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## CITY OF POULSBO

### 2017 GRANT APPLICATIONS-LODGING TAX FUNDING

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|   | <u>Sponsor:</u>                       | <u>Title</u>  | <u>Purpose</u>  | <u>2017 Approval</u> |
|---|---------------------------------------|---|---|----------------------|
| 1 | <b>Visit Kitsap Peninsula</b>         | 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.   | <b>\$24,000</b>      |
| 2 | <b>Poulsbo Marketing Coalition</b>    | 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. | <b>\$93,500</b>      |
| 3 | <b>North Kitsap Tourism Coalition</b> | 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.   | <b>\$8,500</b>       |
| 4 | <b>Liquid Velo</b>                    | 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).  | <b>\$4,000</b>       |
|   | <b>Totals:</b>                        |   |   | <b>\$130,000</b>     |