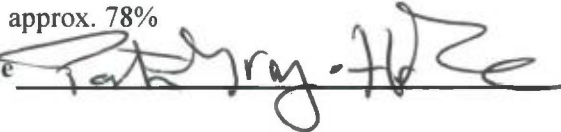


TOURISM PROMOTION PROGRAM • APPLICATION FORProject Title: 12-Month Kitsap County Tourism Marketing ServicesProject Dates: Beginning: January 1, 2021Ending: December 31, 2021Name of Organization Visit Kitsap PeninsulaWeb Site www.VisitKitsap.comMailing Address: 9230 Bayshore Drive NW, Suite 101, Silverdale, WA 98383Contact Person: Patricia Graf-Hoke, Director E-Mail: grafhoke@visitkitsap.com Phone: 360-908-0088Amount Requested: \$ 275,000Total Project Cost: \$ 350,000Portion of Total Project Cost Requested: approx. 78%

Signature of Authorized Representative

**■ Tourism Infrastructure:**

Support tourism-related facilities, which is defined as real or tangible personal property with a usable life of three or more years or constructed with volunteer labor and used to support tourism, performing arts, or to accommodate tourist activities.

X Tourism Marketing Activities:

Activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists (*not a current funding priority*).

APPLICANTS MUST SUBMIT THE FOLLOWING:

1. A one-page budget including all income and expenses for the entire project (including matching funds and in-kind contributions) and clearly showing expenses for which County lodging tax dollars will be used.
2. Documentation of non-profit status.
3. Your organization's **most recent tax return** or most recent annual financial statement created by an independent source should a tax return not be available. Other documentation showing financial viability may be considered if agency is newly created and the documentation is prepared by an independent source.
4. A two-page document including a description of the proposed project with an explanation of how it will assist in building tourism and/or promoting events or activities that will bring tourists to Kitsap County. Include marketing plans and examples of performance indicators and well as plans for future sustainability. For more information see the included template.
5. No additional materials will be accepted.
6. If these basic criteria are not met, the application will not be reviewed
7. Certificate of Insurance evidencing that any required insurance coverages are, or will be, in effect through the 2020 calendar year.

Send Completed Application and Required Documentation to:

Please submit by mail to:**MAILING ADDRESS**

Vicki Martin, Buyer
Kitsap County Purchasing Office
Division Street, MS-7
Port Orchard, WA 98366

OR Hand deliver to:**PHYSICAL ADDRESS**

Vicki Martin, Buyer
Kitsap County Administration Building 614
Purchasing Office – Fourth Floor
619 Division Street
Port Orchard, WA 98366

All documentation must be received by deadline and contain ALL submission requirements to be considered for funding. **Please provide (7) copies of submission package without staples.**
Questions? Call Vicki Martin at 360.337.4788 or e-mail vmartin@co.kitsap.wa.us

APPLICANT

TYPE OF

SUBMISSION

OGDEN UT 84201-0038

In reply refer to: 0441623249
Jan. 07, 2010 LTR 4168C E0
91-1146544 000000 00
00059546
BODC: TE

KITSAP PENINSULA VISITOR &
CONVENTION BUREAU
9481 SILVERDALE WAY NW STE 281
SILVERDALE WA 98383-8524

Employer Identification Number: 91-1146544
Person to Contact: Ms. Barrera
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Dec. 30, 2009, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(06) of the Internal Revenue Code in a determination letter issued in September 1983.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



Rita A. Leete
Accounts Management II

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
Go to www.irs.gov/Form990 for instructions and the latest information.

2019

Open to Public Inspection

Department of the Treasury Internal Revenue Service

A For the 2019 calendar year, or tax year beginning, 2019, and ending

B Check if applicable: Address change, Name change, Initial return, Final return/terminated, Amended return, Application pending. C Visit Kitsap Peninsula, 9230 Bay Shore Dr NW Ste 101, Silverdale, WA 98383. D Employer identification number 91-1146544. E Telephone number 800-337-0580. G Gross receipts \$ 496,918.

F Name and address of principal officer: Patricia Graf-Hoke, Same As C Above. H(a) Is this a group return for subordinates? Yes No. H(b) Are all subordinates included? Yes No.

I Tax-exempt status: 501(c)(3), 501(c)(6), 4947(a)(1) or 527. J Website: Visitkitsap.com. H(c) Group exemption number.

K Form of organization: Corporation, Trust, Association, Other. L Year of formation: 1981. M State of legal domicile: WA.

Part I Summary

1 Briefly describe the organization's mission or most significant activities: See Schedule O.

Table with 2 columns: Description and Amount. Rows include: 2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets. 3 Number of voting members of the governing body (Part VI, line 1a) 3 11. 4 Number of independent voting members of the governing body (Part VI, line 1b) 4 12. 5 Total number of individuals employed in calendar year 2019 (Part V, line 2a) 5 3. 6 Total number of volunteers (estimate if necessary) 6 0. 7a Total unrelated business revenue from Part VIII, column (C), line 12 7a 0. 7b Net unrelated business taxable income from Form 990-T, line 39 7b 0.

Table with 3 columns: Description, Prior Year, Current Year. Rows include: 8 Contributions and grants (Part VIII, line 1h) 11,159 25,000. 9 Program service revenue (Part VIII, line 2g) 426,586 471,918. 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d). 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e). 12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) 437,745 496,918.

Table with 3 columns: Description, Prior Year, Current Year. Rows include: 13 Grants and similar amounts paid (Part IX, column (A), lines 1-3). 14 Benefits paid to or for members (Part IX, column (A), line 4) 905 1,316. 15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 116,194 128,670. 16a Professional fundraising fees (Part IX, column (A), line 11e). b Total fundraising expenses (Part IX, column (D), line 25) 106,448. 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) 326,132 377,095. 18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) 443,231 507,081. 19 Revenue less expenses. Subtract line 18 from line 12 -5,486 -10,163.

Table with 3 columns: Description, Beginning of Current Year, End of Year. Rows include: 20 Total assets (Part X, line 16) 74,082 57,100. 21 Total liabilities (Part X, line 26) 8,890 2,071. 22 Net assets or fund balances. Subtract line 21 from line 20 65,192 55,029.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here: Signature of officer Patricia Graf-Hoke, Executive Director. Date.

Paid Preparer Use Only: Print/Type preparer's name Dennis Bryan CPA, Preparer's signature Dennis Bryan, CPA, Date 8-3-20, Check self-employed if PTIN P00314405, Firm's name Parker Mooers & Cena PS, CPA's, Firm's address 9222 Bay Shore Dr NW Ste 150 Silverdale, WA 98383, Firm's EIN 91-1702384, Phone no. (360) 692-8808.

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No



2021 Lodging Tax Request: Visit Kitsap Peninsula

Project Title: Kitsap County Tourism Development & Marketing Program

Name of Organization: Visit Kitsap Peninsula (VKP)

Size of staff & board: 1 FT, 1 PT, 10-board members - **Size of Volunteer Base:** none (in-house)

Geographic Area Served: Communities, hotels/lodging establishments and tourism related businesses located in unincorporated Kitsap served by all three Kitsap County Commissioners.

