
CITY OF POULSBO**2016 LODGING TAX GRANTS**

	<u>Sponsor:</u>	<u>Title</u>	<u>Purpose</u>		<u>2016 Request</u>	<u>Approved Budget</u>
1	Visit Kitsap Peninsula	City of Poulsbo Year-Round Tourism Marketing Services & Support	Visit Kitsap Peninsula provides the City of Poulsbo, Poulsbo hotels and tourism related attractions, businesses, services and nonprofit groups with year-round access to affordable, professional level regional and international co-op marketing/PR/Internet services and programs not provided by another local or regional organization.		\$27,600	\$23,500
2	Poulsbo Marketing Coalition	Year-Round Promotion of Poulsbo Events & Attractions	With development of the Poulsbo-centric, tourism website (VisitPoulsbo.com) completed, the PMC will now shift its emphasis and resources toward growing the effectiveness and reach of our influence on the target market, the greater PNW region and beyond, in order to bring visitors to Poulsbo.		\$90,000	\$70,000
3	Historic Downtown Poulsbo Association	Ongoing Marketing	Ongoing marketing of our venues, events, attractions and tourist related activities, both on independent projects as well as cooperative marketing with our regional tourism partners.		\$26,500	\$23,500
4	North Kitsap Tourism Coalition	North Kitsap Tourism Promotion	NKTC as a grassroots, ad hoc volunteer group of individuals with a passion for North Kitsap, including Poulsbo, and a unified mission to increase tourism in the North Kitsap region.		\$10,000	\$3,000
	Totals:				\$154,100	\$120,000

12/31/2015