

AGENDA
GIG HARBOR LODGING TAX ADVISORY COMMITTEE SPECIAL MEETING
Thursday, September 28, 2023 - 12:00 PM
Community Rooms

This meeting may also be accessed through Zoom at <https://zoom.us/j/93352757315> or by calling (253) 215-8782 and entering Meeting ID 933 5275 7315.

CALL TO ORDER/ROLL CALL

BUSINESS ITEMS

1. **Review of Applications for 2024 Lodging Tax Grants**
City Clerk Josh Stecker

COMMITTEE REPORTS/COMMENTS

ADJOURN

PUBLIC COMMENT & DECORUM

Public comment will not be accepted at this special meeting.

AMERICANS WITH DISABILITIES (ADA) ACCOMMODATIONS

ADA accommodations can be provided upon request. Those requiring special accommodations should contact the city clerk at cityclerk@gjgharborwa.gov or (253) 853-7613 at least 24 hours prior to the meeting.



**City of Gig Harbor
Lodging Tax Advisory Committee
Agenda Bill**

Meeting Date: September 28, 2023

SUBJECT: Review of Applications for 2024 Lodging Tax Grants

SUBMITTED BY: City Clerk Josh Stecker

DEPARTMENT: Administration

PHONE: (253) 853-7613

SUGGESTED MOTION: None.

BACKGROUND INFORMATION: During the month of August, the city accepted lodging tax grant applications for programs and events to be funded in 2024. We received a total of 16 applications from 13 organizations. Each application was for an activity funded by lodging taxes in 2023.

The lodging tax advisory committee is tasked with reviewing each application and making a recommendation to the city council on the amounts to be funded for each applicant. The committee must make its recommendations from the applications received and it is not required to recommend funding to all applicants. The city council may accept the recommendations of the committee or it may elect to award a different funding amount to each applicant. Council may only provide funding to applicants who are recommended by the committee.

At the September 14 meeting, LTAC heard from most of the applicants regarding their submitted applications. After the meeting, committee members reviewed the applications using the scoring criteria and provided their scores to the city clerk. Those scores have been tallied and are included in this meeting packet.

At the September 28 LTAC meeting, the committee will make its recommendations to council on the amounts to be funded.

FISCAL CONSIDERATION: Approximately \$328,000 is available for allocation from the lodging tax fund in 2024. The total requested amount of all applications received is \$454,500.00.

ATTACHMENTS:

1. 2024 Lodging Tax Grant Application Summary
2. Average Criteria Scores
3. LTAC Scoring Criteria
4. 2024 Event - GHCKRT - Paddlers Cup and Narrows Challenge
5. 2024 Event - GHYC Junior Sail
6. 2024 Event - Kiwainis - Veterans Day
7. 2024 Event - PAL - Open Juried Art Show
8. 2024 Event - PAL - Summer Arts Festival

9. 2024 Event - Permission to Start Dreaming - Race for a Soldier
10. 2024 Event - Rotary North - Galloping Gertie
11. 2024 Event - Sportmans Club - Seafood Shoot
12. 2024 Event - Film Festival
13. 2024 Event - GGHF - Rattle Dem Bones
14. 2024 Event - GGHF - Shamrockin the Harbor
15. 2024 Event - GGHF - Summer Sips
16. 2024 Operations - Gig Harbor BoatShop
17. 2024 Operations - Harbor WildWatch
18. 2024 Operations - Harbor History Museum
19. 2024 Operations - Downtown Waterfront Alliance

STRATEGIC PLAN PRIORITY: Promote and enhance a dynamic and robust economy

		2022	2023			2024		
Applicant	Event/Activity	Funded	Requested	Recommended	Funded	Requested	Recommended	Funded
EVENTS								
GH Canoe and Kayak Racing Team	Paddlers Cup/Narrows Challenge	\$10,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$20,000.00		
GH Film Festival	Film Festival	\$16,000.00	\$25,000.00	\$20,000.00	\$20,000.00	\$30,000.00		
GH Kiwanis	Veterans Day Celebration		\$10,000.00	\$7,500.00	\$7,500.00	\$10,000.00		
GH Sportsman's Club	Sea Food Shoot	\$4,500.00	\$5,000.00	\$5,000.00	\$5,000.00	\$7,500.00		
GH Yacht Club Junior Sail Program	Sail Camp and Narrows Race Team		\$19,580.00	\$15,000.00	\$15,000.00	\$20,000.00		
Greater GH Foundation	Rattle Dem Bones	\$1,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$3,000.00		
Greater GH Foundation	Summer Sips (formerly Cider Swig)	\$5,000.00	\$6,000.00	\$5,000.00	\$5,000.00	\$10,000.00		
Greater GH Foundation	Shamrock'n the Harbor Run and Walk	\$500.00	\$2,500.00	\$1,000.00	\$1,000.00	\$6,500.00		
Peninsula Art League	Summer Art Festival	\$4,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$7,500.00		
Peninsula Art League	Open Juried Show	\$3,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$12,500.00		
Permission to Start Dreaming Foundation	Prayer Breakfast & Race for a Soldier	\$15,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$40,000.00		
Rotary Club of GH Foundation	Galloping Gertie	\$8,000.00	\$10,000.00	\$8,500.00	\$8,500.00	\$10,000.00		
Asia Pacific Cultural Center	Korean Chuseok Festival	\$5,000.00	\$10,200.00	\$10,200.00	\$10,200.00			
Key Peninsula Farm Council	Key Peninsula Farm Tour		\$10,000.00	\$5,000.00	\$5,000.00			
GH Quilters	Quilts Ahoy		\$5,000.00	\$5,000.00	\$5,000.00			
Downtown Waterfront Association	Waterfront Farmers Market	\$17,000.00	\$20,000.00	\$20,000.00				
Downtown Waterfront Association	Girls Night Out		\$10,000.00	\$10,000.00				
GH Chamber of Commerce	Celtic Music Festival	\$6,000.00						
Harbor WildWatch	Chum Fest	\$2,500.00						
GH Arts Center	Sister Cities	\$3,000.00						
OPERATIONS								
Downtown Waterfront Association	Operations				\$100,000.00	\$110,000.00		
GH BoatShop	Operations	\$2,000.00	\$25,000.00	\$15,000.00	\$15,000.00	\$32,000.00		
Harbor History Museum	Operations	\$11,500.00	\$163,380.00	\$40,000.00	\$70,000.00	\$85,500.00		
Harbor WildWatch	Operations	\$11,000.00	\$30,000.00	\$20,000.00	\$20,000.00	\$50,000.00		
TOURISM PROMOTION								
City of GH	Tourism Promotion	\$495,000.00	\$552,915.00	\$475,000.00	\$199,400.00			
GH Chamber of Commerce	Tourism Promotion		\$275,600.00	\$275,600.00	\$275,650.00	\$500,000.00	\$500,000.00	\$500,000.00
TOURISM INFRASTRUCTURE								
City of GH	Sports Complex Construction				\$500,000.00			
	TOTALS	\$620,000.00	\$1,235,175.00	\$992,800.00	\$1,317,250.00	\$954,500.00	\$500,000.00	\$500,000.00
						Total available for 2024 = \$828,057.00		

