poulsbo payment form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- The agency will be required to submit a mid-year and end-of-the-year report documenting economic impact results in a format determined by the City.

Signatures	
	Date 8/1/16

Community	Type	Event/Video Name	People Reached	Views-FB	Engagements	Shares	Likes	Website Views	Embeds	TV Homes
Bainbridge Island	Video	Mochi Tsuki Video (Japanese-American New Year Video)	7,355	5,100		14				
Bainbridge Island	Post	Chilly Hilly Bike Race	446	423		2				
Bainbridge Island	Video	Girls Night Out Video	1,260							
Suquamish	Post	Valentines Dinner Post	3,194		131	6				
Suquamish	Video	Kiana Lodge Brew Fest Video Ad	489	174		2				
Port Gamble	Post	Fishline Race Post http://poulsborunning.com/events/fishline-race	2,919		111	8		9		
Port Gamble	Video	Ghost Walk Tours	1,131			2				
Port Gamble	Video	Stottlemeyer 30/60	883	194		3				
S'Klallam	Post	Stan Purser Powwow Post	2,491			26				
S'Klallam	Post	Heronswood Garden Open Post http://www.wasantuary.com	4,061		89	37		31		
S'Klallam	Video	Stan Purser Powwow Video	2,178	763		24				
S'Klallam	Video	Heronswood Garden Video	4,869	2,400		88				
Kingston	Post	Kites Over Kingston	5,252		151	29	73			
Poulsbo	Video	Girls Night Out Video	1,260	423		2				
Poulsbo	Video	Viking Fest 2016 Video Ad	11,680	4,100		156	39			
All	Post	4th of July - Fun of July Post http://www.wasantuaryshore.com	5,376		182	20	67	105		
All	Post	Summer Music Series / NK Summer Series Post http://www.nktribe.com	6,096		278	26	70	174		
Kingston	Video	Things to do in Kingston Wa Video	7088	5,249		47			10	
Kingston	Video	Kola Kole	17,648	6,500				353		
All	Video	Spirits & Spirits promo	446	219				434		
Totals			86,122	25,545	942	492	249	319	10	150,000



**CITY OF POULSBO
2017 LODGING TAX GRANT APPLICATION**

Applicant/Organization Information

Public Other Non Profit Private

Name

Poulsbo Marketing Coalition

Address

P.O. Box 1125

City, State, Zip

Poulsbo, Washington 98370

Email: Manager@PortofPoulsbo.com

Organization Purpose or Mission:

The Poulsbo Marketing Coalition (PMC) is committed to the promotion of Poulsbo, and to marketing campaigns and activities that inspire tourists and visitors to Visit Poulsbo also known as "Little Norway" and enjoy all we have to offer on the water, on our trails, in our parks, in our lovely markets and restaurants, and in our many friendly and helpful services.

As key community and business economy representatives in Poulsbo, working together, we combine our experiences and skills to the year-round effort of promoting overnight visitors to stay in Poulsbo, exclusively, and to ensuring all of our focus and available resources are targeted on bringing people to Poulsbo to enjoy the culture, events, and outdoor activities here in the north end of Kitsap County.

The Poulsbo Marketing Coalition (PMC) is honored and excited to submit the attached application for 2017 Poulsbo Lodging Tax Funding toward our efforts to grow overnight tourism in Poulsbo. We are proud of our accomplishments over the past 5 years that have contributed to the steady increase in lodging taxes collected and, among other accomplishments, resulted in a finished, Poulsbo-focused website that is state-of-the-art, accurate, informative, comprehensive, mobile-ready, and serves all visitors as well as the community of Poulsbo and greater Kitsap area: www.VisitPoulsbo.com

With a perspective that Poulsbo lodging tax funds are best applied to sustained, managed marketing activities that attract visitors to Poulsbo, not just to a region, and not just toward buying print advertising, the PMC is planning for 2017 to expand upon these recent successes. In 2016, we added Poulsbo's newest business district, the Viking Avenue Business Association. In addition, we are excited about the return of the Historical Downtown Poulsbo Association (HDPa) to the group for 2017.

Together we expect to improve the experiences and increase tourism to Poulsbo and we expect to generate considerable revenue from online advertising through our website, VisitPoulsbo.com. We look forward to more visitors to Poulsbo by supporting the production of successful events such as, Viking Fest and 3rd of July.

We take our responsibility very seriously with our efforts to promote Poulsbo through the smart and prudent use Poulsbo Lodging Tax Funds made available to support the promotion and execution or marketing and public relations efforts that generate increased tourism to Poulsbo.

Contact Person

Name

Brad Miller

Title

2016 – 2017 Chair, Poulsbo Marketing Coalition

Phone

360-779-9905

Email

Manager@PortofPoulsbo.com

Geographic area served by this project: Greater Poulsbo

Number of people served by this project: Greater than 100,000

Date of project (Start to finish):

January 2017 through December 31, 2017 and on going

2017 Project Funding

Request from the City of Poulsbo: \$ 120,000.00

Organization Match: \$ 0

Total Project Cost: \$ 120,000.00

Title and Brief Description of Project:

Year-Round Promotion of Poulsbo Events & Attractions

With development of the Poulsbo-centric, tourism website (VisitPoulsbo.com) completed, the Poulsbo Marketing Coalition (PMC) will now shift our emphasis and resources toward growing the effectiveness and reach of our influence on our target market, the greater Pacific Northwest region in order to bring visitors to Poulsbo who will visit and spend a number of nights in our "Little Norway" community.

With the successful addition of the Poulsbo Visitors Center (over 9,500 visitors in 2015) and the Maritime Museum (17,500 visitors since fall of 2015) in the downtown corridor, our collaborative team will spend 2017 promoting Poulsbo events and attractions using several different marketing channels. We will utilize resources to improve and increase coverage and awareness in our target market directly. Rather than allocate funds to a "media partner," which can then be renamed as "matching" funds to purchase advertising, the PMC will conduct our marketing activities ourselves among several different channels, many of which require no funds at all, conducted by experienced members of our team, and supported by a professional marketing agency (TBD) in some cases, and when necessary. Our primary goal is to increase overnight stays in Poulsbo hotels, with the accompanying goal of increasing tourism visits to Poulsbo, overall, through event and attraction marketing.

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
<p><i>None of the marketing activities or efforts planned for 2017 under this project has received firm funding commitments.</i></p> <p><i>However, although the new Poulsbo Visitors Center and Maritime Museum has institutional support from the Poulsbo Historical Society and the Poulsbo Chamber of Commerce, the PMC is including this activity in our budget for 2017 to ensure its viability.</i></p>	<p>0</p>

List any other sources of funding you have applied for:

Source	Amount	Status
<p>We have not applied for funding from any other sources. However, we are considering research on other potential sources of funding/grants to support the promotion of tourism to Poulsbo.</p>	<p>0</p>	

Specifically how will this grant be used? What kinds of advertising will be used? How will you distribute the information? How do you document your successes and results?

Please see Attachment 1, Marketing Detail, for how this grant will be used.

We also welcome the addition to the PMC of other tourism-focused organizations in Poulsbo as they are formed, because we consider collaboration to be paramount in the efficient use and spending of funds.

We will document our results, measure and monitor them, through monthly reports and online analytics -- available online and for free, including incredible resources provided by the Kitsap Regional Library (tourism statistics, etc...). These reports will be included in the monthly reports we will submit to the City of Poulsbo, per the RCW.

Identify the specific tourism audience/market located more than 50 miles from Poulsbo that your organization will target with these funds.

The PMC represents a large number of Poulsbo events and attractions that span a broad demographic -- from people interested in history and heritage generally, and those interested in maritime history specifically; to families who want to participate in fun community celebrations such as Viking Fest, and our 3rd of July; to individuals who love the hiking, water sports, biking and other outdoor attractions; to boaters and sailors looking for a cozy marina with a close-in characteristic downtown full of open shops, restaurants; to brewery's.

The Poulsbo Visitors Center receives interest daily from around the country, in the form of emails and phone calls. People often contact the center considering relocation to Poulsbo, asking about an upcoming event, and general trip planning information.

But our primary target market is people and families with these interests who live within a 250-mile radius of Poulsbo – potential visitors who will find enough of what they're looking for here that they will decide to travel here and stay at least one night in a Poulsbo hotel.

How will this project be financed in the future?

The PMC is humble and serious about our role as the most influential, representative, and tourism-focused organization specific to Poulso. We will continuously strive to improve our organization's effectiveness and to become more efficient in our use of Poulso lodging tax Funds. We expect that the PMC will continue to apply for funding each year in the future.

However, we also plan to find more ways to generate revenue that will support our mission to promote tourism to Poulso, and overnight stays in our Poulso hotels. We intend to explore other sources of funding and revenue generation for PMC operations, such as ad sales on visitpoulso.com and sales of promotional branding products.

Again, we also welcome the addition to the PMC of other tourism-focused organizations in Poulso as they are formed, because we consider collaboration to be paramount in the efficient use and spending of funds.

State law RCW 67.28.1816(2) requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

	<i>Projected</i>	<i>Actual</i>	<i>Methodology (Indirect count? Direct count? Did the hotels supply counts?)</i>	
Overall Attendance	241,500.	207,000	<i>Indirect count</i>	<i>Based on estimates from hotels</i>
Attendees who traveled 50 miles or more to attend:				
Total:	106,950	120,000	<i>Indirect count</i>	<i>Based on estimates from hotels</i>
Of total, attendees who traveled from another state or country:	41,055	46,500	<i>Indirect count</i>	<i>Based on estimates from hotels</i>
Attendees who stayed overnight:				
Paid accommodations:	60,900	59,800	<i>Indirect count</i>	<i>Based on estimates from hotels</i>
Unpaid accommodations:	10,580	9,200	<i>Indirect count</i>	<i>Based on estimates from hotels</i>
Paid lodging nights:	56,618	45,770	<i>Indirect count</i>	<i>Based on estimates from hotels</i>

1. Is there any other information you wish to add:

Our potential economic impact estimates are for a year-round project of generally promoting tourism to all Poulsbo events and attractions with the goal of increasing overnight stays, not for a single event, attraction, or defined area within Poulsbo.

