

Resolution No. 175 -2022

**A RESOLUTION by the Board of County Commissioners of Kitsap County, Washington, approving the spending plan for the Kitsap County Stadium Fund (Hotel/Motel taxes) for the year 2023.**

**WHEREAS**, Kitsap County Ordinance 70-A-1998 (the ordinance) authorizes a 4.0% Lodging Tax to be levied upon the sale of or charge made for the furnishing of lodging within the boundaries of Kitsap County; and

**WHEREAS**, the ordinance provides important support for tourism and the performing arts within Kitsap County; and

**WHEREAS**, the Lodging Tax Advisory Committee met on August 29<sup>th</sup> and August 30<sup>th</sup>, 2022, and has made its recommendations to the Board of Commissioners.

**NOW THEREFORE BE IT RESOLVED** by the Board of County Commissioners of Kitsap County, Washington, that the 2023 proceeds from the collection of the lodging tax be distributed as follows:

Organization	Requested	Recommendations
Admiral Theatre	\$ 110,000.00	\$ 97,762.00
Experience Kitsap	\$ 15,280.00	\$ -
Greater Kitsap Chamber & Visitor Center	\$ 398,550.00	\$ 200,453.00
Kitsap Historical Society	\$ 75,000.00	\$ 66,656.00
Fathoms O' Fun	\$ 15,000.00	\$ 11,109.00
Visit Kitsap	\$ 650,000.00	\$ 331,655.00
Bremerton Rotary - Bremerton Bridge Blast	\$ 30,000.00	\$ 13,331.00
Bremerton Rotary Blackberry Festival	\$ 25,000.00	\$ 8,621.00
Wayzgoose	\$ 3,000.00	\$ 3,000.00
Whaling Days	\$ 45,000.00	\$ 22,219.00
Sea Discovery Center WWU	\$ 70,647.00	\$ 39,994.00
Washington State Science & Engineering Fair	\$ 75,000.00	\$ 53,325.00
Kitsap Fair & Stampede	\$ 110,000.00	\$ 39,994.00
Puget Sound Navy Museum	\$ 5,000.00	\$ 5,000.00
Kingston Historical Society	\$ 1,241.18	\$ 1,241.00
Kingston Visitor Center	\$ 110,860.00	\$ 85,640.00
Bainbridge Island Museum of Art	\$ 20,000.00	\$ 20,000.00
	\$ 1,759,578.18	\$ 1,000,000.00

**BE IT FURTHER RESOLVED** by the Board of County Commissioners of Kitsap County, Washington, that the Department of Administrative Services establishes contracts with the above agencies for the designated amounts.

ADOPTED this 24th day of October, 2022

**BOARD OF COUNTY COMMISSIONERS  
KITSAP COUNTY, WASHINGTON**

*E. E. Wolfe*

EDWARD E. WOLFE, Chair

*Charlotte Garrido*

CHARLOTTE GARRIDO, Commissioner

*Robert Gelder*

ROBERT GELDER, Commissioner

ATTEST:

*Dana Daniels*

DANA DANIELS  
Clerk of the Board



**Lodging Tax Advisory Committee (LTAC)**  
**August 29 & 30, 2022**

The Committee met on Monday, August 29, 2022, and Tuesday, August 30, 2022, beginning at 8:00 AM for interviews at the Kitsap County Administration Building, Port Orchard. Members present Chair, Commissioner Robert Gelder, Carla Larson, Charlee Glock-Jackson, Kelly Smith, and KJ Lange.

The projected lodging tax revenue for the 2023 budget year is \$1,000,000.00. The committee made recommendations based on those projections.

The Lodging Tax Advisory Committee funding recommendations for 2023 are:

Organization	Requested	Recommendations
Admiral Theatre	\$ 110,000.00	\$ 97,762.00
Experience Kitsap	\$ 15,280.00	\$ -
Greater Kitsap Chamber & Visitor Center	\$ 398,550.00	\$ 200,453.00
Kitsap Historical Society	\$ 75,000.00	\$ 66,656.00
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Bainbridge Island Museum of Art	\$ 20,000.00	\$ 20,000.00
	<b>\$ 1,759,578.18</b>	<b>\$ 1,000,000.00</b>

Committee members discussed the applications received and the following are summaries of the Committee's reviews and recommendations for the 2023 funding allocations:

## **Admiral Theatre**

Requested \$110,000 to use towards 2023 season marketing as follows:

1. Project Advertising: \$30,000.00
2. Radio: \$13,000.00
3. Print: \$30,000.00
4. Social Media: \$12,000.00
5. Rack Cards: \$10,000.00
6. Photography: \$2,000.00
7. Videography: \$6,000.00
8. Content Creation: \$7,000.00

The Admiral Theatre has a long and successful record of attracting more than 50,000 patrons and tourists annually to more than 110 diverse performances and community events. The Lodging Tax funding would be used to further attract more tourists outside Kitsap County as Admiral Theatre is the only Western Washington tour stop for artists which would generate more hotel stays. This would also provide an opportunity to expand partnerships.

