

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

Applicant/Organization Information	
<input type="checkbox"/> Public <input type="checkbox"/> Other <input checked="" type="checkbox"/> Non Profit <input type="checkbox"/> 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
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:

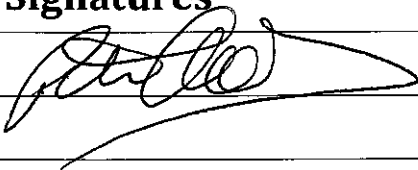
We expect a conservative increase of 3.5% of visitors (including day trippers) to Poulsbo. Washington's Sanctuary Shore focuses on the Best of the Best in each community, including restaurants, entertainment and retail. Although visitors come for the primary activity or anchor tenant, 60% of their spending 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.wasantuaryshore.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