Estimates are based on information provided by Poulsbo hotels and include a projected increase of 15%.

Application Certification

I attest and affirm I am an authorized agent of the organization/agency applying for funding and the information I have provided in this application is true, complete and accurate. I understand and agree to the following:

- The Lodging Tax Funds, for which the organization/agency is applying, can only be used in accordance with the purposes outlined in RCW 67.28.
- If awarded, the applicant organization/agency will enter into a Tourism Promotion Services Agreement with the City.
- If awarded, the City of Poulsbo will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, or paid for if provided by a third party, and a signed City of Poulsbo payment form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- The agency will be required to submit a mid-year and end-of-the-year report documenting economic impact results in a format determined by the City.

Signatures		
Signature	Organization	Date
<i>[Handwritten Signature]</i>	PHS	8-1-16
<i>[Handwritten Signature]</i>	Vikingfest	8-1-16
<i>[Handwritten Signature]</i>	Port of Poulsbo	8-1-16
<i>[Handwritten Signature]</i>	3 rd of July	8-1-16
<i>[Handwritten Signature]</i>	Poulsbo Chamber	8-1-16
<i>[Handwritten Signature]</i>	HOPA	8-1-16

Port Manager

From: ericdaine@msn.com
Sent: Monday, August 01, 2016 12:46 PM
To: admin@poulsbochamber.com

This email serves as my agreeing signature for the 2017 Lodging Tax application on behalf of the Viking Avenue business association.

-Eric Mahler

Get [Outlook for Android](#)

Attachment 1

Marketing Detail

Tourism Marketing Channel	Detailed Description	Budget (est.)
Visit Poulsbo brochures, maps, downtown walking maps & visitor's guides in Certified Folder Displays throughout the region.	Stock all Washington State ferries, the Coho (Victoria to Port Angeles) ferry, Puget Sound region, and Olympic Peninsula display locations year round, with existing and new brochures, Poulsbo maps, Visitors guide and Downtown Walking Maps.	\$8,000
Poulsbo Visitor Center Operations at both Hwy 305 and Front Street locations.	Sustain a trained and knowledgeable volunteer staff to assist visitors and prospective visitors in planning and experiencing an enjoyable stay in Poulsbo by providing useful information, brochures, ideas, and other assistance via walk-in visits, email inquiries, and incoming phone calls. These two visitor centers are the City of Poulsbo's main tourist support locations. Materials available for visitors and for mailing upon request include Welcome Wagon packages for relocations, brochures, maps, and visitors guide for visitors, and hotel recommendations (we always and only recommend Poulsbo hotels when asked, which is quite often).	\$18,000
Online Marketing and Social Media Promotions	VisitPoulsbo.com has grown in popularity, functionality, usefulness, and relevance since it was first established (as FindPoulsbo.com). As the number of online visitors is growing rapidly, it's clear that these are "Qualified Visitors," meaning they are already interested in Poulsbo, specifically, not another destination in the general Kitsap region. Qualified Visitors are looking for Poulsbo accommodations, restaurants, activities, and events. Banner ad placement on various web sites.	\$9,000
Promotion and support for specific Poulsbo tourism events	Purchased advertising (radio and print), earned coverage (no cost) public relations, social media, direct marketing, and online pull marketing to increase visitors and overnight stays in Poulsbo connected with event attendance. Examples of key events include: Viking Fest 2017, 3 rd of July 2017, 2 nd Annual Poulsbo Boys' Night Out, Poulsbo Uncorked 2017, Poulsbo Street dance, Girls Night Out, Annual Tree Lighting and various other Downtown events.	\$28,000

Promotion and support for ongoing Poulsbo tourism destination activities.	Purchased advertising (radio and print), earned coverage (no cost) public relations, social media, direct marketing, and online pull marketing to increase visitors and overnight stays in Poulsbo connected with participation in key tourism activities, as well as operational support to those activities, including: the Maritime Museum, Viking Avenue restaurants & businesses, Downtown Poulsbo restaurants & businesses, the Poulsbo Historical Museum, and others.	\$33,000
Earned print and online news coverage (no cost) public relations, marketing (placed editorial articles), purchased advertising, and videos.	Increase awareness and decision to visit Poulsbo as a tourism destination through articles in key tourism magazines (such as 425, South Sound, Seattle Met, Seattle Magazine, and NW Travel) that have longevity both online and on coffee tables and in dentists' offices, for example; and placed editorials and blog articles in key travel publications that serve our area, such as the Washington Beer Blog and the NW Trip Finder (with an audience of 85% who live in the Northwest and travel locally and frequently — as more than half of their readers take four or more local getaways of two to four days every year). Support production of videos that promote Poulsbo events and activities, and which can be used on websites and other marketing activities. Purchase advertising through cooperative ad buying.	\$10,000
Marketing and Promotional Branding	Creating, purchasing and distributing souvenirs items that promote the Poulsbo brand. Ex: hats, t-shirts, decals, bags. For sale or giveaways.	\$6000
Trade Shows	Increase awareness of Poulsbo and surrounding areas for it's outdoor recreation opportunities by attending various trade shows to. Ex: Seattle Bike Show, Wa Sportsman Show, Seattle RV show to name a few.	8,000
TOTAL Budget (est.)		\$120,000

TAX PAYER'S COPY Short Form

OMB No. 1545-1150

Form **990-EZ**

Return of Organization Exempt From Income Tax

2015

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Open to Public Inspection

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990-EZ and its instructions is at www.irs.gov/form990.

Department of the Treasury
Internal Revenue Service

A For the 2015 calendar year, or tax year beginning , 2015, and ending , 20

B Check if applicable:

- Address change
- Name change
- Initial return
- Final return/terminated
- Amended return
- Application pending

C Name of organization
GREATER POULSBO CHAMBER OF COMMERCE

Number and street (or P.O. box, if mail is not delivered to street address) Room/suite
PO BOX 1063

City or town, state or province, country, and ZIP or foreign postal code
POULSBO, WA 98370

D Employer identification number
91-0839517

E Telephone number
(360) 779-4848

F Group Exemption Number ▶

G Accounting Method: Cash Accrual Other (specify) ▶ **MODIFIED ACCRUAL**

H Check if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

I Website: ▶ **WWW.POULSBOCHAMBER.COM**

J Tax-exempt status (check only one) - 501(c)(3) 501(c)(6) (insert no.) 4947(a)(1) or 527

K Form of organization: Corporation Trust Association Other

L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$ **187,686**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I

		1	2	3	4	5a	5b	5c	6a	6b	6c	6d	7a	7b	7c	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Revenue	1	Contributions, gifts, grants, and similar amounts received																											
	2	Program service revenue including government fees and contracts																											
	3	Membership dues and assessments																											
	4	Investment income																											
	5a	Gross amount from sale of assets other than inventory																											
	5b	Less: cost or other basis and sales expenses																											
	5c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)																											
	6	Gaming and fundraising events																											
	6a	Gross income from gaming (attach Schedule G if greater than \$15,000)																											
	6b	Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)																											
6c	Less: direct expenses from gaming and fundraising events																												
6d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)																												
7a	Gross sales of inventory, less returns and allowances																												
7b	Less: cost of goods sold																												
7c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)																												
8	Other revenue (describe in Schedule O)																												
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8																												
Expenses	10	Grants and similar amounts paid (list in Schedule O)																											
	11	Benefits paid to or for members																											
	12	Salaries, other compensation, and employee benefits																											
	13	Professional fees and other payments to independent contractors																											
	14	Occupancy, rent, utilities, and maintenance																											
	15	Printing, publications, postage, and shipping																											
	16	Other expenses (describe in Schedule O)																											
	17	Total expenses. Add lines 10 through 16																											
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)																											
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)																											
	20	Other changes in net assets or fund balances (explain in Schedule O)																											
	21	Net assets or fund balances at end of year. Combine lines 18 through 20																											

Part II Balance Sheets (see the instructions for Part II)

Check if the organization used Schedule O to respond to any question in this Part II

	(A) Beginning of year		(B) End of year
22 Cash, savings, and investments	44,856	22	65,511
23 Land and buildings	0	23	0
24 Other assets (describe in Schedule O)	1,500	24	1,518
25 Total assets	46,356	25	67,029
26 Total liabilities (describe in Schedule O)	4,485	26	8,798
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	41,871	27	58,231

Part III Statement of Program Service Accomplishments (see the instructions for Part III)

Check if the organization used Schedule O to respond to any question in this Part III

What is the organization's primary exempt purpose? PROMOTE POULSBO ECONOMIC ENVIRONMENT

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

Expenses
(Required for section 501(c)(3) and 501(c)(4) organizations; optional for others.)