**Presenter: Brian Johnson & Nate Murphy**

***Recommended allocation: \$97,762.00***

## **Experience Kitsap**

Requested \$15,280.00 for marketing content and articles specific to demographics across social media as follows:

- 1. Articles - \$3,500.00**
  - a. Writing & editing \$3,000.00
  - b. Mileage \$500.00
  
- 2. Social Media Content - \$4,280.00**
  - a. Photography \$2,700.00
  - b. Mileage \$680.00
  - c. Cross Listing with Website \$900.00
  
- 3. Website Maintenance and SEO - \$4,000.00**
  - a. Website maintenance \$1,100.00
  - b. Search Engine Optimization (SEO) \$2,900.00
  
- 4. Marketing - \$3,500.00**
  - a. Instagram \$2,000.00
  - b. Facebook \$1,000.00
  - c. Reddit \$500.00

The Lodging Tax funds will be used for the year-round implementation of promotional activities to highlight Kitsap County’s amenities and diversities. The articles will feature outdoor activities and attractions, cultural events, and other points of interest we create to build tourism. Information is gathered for content via interviews with principals of places and events.

**Presenter: Gregory Nelson, Owner**

**Recommended allocation: \$0.00**

**Greater Kitsap Chamber (formerly Silverdale Chamber)**

Requested \$398,550.00 to use towards 2023 Tourism Infrastructure & Marketing as follows:

<b>\$ 135,050.00</b>	<b>Visitor Centers Operations</b>	
	Salary/Wages	
	Tourism Manager (Full Time)	\$ 43,875.00
	Graphic Designer (Part Time)	\$ 25,000.00
	Full Time Benefits	\$ 3,600.00
	Chamber Staff Support of Center	\$ 7,500.00
	Social Media Coordinator	\$ 8,000.00
	Center Operations/Maintenance	
	Rent/Utilities	\$ 6,000.00
	Telephone Service	\$ 600.00
	Equipment Lease	\$ 600.00
	Copying	\$ 400.00
	Office Supplies	\$ 500.00
	Postage	\$ 300.00
	Promotion Items	\$ 7,500.00
	Visitor Center Website Management	\$ 9,000.00
	Kitsap Mall Visitor Kiosk	\$ 8,500.00
	Kitsap Mall Visitor Kiosk Rebranding Wrap	\$ 2,500.00
	Certified Folder Display	\$ 9,000.00
	Professional Development	
	Washington Festivals & Events Association	\$ 250.00
	Conference	\$ 750.00
	Washington Association of Visitor information Centers	\$ 175.00
	Conference	\$ 750.00
	Washington Trust for Historic Preservation	\$ 250.00
	Revitalize WA	\$ 1,000.00
	State of Washington Tourism Conference	\$ 1,500.00
<b>\$ 48,250.00</b>	<b>Regional Advertising for Greater Kitsap</b>	
	Washington State Visitors' Guide (Peninsulas)	\$ 7,500.00
	Visit Seattle	\$ 5,000.00
	AAA Magazine (Summer Issue)	\$ 2,500.00
	The Seattle Times Friday Entertainment	\$ 4,000.00
	Pacific NW Magazine (June - Health/Fitness)	\$ 5,000.00
	KCTS 9 - Made There - Kitsap County	\$ 6,500.00
	Sound Publishing (Non Kitsap Market)	
	Sound Advantage Club	\$ 3,000.00
	Discover Kitsap Peninsula and Beyond	\$ 1,250.00
	Show the Love - Stay, Shop & Dine Local	\$ 1,500.00
	Regional Advertising of Local Events	\$ 12,000.00
<b>\$ 62,750.00</b>	<b>Greater Kitsap Advertising &amp; Promotional Materials</b>	
	Kitsap Sun	\$ 5,000.00
	Sound Publishing	
	Sound Advantage Club	\$ 3,500.00