Average Criteria Scores

Applicant	Event/Activity	Score
EVENTS		
GH Canoe and Kayak Racing Team	Paddlers Cup/Narrows Challenge	84
GH Film Festival	Film Festival	91
GH Kiwanis	Veterans Day Celebration	77
GH Sportsman's Club	Sea Food Shoot	64
GH Yacht Club Junior Sail Program	Sail Camp and Narrows Race Team	52
Greater GH Foundation	Rattle Dem Bones	71
Greater GH Foundation	Summer Sips	57
Greater GH Foundation	Shamrock'n the Harbor Run and Walk	58
Peninsula Art League	Summer Art Festival	79
Peninsula Art League	Open Juried Show	64
Permission to Start Dreaming Foundation	Prayer Breakfast & Race for a Soldier	83
Rotary Club of GH Foundation	Galloping Gertie	63
OPERATIONS		
Downtown Waterfront Association	Operations	107
GH BoatShop	Operations	76
Harbor History Museum	Operations	100
Harbor WildWatch	Operations	82

Lodging Tax Advisory Committee (LTAC)
Recommended Scoring Guidelines

This document aims to ensure that a) there is a clear, consistent and well-communicated approach to the creation of the LTAC budget, and b) lodging tax expenditures are in line with RCW 67.28.1815-1816 including being used for tourism promotion, acquisition of tourism-related facilities, and/or operation of tourism-related facilities.

All proposals must meet the minimum statutory requirements of RCW 67.28. Event organizers must demonstrate that they have appropriately mitigated any potential impacts and acquired any required permits.

The following guidelines are merely a roadmap to use while reviewing applications, and designed to help members keep projects distinct from each other. The forms are not required.

Visitors to Gig Harbor during shoulder season or winter (up to 25 points) _____

The City wants to place emphasis on projects that bring visitors to Gig Harbor from more than 50 miles away during the seasons when fewer visitors normally come, namely November through April.

Does the applicant demonstrate how the project will bring visitors to Gig Harbor from more than 50 miles away between November and April

Does the applicant demonstrate how the project will the project bring overnight guests?

Visitors to Gig Harbor during summer months (up to 15 points) _____

The city understands there still need to be projects/events during the summer months

Does the applicant demonstrate how the project will bring visitors to Gig Harbor from more than 50 miles away

Does the applicant demonstrate how the project will the project bring overnight guests?

New Projects (up to 15 points) _____

The City is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses

Is this a new project?

Will it create jobs for Gig Harbor residents?

Are local businesses involved/partnering on this project/event?

Number of People (up to 25 points) _____

What is the projected attendance at the event?

Over 100?

Over 250?

More than 250

Cost to participate (up to 10 points) _____

Is there a fee to attend?

Yes/No

Financial considerations (up to 20 points) _____

Does the application include a complete budget, including funding for the event?

Does it leverage matching or in-kind funds?

Organizational stability (up to 25 points) _____

Is the applicant a certified non-profit organization?

Does the applicant have a track record of project success?



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$20,000
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: Gig Harbor Canoe & Kayak Racing Team

Event Name: Gig Harbor Paddlers Cup (April 2024) & Narrows Challenge (Oct. 2024)

Event Date(s): Paddlers Cup April 20-21, 2024; Narrows Challenge October 12-13, 2024

Contact Name and Title: Cara Cantonwine, Team Administrator

Mailing Address: _GHCKRT PO BOX 1097

City: Gig Harbor State: WA Zip Code: 98335

Phone: 360-907-0099 Email Address: ccantonwine@ghckrt.com

Name & Email address of person authorized to contract with the city for grant funding (if different than above): _____

Complete application packet **must** include the following:

- ☐ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☐ Annual operational budget

Application Questions

- 1. Describe your tourism-related event.** *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.*

Paddlers Cup:

2024 marks the 11th Annual Gig Harbor Paddlers Cup scheduled to take place April 20th and 21st at Skansie Park and Ancich Park. Drawing participants from Western Washington, Oregon, and even as far as Montana, this event is a regional highlight. Both individuals and teams journey to join the races, many opting to stay overnight, thus fostering local economic growth. On Saturday, participants engage in 2k, 5k, and 10k races, along with exhilarating 200m sprint "knock off" races. Families and friends savor the vibrant atmosphere, enjoying park vendors and local establishments. Sunday spotlights dragon boat races, drawing eager teams and their supporters. These teams immerse themselves in the event's energy, amplifying foot traffic for Gig Harbor's businesses. Additionally, Sunday features the Stand Up Paddle Board "Challenge" course at Ancich Park, attracting enthusiasts eager to return in 2024. The event creates a captivating synergy, with the challenge race coinciding with dragon boat practices, culminating in a celebratory and invigorating weekend for participants and spectators alike.

Narrows Challenge:

The Narrows Challenge stands as a testament to the allure of open water human-powered craft racing. This event offers a thrilling opportunity for skilled paddlers to navigate the open waters of Gig Harbor, showcasing their prowess in kayaks, surfskis, SUPs, outrigger canoes, paddleboards, and more. With its strategic course design, paddlers must exhibit adeptness in tides and open water conditions as they embark on a challenging journey from the start and finish line located outside the entrance of Gig Harbor. Heading southward toward the iconic Narrows Bridge, participants engage in buoy turns before making their triumphant return to the finish. The Narrows Challenge holds significant importance as a magnet for tourism, attracting fervent paddle enthusiasts from across the west coast. This event not only elevates the reputation of Gig Harbor as a premier destination for watersport competitions but also cultivates economic vitality through increased visitor engagement, ultimately highlighting the city's natural beauty, hospitality, and love for water-based activities. The support garnered from the city of Gig Harbor's lodging tax would serve as a critical pillar in nurturing and expanding this remarkable event, enriching the local economy and solidifying Gig Harbor's position as a sought-after destination for avid paddle enthusiasts.

2. Have you requested LTAC funds previously?

a. *For a different event? Yes* ☐ *or No* ☐

If “Yes”, was it approved by LTAC? Yes ☐ *or No* ☐

a. *For the same event? Yes X or No* ☐

If “Yes”, was it approved by LTAC? Yes X or No ☐

3. Describe the prior success of your event in attracting tourists.

Paddlers Cup:

With support from the City of Gig Harbor and over forty other sponsors and vendors, the 10th annual Gig Harbor Paddlers Cup was a great success! We hoped that the 10th year would be the biggest and best - and it was! We had a record number of individual paddlers on Saturday with over 130 paddlers - we literally ran out of shirts and had to shut down our online advertising a few days early. We also hosted more vendors than previous years, featuring local artisans, kayak dealers, and food. Our event attracted spectators from around the region coming to watch their friends and family compete, as well as spectators visiting for the weekend who happened upon the event. Good weather was in our favor this year, encouraging lots of walking around downtown.

Narrows Challenge:

The first two successful Narrows Challenge events have proven that there is an interest and desire for more open water navigational races requiring a high level of skill and knowledge to successfully complete. Participants from all over the Pacific NW including Canada are thrilled with the unique challenges the Narrows provides. We also understand that this event requires added safety processes.

From the inaugural event we saw the need for less experienced paddlers to gain experience and thus the 5K course along the shore was added. Going forward we learned that the 5K course shall be treated as a beginner course and provide far more direction so that these paddlers may gain the experience they are there for.

Response from the 10K and 20K paddlers showed that their experience exceeded their expectations. As one paddler said, “The fastest and slowest I have ever gone in a race.” Continuing to increase the structure of these two distances is what we can provide the paddlers that are already training for next year. “Not one of my most respectable performances, but certainly one of the most humbling and self-reflective” stated Jay Ruffo. Water safety expert Robert Nissenbaum added “The course was designed to test the best! Beating it requires the right skills, the right equipment, understanding the conditions, and determination.” “The 20k was freaking awesome! Definitely top of my list now for short races” exclaimed Andrew Hansen.

This event, its unique, challenging location offers a race experience that is exciting and special to Gig Harbor. We anticipate large growth from this event in the future, as past participants continue to return with friends.

4. Describe your target tourist audience (location, demographics, etc.)

Paddlers Cup:

Paddlers, their friends and families from around the region. We specifically advertise and target known teams and their affiliates in Bellingham, Bothel, and Canada. We also reach out to regional clubs for stand-up paddleboarding and paracanoes. All ages and skill levels are welcome. Dragon Boat participants are more closely targeted to local Gig Harbor businesses and organizations.

Narrows Challenge:

Paddlers, their friends and families from around the region. We reach out to all regional clubs along the west coast that specialize in surfski and open water paddling enthusiasts. We anticipate increased participation from the SUP (Stand Up Paddleboard) community as we are launching a new technical course, similar to the successful course we debuted at Paddlers Cup in April 2023.

5. Describe how you will promote your event to attract tourists.

For both events: With support from Gig Harbor's LTAC grant, we will promote these events extensively through online advertising, print posters, rack cards in local businesses, postcard mailers, media listings on local broadcast stations, community newspapers, and the Harborview Drive street banner. We found great success for the 2023 Paddlers Cup in a targeted online campaign through Google and Facebook Ads working with our in-kind sponsor Site Altitude on the creative design work. We hope to invest similarly for both Paddlers Cup and Narrows Challenge in 2024.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	PC: 1000 NC: 250
Predicted number of attendees travelling more than 50 miles one-way for the event:	PC: 80 NC: 60
Predicted number of attendees from out of state:	PC: 20 NC: 20-25
Predicted number of attendees staying overnight in paid accommodations:	PC: 70 NC: 30
Predicted number of paid lodging nights:	PC: 1-2 NC: 1-2

What methodology did you use to calculate the estimates?