28 <u>PROMOTE GENERAL INTEREST AND ECONOMIC ENVIRONMENT OF THE CITY OF POULSBO AND THE SURROUNDING COMMUNITIES</u>			
(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	28a		
29			
(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	29a		
30			
(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	30a		
31 Other program services (describe in Schedule O)			
(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	31a		
32 Total program service expenses (add lines 28a through 31a)			32

Part IV List of Officers, Directors, Trustees, and Key Employees (list each one even if not compensated - see the instructions for Part IV)

Check if the organization used Schedule O to respond to any question in this Part IV

(a) Name and title	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC) (if not paid, enter -0-)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
MARK COSTA PRESIDENT	2.00	0	0	0
MARC ABSHIRE DIRECTOR	40.00	38,400	0	0
ANNA REYES POTTS DIRECTOR	2.00	0	0	0
INGEMAR ANDERSON 1ST VICE PRESIDENT	2.00	0	0	0
SHARON LEE SECRETARY	2.00	0	0	0
RANDY BOREK TREASURER	2.00	0	0	0
ANDREA PARMALEE DIRECTOR	2.00	0	0	0
BRITTANY CLINE 2ND VICE PRESIDENT	2.00	0	0	0
DAN BARRY DIRECTOR	2.00	0	0	0
DIANE DONAHUE DIRECTOR	2.00	0	0	0
DONNA ETCHEY DIRECTOR	2.00	0	0	0
CLIFF HIGASHI DIRECTOR	2.00	0	0	0
SHILOH SCHROEDER DIRECTOR	2.00	0	0	0

Part V Other Information (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V) Check if the organization used Schedule O to respond to any question in this Part V [X]

Table with columns for question number, question text, and Yes/No response. Includes questions 33 through 45b regarding organizational activities, financials, and tax compliance.

46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I

Table with 2 columns: Yes, No. Row 46: Yes (empty), No (X)

Part VI Section 501(c)(3) organizations only

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II

Table with 2 columns: Yes, No. Row 47: Yes (empty), No (empty). Row 48: Yes (empty), No (empty). Row 49a: Yes (empty), No (empty). Row 49b: Yes (empty), No (empty).

48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E

49a Did the organization make any transfers to an exempt non-charitable related organization?

b If "Yes," was the related organization a section 527 organization?

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

Table with 5 columns: (a) Name and title of each employee, (b) Average hours per week devoted to position, (c) Reportable compensation (Forms W-2/1099-MISC), (d) Health benefits, contributions to employee benefit plans, and deferred compensation, (e) Estimated amount of other compensation.

f Total number of other employees paid over \$100,000

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

Table with 3 columns: (a) Name and business address of each independent contractor, (b) Type of service, (c) Compensation.

d Total number of other independent contractors each receiving over \$100,000

52 Did the organization complete Schedule A? Note. All section 501(c)(3) organizations must attach a completed Schedule A

Yes No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here: Signature of officer: MARC ABSHIRE, Date: Type or print name and title: MARC ABSHIRE, DIRECTOR

Paid Preparer Use Only: Print/Type preparer's name: Chris Fraizer CPA, Preparer's signature: Chris Fraizer CPA, Date: 07-18-2016, Check self-employed: [], PTIN: P00690762, Firm's name: Waterfront CPA Group, Firm's address: 9615 Levin Rd NW Suite 100 Silverdale WA 98383, Firm's EIN: [], Phone no.: 360-692-9000

May the IRS discuss this return with the preparer shown above? See instructions Yes No

**HISTORIC DOWNTOWN POULSBO ASSOCIATION FUND
SCHEDULE OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES
BUDGET TO ACTUAL
FOR THE YEAR ENDED DECEMBER 31, 2015**

	Final Budget	Actual Amounts	Variance with Final Budget - Positive (Negative)
Revenues			
Special Assessments	\$ 48,000	\$ 49,718	\$ 1,718
Gifts and Pledges	22,550	22,460	(90)
Facility Rental	50	50	-
Interest and Other Earnings	400	492	92
Miscellaneous	-	-	-
Total Revenues	71,000	72,720	1,720
Expenditures			
Bad Debt Expense	500	2,692	(2,192)
Office & Operating Supplies	250	150	100
Small Tools & Minor Equipment	2,500	200	2,300
Professional Services	4,000	5,670	(1,670)
Advertising	37,000	35,210	1,790
Communication	500	-	500
Postage	100	-	100
Insurance	1,700	1,458	242
Repairs and Maintenance	38,000	30,726	7,274
Miscellaneous	4,000	4,660	(660)
Total Expenditures	88,550	80,767	7,783
Excess of Revenues Over Expenditures	(17,550)	(8,047)	9,503
Other Financing Sources (Uses)			
Transfers in	-	-	-
Transfers out	-	-	-
Total Other Financing Sources (Uses)	-	-	-
Net Change in Fund Balance	(17,550)	(8,047)	9,503
Fund Balance Beginning of Year	77,712	77,712	-
Fund Balance End of Year	\$ 60,162	\$ 69,665	\$ 9,503

Form **990-EZ**

Short Form

Return of Organization Exempt From Income Tax

OMB No. 1545-1150

2014

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Open to Public Inspection

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990-EZ and its instructions is at www.irs.gov/form990.

Department of the Treasury
Internal Revenue Service

A For the 2014 calendar year, or tax year beginning , 2014, and ending , 20

B Check if applicable <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization Viking Fest		D Employer identification number 91-1494803
	Number and street (or P.O. box, if mail is not delivered to street address) Room/suite PO Box 1125		E Telephone number 360-779-8657
	City or town, state or province, country, and ZIP or foreign postal code Poulsbo WA 98370		F Group Exemption Number ▶

G Accounting Method: Cash Accrual Other (specify) ▶ **H** Check if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

I Website: ▶ **vikingfest.org**

J Tax-exempt status (check only one) - 501(c)(3) 501(c) () ◀ (insert no.) 4947(a)(1) or 527

K Form of organization: Corporation Trust Association Other

L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets

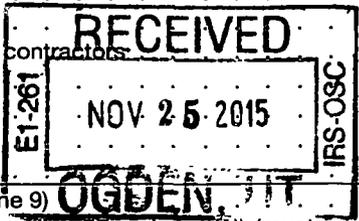
(Part II, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ . ▶ \$ **724**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I

SCANNED SEP 15 2015

Revenue	1	Contributions, gifts, grants, and similar amounts received		1		67466	
	2	Program service revenue including government fees and contracts		2		10010	
	3	Membership dues and assessments		3			
	4	Investment income		4		2	
	5a	Gross amount from sale of assets other than inventory	5a				
	b	Less: cost or other basis and sales expenses	5b				
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c				
	6	Gaming and fundraising events					
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a				
	b	Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b				
c	Less: direct expenses from gaming and fundraising events	6c					
d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d					
7a	Gross sales of inventory, less returns and allowances	7a		3466			
b	Less: cost of goods sold	7b		2742			
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c			724		
8	Other revenue (describe in Schedule O)	8					
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 ▶	9			78201		
Expenses	10	Grants and similar amounts paid (list in Schedule O)		10		4950	
	11	Benefits paid to or for members		11			
	12	Salaries, other compensation, and employee benefits		12			
	13	Professional fees and other payments to independent contractors		13			
	14	Occupancy, rent, utilities, and maintenance		14		3546	
	15	Printing, publications, postage, and shipping		15		5297	
	16	Other expenses (describe in Schedule O)		16		50545	
17	Total expenses. Add lines 10 through 16 ▶	17			64338		
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)		18		13864	
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)		19		30795	
	20	Other changes in net assets or fund balances (explain in Schedule O)		20			
	21	Net assets or fund balances at end of year. Combine lines 18 through 20 ▶	21			44660	



For Paperwork Reduction Act Notice, see the separate instructions.

Cat No. 106421

Form **990-EZ** (2014)

17

Part V Other Information (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V) Check if the organization used Schedule O to respond to any question in this Part V

33 Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O
34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name.
35a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?
35b If "Yes," to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O
35c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III
36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N
37a Enter amount of political expenditures, direct or indirect, as described in the instructions
37b Did the organization file Form 1120-POL for this year?
38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?
38b If "Yes," complete Schedule L, Part II and enter the total amount involved
39 Section 501(c)(7) organizations. Enter:
39a Initiation fees and capital contributions included on line 9
39b Gross receipts, included on line 9, for public use of club facilities
40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911; section 4912; section 4955
40b Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I
40c Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958
40d Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization
40e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T
41 List the states with which a copy of this return is filed
42a The organization's books are in care of; Telephone no.; Located at; ZIP + 4
42b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country: See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).
42c At any time during the calendar year, did the organization maintain an office outside the U.S.? If "Yes," enter the name of the foreign country:
43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the tax year
44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ
44b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ
44c Did the organization receive any payments for indoor tanning services during the year?
44d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O
45a Did the organization have a controlled entity within the meaning of section 512(b)(13)?
45b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions)

46	Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	Yes	No
		46	✓

Part VI Section 501(c)(3) organizations only

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

47	Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II	Yes	No
		47	✓
48	Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	Yes	No
		48	✓
49a	Did the organization make any transfers to an exempt non-charitable related organization?	Yes	No
		49a	✓
b	If "Yes," was the related organization a section 527 organization?	Yes	No
		49b	

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and title of each employee	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
-None-				

f Total number of other employees paid over \$100,000 ▶

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and business address of each independent contractor	(b) Type of service	(c) Compensation
-None-		

d Total number of other independent contractors each receiving over \$100,000 ▶

52 Did the organization complete Schedule A? **Note.** All section 501(c)(3) organizations must attach a completed Schedule A ▶ Yes No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	<i>A.C. Smallbeck</i> Signature of officer	Treasurer	Date
	A.C. Smallbeck Type or print name and title		11-16-13

Paid Preparer Use Only	Pnnt/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name ▶	Firm's EIN ▶			
	Firm's address ▶	Phone no			

May the IRS discuss this return with the preparer shown above? See instructions ▶ Yes No

SCHEDULE A
(Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No. 1545-0047

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

2014

▶ Attach to Form 990 or Form 990-EZ.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ Information about Schedule A (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Name of the organization
Viking Fest

Employer identification number
91-1494803

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2 A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E.)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state:
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 8 A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
- 10 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3)**. Check the box in lines 11a through 11d that describes the type of supporting organization and complete lines 11e, 11f, and 11g.
 - a **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
 - b **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
 - c **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
 - d **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
 - e Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
 - f Enter the number of supported organizations
 - g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
(A)						
(B)						
(C)						
(D)						
(E)						
Total						