	Discover Kitsap Peninsula and Beyond	\$ 1,250.00
	Show the Love - Stay, Shop & Dine Local	\$ 1,000.00
	West Sound Home & Garden	\$ 2,000.00
	Visitor Center Website Up dates	\$ 6,000.00
	New Brochures/Rack Cards Printing	\$ 7,000.00
	New Brochures/Rack Creative Design	\$ 5,000.00
	Local Event Rack Cards (2)	\$ 2,000.00
	Hotel Concierge Program	\$ 2,500.00
	Social Media Videos (Visit Center Kitsap)	\$ 5,000.00
	Mentor Advertising Boards	\$ 2,500.00
	Greater Kitsap Visitor Map	\$ 7,500.00
	Greater Kitsap Relocation Guide	\$ 7,500.00
	Visitor Center Promotion items	\$ 5,000.00
<b>\$ 40,000.00</b>	<b>"Welcome to Silverdale" Permanent Signage</b>	
	Outdoor LED 12 Ft. sign	\$ 35,000.00
	Site Improvement and Installation	\$ 5,000.00
<b>\$ 26,500.00</b>	<b>2023 Shop Local Campaigns</b>	
	Gnome on the Roam	\$ 2,500.00
	Printing of Gnomes and Promotional Signs	\$ 2,500.00
	Promotion Items	\$ 1,500.00
	Creative Design	\$ 1,000.00
	Social Media Video's	\$ 5,000.00
	Local Print Advertising	
	Gnome on the Roam	\$ 8,000.00
	Small Business Week - September	\$ 2,500.00
	Small Business Saturday - November	\$ 2,500.00
	Welcome Bags for Groups Visitors	\$ 1,000.00
<b>\$ 86,000.00</b>	<b>Greater Kitsap Community Event Support and Promotions</b>	
	Kitsap Wedding Expo	\$ 2,500.00
	Social Networking/GreenDrinks	\$ 2,000.00
	Healthy Kids Day	\$ 1,000.00
	NW Food Truck Fest	\$ 10,000.00
	Bremerton Bridge Blast	\$ 10,000.00
	Kitsap Pride	\$ 3,500.00
	Silverdale Whaling Days Information Booth	\$ 7,500.00
	Silverdale at Sunset Concert Series	
	Park Department Rent	\$ 1,000.00
	Stage/Sound/Lighting/Tent	\$ 12,000.00
	Entertainment	\$ 7,500.00
	Advertising/Promotions	\$ 4,000.00
	Kitsap County Fair - Visitor Center Sign	\$ 5,000.00
	Blackberry Festival Information Booth	\$ 3,000.00
	Silverdale Christmas Tree Lighting Festival	\$ 5,000.00
	4 Video's for advertisement of events	\$ 12,000.00
<b>\$ 398,550.00</b>	<b>Total 2023 Funding Request</b>	

As of July 1, 2022, the Silverdale Chamber of Commerce and the Bremerton Chamber of Commerce have merged. If awarded, the Lodging Tax funds will be used to increase outreach with new projects and expanded advertising. With the merger, the Greater Kitsap Visitor Center has two locations, both of which also house offices for the Greater Kitsap Chamber. The mission is to showcase the Greater Kitsap community, bring visitors to Kitsap County, and increase tourism in our community, particularly in the Central Kitsap region.

**Presenter: David Emmons, President & CEO, and Irene Moyer, Vice President for Membership**

**Recommended allocation: \$200,453.00**

*The LTAC Committee has recommended funding for the following:*

1. *Visitor Center Operations:*
  - a. *Award funds to use towards all sections **except** Professional Development Expense.*

2. *Regional Advertising for Greater Kitsap:*
  - a. *Not funded*
  
3. *Greater Kitsap Advertising and Promotional Materials:*
  - a. *Award funds to use towards Visitor Center Website Updates and Promotional Item expenses only.*
  
4. *Welcome to Silverdale Permanent Sign:*
  - a. *Not funded*
  
5. *Greater Kitsap Community Event Support and Promotions*
  - a. *Award funds to use toward all sections.*

*Contract for funding award is contingent upon an “active” status with the Washington State Corporations and Charities filing system under the new name of Greater Kitsap Chamber.*

**Kitsap Historical Museum**

Requested \$75,000.00 to use towards 2023 Exhibits, Programs, Marketing and Partnerships as follows:

<b>Marketing ads, graphics, rack card, Website, E-mail, and Social Media</b>	<b>\$6,570.00</b>
<b>Office paper, supplies, and copier expenses</b>	<b>\$10,200.00</b>
<b>Events &amp; Programs Expenses</b>	<b>\$7,080.00</b>
<b>One-Half of New Rotating Exhibit Costs and Maintainence</b>	<b>\$5,000.00</b>
<b>One-Half of Utility Expense</b>	<b>\$11,310.00</b>
<b>One-Half of Marketing Director Salary and Taxes</b>	<b>\$34,840.00</b>
<b>County Lodging Tax Total</b>	<b>\$75,000.00</b>

The Kitsap Historical Museum will use the LTAC funding award to continue marketing through electronic and physical media to promote a new immersive inclusive timeline exhibit, First Friday Programs, Eat your Way through Kitsap History, History Uncorked, Kitsap Antique Show, and new exhibit openings, speakers and programs. The Museum has also hired a professional Director of Marketing and Development to expand the reach to Kitsap residents, Washington state, nationally and internationally.

**Presenter: Jeff Coughlin, Executive Director and Lisa Hope, Director of Marketing and Development**

***Recommended allocation: \$66,656.00***

## **Fathoms O' Fun Festival**

Requested \$15,000.00 to use towards 2023 Festival Events as follows:

- 1. \$2,500 for a complete rebuilding of the Fathoms Float, removing all flooring and replacing with new, and build for the new theme (yet to be determined). Estimated cost is \$5,500. Our float has signage on it promoting Kitsap County. The Fathoms float travels to approximately 15-16 parades across the State, ending the season in Leavenworth.**
- 2. \$1500 for float travel to cover gas, tolls, driver lodging at two overnight parades (Marysville and Leavenworth), repairs, etc. Gas costs have increased.**
- 3. \$4,000 for regional advertising and marketing of Fathoms events throughout Kitsap County**
- 4. \$7,000 for the 56<sup>th</sup> Annual Professional Fireworks Show over Sinclair Inlet, which can be seen by Port Orchard and Bremerton, as well as the thousands who come from other areas, and seen by those who fill up our hotels and the boaters who fill up the marinas to see this spectacular show. Fireworks costs have gone up significantly, both in shipping and shell cost.**

Fathoms O' Fun seeks to maintain and continue its expansion of advertising by way of regional print, web, and social media to attract visitors from throughout the Northwest to promote Kitsap County as a tourist destination.

