



**CITY OF POULSBO
2021 LODGING TAX GRANT APPLICATION**

Applicant/Organization Information			
<input type="checkbox"/> Public <input type="checkbox"/> Other X <input checked="" type="checkbox"/> Non Profit <input type="checkbox"/> Private			
Name Poulsbo Chamber of Commerce			
Address 19735 10 th Ave NE Suite S100			
City Poulsbo	State WA	Zip 98370	Email dmckennon@pcfcu.org
Organization Purpose or Mission: The Chamber is an association of business people organized to improve our community, and specifically to promote the interests of the business community, to assist in tourism and to inform visitors. The Chamber is an independent, non-profit corporation run by its members through an elected Board of Directors. It draws its strength from attracting the greatest number of individuals and businesses into membership. The Chamber organizes and directs the energy, talent, and money contributed by the members with the purpose to improve the business and tourism climate in our community.			
Contact Person			
Name Dakoda McKennon			
Title Board President			Phone 360 779-4999
Email dmckennon@pcfcu.org			

Geographic area served by this project Kitsap County and beyond			Number of people served by this project:
Date of project (Start to finish): January 1, 2021 to December 31, 2021			As many as possible
2021 Project	Funding Request from the City of Poulsbo: \$ 38,500.00	Organization Match: \$1,500.00	Total Project Cost: \$40,000.00

Title of Project:**Brief Description of Project; *please be specific on which events will receive Lodging Tax funding.***

Project Title: Poulsbo Chamber of Commerce and Visitor's Center

Description of Project: In accordance with RCW 67.28.1816, "lodging tax revenues may be used to support the operations of tourism-related facilities owned or operated by nonprofit organizations." The Poulsbo Chamber of Commerce and Visitor's Center (Chamber) is a 501(c)(6) with limited revenue and a break-even annual budget. Part of the mission of the Chamber is to promote businesses within our local community, including but not limited to, hoteliers and tourism-promoting events. To further its mission, the Chamber owns and operates a large Visitor's Center within its facility on Hwy 305, providing maximum exposure to travelers coming to Poulsbo, as well as traveling to and from Seattle, Tacoma, the Olympic Peninsula and points beyond. Our staff hours are spent assisting tourists and visitor's every week with primary referrals going to local attractions, restaurants and businesses. The Chamber is asking for support from LTAC for the following items:

- Needs associated with the Visitor's Center located within the Poulsbo Chamber of Commerce and Visitor's Center facility on Highway 305
- Maintenance & management of www.visitpoulsbo.com website
- Production of a map for the City of Poulsbo
- Poulsbo Tree Lighting Event at the Viking Statue

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
Poulsbo Chamber of Commerce	\$1,500.00

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?

Visitor's Center: This grant will be used to keep the Visitor's Center office open and will provide for partial rent of the space, partial phone, maintenance, cleaning, postage and office supplies. Due to limited LTAC funds, we will not be asking for additional funds for advertising, but will stay the course with current free advertising avenues, i.e., Facebook, Instagram, Kitsap Business Journal, and other in-kind sources. Documentation of the visitor count at the Center is calculated monthly and is shared with the City of Poulsbo through the invoicing process for LTAC funds; Facebook stats are also provided in this accounting.

VisitPoulsbo Site: Funds requested and outlined below will go towards maintaining www.visitpoulsbo.com, which the Chamber has managed since the dissolution of the Poulsbo Marketing Committee. The amount requested below outlines a portion of the contract pricing for management, maintenance and the social media outlet for the site (outsourced due to the limited time and staff at the Chamber). The success of VisitPoulsbo.com is supported by website and Facebook statistics.

City Map: The Chamber and Visitor's Center plans to produce a City of Poulsbo street map which has been the number one request of visitors (as well as locals) for many years. The funds requested reflect layout and printing costs for 2021, with staffing and man-power provided by the Chamber. These maps will be distributed to visitor centers, realtors, hotels and other Chambers throughout Washington, Oregon and Idaho. Documentation of distribution and mailing requests will be calculated monthly and shared in the LTAC invoicing and accounting process.