Demographic Served: Domestic and international tourists, residents/employees Seattle/Puget Sound region, travel writers/publications, hospitality/tourism industry professionals/planners.

Type of Service Provided: Year-Round Economic/Tourism Development & Marketing Services for Kitsap County

Description of Proposed Project & Services 2021: The VKP uses the County's lodging tax funds to provide professional tourism marketing services, programs, public relations, event support, and economic development to support Kitsap lodging establishments and other tourism related businesses 24/7, 365-days a year.

The VKP does not charge any membership or other fees for its services. All VKP marketing support services are made available to Kitsap lodging establishments, businesses, non-profit groups, and event organizers at no charge.

During the Covid-19 crisis the VKP, adhering to official state and Kitsap County safety and health guidelines, initiated new programs to provide stakeholders with immediate marketing support to help them keep the lights on. We intend to employ similar strategies in 2021 as businesses that rely on Kitsap's tourism industry navigates uncharted waters and unknown obstacles. The mission of the VKP is to be pro-active and look for opportunities to take action and meet the needs of the myriad businesses that rely on visitors to make their cash registers ring. It will also require funds to implement marketing programs that offers the most benefit and return on investment.

At this time, the VKP is the only professional non-profit organization in the region that provides Kitsap County with year-round tourism marketing in all communities served by all three commissioner districts.

SCOPE of WORK 2021: (#2)

The VKP will continue to use Kitsap County lodging tax funds to directly support Silverdale hoteliers and other lodging establishments that generate those funds. Funds will pay for internal and external marketing programs and paid media to attract out-of-area travelers most likely to spend one or more nights.

As noted above all marketing programs are designed stay in effect and continue to assist hoteliers, businesses, attractions, and event organizers in what promises to be both uncertain and changing official recovery guidelines. Again, all marketing services provided by the VKP are free and hoteliers and businesses have 24/7 access to the VKP website to update their listing information as needed. Please see attached "2021 VKP Marketing Plan" and "Scope of Work Deliverables" for details.

PROJECT TIMELINE: (#3) - VKP marketing programs and services noted in the Scope of Work/Deliverables are provided to 365 days a year and most marketing programs are provided 24/7.

BUDGET: (#4). Please see attached 1-page Revenue/Income Budget Estimate for 2021.

HISTORY of ORGANIZATION: (#6). - Visit Kitsap Peninsula (VKP) is a 501c6 non-profit founded in 1983, located in Silverdale. The VKP is the official WA State tourism destination-marketing agency (WSDMO) charged with serving Kitsap County/Kitsap Peninsula region.

COMMUNITY-ECONOMIC IMPACT (#2) - The economic impact caused by the global pandemic has painfully demonstrated the real economic power of tourism. Not only is tourism vital to lodging establishments and the hospitality sector, but it plays a vital role in generating sales revenue for Kitsap dining/drinking establishments, wholesale food and beverage distribution, transportation (ferries), construction (new hotels), retail (shopping), the arts, entertainment, festivals, event facilities, event services and, of course, employment.

From 2010 to 2019, VKP marketing strategies, promotions, help generate record tourism revenues for Kitsap County including \$40 million in retail Accommodate sales in 2019, and nearly \$450 million in tourism related sales. That includes \$12+ million in local tax revenues. Due to Covid-19, those number will be much lower.

(Community-Economic Impact continued)

Luckily, Kitsap hoteliers were allowed to remain open. While most bookings were government/businesses travelers, many hoteliers reported "hometown" tourists and other leisure travelers also contributed to sale revenue in 2020. VKP initiated programs like KitsapBites.com and Retail Online to further encourage support of local businesses.

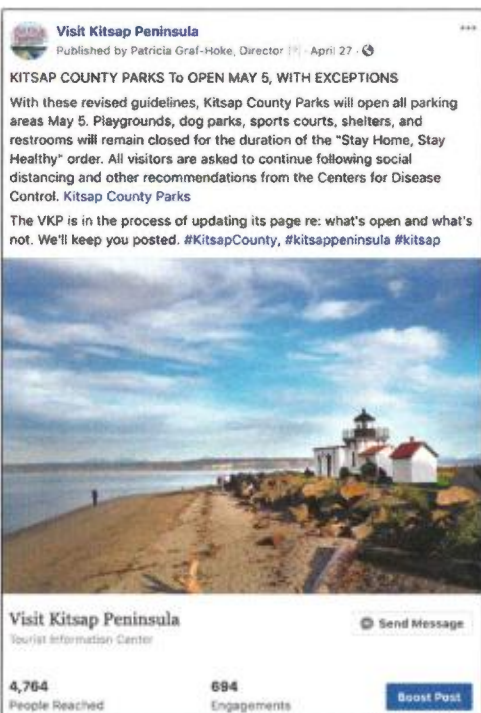
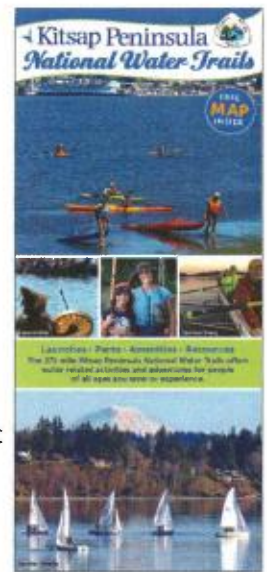
The VKP has the expertise, experience, resources, up to date websites, social media channels, and track record to conduct a sustained, flexible, and responsive marketing program in 2021. The only job and purpose of the VKP is to provide year-round tourism marketing services and programs to Kitsap County to support its tourism industry.

As noted in the marketing plan and deliverables, the VKP provides free promotional support and funding for a wide range of events including popular annual celebrations, current and new community events, arts/cultural events, farms and farmer's markets, maritime, recreation, water trails activities, and Kitsap County Park system.



In addition, the VKP marketing programs generate hundreds of leads annually via the VKP website and online travel sites from prospects around the USA and the world requesting travel and visitor information packets (see *VKP Marketing Plan for details*). Since the VKP doesn't actually host events or book conference or lodging reservations, it does not have access to data re: attendance, but a majority of the 50,000 visits to the VKP website, Facebook pages are tourists.

During Phase I and II, the VKP initiated special outreach programs to aid businesses, offer a thank you to lodging guests, and honor frontline workers. The VKP purchased gift cards from local hoteliers and businesses as part of the CHI-Franciscan Hero Recognition program and purchased product from local bakeries/cafes to share with hotel guests. Most recently, the VKP partnered with Olympic Outdoor Center to provide hotels with kayak rental gift certificates to give to guests. These are small, local promotions, but they provide much needed positive, enthusiastic support and reminder that we are all in this together.



For VKP uses local contractors and resources in the creation and execution of marketing programs and support of local events and facilities and services that provide event services.