**Presenter: Jon Hohol, Assistant Float Driver**

***Recommended allocation: \$11,109.00***

*LTAC Committee has recommended partial funding as follows:*

- 1. Float rebuilt – No funding*
- 2. Allocate funding for Float Travel*
- 3. Allocate funding for Regional Advertising and Marketing*
- 4. Allocate funding for 56<sup>th</sup> Annual Professional Fireworks Show*

*Contract for funding award is contingent upon an “active” status with the Washington State Corporations and Charities filing system.*

## **Visit Kitsap**

Requested \$650,000.00 for the 2023 Annual Tourism Marketing Program as follows:

Visit Kitsap is the only Kitsap County economic development organization designated and responsible for promoting the Kitsap Peninsula region specially to attract tourism and educate travelers generating retail sales and tax revenues for businesses and government. Through its high-level marketing domestic and international marketing,



media and mobile programming campaigns Visit Kitsap has generated awareness, positive publicity, room nights, and attributable economic benefit.

Visit Kitsap analyzing demographics on the Datafy Dashboard as well as over 100 Kitsap County points of interest. Visit Kitsap can efficiently target advertising, content, and messaging to travelers with like-minded interests or affinities not utilizing the “spray and pray” approach. Targeted digital advertising opportunities in publications beyond 50 miles including those across the state of Washington, and out-of-state in Oregon, California, Arizona, and more with trackable, measurable results reported to County for JLARC reporting.

**Presenter: Beth Javens, Executive Director**

***Recommended allocation: \$331,655.00***

*The LTAC Committee recommends a more visible high-traffic location.*

*Contract for funding award is contingent upon an “active” status with the Washington State Corporations and Charities filing system.*

### **Bremerton Rotary – Bremerton Bridge Blast**

Requested \$30,000.00 for the 2023 Bremerton Bridge Blast as follows:

#### **Marketing Plan 2023**

- Social Media: \$2,500
- Print/Local Advertising: \$1,500
- Signage and Reader board: \$3,000
- Website Upgrade: \$3,000
- Fireworks

The Bremerton Bridge Blast began in the summer of 2017 and has grown substantially. This event is one of a kind on the west coast of the United States and draws guests from all over Washington State and beyond. The Bridge Blast is viewed by over 50,000 people from Silverdale to Port Orchard. Bremerton Bridge Blast is uniquely positioned to draw from all over Western Washington as the largest bridge fireworks show on the west coast. We have seen an incredible response from all western Washington including sold-out hotel stays, sold-out marinas as well over 20,000-day visitors to the festival locations.

**Presenter: Sunny Saunders, Owner Sunny Jack Events**

***Recommended allocation: \$13,331.00***

***LTAC Committee has recommended funding for marketing and advertising only.***

## **Bremerton Rotary – Blackberry Festival**

Requested \$25,000.00 for the 2023 Festival as follows:

### **Social Media: \$2,500**

- Blackberry Festival has seen a 30% increase in social media contacts from 2021 to current. We will continue to utilize the reach and power of social media via Facebook by creating content.
- Create content for Instagram and continue to expand this reach. Capitalize on these reaches of a younger demographic while utilizing all social media platforms. This programming expands to Seattle and beyond.

### **Website: \$2,000**

- New website built by Sunny Jack Events, was launched in March 2021, to include a more robust and dynamic interaction with guests.
- Back-end support needed through contracted developer to create interactive entertainment and vendor experience, reporting and so on.
- To increase the viewer reach, statistics availability so that data queries can be reported. Optimization needed to be optimized and captured.
- Utilize website in all advertising when applicable.

### **Mentor Board: \$1,200**

### **Print and Digital: \$4,000**

Blackberry Festival is looking at the horizon of events in Kitsap County and has plans to expand its presence and brand. As a signature event in Kitsap County, Blackberry Festival is striving to sustain attendance and guest interactivity. Blackberry Festival was a huge success in 2021, although it was scaled back slightly due to the pandemic. They are continuing the planning process for the 2022 event. They have updated their branding, created more comprehensive marketing, and created a new website with more tourism information. We have brought back our kids' area to 2nd Street to include a family stage and more kid-friendly activities. Additional funding is needed to expand the event for the future. Funding allows Blackberry Festival to continue to be a strong signature event that draws from all over Washington State.

**Presenter: Sunny Saunders, Owner Sunny Jack Events**

***Recommended allocation: \$8,621.00***

## **Wayzgoose**

Requested \$3,000.00 for the 2023 Kitsap Print Festival for marketing and advertising.