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4.						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

14 Public support percentage for 2014 (line 6, column (f) divided by line 11, column (f))	14		%
15 Public support percentage from 2013 Schedule A, Part II, line 14	15		%
16a 33 1/3% support test—2014. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>			
b 33 1/3% support test—2013. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>			
17a 10%-facts-and-circumstances test—2014. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>			
b 10%-facts-and-circumstances test—2013. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>			
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ► <input type="checkbox"/>			

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	50370	66917	59663	65528	67466	309944
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	0	0	15485	13683	8885	38053
3 Gross receipts from activities that are not an unrelated trade or business under section 513	3642	1989	1167	8495	3900	19193
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf	0	0	0	0	0	0
5 The value of services or facilities furnished by a governmental unit to the organization without charge	2000	2500	2500	3000	3000	13000
6 Total. Add lines 1 through 5	56012	71406	78815	90706	83251	380190
7a Amounts included on lines 1, 2, and 3 received from disqualified persons	0	0	0	0	0	
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year	14500	19000	12500	25000	15000	86000
c Add lines 7a and 7b	14500	19000	12500	25000	15000	86000
8 Public support (Subtract line 7c from line 6.)						294190

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) 2014	(f) Total
9 Amounts from line 6	56012	71406	78815	90706	83251	38190
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	10	1	6	2	2	21
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975	0	0	0	0	0	0
c Add lines 10a and 10b	10	1	6	2	2	21
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on	0	0	0	0	0	0
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)	0	0	0	0	0	0
13 Total support. (Add lines 9, 10c, 11, and 12.)	56022	71407	78821	90708	83253	308210

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

15 Public support percentage for 2014 (line 8, column (f) divided by line 13, column (f))	15	77.38 %
16 Public support percentage from 2013 Schedule A, Part III, line 15	16	75.35 %

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2014 (line 10c, column (f) divided by line 13, column (f))	17	.01 %
18 Investment income percentage from 2013 Schedule A, Part III, line 17	18	.01 %

- 19a 33 1/3% support tests—2014.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization
- b 33 1/3% support tests—2013.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization
- 20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Part IV Supporting Organizations

(Complete only if you checked a box on line 11 of Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer (b) and (c) below.		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.		
4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes" and if you checked 11a or 11b in Part I, answer (b) and (c) below.		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed, (ii) the reasons for each such action, (iii) the authority under the organization's organizing document authorizing such action, and (iv) how the action was accomplished (such as by amendment to the organizing document).		
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (a) its supported organizations; (b) individuals that are part of the charitable class benefited by one or more of its supported organizations; or (c) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI .		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in IRC 4958(c)(3)(C)), a family member of a substantial contributor, or a 35-percent controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990).		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If "Yes," complete Part I of Schedule L (Form 990).		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI .		
b Did one or more disqualified persons (as defined in line 9(a)) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI .		
c Did a disqualified person (as defined in line 9(a)) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI .		
10a Was the organization subject to the excess business holdings rules of IRC 4943 because of IRC 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer (b) below.		
b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)		

Part IV Supporting Organizations (continued)

		Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?		
a	A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?		
b	A family member of a person described in (a) above?		
c	A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI.		

Section B. Type I Supporting Organizations

		Yes	No
1	Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.		
2	Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.		

Section C. Type II Supporting Organizations

		Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).		

Section D. All Type III Supporting Organizations

		Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (1) a written notice describing the type and amount of support provided during the prior tax year, (2) a copy of the Form 990 that was most recently filed as of the date of notification, and (3) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).		
3	By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.		

Section E. Type III Functionally-Integrated Supporting Organizations

1	Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions):		
a	<input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b	<input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
c	<input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).		
2	Activities Test. Answer (a) and (b) below.		
a	Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.		
b	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.		
3	Parent of Supported Organizations. Answer (a) and (b) below.		
a	Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI.		
b	Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970. See instructions. All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1 Net short-term capital gain	1		
2 Recoveries of prior-year distributions	2		
3 Other gross income (see instructions)	3		
4 Add lines 1 through 3	4		
5 Depreciation and depletion	5		
6 Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6		
7 Other expenses (see instructions)	7		
8 Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8		
Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1 Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
a Average monthly value of securities	1a		
b Average monthly cash balances	1b		
c Fair market value of other non-exempt-use assets	1c		
d Total (add lines 1a, 1b, and 1c)	1d		
e Discount claimed for blockage or other factors (explain in detail in Part VI):			
2 Acquisition indebtedness applicable to non-exempt-use assets	2		
3 Subtract line 2 from line 1d	3		
4 Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions).	4		
5 Net value of non-exempt-use assets (subtract line 4 from line 3)	5		
6 Multiply line 5 by .035	6		
7 Recoveries of prior-year distributions	7		
8 Minimum Asset Amount (add line 7 to line 6)	8		
Section C - Distributable Amount			Current Year
1 Adjusted net income for prior year (from Section A, line 8, Column A)	1		
2 Enter 85% of line 1	2		
3 Minimum asset amount for prior year (from Section B, line 8, Column A)	3		
4 Enter greater of line 2 or line 3	4		
5 Income tax imposed in prior year	5		
6 Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6		
7 <input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions).			

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	
4	Amounts paid to acquire exempt-use assets	
5	Qualified set-aside amounts (prior IRS approval required)	
6	Other distributions (describe in Part VI). See instructions.	
7	Total annual distributions. Add lines 1 through 6.	
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	
9	Distributable amount for 2014 from Section C, line 6	
10	Line 8 amount divided by Line 9 amount	

Section E - Distribution Allocations (see instructions)		(i) Excess Distributions	(ii) Underdistributions Pre-2014	(iii) Distributable Amount for 2014
1	Distributable amount for 2014 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2014 (reasonable cause required-see instructions)			
3	Excess distributions carryover, if any, to 2014:			
a				
b				
c				
d				
e	From 2013			
f	Total of lines 3a through 3e			
g	Applied to underdistributions of prior years			
h	Applied to 2014 distributable amount			
i	Carryover from 2009 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from 3f.			
4	Distributions for 2014 from Section D, line 7: \$			
a	Applied to underdistributions of prior years			
b	Applied to 2014 distributable amount			
c	Remainder. Subtract lines 4a and 4b from 4.			
5	Remaining underdistributions for years prior to 2014, if any. Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions).			
6	Remaining underdistributions for 2014. Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions).			
7	Excess distributions carryover to 2015. Add lines 3j and 4c.			
8	Breakdown of line 7:			
a				
b				
c				
d	Excess from 2013			
e	Excess from 2014			

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions.)

**SCHEDULE O
(Form 990 or 990-EZ)**

Department of the Treasury
Internal Revenue Service

Name of the organization
Viking Fest

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2014

**Open to Public
Inspection**

Employer identification number
91-1494803

Line 10, 29 - Four scholarships given: ,

one to Olympic College, Bremerton WA

one to American Academy of the Arts (Los Angeles CA)

one to Western Washington University, Bellingham WA

one to Northwest College of Art and Design, Poulsbo, WA

Line 16, 28

\$50545 in direct festival expense as follows

Viking Fest : \$7791

3rd of July . \$27543

Miss Viking Fest : \$3425

Street Dance: \$ 4578

Insurance for all events: \$7208

NOTES TO FINANCIAL STATEMENTS
PORT OF POULSBO
For the Year Ending December 31, 2015
MCAG NO. 1732

Note 1 - Summary of Significant Accounting Policies

The Port of Poulsbo was incorporated on 1951 and operates under the laws of the state of Washington applicable to a Port district. The Port of Poulsbo is a special purpose government district and provides marina services to the general public and is supported primarily through user charges. The Port of Poulsbo uses double-entry, cash basis accounting which is a departure from generally accepted accounting principles (GAAP).

The Port of Poulsbo reports financial activity using the revenue and expenditure classifications, statements, and schedules contained in the *Cash Basis Budgeting, Accounting and Reporting System* (BARS) manual. This basis of accounting and reporting is an *Other Comprehensive Basis of Accounting* (OCBOA) that is prescribed by the State Auditor's Office under the authority of Washington State law, Chapter 43.09 RCW. This manual prescribes a financial reporting framework that differs from generally accepted accounting principles (GAAP) in the following manner:

- Financial transactions are recognized on a cash basis of accounting as described below.
- Component units are required to be disclosed, but are not included in the financial statements.
- Government-wide statements, as defined in GAAP, are not presented.
- All funds are presented, rather than a focus on major funds.
- The Schedule of Liabilities is required to be presented with the financial statements as supplementary information.
- Supplementary information required by GAAP is not presented.
- Ending balances are not presented using the classifications defined in GAAP.

A. **Fund Accounting**

The accounts of the Port of Poulsbo are organized on the basis of funds. For reporting purposes, the activities of all the Port of Poulsbo's funds are combined. Each fund is accounted for with a separate set of double-entry accounts that comprises its cash, investments, revenues and expenditures, as appropriate. The Port of Poulsbo's resources are allocated to and accounted for in individual funds depending on their intended purpose. The following are the fund types used by the Port:

GOVERNMENTAL FUND TYPES:

General (Current Expense) Fund

This fund is the primary operating fund of the Port. It accounts for all financial resources except those required or elected to be accounted for in another fund.

Special Revenue Funds

These funds account for specific revenue sources that are restricted or committed to expenditures for specified purposes of the Port.

Capital Projects Funds

These funds account for financial resources which are restricted, committed, or assigned for the acquisition or construction of capital facilities or other capital assets.

B. Basis of Accounting

Basis of accounting refers to when revenues and expenditures are recognized in the accounts and reported in the financial statements. Revenues are recognized only when cash is received and expenditures are recognized when paid, including those properly chargeable against the report year(s) budget appropriations as required by state law.

Purchases of capital assets are expensed during the year of acquisition. There is no capitalization of capital assets, nor allocation of depreciation expense. Inventory is expensed when purchased.

