

# City of Poulsbo

*Parks and Recreation Department*

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## FOR IMMEDIATE RELEASE:

July 31, 2025

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## Poulsbo Tourism Grant

The City of Poulsbo is accepting applications for the [2025/2026 Poulsbo Tourism Grant](#) cycle. Funded by the lodging tax collected by the City of Poulsbo, grants are utilized to promote and support tourism in Poulsbo. The Lodging Tax Advisory Committee (LTAC) reviews applications each year and provides funding level recommendations to City Council for consideration. Applications are due September 3, 2025.

## Poulsbo Tourism Grant Weighting Criteria for 2025/2026

### Extra weighting provided for:

- New applicants who focus on a) tourism marketing and b) marketing and operations of special events and festivals designed to attract tourists.
- Events created during the off-season: October – April (Spring/Fall/Winter).
- Proven overnight stays in lodging facilities within City limits.

### Other award funding considerations include:

- City of Poulsbo departments may apply for funds if the request aligns with the RCWs.
- Applicant operations should become more self-sustaining over time, with a goal of 3-5 years.
- Designating 25% or less of funding to be used towards applicant operations.
- Demonstrable proportionality of 75% or more of awarded funding to be focused on Poulsbo – pertinent to regional organizations.
- Address transportation and parking challenges, especially for locations with known challenges such as downtown and Viking Avenue.
- Emphasis on utilizing new venues and parks outside of the downtown corridor.

For more details on how to apply, eligible activities, and other helpful information, refer to the information listed on the City's LTAC website: <https://cityofpoulsbo.com/parks-recreation/lodging-tax-grant-program/>

Questions? Contact [LTAC@cityofpoulsbo.com](mailto:LTAC@cityofpoulsbo.com)