Wayzgoose Kitsap is committed to being an inclusive organization and providing access to anyone interested in printmaking or the arts. The festival is free and open to the public to aid this commitment. Not only are the steamrollers used to print an essential part of creating art at this large scale, but they're also a huge draw for crowds of all ages. Our commitment to inclusivity includes activities for all ages, including a fun and interactive kids' craft table, where parents could take their kids to "get inky" and experience the fun of making art in their own way. Wayzgoose Kitsap's reach is focused

not only locally in Kitsap County but extends throughout the Kitsap Peninsula and beyond. By partnering with the Washington State ferries for a portion of our marketing we are not only reaching commuters around the area, but also a large number of tourists who utilize the state ferries for transportation and tourism throughout the year. In addition, our increased social media outreach and campaigns allow us to reach beyond Kitsap County and Washington State, bringing interest from the rest of our country to engage with the printing festival.

Our major focus in 2022 was the formation of a pilot program for our Student Printing Initiative. We have been working closely with the art teacher at Hood Canal School on curriculum development around printmaking in classrooms at the secondary school level. In our first year, we created a 4-module program that we will be using as a template to use in more classrooms around Kitsap County in 2023 and beyond. Fostering curiosity, instilling confidence in the arts and in collaborative problem-solving, and granting students access to professional artists is a major goal for Wayzgoose Kitsap.

**Presenter: Merit Brockelie**

***Recommended allocation: \$3,000.00***

### **Silverdale Whaling Days**

Requested \$45,000.00 for the 2023 Whaling Days event.

Scope of Work:

Lay-Out: \$2,500 Fireworks: \$20,000 Saturday/Teen Event: \$15,000

Marketing including new signage: \$7,500

Whaling Days is a family-oriented, non-profit, volunteer-run community festival held in "Old Town" Silverdale on the waterfront since 1974. Whaling Days has an extensive economic impact to Silverdale and local hotels in the surrounding areas.

**Presenter: Brenda Kelley, Treasurer**

***Recommended allocation: \$22,219.00***

*LTAC Committee recommends funding for the following:*

- *Layout – Allocate funding*
- *Saturday/Teen Event – Allocate funding*
- *Signage – Allocate funding*
- *Fireworks – **Not funded***

Contract for funding award is contingent upon an "active" status with the Washington State Corporations and Charities filing system.

**Sea Discovery Center**

Requested \$70,647.00 for the 2023 Tourism Marketing Support.

Tourism Marketing Activities			
Item	Example Publication/Type		
Print Media	Ads in Regional papers including Bellingham Herald, The Olympian, Peninsula Daily and Eastside/The Seattle Times		
Digital Ads	Digital Display ads on websites and social media. Outlets include KING5.com, Facebook, Instagram		
Printed Brochures	Brochures for Ferry placement, Seattle hotels, etc.		
Broadcast	KJOW or other regional advertising		
Operational, Wages and Benefits Expenses			
Wages and Benefits	Director of Operations and Outreach (10 hours per week additional wages + WWU benefits)		
Operational Expenses	Items include expenses necessary to operate a public aquarium including utilities, animal care expenses, animal food, non-capital supplies and materials, general operating costs.		
<b>TOTAL PROJECT COST</b>		<b>\$70,647</b>	<b>\$99,295    \$169,942</b>

SEA is a self-sustaining program of Western Washington University and operates like a non-profit. They are a free public aquarium that relies heavily on donations and highlights the unique marine life of the Salish Sea to foster an appreciation of the outdoors, nature, and the unique geography of Kitsap County. SEA Discovery Center is requesting support for Tourism Marketing activities, including marketing, advertising, wages/benefits and operational expenses for 2023.

**Presenter: Holly Hill, Director of Outreach and Education**

**Recommended allocation: \$39,994.00**

LTAC Committee recommends funding for 2023 Tourism Marketing Support which include:

1. *Print Media*
2. *Digital Ads*
3. *Printed Brochures*
4. *Broadcast*
5. *Operational Expenses*
6. *Wages/Benefits will not be funded.*

## Washington State Science and Engineering Fair (WSSEF)

Requested \$75,000.00 for the 2023 WSSEF and the Washington Junior Science & Humanities Symposium (JSHS) as follows:

**\*\*Project 1 (\$60,000) Marketing Materials, Staffing, Video Ads, Outreach Promotion** ~ The WSSEF marketing materials are professionally designed and printed providing Kitsap County with distinction. These materials are displayed throughout the year in schools, libraries, business and higher educational institutions. They are handed to people at promotional events. Examples: Washington State Fair in Puyallup or the Washington Science Teachers Convention. We developed a staffing plan to manage the WSSEF and coordinate the anticipated growth as we hold our in-person events. Our maps and hotel data entice tourists to attend the WSSEF and extend their time in Kitsap. WSSEF marketing strategies fill Kitsap hotels, restaurants, parks, recreation spots, memorial areas and other Kitsap points of interest in the off-seasons.

**\*\*Project 2 (\$6,000) Junior Science & Humanities Symposium (JSHS)** The Junior Science & Humanities Symposium (JSHS), is February 18 - 20, 2023 held at the U.S. Naval Undersea Museum, Keyport. We host high school students from across Washington State. In addition, we also foster the Oregon JSHS which brings participants and their families from Oregon. Our participants, judges and families will enjoy our local hotels, restaurants and hotspots throughout Kitsap County. This exciting event marketing bringing you February tourism!