The basis of accounting described above represents an *Other Comprehensive Basis of Accounting* rather than accounting principles generally accepted in the United States of America.

C. Budgets

The Port of Poulsbo adopts annual appropriated budgets. These budgets are appropriated at the fund level [except the general (current expense) fund, where budget is adopted at the department level]. The budget constitutes the legal authority for expenditures at that level. Annual appropriations for these funds lapse at the fiscal year end.

Annual appropriated budgets are adopted on the same basis of accounting as used for financial reporting.

Budgeted amounts are authorized to be transferred between departments within any fund/object classes within departments; however, any revisions that alter the total expenditures of a fund, or that affect the number of authorized employee positions, salary ranges, hours, or other conditions of employment must be approved by the Port of Poulsbo's legislative body.

D. Cash

It is the Port's policy to invest all temporary cash surpluses. The amount is included in the cash and investments shown on the Statements of Fund Resources and Uses Arising from Cash Transactions. The Port's deposits are covered by the Federal Deposit Insurance Corporation and/or the Washington Public Deposit Protection Commission.

As required by State law, all deposits and investments of the Port's funds are obligation of the U.S. Government, the State Treasurer's Investment Pool, Banker's acceptance, or deposits with Washington State banks and savings and loan institutions. At December 31, 2015, the Kitsap County Treasurer was holding \$2,267,586.45 in short-term residual investments of surplus cash.

The Port's deposits are entirely covered by federal depository insurance (FDIC and FSLIC) or by collateral held in a multiple financial institution collateral pool administered by the Washington Public Deposit Protection Commission (PDPC).

E. Capital Assets

Capital assets are assets with an initial individual cost of more than \$5,000 and an estimated useful life in excess of 3 years. The capital assets of the Port of Poulsbo are recorded as expenditures when purchased.

F. Compensated Absences

Vacation pay may be accumulated up to 5 days at the end of the year and is payable upon separation or retirement.

Sick leave is accumulated monthly with no carryover of hours allowed. At the end of the year, unused sick leave will be paid out to the employee at 50% of the employee's current salary rate.

G. Risk Management

The Port of Poulsbo is a member of Enduris. Chapter 48.62 RCW provides the exclusive source of local government entity authority to individually or jointly self-insure risks, jointly purchase insurance or reinsurance, and to contract for risk management, claims, and administrative services. Enduris was formed July 10, 1987 pursuant to the provisions of Chapter 48.62 RCW, Chapter 200-100 WAC, and Chapter 39.34 RCW. Two (2) counties and two (2) cities in the State of Washington joined together by signing an interlocal governmental agreement to fund their self-insured losses and jointly purchase insurance and administrative services. As of August 31, 2015, there are 507 Enduris members representing a broad array of special purpose districts throughout the state. Enduris provides property and liability coverage as well as risk management services and other related administrative services.

Members make an annual contribution to fund Enduris and share in the self-insured retention of the jointly purchased excess and/or reinsurance coverage. The self-insured retention is:

- \$1,000,000 deductible on liability loss - the member is responsible for the first \$1,000 of the deductible amount of each claim, while Enduris is responsible for the remaining \$999,000 on a liability loss.
- \$250,000 deductible on property loss - the member is responsible for the first \$1,000 of the deductible amount of each claim, while Enduris is responsible for the remaining \$249,000 on a property loss.
- Enduris is responsible for the \$4,000 deductible on boiler and machinery loss.

Enduris acquires reinsurance from unrelated insurance companies on a “per occurrence” basis to cover all losses over the deductibles as shown on the policy maximum limits. Liability coverage is for all lines of liability coverage including Public Official’s Liability. The Property coverage is written on an “all risk”, blanket basis using current Statement of Values. The Property coverage includes but is not limited to mobile equipment, boiler and machinery, electronic data processing equipment, business interruption, course of construction and additions, property in transit, fine arts, and automobile physical damage to insured vehicles. Liability coverage limit is \$10 million per occurrence and property coverage limit is \$1 billion per occurrence. Enduris offers crime coverage up to a limit of \$1 million per occurrence.

Since Enduris is a cooperative program, there is a joint liability among the participating members.

The contract requires members to continue membership for a period of not less than one (1) year and must give notice 60 days before terminating participation. The Master Agreement (Intergovernmental Contract) is automatically renewed after the initial one (1) full fiscal year

commitment. Even after termination, a member is still responsible for contribution to Enduris for any unresolved, unreported and in-process claims for the period they were a signatory to the Master Agreement.

Enduris is fully funded by its member participants. Claims are filed by members with Enduris and are administered in house.

A Board of Directors consisting of seven (7) board members governs Enduris. Its members elect the Board and the positions are filled on a rotating basis. The Board meets quarterly and is responsible for conducting the business affairs of Enduris.

Note 2 - Property Tax

The county treasurer acts as an agent to collect property tax levied in the county for all taxing authorities. Collections are distributed at the end of each month.

Property tax revenues are recognized when cash is received by the Port of Poulsbo. Delinquent taxes are considered fully collectible because a lien affixes to the property after tax is levied.

The Port's regular levy for the year 2015 was \$0.301909 per \$1,000 on an assessed valuation of \$954,741,033 for a total regular levy of \$288,245.

Note 3 - Contingencies and Litigation

In the opinion of management, the insurance policies are adequate to pay all known or pending claims.

The Port has executed a management agreement with the State of Washington Department of Natural Resources effective for 1996 and thereafter for the Port – Liberty Bay Harbor area. The Port formerly leased this area from the Department of Natural Resources. The management agreement will be in lieu of a lease. Part of the harbor area is not covered by this agreement and the lease amount for this area is \$13,118.86 a year. The Port could have liability under this agreement for toxic material cleanup within the area covered; however, the Port believes any possible liability to be of minimal amount.

Note 4 - Pension Plans

Substantially all of the Port's full-time and qualifying part-time employees participate in the SIMPLE IRA plan administered by Edward Jones. Contributions are made to the plan by both the employee and employer and are based upon gross wages. For each calendar year, the Port contributes a matching contribution to each eligible employee's SIMPLE IRA plan equal to the employee's salary reduction contributions up to a limit of 3% of the employee's compensation for the calendar year.

The Port makes the salary reduction contributions for each eligible employee to the SIMPLE IRA plan established at the financial institution selected by the employee no later than 30 days after the end of the month in which the money is withheld from the employee's pay. The Port will make no contribution to the SIMPLE IRA plan other than salary reduction contributions and the matching contribution described above.

All contributions made under this SIMPLE IRA plan are fully vested and nonforfeitable.

ANNUAL REPORT CERTIFICATION

PORT OF POULSBO

MCAG No. 1732

Submitted pursuant to RCW 43.09.230 to the Washington State Auditor's Office

For the Fiscal Year Ended December 31, 2015

GOVERNMENT INFORMATION:

Official Mailing Address PO Box 732

Official Website Address WWW.PORTOFPOULSBO.COM

Official E-mail Address carol.tripp@portofpoulsbo.com

Official Phone Number (360) 779-9905

AUDIT CONTACT or PREPARER INFORMATION and CERTIFICATION:

Audit Contact or Preparer Name and Title Carol Tripp, Staff Accountant & Port Auditor

Contact Phone Number (360) 779-9905 ext 5

Contact E-mail Address carol.tripp@portofpoulsbo.com

I certify 10th day of May, 2016, that annual report information is complete, accurate and in conformity with the Budgeting, Accounting and Reporting Systems Manual, to the best of my knowledge and belief, having reviewed this information and taken all appropriate steps in order to provide such certification. I acknowledge and understand our responsibility for the design and implementation of controls to ensure accurate financial reporting, comply with applicable laws and safeguard public resources, including controls to prevent and detect fraud. Finally, I acknowledge and understand our responsibility for immediately submitting corrected annual report information if any errors or an omission in such information is subsequently identified.