- X **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- X **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Is there a host hotel/lodging for your event (Yes ☐ or No X)? If yes, list the host hotel/lodging.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No X)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

No other grants for either event; however, we will be pursuing additional sponsors from local businesses for both events. Nothing has been formally committed for the 2024 events at this time.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?

Paddlers Cup: \$32,700; 37% requested from LTAC

Narrows Challenge: \$15,775; 50% requested from LTAC

Combined Events: \$48,475; 41% requested from LTAC

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

Please see attached budgets for both events.

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

Utilizing Lodging Tax funds is pivotal in expanding our event promotion strategy for both the Paddlers Cup and the Narrows Challenge. This financial support is essential for effectively reaching previous attendees and new paddling communities. Our vision is for these events to become premier West Coast paddling sports attractions. With Lodging Tax funding, we'll enhance online ads with top-tier graphics, targeting fresh participants, and coordinating compelling print materials for a comprehensive approach.

Our goal is to maximize outreach, showcasing the unique experiences of the Paddlers Cup and the Narrows Challenge. This investment will spotlight Gig Harbor's allure, inviting paddle enthusiasts to enjoy spirited competition amidst natural beauty. In case of limited funding, we'll streamline online and print ads, while maintaining a focus on delivering a high-quality event. Our commitment to excellence remains steadfast, as we strive to create an exceptional experience for all.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: *Cara Cantonwine*

Date: *8-28-23*

GHCKRT 2023 OPERATING BUDGET (OCT22-SEP23) *revised*

Income					
Group	Rate	Current No.	Projected No.	Inc. Current	Inc. Projected
HP Group	\$210.00	0	0	\$0.00	\$0.00
Group 1	\$190.00	32	25	\$72,960.00	\$57,000.00
Group 2	\$170.00	24	22	\$48,960.00	\$44,880.00
Group 3	\$150.00	15	24	\$27,000.00	\$43,200.00
Masters	\$75.00	11	16	\$9,900.00	\$14,400.00
OC6	\$75.00	9	5	\$8,100.00	\$4,500.00
Para	\$75.00	0	0	\$0.00	\$0.00
Total Team Members		91	92		
			Total Dues Income	\$166,920.00	\$163,980.00
Maintenance & Storage Fees					
	Fee		Number		
Annual	\$50.00		92	\$4,550.00	\$4,600.00
Monthly	\$15.00	Net Shed	92		\$16,560.00
			Summer Camp - see appendix C	\$3,000.00	\$3,000.00
			Development team - see appendix C	\$3,000.00	\$3,000.00
		Subtotal Income		177,470.00	191,140.00
Expenses					
Personnel Wages					
Coach	Rate	Hours Week	Weeks Paid	Hours Year	
Alyson	32.05	32.5	52	1690	54,164.50
Sadie	17	20	48	960	16,320.00
Tod	17	10	48	480	8,160.00
Dimitri	17	15	48	720	12,240.00
Lydia	15.74	0	48	0	0
Reagan	15.74	10	48	480	7,555.20
Zella	15.74	0	48	0	0
			48	0	0
				Total Wages	98,439.70
			This covers all taxes, including L&I	Taxes (15%)	14,765.96
				Prof Dev/Training	2,000.00
				L&I Payment	0
				Guest Coaches	2,000.00
	Subtotal Personnel Expenses				117,205.66
Administrative					
			Professional Services / bookkeeping		3,000.00
			Website / SmartWaiver		500
			Visa CC fees(3% charged on dues)		0
			Licns / Reg / Mmbrshp / Ins.		8,000.00
			QB / Square / Software Fees		2,800.00
			Printing / Postage / Supplies		500
			Team Events / Fun		1,000.00
			Subtotal Admin		15,800.00
Facility & Equipment					

[illegible]

Gig Harbor Paddlers Cup 2024 Budget			Narrows Challenge 2024 Budget		
Projected Income			Projected Income		
Registration Fees	\$12,500		Registration Fees	\$5,175	
Vendor Fees	\$700		Vendor Fees	\$600	
Sponsorships	\$7,500		Sponsorships	\$2,000	
LTAC Grant	\$12,000		LTAC Grant	\$8,000	
Total	\$32,700		Total	\$15,775	
Projected Expenses			Projected Expenses		
Venue Rental/Permit	\$200		Venue Rental/Permit	\$1,200	
Awards	\$750		Awards	\$2,500	
Participant Tee Shirts	\$6,000		Participant High Visibility Hats	\$2,200	
Safety Boats	\$500		Safety Boats	\$500	
Participant Numbers	\$350		Live Stream Technical Race	\$2,500	
Timing System	\$500		Timing System	\$1,200	
Dragon Boat Rental	\$3,500		Live Stream Announcer	\$425	
ACA Insurance	\$1,000		ACA Insurance	\$1,000	
Overnight Security	\$400		Website Development/Hosting	\$405	
Police in the Harbor	\$800		Live Music	\$500	
Marketing/Promotion Print Materials	\$1,500		Marketing/Promotion Print Materials	\$1,200	
Marketing/Promotion Online/Social	\$3,000		Marketing/Promotion Online/Social	\$1,200	
Marketing/Promotion Print Ads	\$1,500		Marketing/Promotion Print Ads	\$900	
Total	\$20,000		Total	\$15,730	
Total Requested from LTAC	\$12,000		Total Requested from LTAC	\$8,000	
Total Financial Impact of Paddlers Cup as projected	\$12,700		Total Financial Impact of Narrows Challenge as projected	\$45	
Trailing Fee for Nationals Competition	\$25,000				
Amount left to fundraise by other means	\$12,300				
Trailing to Florida in 2023 was significantly higher than Ohio in 2022	\$19,500				



