CITY OF POULSBO
2021 LODGING TAX GRANT APPLICATION

Applicant/Organization Information ☐ Public ☐ Other X☐ Non Profit ☐ Private			
Name **Viking Fest Corporation**			
Address **P.O. Box 1125**			
City **Poulsbo**	**State** **WA**	**Zip** **98370**	**Email** **Kathi4c@aol.com**
Organization Purpose or Mission: Our Mission is to provide scholarship opportunities to local high school students, we give $8,000 yearly. Viking Fest is a group of volunteers that organizes and put on two of Poulsbo's great events. Viking Fest the celebration of our Norwegian heritage. The festival in its 52nd year runs three days and bring in more than 45,000 people to our town over the three day weekend. 3rd of July Fireworks over Liberty Bay is a long tradition that brings over 25,000 visitors to watch firework display.			

Contact Person	
Name **Kathi Foresee**	
Title **President**	**Phone** **360-204-1782**
Email **Kathi4c@aol.com**	

Geographic area served by this project **Wqashington and beyond**			**Number of people served by this project:**
Date of project (Start to finish):			**40,000 to 50,000**
2021 Project	**Funding Request from the City of Poulsbo: $20,000.00**	**Organization Match: $2,000.00**	**Total Project Cost: 35,500.00**

Title of Project: Marketing of Two Major Poulsbo Events

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

Viking Fest: The funds will allow us to use radio and pandors to spread the word to a larger audience. Our goal is to bring tourist to Poulsbo for a fun weekend to enjoy our town and return in the future. We also purchased cloth bags to hand out at the festival, over 1000 were handed out, this means that our bags are now used all over.

3rd of July Fireworks: The funds also allow us to use radio and pandora to get the word out to a larger audience. As this is a one day event we also handed out over 900 bags to attendee. The funds are also used to offset the cost of the fireworks.

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount

List any other sources of funding you have applied for:

Source	Amount	Status
Safeway	10,000.00	Pending for 2021
Central Market	2,500.00	Pending for 2021
Valley Nursery	1,000.00	Pending for 2021

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?

Viking Fest
$ 4,500 for Radio ads and appearance
$ 4,500 for Pandora ads
$ 1,000 to replenish the cloth bags

3rd of July
$ 2,000 to offset fireworks
$ 3,500. for radio ads
$ 3,500 for Pandora ads
$ 1,000 to replenish the cloth bags

The grant will be used for radio and pandora advertising for the 2021 festivals. We will expand our reach on pandora to include Vancouver, WA and up north to Bellingham and some areas to the east Our first year we only tried the Edmonds to Everett and to the North up to Port Angeles. For radio we will be adding more spots and continue with the live appearance of morning DJ's. This year's DJ's have asked to return for the Sunday events and possibly as the Grand Marshall on Sat. Also a portion will help to offset the cost of the firework display which is 24,500 for the display and 5,000 for the barge.

Our ads on both radio and pandora invite both all to come experience not only the festivals but to stay overnight to enjoy our town and the many adventures in Poulsbo. Our ads are centered towards all ages as we offer a good time for all ages. Our success is shown in the number of visitors who stop by the information booth where there are handed a cloth bag with information about our great town. Many have told the volunteers they heard about it either on the radio or on pandora and made plans to come check it out.

We purchased cloth bags for both events, at Viking Fest and 3rd of July we handed out over 900 bags at each event and could have handed out several hundred more. Some of the funds will be used to order more bags. We have been told on facebook and our web site that many of our bags are seen all over Washington, and where they can get one.

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

From the information we have been given from radio, pandora and the attendance at the event, the market is mostly families with a large number of retired people. We found that all ages from 16 to 60 listen to radio and use pandora. From our facebook and web pages the age range is young families looking for weekend or day outings. The gender for all of the above is of equal mix.

How will this project be financed in the future?

The Viking Fest group of volunteers will continue to come up with creative ways to increase sponsorship. However we will need to secure LTAC funds to continue putting these events on in the future.

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:

	Projected	***Actual***	***Methodology (Indirect count? Direct count? Did the hotels supply counts?)***	
Overall Attendance	N/A			
Attendees who traveled 50 miles or more to attend:				
Total:	N/A			
Of total, attendees who traveled from another state or country:	N/A			
Attendees who stayed overnight:				
Paid accommodations:	N/A			
Unpaid accommodations:				
Paid lodging nights:				

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

Due to Covid 19 we were unable to get stats. This was due to the fact that Viking Fest and 3rd of July were cancelled

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	
Kathi Foresee	Date7/31/2020

Viking Fest, Inc.
Balance Sheet
As of December 31, 2019

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Liberty Bay Money MKT - 0330	27,246.91
Miss Viking Fest Checking -2767	664.70
Street Dance Checking - 3104	541.00
Viking Fest Checking - 2759	39,361.53
Viking Fest Savings - 5190	1,728.20
Total Checking/Savings	69,542.34
Accounts Receivable	
Accounts Receivable	5,660.00
Total Accounts Receivable	5,660.00
Total Current Assets	75,202.34
TOTAL ASSETS	**75,202.34**
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	44,660.18
Unrestricted Net Assets	-14,051.50
Net Income	44,593.66
Total Equity	75,202.34
TOTAL LIABILITIES & EQUITY	**75,202.34**