Audit Contact or Preparer Signature: _____

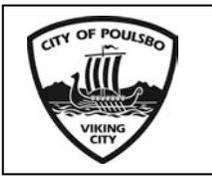
MCAG	Fund Number	Fund Name	BARS Account	Description	Amount
1732	401	Operations	3081000	Reserved Cash and Investments-Beginning	
1732	401	Operations	3088000	Unreserved Cash and Investments-Beginning	2,350,181
1732	401	Operations	3111000	Property Tax	282,364
1732	401	Operations	3174000	Timber Excise Tax	
1732	401	Operations	3311000	Federal Direct Grant from Department of Agriculture	
1732	401	Operations	3311100	Federal Direct Grant from Department of Commerce	
1732	401	Operations	3311200	Federal Direct Grant from Department of Defense	
1732	401	Operations	3311500	Federal Direct Grant from Department of Interior	
1732	401	Operations	3311600	Federal Direct Grant from Department of Justice	
1732	401	Operations	3312000	Federal Direct Grant from Department of Transportation	
1732	401	Operations	3316600	Federal Direct Grant from Environmental Protection Agency	
1732	401	Operations	3319700	Federal Direct Grant from Department of Homeland Security	
1732	401	Operations	3331000	Federal Indirect Grant from Department of Agriculture	
1732	401	Operations	3331100	Federal Indirect Grant from Department of Commerce	
1732	401	Operations	3331200	Federal Indirect Grant from Department of Defense	
1732	401	Operations	3331500	Federal Indirect Grant from Department of Interior	
1732	401	Operations	3331600	Federal Indirect Grant from Department of Justice	
1732	401	Operations	3332000	Federal Indirect Grant from Department of Transportation	
1732	401	Operations	3336600	Federal Indirect Grant from Environmental Protection Agency	
1732	401	Operations	3339700	Federal Indirect Grant from Department of Homeland Security	
1732	401	Operations	3340010	State Grant from Legislature and its Committees	
1732	401	Operations	3340210	State Grant from Department of Agriculture	
1732	401	Operations	3340230	State Grant from Department Natural Resources	
1732	401	Operations	3340240	State Grant from Parks and Recreation Commission	
1732	401	Operations	3340250	State Grant from Department of Fish and Wildlife	
1732	401	Operations	3340270	State Grant from Recreation and Conservation Office	
1732	401	Operations	3340310	State Grant from Department of Ecology	
1732	401	Operations	3340360	State Grant from Department of Transportation	
1732	401	Operations	3340420	State Grant from Department of Commerce	
1732	401	Operations	3340690	State Grant from Other State Agencies	
1732	401	Operations	3370000	Local Grants, Entitlements and Other Payments	
1732	401	Operations	3446000	Airports and Ports Services	1,180,164
1732	401	Operations	3590000	Non-Court Fines and Penalties	
1732	401	Operations	3611000	Investment Earnings	13,589
1732	401	Operations	3614000	Other Interest	
1732	401	Operations	3621000	Equipment and Vehicle Rentals (Short-Term)	
1732	401	Operations	3622000	Equipment and Vehicle Leases (Long-Term)	
1732	401	Operations	3623000	Parking	5,154
1732	401	Operations	3624000	Land and Facilities Rentals (Short-Term)	
1732	401	Operations	3625000	Land and Facilities Leases (Long-Term)	
1732	401	Operations	3629000	Other Rents, Leases and Concession Charges	
1732	401	Operations	3670000	Contributions and Donations from Nongovernmental Sources	
1732	401	Operations	3695000	Special Items	
1732	401	Operations	3699100	Miscellaneous Other	
1732	401	Operations	3880000	Prior Period(s) Adjustment(s)	
1732	401	Operations	3911000	General Obligation Bonds Issued	
1732	401	Operations	3912000	Revenue Bonds Issued	
1732	401	Operations	3915000	Capital Leases and Installment Sales	
1732	401	Operations	3916000	Anticipation Notes/Warrants	
1732	401	Operations	3917000	Other Note/Contracts	
1732	401	Operations	3918000	Intergovernmental Loans	
1732	401	Operations	3919000	Other Long-Term Debt Issued	
1732	401	Operations	3951000	Proceeds from Sales of Capital Assets	
1732	401	Operations	5460010	Airports and Ports - Salaries	376,127
1732	401	Operations	5460020	Airports and Ports - Benefits	116,885

1732	401	Operations	5460030	Airports and Ports - Supplies	415,563
1732	401	Operations	5460040	Airports and Ports - Services	228,356
1732	401	Operations	5914670	Debt Repayment - Airports and Ports	
1732	401	Operations	5924680	Interest and Other Debt Service Cost - Airports and Ports	51,500
1732	401	Operations	5944660	Capital Expenditures/Expenses - Airports and Ports	375,434
1732	401	Operations	5081000	Reserved Cash and Investments-Ending	
1732	401	Operations	5088000	Unreserved Cash and Investments-Ending	2,267,587

SCHEDULE OF LONG-TERM DEBT

For the Year Ending December 31, 2015

ID No.	Description	Maturity/Payment Due Date 12/31/2015	(1)	(2)	(3)	Ending Balance Debt 12/31/2015 (1) + (2) - (3)
			Beginning Balance 1/1/2015	Additions	Reductions	
	Compensated Absences		\$ 5,274.84	\$ 30,151.43	\$ 32,939.69	\$ 2,486.58
	TOTAL		\$ 5,274.84	\$ 30,151.43	\$ 32,939.69	\$ 2,486.58



**CITY OF POULSBO
2017 LODGING TAX GRANT APPLICATION**

Applicant/Organization Information

Public Other Non Profit Private

Name - Visit Kitsap Peninsula

Address - 9481 Silverdale Way NW

City, State, Zip Silverdale, WA 98383 - Email: info@visitkitsap.com

Organization Purpose or Mission: Visit Kitsap Peninsula is the official state recognized destination marketing organization (WSDMO) charged with marketing the cities and communities in the Kitsap region, including Poulsbo, to attract tourist and overnight visitors to support local hoteliers, tourism related businesses, attractions, events and services. The sole purpose of the VKP is tourism marketing.

Contact Person

Name: Patricia Graf-Hoke

Title: Director

Phone: 360-908-0088

Email: grafhoke@visitkitsap.com

Geographic area served by this project: Poulsbo city limits and surrounding areas

Number of people served by this project: N/A

Date of project (Start to finish): January 1 to - December 31, 2017

2017 Project Funding

Request from the City of Poulsbo: \$ 24,000/\$2,000 per month_____

Organization Match: \$ 24,000_(contributed by Kitsap County and other donors)

Total Project Cost: \$ \$350,000

Title: *City of Poulsbo Year-Round Tourism Marketing Services & Support*

Brief Description of Project:

Visit Kitsap Peninsula provides the City of Poulsbo, Poulsbo lodging establishments and tourism related attractions, businesses, services and non-profit groups with year-round access to affordable, professional level marketing/PR/Internet services and programs.

The exclusive mission of the VKP is to develop, implement and support marketing strategies to attract overnight visitors to Poulsbo and provide direct support for Poulsbo's popular annual, cultural and seasonal events as well as tourism related businesses and attractions. The VKP's status as the official, state recognized Destination Marketing Organization (DMO) for Kitsap, enables it to provide unique tourism access to marketing opportunities, especially with regard to marketing to international tourists and prospects.

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
<p>Poulsbo Lodging Tax is the primary source of funds used to promote and support Poulsbo hoteliers with year-round marketing support. However funds contributed by other sources (see below) make it possible for the VKP to easily include Poulsbo in a wide range of local, regional, national and international marketing and PR programs that cost Poulsbo only small percentage. These additional marketing service compliment other Poulsbo marketing efforts to directly benefit Poulsbo lodging establishments, tourism related businesses, attractions and community events.</p>	

List any other sources of funding you have applied for:

Source	Amount	Status
<p>The VKP has not applied to any other sources to provide local, regional or international marketing support and professional services to the City of Poulsbo. However, tourism marketing funds the VKP receives Kitsap County, cities of Bremerton and Port Orchard, Kitsap Public Facilities District, Port Madison Enterprises/Clearwater Casino, Silverdale, Bremerton, Port Orchard and Bainbridge Island lodging establishments are used to help fund a wide-range of marketing program that directly benefit the City of Poulsbo.</p>		

Specifically how will this grant be used?

To provide professional level marketing, advertising, digital and public relations services to directly support and benefit Poulsbo’s lodging establishments and use VKP resources to actively promote Poulsbo’s image as a popular, year-round destination for both day and overnight visits.

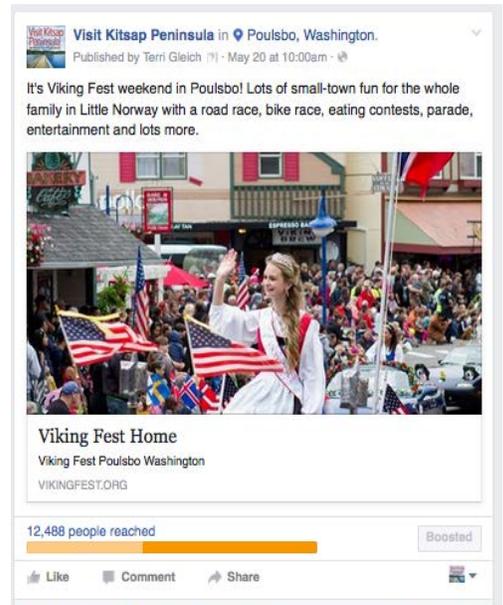
VKP makes every effort to provide services that compliment and support of marketing activities initiated by other Poulsbo tourism stakeholders including the Port of Poulsbo/Poulsbo Marina, Historic Downtown Poulsbo Assoc. (HDPa), Poulsbo Maritime Museum & Visitor Center, SEA Discovery Center, annual events including Viking Fest, 3rd of July, Viking Tour, Poulsbo Arts Festival, Summer Nights Concerts on the Bay, 2nd Saturday Artwalk/arts district, Sons of Norway events, Viking Way, Poulsbo Fish and other Parks, local micro-breweries, Poulsbo, Farmers Market, holiday shopping, etc. The VKP hosts and maintains a page on the VKP website dedicated to Poulsbo. www.VisitKitsap.com/Poulsbo.

Funds are also used to pay professionals writers and webmasters to produce the VKP monthly eNewsletters to 13,000 subscribers, the VKP Blog, VKP Calendar of Events and maintain website pages to ensure that Poulsbo lodging establishments, attractions and events are featured on a daily basis on nearly all VKP marketing materials and programs. Poulsbo is included on the 40,000 copies of the VKP Visitor Guide/Bike Map, Kitsap Peninsula National Water Trails Map and numerous VKP pages on its website including Lodging, Things-To-Do, Dining, Arts & Culture, Outdoor Recreation, Agritourism and Boating.

What kinds of advertising will be used?

VKP uses a wide-range of marketing and public relations programs to promote lodging establishments and tourism related businesses, attractions and events including the VKP website, digital direct marketing (eNewsletter to 13,000 online subscribers), paid social media programs (Facebook, Twitter, etc.), paid print and broadcast media, paid travel articles by local, regional and international publications and freelance travel writers, trade/wedding shows.

NOTE: Poulsbo pays only a small portion of the total cost for out-of-pocket design, production, PR, internet, digital and media costs for these programs and the VKP handles all costs/services related to admin, contracts, processing, payment and reporting. For a complete least of activities and services, please refer to the 2017 Scope of Work and Deliverables.