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$20,000 _____
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: _____ **Gig Harbor YC Junior Sail Program**

Event Name: _____ **2024 Sail Camp and Narrows Race Team**

Event Date(s): _____ **June 17th through August 30th, 2024**

Contact Name and Title: **Pete Clement, Board Member/Joan Storkman, Program Director**

Mailing Address: **11010 Harbor Hill Drive, Suite B, PMB 158**

City: **Gig Harbor** State: **WA** Zip Code: **98332**

Phone: **253-214-6131** Email Address: **<https://ghycjuniorsail.org/>**

Name & Email address of person authorized to contract with the city for grant funding (if different than above): **Pete Clement: peteclement31@yahoo.com**

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)*
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)*
- ☒ **Annual operational budget Attached**

Also attached: a spreadsheet of all 2023 Sail Camp Participants by Home Locations

**(Non-Profit Registration, and IRS Form W-9 were previously submitted in 2022 in support of our approved 2023 LTAC grant.)*

Application Questions

1. Describe your tourism-related event. List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.

SEE ATTACHED (Please see the attached Program/Event Description Narrative)

2. Have you requested LTAC funds previously?

a. For a different event? Yes ☐ or No ☒

If "Yes", was it approved by LTAC? Yes ☐ or No ☐

b. For the same event? Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

3. Describe the prior success of your event in attracting tourists.

Please see the attached Program/Event Description, which details our current year success in bringing tourist families to Gig Harbor

4. Describe your target tourist audience (location, demographics, etc.)

Our target audiences for sail camp participation are kids and families themselves; we focus on junior campers, and the parents and guardians of children ages 6-18. As the attached narrative describes, they annually come from their homes around Washington State, and from many cities and states all over the U.S. We even had some campers from Asia this year.

5. Describe how you will promote your event to attract tourists.

We Market and advertise in the community through our Junior Sail website, Peachjar (K-12 Public Schools Marketing System), Facebook, and our annual Banquet Auction event. In addition, our program facilitates and encourages kids to attend camps through a development of increasing skills, experience, and learning in progressively larger, more complex sailboats, so that many families come back multiple times per summer and year after year. This year sailors from California and Colorado participated in over one month of camps and race programs. An increasing number of families enrolling in camps while summering in Gig Harbor.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event: Junior Sail attracted 532 Families with kids who attended a total of 659 summer camp weeks in 2023. Target enrollment for 2024 and beyond will be 600 registrations.	Consistent with 2023
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Predicted number of attendees travelling more than 50 miles one-way for the event: A total of 66 2023 summer camp attendees traveled from greater than 50 miles. See the attached spreadsheet for details	Consistent with 2023
Predicted number of attendees from out of state: Likewise, 40 summer campers in 2023 came from homes outside Washington State	Consistent with 2023
Predicted number of attendees staying overnight in paid accommodations: We can't predict this number from year to year	TBD
Predicted number of paid lodging nights: We can't predict this number from year to year	TBD

What methodology did you use to calculate the estimates?

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☒ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Is there a host hotel/lodging for your event (Yes ☐ or No ☐)? If yes, list the host hotel/lodging.

There is no specific host lodging, however we refer families to the Best Western Wesley Inn and Suites, the INN at Gig Harbor, and the Maritime Inn.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

Gig Harbor YC Junior Sailing has received the following grants, in addition to LTAC in 2023:

- Greater Gig Harbor Foundation; \$1485 for 3 Scholarships for underserved youth
- TK Spirit Fund of the Orange County Community Foundation; \$15,000 for Scholarships plus expenses, which were offered to Tacoma Boys and Girls Club. 20 kids from Tacoma B&G Club enjoyed a week of our sail camp in mid-July of this year.
- West Marine Blue Futures Foundation; \$5,000 requested for the purchase of sails and rigging for can boats, and STEM education module boxes for on-shore classes. Grant not yet approved.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attached event budget)?

Overall 2023 Event Budget is \$344,731. 2024 Event Budget will be greater due to expected increase in participant revenue, and inflation.
Our 2024 LTAC fund request, at \$20,000 represents 5.8% of our 2023 total budget.

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

See spending budget below, and attached Program/Event Description Narrative)

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

Lodging Tax funding is essential for marketing, training, and scholarship support for 2024. In 2023, funding supported important safety training for our new staff which enabled us to recruit additional staff members and continue to grow the program. Funding also allowed us to meet the demand for scholarships for local underserved youth. Marketing funding will allow us to increase our visibility in the community of Gig Harbor. Without this funding we would provide fewer scholarships in 2024. Additionally, we may scale back programming as a result of potential staff shortages and marketing challenges as we re-brand the program.

Junior Sail has only 1 fundraiser per year, a dinner auction event which will be September 29th, 2023 at Gig Harbor Yacht Club. This year the additional income needed in order to continue the present programming is \$75,000-a tremendous increase in program needs. This Lodging Tax funding would be invaluable in supplementing and assuring that marketing, partnerships, and scholarships are addressed in meeting our goals for 2024 and keep Junior Sail's program going...for the kids!