Poulsbo Tree Lighting: The Chamber has committed to taking on the annual Poulsbo Tree Lighting event in November, which attracts visitors from around the Kitsap and Olympic Peninsulas as a signature holiday event in our area. The funds requested will be for maintenance and purchase of new lighting displays; execution of the event and man-power will be supplied by the Poulsbo Chamber and is not reflected in our funding request.

Visitor's Center

Rent-maintenance-cleaning	\$10, 400.00
Phone	2, 600.00
Postage, envelopes	1, 000.00

Street Map-layout-printing 6, 000.00

Tree Lighting- new display and lights 2, 000.00

Website Management

Visitpoulsbo.com	12, 000.00
Social Media	3, 000.00
Video, print advertising	1, 500.00

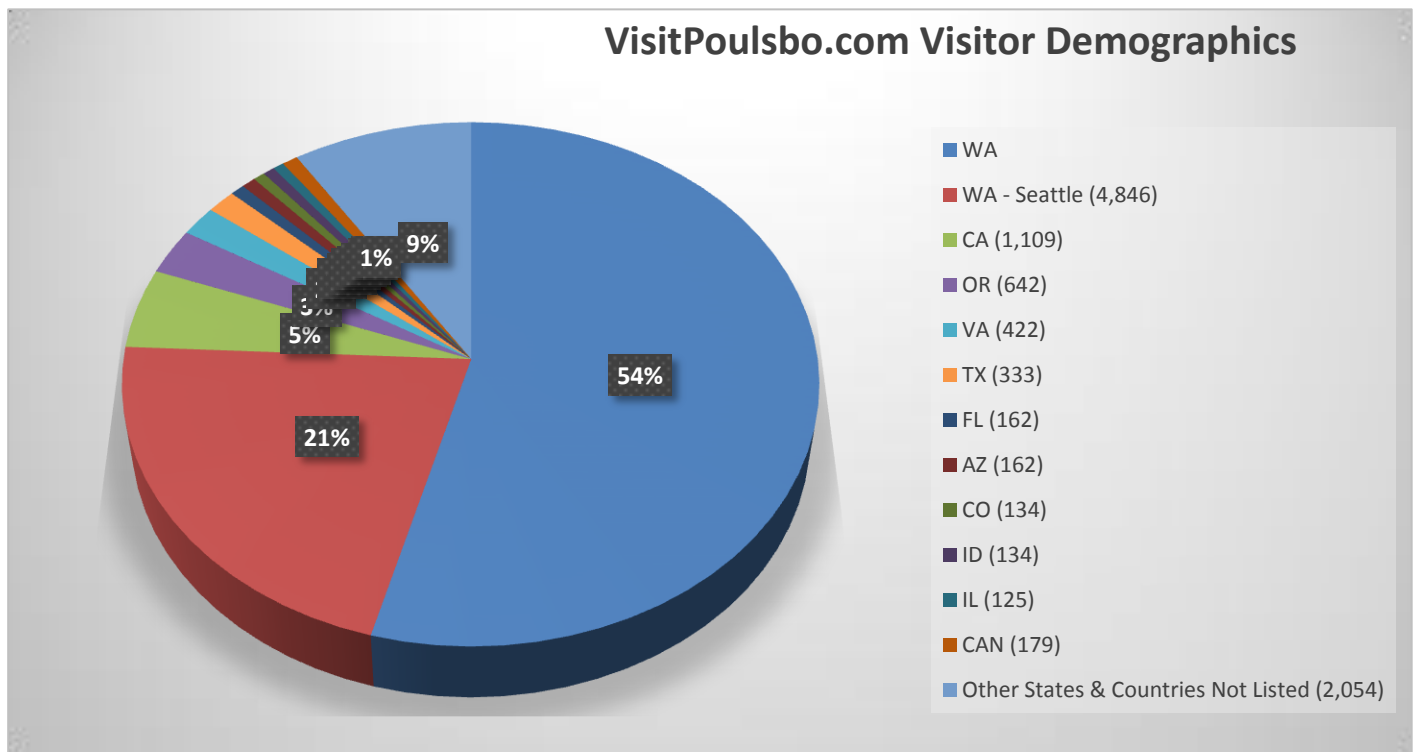
Total Request 38, 500.00

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

The VisitPoulsbo website has seen a huge increase in user-activity from just December 2019 through July 2020, with more than 55,000 new likes and shares of our content. We currently have over 6,000 Facebook followers, all joining since the creation of our new page in 2018, and more than 2,200 Instagram users (beginning with 320 users in 2018).

During this same time period, we've had 22,505 visitors to the VisitPoulsbo website with 88.6% classified as new users rather than return-visitors. [See below for the location breakdown of our visitors.] As demonstrated, we are reaching a high number of visitors to our site with 24% coming from out of state or country. Our majority Facebook demographic are ages 35-65+ and Instagram users are ages 25-55.

We hope to broaden our reach by continuing to add content of interest to more diverse age groups. One of our goals at the Poulsbo Chamber of Commerce is to focus efforts on attracting a younger generation to our City and business membership. This is reflective in events that the Chamber has had success with in the last year, including the Poulsbrew Beer Festival, which brought more that 500 people to Poulsbo, with the average attendee falling within the 25-54 age range coming from a wide variety of geographic locations.



How will this project be financed in the future?