**\*\*Project 3 (\$5,000) WSSEF Participation Travel Incentive** ~ Proven Results ~ Quantifiable results prove with your continued funding and WSSEF's marketing action plan the percentage of traveling tourists and their tourism dollars for Kitsap County is increasing. WSSEF Participation Travel Incentive program ROI directly returns increased economy to Kitsap County lodging, restaurants and tourism activities. Participant feedback positively attributes their attendance number to funding. It is especially important now as school travelers are facing budget challenges.

**\*\*Project 4 (\$4,000) Event Facilities / Film Festival** ~ Funding provides for the video production and a portion of the Science Film Festival and event facility expenses incurred during the WSSEF. The Science Film Festival is a free and collaborative event that directly generates tourism!

WSSEF is requesting LTAC funding to support their continued promotion/hosting of the WSSEF, JSHS, and the free Science Film Festival in Kitsap County. WSSEF collaborates with local entities promoting tourist activities, conducts surveys, and collects data providing documented tourist statistics for tourism promotion.

**Presenter: Caroline Stein, Treasurer**

**Recommended allocation: \$53,325.00**

*LTAC Committee recommends funding as follows:*

1. *Project 1 – Allocate funding*
  - a. **Funding under Project 1 will not be used for staffing costs.**
2. *Project 2 – Allocate funding*
3. *Project 3 – Allocate funding*
4. *Project 4 – Allocate funding*

## **Kitsap Fair & Stampede**

Requested \$110,000.00 for the 2023 Kitsap Fair & Stampede Event Marketing & Infrastructure as follows:

### **Marketing Project (\$45,000.00 requested)**

The first project is marketing. Our marketing team will begin the planning process to advertise the 100<sup>th</sup> annual fair that will include social media, billboards, print advertising, webpage updates, and television ads. In addition to our 100<sup>th</sup> annual event, we want to expand our marketing for events we also hold throughout the year, such as the destruction derby, monster trucks, and a new addition, the Spring Fair. Part of our strategic plan is to provide events and entertainment, that not only Kitsap County residents attend, but visitors from other areas in the state and throughout the country. Our rodeo, for example, is very popular on the circuit that not only draws rodeo fans for various area, but over 200 contestants from all over the country visit Kitsap County and participate in our rodeo events.

With funding for marketing, we can focus on consumers not only in Kitsap County but statewide. Marketing for the 100<sup>th</sup> annual fair will be the key focus in 2023. The major marketing plan will include billboard advertisements where we can advertise our events to commuters as they drive through Kitsap and Pierce County. Print ads will be placed in local papers, along with the surrounding counties, so we can capture/expand attendance from consumers outside of Kitsap County. Commercials is an area we want to explore to advertise the 100<sup>th</sup> Kitsap County Fair. The marketing plan is to target and expand attendance from areas throughout the state where our other marketing tools might not touch. Finally, we will conduct social media posts, along with boost advertisements, which can provide daily updates of our entertainment, rodeo events, etc. Success indicators with the marketing plan it to provide evidence the attendance has increased. Before the pandemic, in 2019, the fair had almost 80,000 people attend the county fair and rodeo, and KFSA would like to see those numbers increase to over 100,000 for 2023. Without knowing the attendance numbers of this year's event, which if we meet the 100,000 attendance numbers,

we will then seek an increase of 20% for 2023. Increase of rodeo, carnival and vendor sales can be used as a success indicator as well, comparing 2022 to 2023.

For this project we would also like to include, on a smaller scale, marketing ads for our new spring fair, using social media, print ads, and one local billboard ad. Because this is a new event, we feel it needs to be marketed so we have a successful new community event and draw many attendees.

#### **Barn Project (\$25,000.00 requested)**

The second project is barn improvements. The animal exhibits provide education and enjoyment to those attending the fair and was ranked highest in what attendees' desire to see in a survey we conducted in 2019. These barns are owned by Kitsap County, but the KFSA leases them for our events. The barns are used by several groups such as FFA, Open Class, and 4-H for their entries of livestock. They spend countless hours before the events preparing their displays. The barns are in very bad condition and need immediate upgrades or they will no longer be usable. The upgrades of the barns will include replacing beams, tresses, and siding, all that are failing, along with cosmetic repairs, such as painting. The KFSA has a contractor that will be completing this project, donating his professional services, so supplies are all that is needed.

#### **Hospitality Area Project (\$30,000.00 requested)**

The third project is hospitality area improvements, there are two, both hospitality areas are leased by the KSFA but owned by Kitsap County. The first hospitality area is what is often referred to as the beer garden. This is the hospitality area where bands play during our events, and adults over 21 can purchase alcohol. This area is used not only during the annual fair but is offered to the other events that we hold. The roof is failing and needs to be replaced, along with the compressor to the walk-in refrigerator. Without these two replacements, this area cannot be utilized for beverage service and entertainment. The second hospitality area is what we refer to as the cowboy kitchen. It is utilized to prepare breakfast and lunch for the rodeo contestants during the day, and dinner to attendees that purchase VIP tickets to our rodeo events. There is mold in the walls that requires removal of everything down to the studs and rebuild. This project will fund the supplies needed and the labor will be volunteers and contractors donating their services.