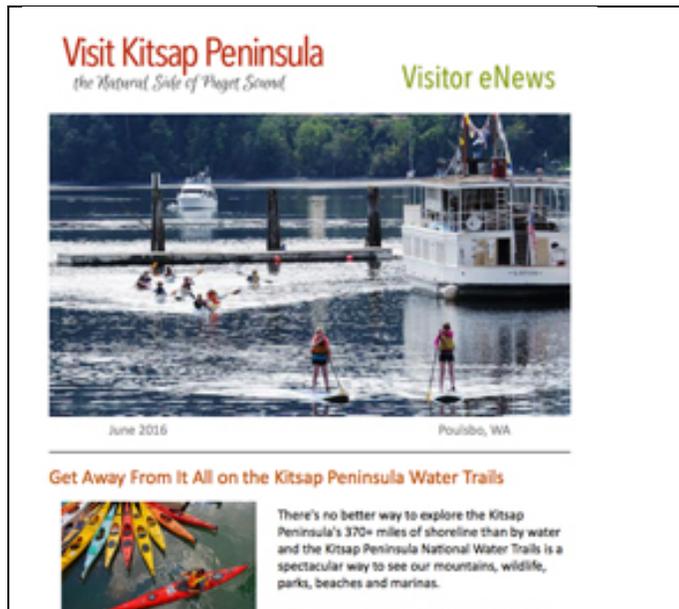


How will you distribute the information?

Marketing information that directly promotes Poulsbo as destination for a tourist and events is distributed 24/7 via a variety of methods as noted previously and as outlined in the 2017 Scope of Work & Deliverable. Other example includes the recent feature article the VKP worked on with editors of Marina Life a national publication to 60,000 private boaters that featured Poulsbo and Port of Poulsbo Marina. Poulsbo lodging establishments are also featured in print advertisements in NW Travel (300,000), Outdoor NW (print and digital) and VKP social media (see sample posts).

How do you document your successes and results?

We rely on a combination of data including reports for local hoteliers that indicate that the VKP is one its highest ranked sites for referrals, social media posts/engagement, and number of articles we submit or work on that result in publication. We also use WA State Dept. of Revenue but due to privacy laws, are unable to secure accurate data. However, it does reflect that lodging revenues are up for 2015-16.



Identify the specific tourism audience/market located more than 50 miles from Poulsbo that your organization will target with these funds.

Since the majority of the VKP funds are from lodging establishments, the primary goal of VKP marketing programs is to attract visitors from 50 miles or more outside of the Poulsbo area that includes the greater Seattle, Bellevue, Tacoma as well as Eastern WA, Oregon, CA, and Canada. We also target international travelers that are or plan to visit the Seattle market and in partnership with the Port of Seattle, hosted the editor for Southampton Daily, UK and submitted itineraries to Barrhead Travel UK and an article for Tour Group Media national publication.

Shown below: half page ad in Inside Golf - Canada

Your Golf Vacation on the Kitsap Peninsula Starts Here.

From Canada via Black Ball Ferry & Pt. Angeles

Olympic National Park

Kitsap Peninsula

White Horse Golf Club

Best Western Plus Silverdale Beach Hotel

Oxford Suites

Gold Mt. Golf Club

McCormick Woods Golf Club

- Best Western Plus Silverdale Beach Hotel
360.698.1000 | silverdalebeachhotel.com
- Baymont Inn & Suites - Bremerton Plus
360.698.1000 | silverdalebeachhotel.com
- Clearwater Casino Resort - Suquamish
360.598.8700 | clearwatercasino.com
- Guest House International - Poulsbo
360.697.4400 | guesthouseintl.com
- Oxford Suites - Silverdale Waterfront
888.698.7848 | oxfordsuitessilverdale.com
- Poulsbo Inn & Suites - Little Norway
800.597.5151 | poulsboinn.com
- Gold Mountain - goldmountaingolf.com
- McCormick Woods - mccormickwoodsgolf.com
- White Horse - whitehorsegolf.com
- Trophy Lake - trophylakegolf.com

Visit us for lodging and golf specials
Visit Kitsap.com/Golf
the Natural Side of Puget Sound

How will this project be financed in the future?

The VKP primary source of funding is Lodging Tax allocations that are awarded on an annual basis.

State law RCW 67.28.1816(2) requires organizations to provide estimates of potential economic impact. In addition, *the City requires you to provide a brief description of how you calculated the estimates.* The estimates are specifically for the event, activity or facility for which you are requesting funding.

All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

	<i>Projected</i>	<i>Actual</i>	<i>Methodology (Indirect count? Direct count? Did the hotels supply counts?)</i>
Overall Attendance	NA	NA	NA

Attendees who traveled 50 miles or more to attend:

Total:	NA	NA	NA
Of total, attendees who traveled from another state or country:			

Attendees who stayed overnight: since the VKP does not host events, the reference is for “visitors” versus attendees

Paid accommodations:	3157 – 6315 (for 1 yr./2hotels)		Direct/Indirect based on total room nights of 63,145 both hotels for 1 yr. (5-10%)
Unpaid accommodations:			
Paid lodging nights:	3157 – 6315 (for 1 yr./2hotels)		See above

Is there any other information you wish to add:

We hope the Poulsbo Lodging Tax Advisory Committee members and other Poulsbo tourism stakeholders will see that the VKP is a dedicated partner and committed to providing quality, professional, consistent and reliable marketing that compliment the tourism programs and economic development goals of the City of Poulsbo and its tourism stakeholders.

Application Certification

I attest and affirm I am an authorized agent of the organization/agency applying for funding and the information I have provided in this application is true, complete and accurate. I understand and agree to the following:

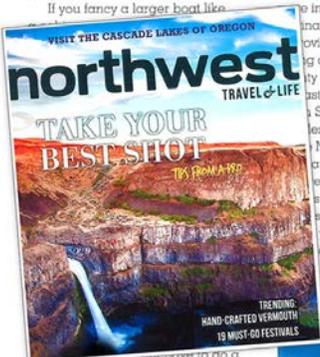
- The Lodging Tax Funds, for which the organization/agency is applying, can only be used in accordance with the purposes outlined in RCW 67.28.
- If awarded, the applicant organization/agency will enter into a Tourism Promotion Services Agreement with the City.
- If awarded, the City of Poulsbo will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, or paid for if provided by a third party, and a signed City of Poulsbo payment form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- The agency will be required to submit a mid-year and end-of-the-year report documenting economic impact results in a format determined by the City.

Signatures



Date: August 1, 2016
 Patricia Graf-Hoke, Director, Visit Kitsap Peninsula

Camping on the Water



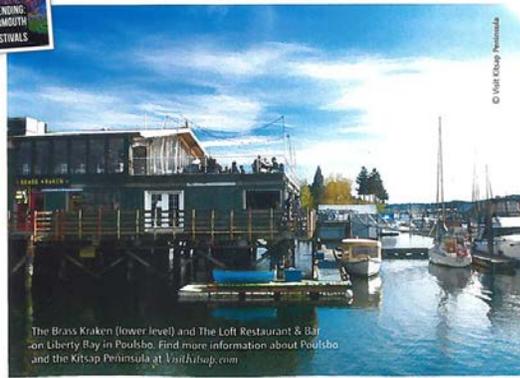
of Seattle offers a great setting, just park your boat, claim a spot for your tent and you're good to go. Others are Penrose State Park in South Puget Sound and Washington State Park near Anacortes in North Puget Sound. You pay an overnight fee for your boat and the campsite; no parking the car on this trip.

If you fancy a larger boat like a Harbor or Roche Harbor marinas, on San Juan Island. In Seattle, Elliott Bay Marina at the foot of Magnolia is a convenient base for overnight trips to Poulsbo, Kingston and Port Ludlow. The first two have convenient marinas right downtown. Restaurants are plentiful, and folks on the docks are friendly. For a quieter and more intimate setting, Port Ludlow Marina, with the resort right next to it, provides a beautiful setting with views of local farms.

Finally, there is the underrated Sound for cruising. You'll find overnighting in Gig Harbor Narrows Bridge; a comfortable stay is Arbela's Landing. Again, the right downtown so dining is abundant. Farther south is the Cove Marina on Hartline where you'll feel like you're in Alaska when you enter the mouth of the peaceful bay. If you have a dingy and a dog, plan on going ashore and taking a hike in the 43 acres of forest in Jarrell's Cove State Park. Most of the overnighting is by buoys, and in the summer you'll want to make a reservation.

At the very end of Puget Sound is Swantown Marina, just north of downtown Olympia. You'll enjoy a day at the Olympia Farmers Market that offers organic produce, local crafts, baked goods, meats, seafood, dairy products, plants, family entertainment and events. A short walk from there is dining at Mercato Ristorante, a local favorite that never disappoints. Closer to the marina is Hearthfire at the point, one of Anthony's restaurants.

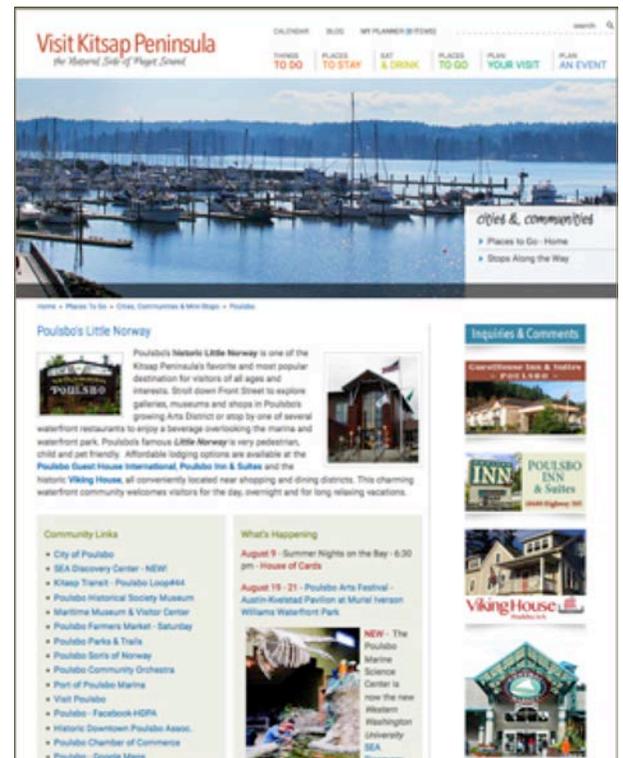
You don't have to be an expert navigator or marine mechanic to add boat camping as a travel option. Remember, not many parts of the country give us such fine marine travel options. Get out there and explore by boat.