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for ~~2023~~ 2024 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: ____Pete Clement, GHYC Jr Sail Board Mbr. Date: ____August 29, 2023__

GIG HARBOR YC JUNIOR SAILING EVENT BUDGET

Our 2024 Annual Budget will be planned and forecast this Fall. For reference and projection to 2024, our 2023 Budget and financial statement is attached, listing Budgeted and Actual Income and Expenses YTD

If awarded, we plan to utilize 2024 LTAC grant funds as follows:

2024 Grant Proposal Summary - Marketing & Training		GIG HARBOR YC JUNIOR SAILING EVENT BUDGET
Promotion of Sail Camp *Marketing, advertising, printing	\$3,000.00	Marketing, advertising, and promotion in the community through Junior Sail website, Peachjar, Facebook, etc. Run event promo ads in early 2024 in Gig Harbor Living Local or similar
Staff Development & Staff Certification	\$4,275.00	Safety trainings for staff including: US Sailing Level 1 Certification, CPR & First Aid Certification
Scholarships for under-served youth -	\$ 8415.00	17 scholarships for 2024, Over \$38,000 awarded as 81 scholarships in 2023
Canopy Tents	\$1,985.00	Canopy tents for on-shore camp instruction, Branded to prominently highlight GIG HARBOR JUNIOR SAILING
Marketing Decals for sails and boats	\$ 2325.00	Boat and sail decals (new website & logo) Branded to prominently highlight GIG HARBOR JUNIOR SAILING
	\$20,000.00	TOTAL Request

CITY OF GIG HARBOR LTAC GRANT APPLICATION – 2024

Gig Harbor YC Junior Sail Program/Events Description

Gig Harbor Yacht Club Junior Sail (hereafter referred to as Junior Sail) is a 501 (c) (3) nonprofit organization which has provided sailboat lessons and racing opportunities for youths from 6 to 18 for the past 13 years. Junior Sail is applying for grant funds from the City of Gig Harbor in order to better meet our mission of providing on-the-water skills, environmental awareness, and fun activities for youth of all ages, genders, and income levels.

Junior Sail attracts tourism to Gig Harbor as parents from many cities outside of Gig Harbor and beyond Washington State have brought their children to participate in sailing classes. This year alone there have been 532 young people who attended 659 summer camp weeks, enjoyed by kids and their families from cities all over the Puget Sound metro area, as well as Randall, Leavenworth, Eastern Washington, and the Tri-Cities. In addition, forty kids came from out of state this summer, from states such as New York, North Carolina, Minnesota, Oregon, Arizona, Colorado, and Texas, and even out of the US, from Bangkok Thailand. These 532 families (usually 2-4 people per family) are entertained by grandparents and other family members who take them to eat and shop in Gig Harbor during their weeks of stays here while their children attend Sail Camp. Often families ask our staff where they can eat, shop, stay in Gig Harbor and we eagerly encourage them supporting local businesses. We recommend overnight accommodations at in town at the Best Western Wesley Inn and Suites, The INN at Gig Harbor, and the Maritime Inn on Harborview, etc.

During the 2023 season Junior Sail has awarded over \$38,000 in 81 scholarships to underserved children and families. The generosity of our Gig Harbor community provided these scholarships during Junior Sailing's annual auction, from funds from the 2023 LTAC Grant award, and from other foundation grants we've been awarded. In addition to the scholarships, families purchased and donated items from Gig Harbor businesses and restaurants, which are bid on by buyers from throughout Puget Sound and the rest of the State of Washington. Our 2023 Junior Sail Auction will be held on Friday, September 29th at Gig Harbor Yacht Club. Junior Sail Race Team hosts regattas and sailing events which attract northwest sailors and families for weekends, and these families also eat, shop, and stay in Gig Harbor. It is also important to note that our Race Team kids participate in regattas up and down the West Coast, from the San Juan Islands to Southern California, the which is great free advertising for the city to attract new tourists, i.e. heads in beds. In addition there are future opportunities when our kids qualify for sailing Nationals as they have in the past.

Junior Sail has a strategic plan that addresses goals in the areas of marketing, events, sailing fleet equipment, and partnerships that align with this grant

application. Funds that will help offset costs in marketing, partnerships, scholarships, and the sailing craft and equipment that kids use to learn on the water will be extremely helpful. If awarded this funding, our plan is to use these funds to bring more people to visit, and spend here, in our Maritime City, Gig Harbor.

In total, Junior Sail is requesting a grant of \$20,000 from the City of Gig Harbor Lodging Tax Fund. If approved, these funds would be allocated to support our community-benefit program in the following ways:

Marketing and event Promotion: \$3000 would be used to cover costs of flyers, outreach to schools to reach out to underserved youth, advertising through on-line resources, Peachjar (a High School activities notification portal, Facebook, and our own Junior Sail website. We also plan to run ads in local promotion magazines such as Gig Harbor Living Local, and the PenMet Parks flyers in 2024.
TOTAL: \$3,000

Staff Development & Certification: In order to be hired, our staff is all required to be US Sail certified. To support our staff being well-trained and since the #1 goal of Junior Sail is SAFETY, all Instructors are reimbursed 50% by Junior Sail for this Certification. This costs Junior Sail \$345 for each of fifteen (15) staff members. This grant would also serve to reimburse Junior Sail for the certification of our 14 incoming staff so that students receive the best experience possible and return again and again to Gig Harbor for future sailing experiences.