BUILDS ON IDENTIFIED COMMUNITY ASSETS (#4)

The attached *VKP Marketing Plan for 2021, Scope of Works/Deliverables, and Performance Indicators* provides examples of how the VKP uses lodging tax funds to support the list of criteria shown above. Marketing programs used by the VKP during the past 10 years have established Kitsap County as "the Natural Side of Puget Sound" and fosters its reputation as a proud steward of Kitsap's natural environment, public parks, public access to outdoor recreation activities, shoreline, arts and culture. The VKP will continue to build on these Kitsap community and economic assets in 2021.

MEETS COMMUNITY OBJECTIVES (#5) a

The VKP works in partnership with the BOCC and county departments to ensure that tourism marketing, stakeholder outreach, and industry representation meets adopted policies, purposes and goals as identified in Kitsap County planning documents and guidelines.

Lodging tax funds allocated to the VKP by Kitsap County Lodging Tax Advisory Committee and BOCC, are used to support county facilities specifically Kitsap County Pavilion Event Center & Fairgrounds, ball fields, and numerous public and heritage parks. Throughout the year, the VKP provides free listing for all attractions on the VKP website, for festivals and event on the VKP Calendar of Events, especially those that are open and free to the public that use ticket sales to support local non-profit organizations.

Following is *VKP 2021 Marketing Plan, Budget, Scope of Work/Deliverables, and Performance Indicators*.

VKP 2021 MARKETING PLAN (addendum to Kitsap County 2020 Lodging tax proposal addendum)

Overview: VKP knows it will have less lodging tax funds to work with in 2021 and adjusted its marketing plan to ensure that basic marketing support and outreach programs remain in effect during these uncertain times. Below is a summary of key marketing strategies and programs that will be used to help rebuild Kitsap tourism sector.

Key Target Groups/Market Areas for 2021: Those that live/work in the Seattle/Puget Sound/NW region most likely to want a convenient destination for their families, to experience outdoor recreation, festivals, arts and culture.

2021 Key Marketing Strategies:

Broadcast/Streaming Video: Based on estimated fund allocations for 2021, the VKP plans to focus broadcast media on radio advertising, streaming/digital video to promote the region. It will use social media sales channels including Facebook, Instagram and Google campaigns. As funding permits, the VKP will produce short videos that feature lodging locations, outdoor recreation activities, and attractions to feature on the VKP website, social media platforms, and in digital advertising. *Views some examples at www.VisitKitsap.com/LTAC*

Print Advertising: The VKP plans to use local, Seattle based, and regional media publication to reach both residents and leisure travelers. Topics will include outdoor recreation (cycling, water trails, golf, etc.), attractions, arts and culture events, annual community activities as permitted.



WA, OR, ID, MN, AK



Puget Sound



Puget Sound/Region



Seattle/Puget Sound



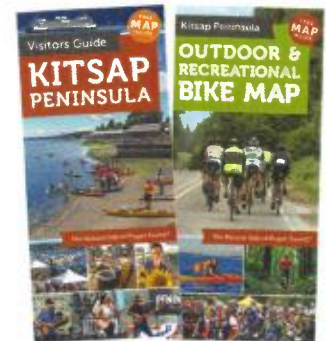
Seattle/NW Region



Kitsap/West Sound

Visitor Guide & Information Brochures: The VKP will continue to produce the popular VKP Visitor Guide & Recreation Map, Kitsap Peninsula National Water Trails Guide and Special VKP Activity Guides for: Kitsap Breweries, Wineries-Distillers, Museums, Farmer's Markets, Gardens & Nurseries, Golf Courses, Art Galleries, Kitsap Loves Kids, KP Wedding Guide. The VKP is the only organization in the region that produces and distributes these types of comprehensive Kitsap Visitor Information Guides & Maps that encompass all three Kitsap commission districts and communities. *Please see Performance Indicator section.*

Direct Marketing: The VKP uses Certified Folder (WA State Ferry/Visitor Centers) to distribute the VKP Visitor Guide and KP National Water Trail Guide via WA State ferry routes, terminals, 150 visitor locations. The VKP contracts with third-party online travel sites that typically generate 200-400 out-of-area requests a month for visitor packets.



Social Media, Blogs & Outreach Programs: The VKP plans to increase digital/online marketing programs to take advantage of the VKP's **nearly 10,000 Facebook followers**, 2,800K Instagram followers, and 2,999 Twitter followers. Funds will be used to pay for content, posts, and media provide FREE to lodging establishments, tourism related businesses, attractions, and events. The VKP will create appropriate content to post on the VKP blog, share with social media partners. *Please see Performance Indicators for examples of Covid-19 support.*

VKP Website - The VKP website at www.VisitKitsap.com, attracts 50K+ visitors a month and features **FREE listing** for Kitsap County communities, cities, lodging establishments, **tourism related** businesses, attractions, events, eating and drinking establishments, retailers, sports and outdoor recreation events.

The VKP also maintains the **Kitsap Peninsula National Water Trails** website at www.kitsappeninsulawatertrails.com, and new www.KitsapBites.com created to promote locally owned Eat & Drink establishments. The VKP provides **FREE marketing support via VKP Calendar** at: www.VisitKitsap.com/Calendar.



Paid Sponsorships & Event Promotion Services: The VKP typically uses KC and lodging tax funds to sponsor a wide range of local events most likely to attract both day and overnight visitors. It also uses internal-based marketing programs and external marketing and paid media programs. It will continue to provide these services in 2021 as funding and official state and local safety guidelines allow.

