

**CITY OF POULSBO
2019 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 Port Gamble	State WA	Zip 98364	Email porbea@orminc.com
Organization Purpose or Mission: We are a media support group that increases tourism and its economic impact in the Kitsap area.			
Contact Person			
Name Pete Orbea			
Title President			Phone 360-297-8074
Email porbea@orminc.com			

Geographic area served by this project <small>All of Kitsap County with a focus on the North Kitsap communities including both Tribal Reservations</small>			Number of people served by this project:
Date of project (Start to finish): January 1, 2019- December 31st, 2019			Approx 120,000
2018 Project	Funding Request from the City of Poulsbo: \$ 12,000	Organization Match: \$ 53,000	Total Project Cost: \$52,811

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 Kitsap Peninsula and a unified mission to increase tourism in their areas. We gained non-profit incorporation status within the State of Washington in August 2014 and obtained our Federal Non-Profit 50c6 status in 2015.

Mike Barnet is our Marketing Director. Through his support, we provide effective marketing campaigns and results for community events. Our marketing Committee and Board of Directors includes marketing, communication and PR professionals to include Ian Hay, Director of Marketing of Noo-Kayet Development Corporation; Chris Archunde, Marketing Director of Port Madison Enterprises; Pete Orbea, Port Gamble Weddings and Events Supervisor; Kathi Foresee, Poulsbo Chamber; Mickey Molnaire, Bainbridge Island Chamber; Ginger Vaughn, Vice President at Quinn/Brein Public Relations; Kathi Foresee, Poulsbo Chamber of Commerce, Shirley Sax; Nancy Langwith, and more.

We have found over the past few years that social media marketing provides stellar results and is the easiest way to communicate with our audience.

We also host a website built for the user experience and send out an email newsletter each month highlighting the uniqueness of North Kitsap, where to stay, and the various events put on by the different communities.

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
Olympic Property Group	\$2500
NKDC/Port Gamble S'klallam	\$5000
Port Madison Enterprises	\$5000
Port of Kingston/Kingston Stakeholders	\$1000

List any other sources of funding you have applied for:

Source	Amount	Status
Bainbridge Island LTAC	\$10,000	Pending
Kitsap County LTAC	\$10,000	Pending
Suquamish Appendix X Grant	\$2000	Pending
Port Madison Enterprises Fund	\$4000	Pending
Port Gamble S'klallam Appendix X Grant	\$2000	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.

We have established the following objectives to 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 like Viking Fest and 3rd of July 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, our own annual event. 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 2017, and also 2018, NKTC will sponsor the Port Gamble Ghost Conference as well as themed events in Poulsbo in conjunction with the Annual Spirits and Spirits event.

In 2016, NKTC hosted the Beermuda Triangle brewery crawl and offered lodging specials to entice overnight stays during the event. The NKTC also hosted an event at the Slippery Pig Brewery specifically for Spirits & Spirits. The NKTC expects to have the same level of representation in Poulsbo for the 2018 Spirits & Spirits event, Poulsbo Lodging Tax support will directly fund marketing activities for the Beermuda Triangle and active partnering of established events and for implementation of the new events including marketing activities. In 2019, the Beermuda Triangle will be in it's 4th year and NKTC would like to target more people and travelers to share this unique North Kitsap event with.

Project Objective 2: Video Production and partnerships 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, Search Engine Optimization services, and the ever-changing world of social media to increase our rank through 2018-19. We will be measuring and analyzing website traffic through Google Analytics, hotel booking codes, and other digital tools. In addition, and in conjunction with the Greater Poulsbo Chamber of Commerce, we will be researching metrics to determine its effectiveness in increasing tourist visits and overnight stays in Poulsbo, WA. The NKTC has been, and will continue to gather demographic information at Poulsbo events like Viking Fest and 3rd of July in an effort to learn who is coming to the events, how far they have traveled, and if they are staying overnight.

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

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 from 2016-17 (still gathering data for 2018) 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 has often been the case with the small towns in North Kitsap. By marketing "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 become 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 including wineries, breweries, food 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

We are still gathering analytics for the above-mentioned itineraries.

Use of Social Media and Email Campaigns:

As the NKTC Social Media outlets and email campaigns grow, the NKTC has been successful in building targeted audience groups to promote various activities in Poulsbo and the greater North Kitsap area. Through developed targeted and retargeted audience groups developed by NKTC, Poulsbo and North Kitsap events have received tremendous engagement by visitors not only in Kitsap County, but areas where visitors have traveled more than one hour drive time. Please see our tracker (Exhibit A) to show the reach and engagement of NKTC online marketing efforts for Poulsbo. Please also see our analytics from Viking Fest 2018 (Exhibit B) showing demographic information gathered by NKTC.

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 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 Viking Fest (VF), 3rd of July Spirits & Spirits (S&S)	VF = 40,000 3rd = 20,000 S&S = 300	VF = 45,000 3rd = 25,000 S&S = 375	S&S = Based on engagement on social along with physical counting at S&S events (PG, Poulsbo, Kingson, Casinos)	Numbers estimated by crowd size and speaking with event vendors who stated they had great turnouts/sales at the events. (VF & 3rd)
Attendees who traveled 50 miles or more to attend:				
Total:	VF = 15,000 3rd = 2,000 S&S = 180	VF = 12,000 3rd = 2,000 S&S = 170	S&S = Based on Ghost Conference /ghost walk/paranormal investigation attendees. Polled during S&S events	Numbers estimated based on Social Media Engagement, video views, comments, shares, and event organizers
Of total, attendees who traveled from another state or country:	VF = 200 3rd = 100 S&S = 100	VF = 400 3rd = 200 S&S = 125	S&S = Based on registrations and attendance during S&S events including Ghost Conference.	NKTC hosted a Bean Counter at Viking Fest to determine Demographic information. Indirect Count based on event organizers for 3rd of July Hotels provided percentages of available capacity for VF & 3rd
Attendees who stayed overnight:				
Paid accommodations:	VF = 93% occupancy 3rd = 70% occupancy S&S = 100	VF = 98% occupancy 3rd = 90% occupancy S&S = 125	Percentages of occupancy provided by local hotels to event organizers	S&S based on registrations and polling during events
Unpaid accommodations:	VF = 25,000 3rd = 18,000 S&S = 150	VF = 28,000 3rd = 18,000 S&S = 150	Based on event attendance estimates & correlated by occupancy percentages	
Paid lodging nights:	VF = 93% occupancy 3rd = 70% occupancy S&S = 100	VF = 98% occupancy 3rd = 90% occupancy S&S = 125	Percentages of occupancy provided by local hotels to event organizers	