TOTAL: \$4,275

Scholarships: Use \$8,415 for (17) scholarships of funds to support underserved youth. Funds will be allocated through our established scholarship process which takes into account family size and income as well as special conditions.
TOTAL: \$8,415

Canopy Tents: We use Canopy tents at West Shore Marina for our in-shore camp instruction and chalk talks. In addition, these are used by our Race Teams at events and regattas all over the West Coast. These tents will be branded to prominently highlight GIG HARBOR JUNIOR SAILING both here in town, and at away events.
TOTAL: TOTAL \$1985

Marketing Decals for Sails & Boats: We are rebranding our organization to **Gig Harbor Junior Sailing**, and these funds will be used to prominently brand our sails and the boats themselves to highlight Gig Harbor.
TOTAL: \$2325

Thank you so much for the opportunity to apply for this grant funding. We appreciate the volunteers and staff who work so hard to assure these funds are being used appropriately to promote our wonderful city of Gig Harbor and the tremendous businesses we all want to support.

TOTAL ALL: \$20,000

GIG HARBOR JUNIOR SAILING PROGRAM										
STATEMENT OF INCOME AND CASH FLOW										
As of 7/31/2023										
	2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	YTD 2023	Budget
	BUDGET	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	YTD 2023
REVENUE										VARIANCE
All Active Registration	\$ 295,407	\$ -	\$ 83,818	\$ 56,702	\$ 21,822	\$ 41,561	\$ 46,808	\$ 27,957	\$ 278,669	\$ (16,738)
Boat Charter Revenue	2,000	-	-	-	-	-	-	-	-	(2,000)
Scholarship Funds	38,200	-	-	11,495	-	5,496	18,945	(450)	35,486	(2,714)
Gear Revenue	-	-	-	-	-	-	-	600	600	600
Other Revenue	-	-	-	-	-	-	-	-	-	-
Interest	5	0	0	0	0	0	0	0	3	(2)
Total Revenue	\$ 335,612	\$ 0	\$ 83,819	\$ 68,198	\$ 21,822	\$ 47,058	\$ 65,754	\$ 28,107	\$ 314,758	\$ (20,854)
2023 ESTIMATED FUNDRAISING										
2023 Auction	\$ 75,000	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ (74,000)
Boat Donation Program	7,000	-	-	-	-	-	-	900	900	(6,100)
Donations	6,000	235	-	100	-	-	-	1,568	1,902	(4,098)
Grants	9,580	-	-	1,485	-	(2,012)	-	14,496	13,969	4,389
Total Fundraising	\$ 97,580	\$ 1,235	\$ -	\$ 1,585	\$ -	\$ (2,012)	\$ -	\$ 16,964	\$ 17,772	\$ (79,808)
TOTAL 2023 REVENUE	\$ 433,192	\$ 1,235	\$ 83,819	\$ 69,783	\$ 21,822	\$ 45,046	\$ 65,754	\$ 45,070	\$ 332,530	\$ (100,662)
EXPENSES - PAYROLL										
Payroll	\$ 224,210	\$ 7,698	\$ 7,716	\$ 6,237	\$ 8,594	\$ 13,691	\$ 9,681	\$ 41,071	\$ 94,688	\$ (129,522)
Payroll Taxes	51,568	2,588	2,534	1,715	2,218	2,388	2,321	9,075	22,839	(28,729)
Bank ACH Fees	120	10	10	10	10	10	10	10	70	(50)
Payroll Expenses	\$ 275,898	\$ 10,296	\$ 10,260	\$ 7,963	\$ 10,822	\$ 16,089	\$ 12,011	\$ 50,156	\$ 117,597	\$ (158,301)
EXPENSES - OPERATIONAL										
TYC Program Expenses - Agreed Upon Contract	\$ 8,333	\$ 8,333	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,333	\$ -
Boat/Equipment Maintenance & Repairs	13,500	1,681	1,956	1,694	609	5,853	5,678	2,958	20,429	6,929
Insurance & Government Fees	15,000	-	-	-	-	15,181	-	4,643	19,824	4,824
Professional Development	-	350	353	-	-	-	475	-	1,178	1,178
Administration (Supplies, Advertising and Misc)	22,500	2,910	742	1,454	2,006	1,635	9,129	202	18,077	(4,423)
Travel	3,000	43	-	20	-	50	-	-	113	(2,887)
Fuel Expense	3,500	27	-	22	129	311	759	556	1,803	(1,697)
Auction Expense	3,000	-	-	-	-	-	-	-	-	(3,000)
Contract Employee Expense	-	-	-	-	-	-	-	-	-	-
Operational Expenses	\$ 68,833	\$ 13,345	\$ 3,051	\$ 3,190	\$ 2,744	\$ 23,029	\$ 16,041	\$ 8,358	\$ 69,758	\$ 925
Total Expenses	\$ 344,731	\$ 23,640	\$ 13,312	\$ 11,152	\$ 13,565	\$ 39,119	\$ 28,052	\$ 58,514	\$ 187,354	\$ (157,377)
Operational Profit/Loss 2023	\$ 88,461	\$ (22,405)	\$ 70,507	\$ 58,631	\$ 8,257	\$ 5,928	\$ 37,702	\$ (13,444)	\$ 145,175	\$ 56,714
Capital Purchases	\$ 50,261	\$ 6,911	\$ -	\$ 27,042	\$ -	\$ 1,263	\$ -	\$ -	\$ 35,216	\$ (15,045)
Program Excise Tax	-	-	-	-	4,069	-	-	-	4,069	4,069
Reserve	-	-	-	-	-	-	-	-	-	-
New Building Fund	-	-	-	-	-	-	-	-	-	-
Scholarship	38,200	-	-	11,495	-	5,496	18,945	(450)	35,486	(2,714)
Operational Cash Change	\$ -	\$ (29,316)	\$ 70,507	\$ 20,094	\$ 4,189	\$ (832)	\$ 18,757	\$ (12,994)	\$ 70,404	\$ 70,404