- **Economic Development Management of Kitsap County's Tourism Sector:** Includes but is not limited to, financial management, strategic planning, day-to-day operation, execution, implementation of tourism marketing programs to support and rebuild Kitsap's tourism sector. *At present the VKP is the only firm in the region that has the technical capabilities, expertise, resources, and track record to provide Kitsap County/BOCC with year-round tourism marketing services able generate measurable economic results. Please see attached 2010-2019 Revenue reports in Performance Indicators.*
- **Project/Administration Management:** Provide day-to-day management, planning, oversight, billing, payment and reporting to ensure success of Kitsap County's tourism industry. Includes development of short and long-term branding and marketing strategies and program, community and stakeholder outreach that may include but not limited to: print, broadcast, digital, social media, promotions, public relations, graphic design, photography, copywriting, research, video production, and distribution to promote Kitsap attract overnight visitors.
- **VKP Managed Websites:** Day-to-day management of [VisitKitsap.com](#), [VKP Calendar of Events](#), [KitsapBites.com](#), [Kitsap Peninsula National Water Trails websites](#). Includes updating content that feature all communities in Kitsap, pages that promote lodging, dining and drinking establishments, retailers, arts & culture, attractions, outdoor recreation, agritourism, public parks and trails, transportation, venues and event services. The VKP also maintains website pages that provide businesses with updates/info about state and local [Covid-19 Recovery Guidelines](#).
- **Free Listing Services:** Include free access to VKP online listing services for all lodging establishments, tourism related businesses, attractions, non-profit groups, venues, planning services, and events. The VKP also provides free listings for all cities and communities, Chambers of Commerce and downtown business associations.
(See Performance Indicators for examples)
- **Advertising Programs:** The VKP invests county lodging tax funds in paid media to (as funds permit) to reach prospective day and overnight visitors. Marketing strategies include print, broadcast/digital media, general and paid social media posts to promote lodging locations, communities, attractions, events, and activities.
- **Social Media Programs:** Day-to-day management, development and implementation of strategies using social media programs to target key demographic markets and groups, especially younger prospective overnight visitors. Including promoting local events including paid social media promotions related to Facebook (10K followers), Instagram, Twitter, blogs, etc. Includes professional services for editorial, photography, etc.
- **VKP Visitor Guide/Direct Marketing:** Production and distribution of 30K copies of the VKP Visitor Guide & Recreation for distribution to via Certified Folder (WA State Ferry/Visitor Centers) on WA State ferry routes, terminals, 150 visitor locations (as they become available) in Puget Sound. The VKP will use Go-Washington and other third-party online travel sites that generate 200-400 info requests monthly from out-of-area prospects.
- **Other Visitor Information Brochures** Kitsap communities, attractions, events and hotels are featured for FREE on materials including Visitor Guide, Kitsap Breweries, Wineries-Distillers, Museums, Farmer's Markets, Gardens & Nurseries, Golf Courses, Art Galleries, Kitsap Loves Kids, KP Wedding Guide. The VKP prints and distributes between 2-3K per guide annually. (See Performance Indicators for examples)
- **VKP Blog & Special Web Pages:** Production and promotional distribution of blog posts and special website pages about "things-to-do" including *Outdoor Art on the Kitsap Peninsula, Public Parks & Trail Maps, Java to Go*, etc.
- **Editorial Support/Outreach** - Includes providing writers/editors with information packets, fact-checking, content, original photography, and on-site tours as requested.
- **KP National Water Trails Guide & Program:** Oversee day-to-day management for *Kitsap Peninsula National Water Trails* including marketing, maintenance of a dedicated website, online interactive map, Facebook page, PR, production and distribution of the KPNWT guide. The VKP will also continue to print and distribute the Kitsap Peninsula National Water Trails Guide.
- **Marketing Support to Local Communities/Events:** Provide FREE dedicated pages to local communities located in unincorporated South, Central and North Kitsap. Including content via website/Facebook, links to community organizations, events and support for non-profits. The VKP Event Calendar allows for FREE listing for tourism businesses, attractions and non-profit groups in unincorporated Kitsap to post events and promote their events.
- **Community Sponsorships:** Use VKP internal marketing resources to support local events most likely to attract visitors from out of the area. May also include paid external advertising support as funding permits.
- **Kitsap County Facilities:** Provide marketing to support Kitsap County facilities, parks, and events as needed.
- **Representation:** VKP acts as representative and liaison for Kitsap tourism industry among local, regional and tourism partners including the Port of Seattle International Tourism Office, WA Tourism Alliance (WTA), WA State Destination Marketing Organization (WSDMO), Chambers of Commerce and other organizations.
- **Project Timeline:** Services and projects listed above are provided on a day-to-day, year-round basis.

Estimated 2021 Revenue & Expense Budget
2021 Visit Kitsap Peninsula 12-Month Region-Wide Tourism Marketing Program

The 2021 budget is based on implementation of a 12-month tourism marketing program to promote all cities and communities, tourism related attractions, events, activities, venues, and businesses throughout the Kitsap Peninsula. As part of lodging tax application, the VKP provides each city/KC with a "Scope of Work - Deliverables" based on 1) total confirmed funds received from all sources and 2) funds contributed by cities/KC. Upon confirmation of lodging tax allocations, the VKP will submit an adjusted "Scope of Work - Deliverables" based on final allocations of funds.

ESTIMATED TOURISM MARKETING REVENUE (note: fund allocations from cities/Kitsap County for 2021 to be confirmed)	
Applications have or will be submitted the cities of Bremerton, Poulsbo, Port Orchard and Bainbridge- Estimate:	\$ 50,000
Applications will be submitted to other donors including the Kitsap PFD and tribes	\$ 30,000
Kitsap County Funding Request	\$ 275,000
Total Project Revenue:	\$ 355,000
PROJECTED TOURISM MARKETING EXPENSE (note: programs/services bases on estimated 2021 lodging tax contributions)	
• Broadcast Media Program	\$ 48,000
<i>Includes but not limited to: KNKX, KUOW and other broadcast/streaming as funding permits</i>	
• Print Advertising Program	\$ 28,000
<i>Includes but not limited to: Northwest Travel & Leisure Magazine, Seattle/Puget Sound based media and regional/out-of-state media as funding permits</i>	
• Digital/Social Media Advertising Programs	\$ 24,000
<i>Includes digital and online ad with for some print publications and broadcast media, management and paid Facebook, Instagram and other online media.</i>	
• Broadcast Commercials/Video Production	\$ 12,000
<i>Includes scouting locations, setting up shots drone/ground footage, digital editing, voice talent, music, etc.</i>	
• KP Visitor Guide & Recreation Map	\$ 14,500
<i>Includes updating, printing 10-15K copies (using brochures not distributed in 2020), distribution via Certified Folder on WA State Ferries, ferry terminals, visitor centers in Western & Eastern WA, and OR</i>	
• KP National Water Trails Guide & Website	\$ 15,000
<i>Includes updating website, calendar, access map, and promotion of events. Printing and distribution of 20-30K KPNWT Guide via Certified Folder on WA State Ferries, Eastern WA and OR.</i>	
• Event Sponsorships & Marketing Support Services	\$ 15,000
<i>Includes providing financial and paid and non-paid marketing to support tourism related events and attractions</i>	
• VKP Website Management & Marketing Services	\$ 24,000
<i>Includes daily updating editorial content, original photos/digital processing, links, responding to visitor inquires and requests for info, RFPs, Calendar of Event posts, access to online PDFS of guides, trails maps, etc.</i>	
• Specialty Visitor Information Guides	\$ 2,500
<i>Includes updating, re-printing and distribution of guides for Museums, Gardens, Farmer's Market, Golf, Kitsap Loves Kids, Wineries & Distillers, Art Galleries, Brewery Guide, Wedding Guide, and Trail Maps</i>	
• Public Relations/Travel Writers Marketing Program	\$ 6,500
<i>Includes creating/distributing monthly e-Blasts, hosting travel writers, FAM tours, responding to requests for information, digital photography, content, fact checking</i>	
• Industry/Recreation Trade Shows	\$ 1,500
<i>Includes wedding, event planning, outdoor recreation, etc.</i>	
• Visitor Information & Inquiry Request Services	\$ 15,000
<i>Includes processing online/phone inquiries, mailing brochures, visitor postage, RFPs, Calendar, listing support</i>	
• Visitor Information Offices & Related Services	\$ 35,000
<i>Includes visitor center rent, phones, utilities, equipment, admin postage, insurance, office supplies, etc.</i>	
• Other Marketing/Administrative Expenses	\$ 114,000
<i>Includes strategic marketing and creative services, planning, media buying, management</i>	
Total Projected Expenses 2021 (note: all program costs have been reduced due to reduction of funds).	\$ 355,000

Visit Kitsap Peninsula

the Natural Side of Puget Sound™

Economic and Performance Indicators
provide on following pages.