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, travel industry research has shown that 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. To see our videos, visit www.wasanctuaryshore.com/video-library or www.facebook.com/northkitsaptourism/videos/ .

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:

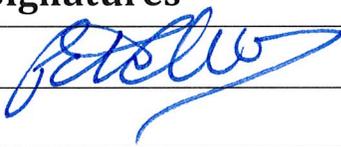
- The Lodging Tax Funds, for which the organization/agency is applying, can only be used in accordance with the purposes outlined in RCW 67.28.
- If awarded, the applicant organization/agency will enter into a Tourism Promotion Services Agreement with the City.
- If awarded, the City of Poulsbo will 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	
<i>Pete Orbea</i>	Date 07/31/18

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.
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- 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 <u>7/31/18</u>

**North Kitsap Tourism Alliance
2019 Budget**

Revenue	Budget
Cash on Hand 1/1/2019	2,000
Bainbridge Island LTAC	10,000
Olympic Property Group	5,000
Noo-Kayet Development Corporation	5,000
Port Madison Enterprises	5,000
Poulsbo LTAC	12,000
Kitsap County LTAC	10,000
Kingston Stakeholders	500
app x Port Gamble S'Klallam Tribe	2,000
Suquamish Tribal Fund	1,000
Port of Kingston	500

Total Revenue 53,000

Expenses

Creative design, implementation, managment & maintenance of social media, website, newsletter, marketing plan	22,400
Marketing content editor	3,000
Digital Advertising & videos	15,000
Display materials	500
Facebook Ads	4,000
Travel Writers Conference/trade show	1,000
Newsletter email program	300
Website domain renewals & hosting	520
Spirits and Spirits Event	3,500
Printing	500
Board/Liability Insurance	1,581
Annual State Corporate Renewal	10
Attorney fees - corporate	500

Total Expenses 52,811

Balance 189

Viking Fest 2018 Recap

Viking Fest May 18th-20th, 2018

Viking Fest was very well attended, and we were able to collect 40 new emails along with decent participation in the NKTC bead counter. Estimated Viking Fest 2018 attendance 45,000.

Bead Counter:

- I am From Poulsbo
 - 160
- I am From Kitsap County
 - 110
- I am from Kingston/Hansville/Suquamish/Port Gamble
 - 117
- I am from Silverdale/Bremerton/Port Orchard/Gig Harbor
 - 163
- I am from Bainbridge Island
 - 47
- I am from Outside Kitsap County
 - 153
- I am from Out of State
 - 29
- I am staying overnight at a lodging establishment
 - 19

Social Media Data
 NKTC: Appendix A

As of July 31st, 2018: 3532 Likes to Facebook Page

Community	Type	Event/Video Name
Poulsbo	Video	Viking Fest 2018 Video Ad
Poulsbo	Post	Viking Fest 2018 Image Ad
All	Video	4th of July weekend promo 2018
All	Post	4th of July - Fun of July Post http://www.wasantuaryshor
All	Post	Summer Music Series / NK Summer Series Post http: www
Poulsbo	Video	Viking Fest 2017 Video FB Ad
All	Video	NK 4th of July Weekend Events FB Video Ad
All	Post	NK 4th of July Weekend Events FB Image Ad Post
Poulsbo	Video	Spirits & Spirits Beermuda Triangle Promo
All	Video	Spirits & Spirits Promo
Poulsbo	Video	What's Your Sanctuary
All	Video	NK Lodging Video
All	Video	February - Month of Love promo
All	Live Video	Valentine's Day Live Stream
All	Video	March is Pizza Month - 6 Pizzas to try in NK

Totals

People Reached	Views-FB	Engagements	Shares	Likes	Website Views
40,472	30,000	788	362	359	865
3,714	25,00	80	25	55	411
6,885	4,400	49	24	23	132
5,376		182	20	67	105
6,096		278	26	70	174
53,188	35,000	2791	224	2791	1261
8040	5,900	4194	18	4194	226
3140	720	8	7		132
Pending					
Pending					
65,000	45,000	860	617	290	
1185	1,800	11	4	11	120
21,135	25,000	69	23	42	63
2,335	974	2	1		60
11,244	7,900	166	54	68	102
227,810	156,694	9,478	1,405	7,970	3,651

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2017

Open to Public Inspection

A For the 2017 Calendar year, or tax year beginning 2017-01-01 and ending 2017-12-31

B Check if available

- Terminated for Business
 Gross receipts are normally \$50,000 or less

C Name of Organization: NORTH KITSAP TOURISM
CONSORTIUMPO Box 85, Port Gamble,
WA, US, 98364D Employee Identification
Number 47-2263450

E Website:

www.wasanctuaryshore.comF Name of Principal Officer: Peter OrbeaPO Box 131, Port Gamble,
WA, US, 98364

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

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