Because the Chamber is a 501(c)(6) non-profit organization, run fully through our business memberships and annual fundraising efforts, we are not in a position to fund an additional entity like the Poulsbo Visitor's Center or the VisitPoulsbo website without outside funding. Our limited funds, staff and a break-even annual budget cannot provide for the resources needed and dedicated to the Visitor's Center.

However, we realize the importance of the Center and the value it has of providing much-needed information and resources to outside tourists and other visitors. As such, the Chamber has committed to the staffing and a portion of the rent in order to continue providing this service to our community.

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				
Attendees who traveled 50 miles or more to attend:				
Total:				
Of total, attendees who traveled from another state or country:				
Attendees who stayed overnight:				
Paid accommodations:				
Unpaid accommodations:				
Paid lodging nights:				

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

Due to Covid-19 and the shutdown of the City and State, additional information is unavailable at this time.

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>Dakota McKennon</i>	Date July 30, 2020

Balance Sheet

As of December 31, 2019

	<u>Dec 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank	
Liberty Bank Checking	53,637.71
Liberty Bay Bank Savings	36,491.50
Total Cash in Bank	<u>90,129.21</u>
Total Checking/Savings	90,129.21
Accounts Receivable	
Accounts Receivable	-990.05
Total Accounts Receivable	<u>-990.05</u>
Other Current Assets	
Security Deposit	1,500.00
Undeposited Funds	11,890.97
Total Other Current Assets	<u>13,390.97</u>
Total Current Assets	102,530.13
Fixed Assets	
Accumulated Depreciation	-4,566.00
Equipment	4,566.00
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u><u>102,530.13</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-285.49
Total Accounts Payable	<u>-285.49</u>
Other Current Liabilities	
Payroll Liabilities	
Employment Security	3,738.94
Federal	1,482.84

Balance Sheet

As of December 31, 2019

Cash Basis

	<u>Dec 31, 19</u>
FUTA	86.71
L&I	-35.75
Payroll Liabilities - Other	<u>215.35</u>
Total Payroll Liabilities	<u>5,488.09</u>
Total Other Current Liabilities	<u>5,488.09</u>
Total Current Liabilities	<u>5,202.60</u>
Total Liabilities	5,202.60
Equity	
Retained Earnings	64,332.21
Net Income	<u>33,012.32</u>
Total Equity	<u>97,344.53</u>
TOTAL LIABILITIES & EQUITY	<u><u>102,547.13</u></u>

VISIT POULSBO STATISTICS

12/19-07/20