Visit Kitsap Peninsula

the Natural Side of Puget Sound™

RETAIL SALES – ACCOMMODATIONS – Kitsap County & Cities 2010-2019

WA State Dept. of Revenue Taxable Retail Sales for Counties or Cities*
By North American Industrial Classification System (NAICS) Accommodations 721

ECONOMIC IMPACT on KITSAP LODGING SALES: Retail sales for Accommodations located in Kitsap County **increased by \$16,651,356 or 68%.**

2018 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721 - 2019	87	\$40,122,837

2018 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721 - 2018	108	\$39,709,611

2017 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	117	\$38,766,859

2016 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	116	\$35,132,942

2015 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	116	\$33,337,582

2014 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	93	\$28,393,595

2013 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	94	\$24,705,401

2012 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	93	\$26,473,156

2011 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	78	\$25,437,487

2019 Kitsap County & Cities: Accommodations 721

Industry and NAICS Number	Units	Taxable Retail Sales
Accommodations 721	78	\$24,571,481

Kitsap County- Travel Impacts, 2010-2018p

Between 2010 and 2018, Kitsap's tourism Industry increased by a \$121 million - a 41.6% increase in economic impact and tax revenues for Kitsap County.

Visit Kitsap Peninsula
the Natural Side of Puget Sound • VisitKitsap.com

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	262.7	286.7	278.1	299.7	325.0	338.3	362.9	381.7
Other Travel*	28.3	32.7	30.9	29.7	24.4	23.3	26.7	30.3
Total	291.0	319.4	309.1	329.4	349.4	361.6	389.7	412.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	26.4	28.8	28.0	32.0	39.2	43.1	47.1	50.2
Food Service	85.0	93.6	92.2	101.0	113.7	121.1	131.7	140.0
Food Stores	36.0	39.4	38.6	41.6	44.2	44.3	45.4	46.0
Local Tran. & Gas	33.4	38.5	36.0	36.6	32.6	31.9	36.2	40.2
Arts, Ent. & Rec.	36.1	38.1	36.9	39.4	42.9	44.6	47.1	48.7
Retail Sales	45.7	48.2	46.5	49.1	52.3	53.3	55.4	56.5
Total	262.7	286.7	278.1	299.7	325.0	338.3	362.9	381.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	37.4	40.6	43.1	45.3	48.2	51.7	55.9	60.7
Arts, Ent. & Rec.	18.6	18.9	16.8	18.1	20.4	21.2	21.7	23.2
Retail**	11.3	11.9	12.0	12.9	14.2	14.3	15.4	16.1
Ground Tran.	4.4	4.5	4.4	4.7	5.1	5.3	5.8	6.5
Other Travel*	2.0	1.7	1.7	1.6	1.9	1.8	1.7	1.8
Total	73.7	77.6	77.9	82.6	89.7	94.3	100.5	108.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,730	1,770	1,820	1,910	1,970	2,070	2,120	2,210
Arts, Ent. & Rec.	1,130	1,060	940	980	1,100	1,100	1,080	1,140
Retail**	460	470	470	490	530	530	550	560
Ground Tran.	160	150	150	150	160	150	160	160
Other Travel*	70	60	60	60	60	50	50	50
Total	3,560	3,510	3,440	3,590	3,810	3,910	3,950	4,120

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	8.3	8.8	8.6	9.3	10.5	11.2	11.6	12.0
Visitor	5.0	5.4	5.2	5.8	6.6	7.0	7.5	7.9
Business or Employee	3.4	3.4	3.4	3.6	4.0	4.2	4.1	4.1
State Tax Receipts	18.6	19.6	19.2	20.4	22.6	24.3	25.8	26.8
Visitor	14.5	15.3	14.9	15.9	17.5	18.8	20.3	21.2
Business or Employee	4.1	4.3	4.2	4.5	5.1	5.5	5.5	5.6
Total Local & State Receipts	26.9	28.4	27.8	29.8	33.1	35.5	37.4	38.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other Washington visitor destinations and travel arrangement services. ** Retail includes gasoline. Federal tax receipts not included.

Note: This report provided by Visit Kitsap Peninsula (VKP) in partnership with WA State Destination Marketing Organization (WSDMO) and may only be used with permission from the VKP.



Monica's Waterfront Bakery & Cafe
3472 NW Byron ST, Silverdale, WA 98383
360 698 2991 * Monica@MonicasCafe.com
www.MonicasCafe.com

10 August, 2020

The Visit Kitsap Peninsula organization (VKP) is a tremendous organization for small businesses in Kitsap and on the peninsula. As a restaurateur with about 10 staff I do not receive a strong enough return on my investment in other support organizations, such as chambers of commerce. VKP, however, is a strong supporter with no end to creative approaches for each type of business in our community.

The web site is rich with resources for our area, listing businesses in multiple categories, making it easy to find anything in multiple ways. They repost our posts on social media in addition to creating organic content and tagging relevant businesses, increasing our reach and viewership. VKP has twice as many followers on Instagram and Facebook so their ongoing promotion of multiple businesses and trades lifts all of us up.

This Spring when Washington State was taking the quarantine very seriously VKP hired us several times to bake cookies for the local hotel guests and deliver them to the 3 hotels near us. This allowed us to promote our restaurant when business was vastly down, and the hotels to create a memorable moment with their few guests, increasing satisfaction and helping to ensure return visits. VKP has purchased gift cards from us several times in the past to offer to other partners, such as Harrison Hospital, offering another opportunity to build brand recognition.

While VKP's focus is always tourism and the main goal is 'heads in beds', they never cease to find creative ways to entice visitors to local businesses and the region in general. While I would be willing to pay to be a member, the return on investment is so great with this organization, I do not think I would be able to afford it. VKP is my favorite community partner and I appreciate the inclusiveness and leadership this organization continuously shows.

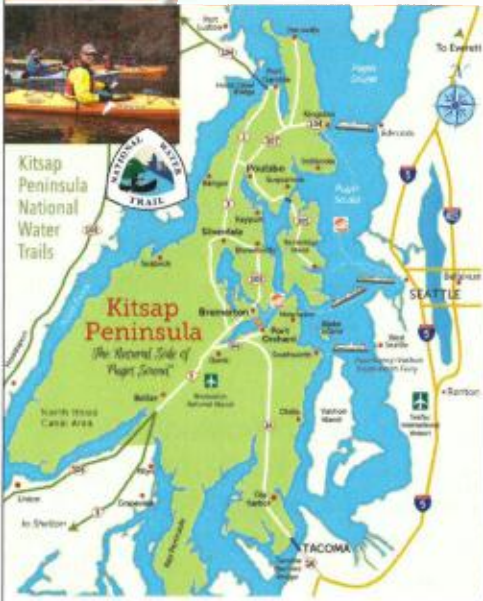
Monica S. Downen,

A handwritten signature in black ink that reads "Monica S. Downen". The signature is written in a cursive style.