The Brass Kraken (lower level) and The Loft Restaurant & Bar on Liberty Bay in Poulsbo. Find more information about Poulsbo and the Kitsap Peninsula at VisitKitsap.com

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Visit Kitsap Peninsula
 The Natural Side of Puget Sound

Home | Places to Go | Cities, Communities & Wineries | Events

THINGS TO DO | PLACES TO STAY | EAT & DRINK | PLACES TO GO | PLAN YOUR VISIT | PLAN AN EVENT

Poulsbo's Little Norway

Poulsbo's Historic Little Norway is one of the Kitsap Peninsula's favorite and most popular destinations for visitors of all ages and interests. Stroll down Front Street to explore galleries, museums and shops in Poulsbo's growing Arts District or stop by one of several waterfront restaurants to enjoy a beverage overlooking the marina and waterfront park. Poulsbo's famous Little Norway is very pedestrian, child and pet friendly. Affordable lodging options are available at the Poulsbo Sweet House International, Poulsbo Inn & Suites and the historic Viking House, all conveniently located near shopping and dining districts. This charming waterfront community welcomes visitors for the day, overnight and for long relaxing vacations.

Community Links

- City of Poulsbo
- SEA Discovery Center - NEW
- Kitsap Transit - Poulsbo Loop#44
- Poulsbo Historical Society Museum
- Maritime Museum & Visitor Center
- Poulsbo Farmers Market - Saturday
- Poulsbo Parks & Trails
- Poulsbo Sons of Norway
- Poulsbo Community Orchestras
- Port of Poulsbo Marina
- Visit Poulsbo
- Poulsbo - Facebook HDPA
- Historic Downtown Poulsbo Assoc.
- Poulsbo Chamber of Commerce
- Poulsbo - Google Maps

What's Happening

August 9 - Summer Nights on the Bay - 6:30 pm - House of Cards

August 19 - 21 - Poulsbo Arts Festival - Austin-Kristad Pavilion at Mural Inveran Williams Waterfront Park

NEW - The Poulsbo Marine Science Center is now the new Western Washington University SEA Discovery

Inquiries & Comments

- Sweet House Inn & Suites
- INN - POULSBO INN & SUITES
- Viking House

Thank you for the opportunity to submit a proposal for consideration for receiving Lodging Tax funds from the City Poulsbo for 2017. Following is a list of Deliverables the VKP provides to the City of Poulsbo, lodging establishments, attractions, non-profits groups, events, and visitor information services. All the deliverables below are including in the annual contract and monthly fee.

- The VKP hosts and maintains a dedicated page for the City of Poulsbo that includes Quick Links, photos, content, and links to organizations and key attractions including the City of Poulsbo, Poulsbo Chamber of Commerce, Historic Downtown Poulsbo Association, Poulsbo Historical Society, Poulsbo Maritime Museum & Visitor Center, SEE Discover Center, Port of Poulsbo Marina, Poulsbo Science Center, Sons of Norway, Poulsbo Parks, Community Orchestra, Visit Poulsbo, Poulsbo Chamber of Commerce and other non-profit organizations. www.VisitKitsap.com/Poulsbo,
- VKP automatically features Poulsbo hotels in paid media advertising at no additional cost to the local hoteliers.
- VKP provides year-round support for popular annual community and cultural events such as 2nd Saturday Art Walk, Viking Fest, 3rd of July, Poulsbo Farmer's Market, Summer Night Concerts, Poulsbo Winter Rendezvous, Poulsbo Arts Festival, Viking Tour, Obliteride, Kitsap Color Classic, micro-brewers, holiday shopping, etc. *(As identified by Poulsbo hoteliers and tourism representatives.)*
- VKP has paid contractors that research and automatically post Poulsbo's events, attractions and activities on the VKP online *Calendar of Events* which are also featured in the VKP Blog, monthly eNewsletter to 13,000 subscribers, social media posts and travel articles.
- Poulsbo lodging establishments, attractions and events are automatically featured in numerous VKP marketing programs and digital and print tourism information provided to visitors, event planners and travel publication editors and professional travel writers. These include the new VKP Visitor Guide & Bike Map distributed on the Seattle Bainbridge Island and Bremerton, Edmonds/Kingston, Southworth/West Seattle Ferry Routes, 134 visitor information locations, REI stores in Seattle, Tacoma and Silverdale and local visitor information locations. Poulsbo and businesses and attractions including the Port and Marina, are featured on the Kitsap Peninsula National Water Trails print and online versions, Salmon Habitat Loop Map, Brews & Bites Tour Map, Agritourism, Outdoor Recreation, Boating and other website pages.
- Poulsbo businesses, attractions, organizations, and events are feature on dozens of pages on the VKP website including *Things-To-Do, Lodging, Dining, Arts & Culture, Agritourism, Parks, Nature & Environment, Recreation, Water Activities, Boating, Transportation*, and other sections and pages. Please visit www.VisitKitsap.com for details. The VKP has eliminated membership fees for smaller non-profit groups many that also receive pro-bono advertising icons on the VKP website.
- Marketing during shoulder season to help attract 1) families using new VKP Kitsap Loves Kids promotion, 2) working couples during shoulder season, 3) outdoor/eco-recreation (boaters, etc.)
- The VKP helps to promote Poulsbo venues on new VKP website targeting wedding, special occasions, private-public meetings. Venues include the Poulsbo City Hall, Sons of Norway and other venues.
- Poulsbo's location is always included on all VKP regional maps use in nearly all online and printing marketing materials and promotion including custom maps, paid advertisements, brochures, trail and recreational maps, and other print and online materials that promote the Kitsap Peninsula region.
- Information and literature about Poulsbo is always including in packets mails/emailed to event planners, as part of inquiry and relocation packets, and submitted to travel writers and publications.
- The VKP acts as a 24/7-referral service for visitors and others seeking information about regarding lodging, attractions, and businesses via online, in-person and phone requests.
- Distribution of literature about Poulsbo, hotels, venues, and services at trade shows South Sound Wedding Show (Kitsap Conference Center), Kitsap Wedding Show, Seattle Bike & Travel Show, and other expos.

Projected Revenue for Deliverables: \$1900 per month/\$24,000 annually.

Projected Costs for Deliverables: \$4,000 per month/\$48,000 annually.

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.
▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

A For the 2015 calendar year, or tax year beginning and ending

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization KITSAP PENINSULA VISITOR & CONVENTION BUREAU Doing business as Number and street (or P.O. box if mail is not delivered to street address) Room/suite 9481 SILVERDALE WAY NW 281 City or town, state or province, country, and ZIP or foreign postal code SILVERDALE, WA 98383 F Name and address of principal officer: SAME AS C ABOVE	D Employer identification number 91-1146544 E Telephone number (360) 908-0088 G Gross receipts \$ 295,095. H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶
I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
J Website: ▶ WWW.VISITKITSAP.COM		
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		
L Year of formation: 1981		M State of legal domicile: WA

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: TO CREATE POSITIVE ECONOMIC GROWTH AND DEVELOPMENT ON THE KITSAP PENINSULA BY EFFECTIVELY 2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets. 3 Number of voting members of the governing body (Part VI, line 1a) 3 12 4 Number of independent voting members of the governing body (Part VI, line 1b) 4 12 5 Total number of individuals employed in calendar year 2015 (Part V, line 2a) 5 1 6 Total number of volunteers (estimate if necessary) 6 0 7a Total unrelated business revenue from Part VIII, column (C), line 12 7a 0. 7b Net unrelated business taxable income from Form 990-T, line 34 7b 0.																									
Revenue	<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">Prior Year</th> <th style="text-align: center;">Current Year</th> </tr> </thead> <tbody> <tr> <td>8 Contributions and grants (Part VIII, line 1h)</td> <td style="text-align: right;">42,613.</td> <td style="text-align: right;">32,540.</td> </tr> <tr> <td>9 Program service revenue (Part VIII, line 2g)</td> <td style="text-align: right;">246,188.</td> <td style="text-align: right;">262,555.</td> </tr> <tr> <td>10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)</td> <td style="text-align: right;">0.</td> <td style="text-align: right;">-109.</td> </tr> <tr> <td>11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)</td> <td style="text-align: right;">0.</td> <td style="text-align: right;">0.</td> </tr> <tr> <td>12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)</td> <td style="text-align: right;">288,801.</td> <td style="text-align: right;">294,986.</td> </tr> </tbody> </table>		Prior Year	Current Year	8 Contributions and grants (Part VIII, line 1h)	42,613.	32,540.	9 Program service revenue (Part VIII, line 2g)	246,188.	262,555.	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0.	-109.	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0.	0.	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	288,801.	294,986.							
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Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer JOHN KUNTZ, TREASURER Type or print name and title	Date
Paid Preparer Use Only	Print/Type preparer's name MIKE LIND, CPA	Preparer's signature Date 04/27/16
	Firm's name ▶ HEARTHSTONE CPA GROUP Firm's address ▶ 4312 KITSAP WAY, SUITE 102 BREMERTON, WA 98312	Check <input type="checkbox"/> if self-employed PTIN P01339785 Firm's EIN ▶ 91-1397083 Phone no. 360-479-4611

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No