#### **Ticket Booth Project (\$10,000.00 requested)**

The final project is to purchase a ticket booth that KFSA will exclusively own. The booth we are currently using is owned by Kitsap County Parks, and they cannot commit to allowing us to use it after 2022. The booth's purpose is to sell tickets to all our events, rodeos, concerts, D-Derby, Monster Trucks, etc. The ticket booth needs to be enclosed, with a locked door, and wired for electronic transactions. The ticket booth is the primary location for attendees to purchase tickets to our events, either with cash or credit cards.

The above projects, if funded, will help support public events held in Kitsap County, drawing tourists from various locations. The mission of KFSA is to provide entertainment and educational events that are fun, safe, innovative, yet preserves tradition for the benefit of the greater west sound area.

The Kitsap County Fair is an event that has been held for 99 years and it continues to be one of the most anticipated events in our community. In 2019, a board was appointed to take over the fair event and create a non-profit that would focus on the

annual fair and other events to draw attendance to various events within Kitsap County. The rodeo draws the biggest names in the business, and we concentrate on local businesses to participate in the event as well as outside vendors which draws more interest in visiting Kitsap County.

**Presenter: Penny Sapp, Treasurer**

***Recommended allocation: \$39,994.00***

*LTAC Committee recommends funding for marketing and advertising only.*

### **Puget Sound Navy Museum**

Requested \$5,000.00 for the 2023 Museum Foundation Marketing

The Puget Sound Navy Museum Foundation is a non-profit organization that obtains financial support for the development of the Museum and its educational/interpretive programs. The museum is free to all and provides no-cost venues for active-duty military and federal employees for meetings, ceremonies, and training.

The PSNM is requesting funding to increase the number of visitors to the museum and thereby increase tourism in Kitsap County. Marketing goals include:

1. **Increase awareness of the Museum and the benefits of our programs, encouraging tourism**
2. **Reach new visitors and audiences, appeal to repeat visitors, and create new partnerships**
3. **Increase marketing to propel the Museum and our community in a direction of overall progress and growth**

**Presenter: Gerald Egan**

***Recommended allocation: \$5,000.00***



## **Kingston Historical Society**

Requested \$1,241.18 for the 2023 Storytelling Projects as follows:

### **Year's Expenses:**

<b>PO Box</b>	<b>\$ 166.00</b>
<b>Storage of collection</b>	<b>1,285.20</b>
<b>Website domain</b>	<b>~ 212.75</b>
<b>Framing for display</b>	<b>127.06</b>
<b>Meeting Room rental</b>	<b>110.00</b>
<b>Chamber membership</b>	<b>100.00</b>
<b>WA State filing file</b>	<b>10.00</b>
<b>Sales tax on book sales</b>	<b>~ 62.53</b>

**TOTAL** **\$2,073.54**

### **Average anticipated income:**

<b>Dues</b>	<b>\$ 100.00</b>
<b>Royalties</b>	<b>164.38</b>
<b>Booksales</b>	<b>170.00</b>
<b>Great Give</b>	<b>397.97</b>

**TOTAL** **\$ 832.36**

**Asking for \$1,241.18 or 62% of budget to complete the story brochures.**

The Kingston Historical Society does not have a physical presence. Instead, our contributions are made by partnering with other agencies. We seek funds to stay in operation for the next year to continue to participate with the Maritime Washington National Heritage Area (MWNHA) as they solicit existing stories and collaborate on new maritime storytelling projects. If funded, a performance indicator would be how many stories are finalized and shared with MWNHA.

The management plan's goal is to "Share diverse stories and increase visibility of Washinton's maritime heritage, past and present" and "Encourage sustainable experiences of maritime heritage for residents and visitors alike."

**Presenter: Dee MacKinnon and Michelle Will**

**Recommended allocation: \$1,241.00**

## **Greater Kingston Visitor Center (GKVC)**

Requested \$110,860.00 for the 2023 Greater Kingston Visitor Center and Marketing as follows:

- 1. Visitor Center Operations:** Currently, the GKVC employs one full-time Administrative Coordinator who works approximately 40 hours per week to manage the Chamber as well as the GKVC. Chamber staff and volunteers will dedicate two days per week to tourism-related tasks and events. They will participate in and promote events throughout the community and promote visiting the greater Kingston area in general. They generate tourism-specific content for the website and social media accounts, prepare mailings for requests for information, and interact directly with the public as the face of tourism at the GKVC. Kingston Visitor's Guide, and working with the Chamber to create content for the GKVC section of the Chamber membership weekly e-newsletter. A portion of the rent, utilities, equipment, and office supplies for the GKVC are provided through Lodging Tax funding. Lodging Tax funds will be utilized for salary, rent, utilities, postage for mailings, sponsorship fees to participate in area events, and supplies for said events. Funds will also support the outdoor interactive digital kiosk, the Washington Festivals & Events Association, Washington Chamber of Commerce Executives, and the Washington Association of Visitor Information Centers memberships.
- 2. Kingston Visitor's Guide:** We are currently working to produce a destination magazine for Kingston that highlights places to visit and shop. These guides will be included in the request for information packets given out and mailed out from the GKVC and will be provided to our local hospitality industry as additional business. The Guides will be placed in participating Airbnb, Bed & Breakfast, and The Point Casino hotel rooms for guests to use as a resource. In 2023, the Kingston Visitor's Guide will be a stand-alone publication and will not be combined with the Greater Kingston Community Chamber membership directory. We will also be producing several additional brochures/rack cards for specific industries in Kingston and the North Kitsap Region. It should be noted that all Kingston and North Kitsap businesses, regardless of Chamber membership, will be included in this guide under industry categories to ensure that all local businesses benefit from the visitors to our region.
- 3. Kingston Tourism Website Development:** Tourism is currently wrapped up in the Chamber website, KingstonChamber.com, but there is a need for a stand-alone website dedicated to tourism and visiting Kingston and the North Kitsap region. Other jurisdictions in the county have city-supported tourism sites that drive visitors to the area. With the creation of a new VisitKingston.com website, we will be able to provide information to visitors in an easier-to-find format that is kept current and relevant to what is going on in the area.
- 4. Greater Kingston Community Event Support and Promotions:** The GKCC has sponsored numerous community events annually to promote tourism and visitors to Kingston and North Kitsap County, including the annual Kingston Cove Christmas, Kingston Curiosity Walk, and the Kingston 4th of July Celebration. Our goal as we move forward is to utilize Lodging Tax funding to help these events and organizations produce quality marketing and promotional pieces for these events that are currently not being created or funded. We will continue to host information on these events on our website, social media outlets (Facebook, Instagram, and LinkedIn), and Chamber communication channels (weekly emails) to further promote them. We also created a monthly meeting for all community organizations to share their events and needs for promotion and production.
- 5. Kingston Concerts At The Cove Series:** In partnership with the Port of Kingston, the GKVC plans to host a summer concert series at Kingston's Mike Wallace Waterfront Park to bring individuals from across the West Sound region to shop and stay in Kingston while enjoying summer outdoor entertainment. The eight Saturday night concert series will bring all ages to Kingston's Mike Wallace Waterfront Park to enjoy a family-friendly event with great local music, enjoying this beautiful park and the beauty of AppleTree Cove.
- 6. Kingston Wine & Brew Fest:** The Greater Kingston Community Chamber of Commerce plans to host our annual Kingston Wine & Brew Fest again in 2023. The Wine and Brew Fest is the evolution of the beloved Kingston Wine Walk and continues to be a well-attended event. 2022 saw attendance up by a third. The Greater Kingston Community Chamber of Commerce plans to further develop this event to highlight local and regional wine and beer producers and attract attendees from all over Washington State.
- 7. Regional Advertising for the greater Kingston area:** We plan to continue to advertise Kingston in various regional and local publications, including Sound Publishing's "Show the Love" and "Discover Kitsap Peninsula" visitors' guides, the Kitsap Business Journal, Visit Seattle and the Washington State Visitor's Guide. We also plan to produce Kingston-specific publications to promote family activities, performing arts opportunities, retail, and dining. The GKVC is strategically poised to advertise Kingston and the North Kitsap region more effectively than other organizations as we are hyper-focused on our immediate area and are the central location for visitors seeking out physical information.

GKVC is requesting funding to maintain the GKVC and increase outreach with new projects and expanded advertising.

**Presenter: Kaili Campbell, Administrative Coordinator**

**Recommended allocation: \$85,640.00**

*LTAC Committee has recommended funding as follows:*

1. *Visitor Center Operations*
  - a. **Advertising Only**
2. *Kingston Visitor's Guide*
  - a. **Advertising Only**
3. *Kingston Tourism Website Development*
  - a. **Advertising Only**
4. *Greater Kingston Community Event Support and Promotions*
  - a. **Advertising Only**
5. *Kingston Concerts at the Cove Series*
  - a. **Advertising Only**
6. *Kingston Wine & Brew Fest*
  - a. **Advertising & printing only**
7. *Regional Advertising for the greater Kingston area*
  - a. **All except "Show the Love" visitor guide**

### **Bainbridge Island Museum of Art (BIMA)**

Requested \$20,000.00 for the 2023 BIMA @ 10 – Cultural Programs, Events and Festivals as follows:

**\*Kitsap LTAC grant-will used to support marketing materials, advertising, social media ads, support festivals, outreach to Seattle tourism bureau and concierge groups to encourage tourism to Kitsap county and overnight stays.**

BIMA Community Cultural Programs and Festivals for 2023 will include several ways to engage our broader community members and visitors to Kitsap County through high-quality cultural experiences, concerts, jazz festivals, art activities, and art exhibitions for all ages. 2023 is also the 10<sup>th</sup> anniversary of BIMA.

**Presenter: Peter Raffa**

**Recommended allocation: \$20,000.00**