Chef Owner/Operator
Nenwod, inc. dba Monica's Waterfront Bakery & Cafe
Silverdale, WA

A sample of Marketing/Media Materials created/paid for by the VKP featuring local hotels, businesses and attractions.

Kitsap Peninsula - The Natural Side of Puget Sound



Easy to get to by ferry, bridge, bike, boat, bus or auto.



Find Things to Do, Places to Eat, Drink, Play & Stay

VisitKitsap.com



Best Western Plus Silverdale Beach Hotel
360-698-1000 | silverdalebeachhotel.com

Comfort Inn on the Bay - Port Orchard
360-895-2666 | tinyurl.com/h8ovrzw

Fairfield Inn & Suites - Bremerton
360-377-2111 | tinyurl.com/y7pg95bo

Guesthouse Inn & Suites - Poulsbo
360-697-4400 | tinyurl.com/y313dyaz

Hampton Inn & Suites - Hilton - Bremerton
360-405-0200 | bremertonsuites.hamptoninn.com

Oxford Suites - Silverdale Waterfront
888-698-7848 | oxfordsuitessilverdale.com

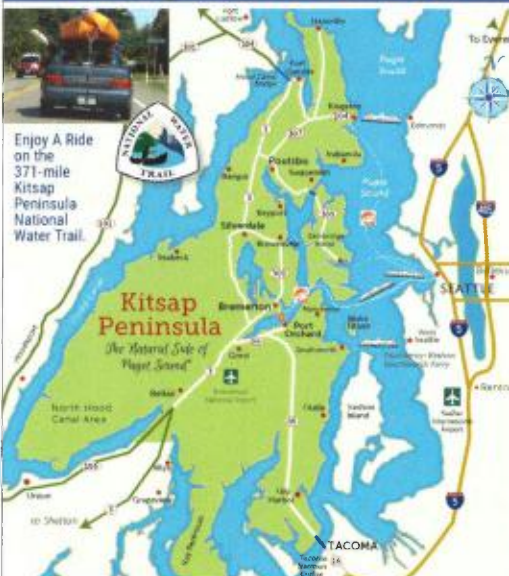
Port Gamble Guest Houses
360-447-8473 | portgambleguesthouses.com

Poulsbo Inn & Suites - Little Norway
800-597-5151 | poulsboinn.com

Bainbridge Island Lodging Association
DestinationBainbridge.com

Airbnb - airbnb.com. Type in the name of town to find a place to stay on the Kitsap Peninsula.

Kitsap Peninsula ~ Your Outdoor Adventure Destination



Enjoy A Ride on the 371-mile Kitsap Peninsula National Water Trail.

Easy to get to by ferry, bridge, bike, boat, bus or auto.



Find Things to Do, Places to Eat, Drink, Play & Stay

VisitKitsap.com



SAVE THE DATE ANNUAL

Ride the Tide

Celebrate the Kitsap Peninsula National Water Trails - Aug. 22



Never have we appreciated the great outdoors more! A great way to fight cabin fever is to head to the Kitsap Peninsula. Kayak, run, bike, and hike in acres of open-space and along miles of land and water trails. Just a short ferry ride or bridge away. Easy. More info at VisitKitsap.com/Recreation.

PLACES TO STAY

Best Western Plus Silverdale Beach Hotel | 360-698-1000 | tinyurl.com/ya7kqva

Comfort Inn on the Bay - Port Orchard | 360-895-2666 | tinyurl.com/h8ovrzw

Guest House International - Poulsbo | 360-697-4400 | tinyurl.com/y313dyaz

Oxford Suites - Silverdale Waterfront | 888-698-7848 | oxfordsuitessilverdale.com

Port Gamble Guest Houses | 360-447-8473 | portgambleguesthouse.com

Poulsbo Inn & Suites - Little Norway | 800-597-5151 | poulsboinn.com

Quality Inn & Suites - Silverdale | 360-692-7777 | tinyurl.com/tj7ml84

Bainbridge Island Lodging Association | DestinationBainbridge.com

Airbnb - airbnb.com. Type in name of city or town to find a lodging on the Kitsap Peninsula.

Samples of select Facebook ads showcasing Kitsap County attractions

Visit Kitsap Peninsula is eating deliciousness.
 Published by Pat Graf-Hoke · 4d · 🌐

It's summer! Time to take a break from cooking and grab some grub for breakfast, lunch, or dinner. Visit our new website <https://www.kitsapbites.com/> specializing in independently owned places offering a wide variety of Eats & Drinks loved by locals and visitors. If you have a fav that's not listed, send an email to info@visitkitsap.com. Cheers!

#kitsapcounty #kitsapeats #kitsappenninsula #kitsapbites #visitkitsap

Explore local places to eat & drink on the Kitsap Peninsula, loved by residents & visitors.



From traditional ramen to handmade ravioli and Kitsap craft brews to creative cocktails, you'll find lots of dining choices to satisfy your taste buds and quench your thirst during your stay. Many are open for dine-in, some provide outdoor dining. All offer to-go services. Visit [KitsapBites.com](https://www.kitsapbites.com)



Visit Kitsap Peninsula Learn More
 Tourist Information Center

Boost This Post Again
 This post is no longer boosted. You can view the results and add budget to continue showing it to more people.

7,644 People Reached 344 Engagements [Boost Again](#)

Visit Kitsap Peninsula
 Published by Carol VKP · April 20 · 🌐

Good Morning! How about some yummy bakery and breakfast take-out? Local bakeries and restaurants are serving up mouth-watering treats for to-go and curbside pickup. Here are a few worth noting: Bella Bella Cupcakes in Silverdale, Home Made Cafe in Port Orchard, Sluys Poulsobo Bakery in Poulsobo, Monica's Waterfront Bakery & Cafe in Silverdale, Larry & Kristi's Bakery in Manette, McGavin's Bakery in Bremerton and Sweet Life Cakery in Kingston. Please call and check their Facebook pages for hours, days and updates. For more Kitsap To-Go bakeries & restaurants visit us: www.visitkitsap.com/to-go

2,219 People Reached 214 Engagements [Boost Post](#)

54 13 Comments 3 Shares

Visit Kitsap Peninsula updated their cover photo.
 Published by Patricia Graf-Hoke, Director · April 14 · 🌐

The Kitsap Peninsula is surrounded by 370 miles of shoreline and when things get better, we'll all be able to enjoy our beautiful beaches, parks and water trails. For now, please remember to follow guidelines and always maintain safe social distance.

#kitsapcounty #kitsappenninsula #watertrails #staysafe

1,516 People Reached 65 Engagements [Boost Unavailable](#)

56 2 Comments 5 Shares

Comment as Visit Kitsap Peninsula

Visit Kitsap Peninsula
 Published by Carol VKP · June 2 at 7:43 AM · 🌐

It's Tuesday and Central Kitsap Farmers Market day! 3-7pm. Support local farmers and producers. Located at Maynard's in Silverdale. You'll find lots of farm fresh food, local handmade goods, baked and sweet treats & fresh flowers. Follow safe-social distancing guidelines and please wear face covering. #EatLocal #KitsapGrown #kitsapfarms #kitsappenninsula

857 People Reached 48 Engagements [Boost Post](#)

16 5 Comments 1 Share

Like Comment Share

Visit Kitsap Peninsula
 Published by Carol VKP · July 8 at 9:00 AM · 🌐

If you are looking for a chance to get out in the woods today, a popular Kitsap Peninsula trail exploring, bike riding and dog walking favorite is Banner Forest Heritage Park in Port Orchard. It includes 636 wooded acres of trails to enjoy. Check out the following link for more info, directions and trail map. <https://tinyurl.com/y7baskvl> Discover more parks & trails at: www.visitkitsap.com/public-parks. #kitsapparks, #getoutdoors, #kitsappenninsula, #publicparks #RecreateResponsibly #visitkitsap #nature

Get More Likes, Comments and Shares
 This post is performing better than 80% of other posts on your Page. Boost it to get more great results.

1,386 People Reached 181 Engagements [Boost Post](#)

37 1 Comment 3 Shares

Visit Kitsap Peninsula updated their cover photo.
 Published by Brenda VKP · June 6 · 🌐

These two charming Victorian homes with fantastic waterfront and mountain views are actually family friendly lodging rentals located in historic Port Gamble. Find reservation details at Port Gamble Guest Houses. This and other lodging establishments on the Kitsap Peninsula are open for business and welcome reservations. The chance to celebrate summer and outdoor recreation activities on the Kitsap Peninsula is just around the corner. Find more lodging options at VisitKitsap.com/places-to-stay

1,880 People Reached 161 Engagements [Boost Unavailable](#)

32 3 Comments 6 Shares

Like Comment Share

Visit Kitsap Peninsula
 Published by Carol VKP · May 10 · 🌐

Hey there, garden gurus! Did you know that there are "three" plant sales happening on the Kitsap Peninsula this weekend? Check out Heronswood Garden's regional plant selections then head over to the Flotsam & Jetsam Garden Club's annual plant sale. (They have pie, too!) The Master Gardener Foundation of Kitsap County's experts will be on hand at the Kitsap County Fairgrounds & Events Center to help you plan out your backyard oasis. For the skinny on everything flora this weekend, click <https://www.visitkitsap.com/gardens-nurseries>

1,273 People Reached 73 Engagements [Boost Post](#)

Visit Kitsap Peninsula
 Published by visitkitsappenninsula · May 29 · 🌐

Just enjoyed a yummy order of clams & mussels and fish & chips on the outdoor patio @kettlefishrestaurant #visit Kitsap #silverdalewashington #fridaynightdinner #kitsapbites,

1,026 People Reached 68 Engagements [Boost Post](#)

Visit Kitsap Peninsula
 Published by Carol VKP · 5d · 🌐

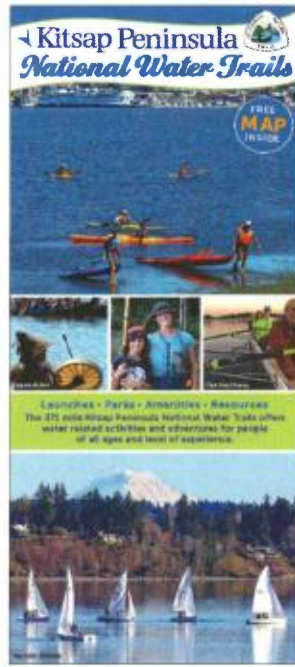
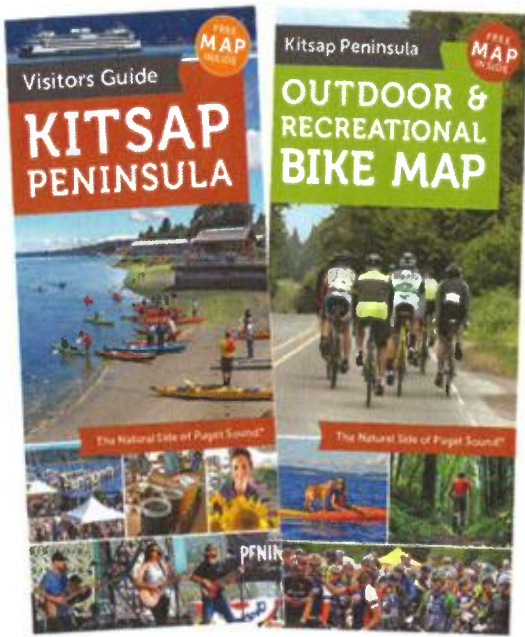
One of the finest beaches on the Kitsap Peninsula is Anderson Point. Not far from Port Orchard, this 66-acre park has nearly 2,000 feet of picturesque shoreline. Follow the wooded trail down to the beach where you will discover sweeping views across Colvos Passage and Vashon Island. For more details, directions and map go to: <https://tinyurl.com/y4fx2vza>. More trails & parks at www.visitkitsap.com/public-parks. #kitsappenninsula #kitsapcounty #getoutdoors, #RecreateResponsibly #safesocialdistance

Get More Likes, Comments and Shares
 This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

2,474 People Reached 427 Engagements [Boost Post](#)

74 7 Comments 18 Shares

Sample of VKP rackcards & brochures that feature Kitsap attractions & businesses distributed by hotels & visitor info centers



Discover Outdoor Art on the Kitsap Peninsula



You may be surprised at the number of outdoor works of art located in urban and natural environments around the region. To help you find these treasures, Visit Kitsap Peninsula created a special website page and Google map to more than 40 outdoor locations. All are open to the public and many may be viewed from a vehicle. Find details and GPS directions at visitkitsap.com/outdoor-art.



Octopus • Poulsbo • Artist: Mark Gale



Chief Seattle's Grave & Memorial • Suquamish



Clear Creek Kiosk • Silverdale • Artist: Lisa Stirrett



Wave & Ship Mural • Port Orchard



Tall Pole Sculptures • Old Town Silverdale



PSNS Rivet Worker • Bremerton • Artist: Jim Guerci



Krazy Kreature Carvings located on State Hwy 104 in Kingston. Carver: Terry Tessmer



Hand in Hand, a stone sculpture located at Waterfront Park, Bainbridge Island. Artist: William Robinson



Bronze Fisherman's Memorial depicts a fisherman hauling in his catch. Located in Skansie Park in Gig Harbor. Artist: Alexandre Safronov



Two 14-foot sculptures of a **Fish & a Fisherman**, located on opposite corners at Fourth Street and Pacific Avenue in Bremerton's downtown Arts District. Crafted by Dillon Works



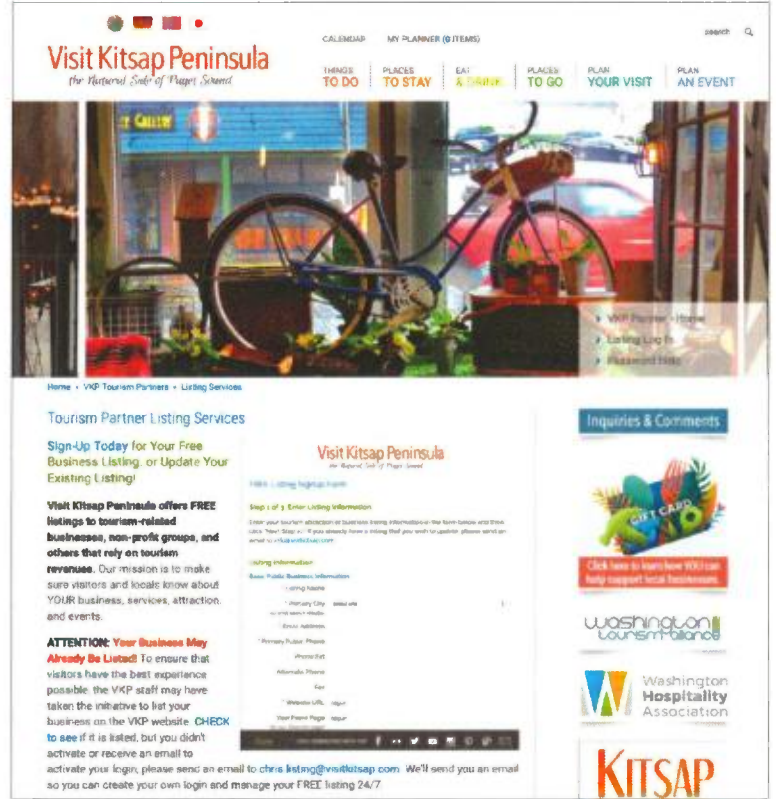
We are adding new locations all the time. If you have a favorite outdoor work of art not shown on the Google map, please send your suggestion to info@visitkitsap.com.

VisitKitsap.com/outdoor-art

Below are some examples of pages the VKP created to support lodging establishments and businesses during the shut-down and recovery phases. Pages are updated daily and new pages added as needed



<https://www.visitkitsap.com/travel-advisory>



<https://www.visitkitsap.com/listing-services>



<https://www.visitkitsap.com/vkp-partners>



<https://www.visitkitsap.com/recovery-resources>



Visit Kitsap Peninsula

the Natural Side of Puget Sound



Special eNews for Eating & Drinking Establishments - June 2020

VisitKitsap.com is here to help with free marketing!

Our mission is to use the VKP's free marketing resources to help local businesses that are vital to Kitsap's tourism and hospitality industry. The VKP is adapting marketing, social media, and promotional programs to meet your needs today. Following is a quick re-cap of some of the **programs underway that you can start using right now.**



• KitsapBites.com - NEW Marketing Program

Specializing in promotion of locally owned, independent eating & drinking establishments loved by locals and tourists. The site provides details about your dine-in, to-go and online menus. The site is part of VisitKitsap.com/Eat-Drink pages that feature expanded listing info, filters to search by location, taste-type, and other categories. The site features other dining options like [JavaToGo](#), and [Eat & Drink Quick Search](#). The site will soon feature videos clips of local restaurants and owners that make the Kitsap Peninsula such a great destination for local and visitors.



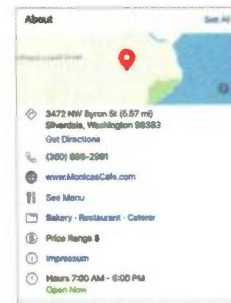
• FREE VKP Business Listing & Login 24/7

The VKP offers free listings on it's websites to tourism related businesses and organizations located on the Kitsap Peninsula. We provide you with your own login and password on the website and the ability to update and manage your listing 24/7. If you have a listing on the VKP website but did not request or receive a login/PW, or need to re-activate an older login, just send an email to the VKP at listing@visitkitsap.com. If you don't have a listing, visit our [Listings page](#) and [sign-up today](#).



• Make Sure Your Information is Up-To-Date

To ensure visitors have access to useful information, the VKP has added listings to its website using information gathered from websites, social media pages, Google searches, chambers of commerce, organizations, government and other websites. Due to recent events it's likely some of that information needs to be updated.



To take maximum advantage of VKP's free marketing services, we encourage you to please review your website and social media pages and make sure information about your hours, available services, dine-in and to-go services, online menus, and customer requirements is current! We encourage you to also login to your VKP listing and confirm that those details are also correct.

• Business Recovery Links & Resources

To assist with your business re-opening, VKP staff has compiled an extensive list of links with information provided by federal, state, and local governments, industry, trade associations, local chambers of commerce, and other business organizations. Please visit our [Recovery Links & Resources page](#) in the VKP Tourism Partner section.

WASHINGTON'S PHASED APPROACH Reopening Business and Modifying Physical Distancing Measures				
	1 Phase 1	2 Phase 2	3 Phase 3	4 Phase 4
High-Risk Businesses	None	None	None	None
Medium-Risk Businesses	None	None	None	None
Low-Risk Businesses	None	None	None	None
Essential Businesses	None	None	None	None
Businesses that are not in any of the above categories	None	None	None	None

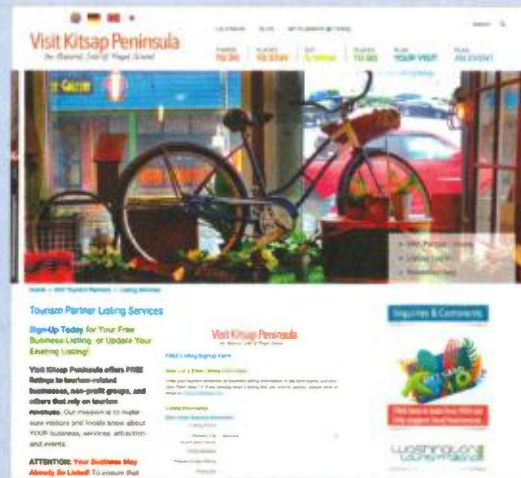
Should you have any questions, please feel free to send an email to Brenda@visitkitsap.com. If you need assistance to set-up, access, or update your free listing, just send an email to listing@visitkitsap.com.

Be sure to like/follow VKP on [Facebook/Instagram](#) and add location @VisitKitsap and hash tag #VisitKitsap to share photos, news, stories and updates. Thanks for your dedication. Stay safe!

From Your Tourism Partner Team At Visit Kitsap Peninsula - June 2020



[Kitsap Bites.com](#) - FREE listing for locally owned, independent places to eat-drink.



Sign-up and Manage Your FREE LISTING on [VisitKitsap.com](#)



[VKP Tourism Partner Resources, Marketing Programs & Services](#)



[Recovery Links & Resources](#)