Session name	Participant:		Participant:
	Age as of today	Participant: City	State
06/26 - 06/30 Opti Intermediate Sailing @ West Shore Marina	10	Tucson	AZ
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	10	Tucson	AZ
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	7	Tucson	AZ
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	10	Tucson	AZ
07/17 - 07/21 Teen Sailing @ Wollochet Bay	12	Phoenix	AZ
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	9	Phoenix	AZ
08/07 - 08/11 Teen Sailing @ West Shore Marina	12	Phoenix	AZ
07/31 - 08/04 Youth Sailing @ West Shore Marina	9	Phoenix	AZ
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	Phoenix	AZ
07/03 - 07/07 Teen Sailing @ West Shore Marina	12	Phoenix	AZ
07/03 - 07/07 Youth Sailing @ Wollochet Bay	7	Tucson	AZ
07/03 - 07/07 Youth Sailing @ Wollochet Bay	9	Phoenix	AZ
07/10 - 07/14 Youth Sailing @ West Shore Marina	7	Tucson	AZ
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	9	Samaedam Bangkhunthian	Bangkok
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	6	Samaedam Bangkhunthian	Bangkok
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	12	San Rafael	CA
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	9	San Rafael	CA
06/26 - 06/30 Opti Intermediate Sailing @ West Shore Marina	9	San Rafael	CA
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	12	San Rafael	CA
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	9	San Rafael	CA
06/26 - 06/30 Teen Sailing @ West Shore Marina	12	San Rafael	CA
06/19 - 06/23 Teen Sailing @ West Shore Marina	12	San Rafael	CA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	7	Healdsburg	CA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	6	San Francisco	CA
07/17 - 07/21 Teen Sailing @ Wollochet Bay	14	San Marcos	CA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	7	Mission Viejo	CA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	17	Denver	CO
07/24 - 07/28 Teen Intermediate Lasers @ Wollochet Bay	14	Viola	ID
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	12	Edina	MN
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	10	Edina	MN
06/19 - 06/23 Teen Sailing @ West Shore Marina	14	Bozeman	MT
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	16	Sneads Ferry	NC
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	11	Reno	NV
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	13	Reno	NV
07/31 - 08/04 Youth Sailing @ West Shore Marina	9	Reno	NV
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	16	Reno	NV
07/10 - 07/14 Teen Sailing @ Wollochet Bay	14	ITHACA	NY
08/07 - 08/11 Teen Sailing @ West Shore Marina	13	Portland	OR
06/19 - 06/23 Youth Sailing @ West Shore Marina	12	Dallas	TX
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/14 - 08/18 Teen Sailing @ Wollochet Bay		Tacoma	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	7	Tacoma	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/10 - 07/14 Teen Sailing @ Wollochet Bay	12	Puyallup	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
06/26 - 06/30 Opti Intermediate Sailing @ West Shore Marina	12	University Place	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	8	Tacoma	WA

08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	8	GIG HARBOR	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	gig harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
06/26 - 06/30 Teen Sailing @ Wollochet Bay	13	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/10 - 07/14 Teen Sailing @ Wollochet Bay	14	Puyallup	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	11	Tacoma	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	11	Tacoma	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	9	GIG HARBOR	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	Fox Island	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	7	Fox Island	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	12	University Place	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	7	Lakewood	WA
08/21 - 08/25 Teen Sailing @ Wollochet Bay	13	Tacoma	WA
06/26 - 06/30 Opti Intermediate Sailing @ West Shore Marina	8	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	8	GIG HARBOR	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	7	University Place	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	12	University Place	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	9	Burien	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	9	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ Wollochet Bay	13	Tacoma	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/24 - 07/28 Teen Intermediate Lasers @ Wollochet Bay	13	Puyallup	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	9	Tacoma	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	8	GIG HARBOR	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	5	GIG HARBOR	WA

08/07 - 08/11 Jellyfish @ Wollochet Bay PM	8	Lakewood	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	7	University Place	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	7	Puyallup	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	10	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	11	Grapeview	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	10	Tacoma	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	7	Puyallup	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	11	SEATTLE	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	11	Grapeview	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	5	Tacoma	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	11	Grapeview	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	8	Tacoma	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
06/26 - 06/30 Opti Intermediate Sailing @ West Shore Marina	10	Tacoma	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	7	Lakewood	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	9	Gig Harbor	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	13	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	8	GIG HARBOR	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
06/26 - 06/30 Opti Intermediate Sailing @ West Shore Marina	12	Tacoma	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	9	Gig Harbor	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	10	Tacoma	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	12	Tacoma	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	8	Lynnwood	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	8	Lynnwood	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	8	Lynnwood	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	11	University Place	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	9	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	8	Tacoma	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	10	Tacoma	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	11	Tacoma	WA
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	11	Richland	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	12	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	8	Richland	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	9	Seattle	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	12	Seattle	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	6	Tacoma	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	8	Tacoma	WA

06/26 - 06/30 Jellyfish @ Wollochet Bay AM	8	Randle	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	11	Randle	WA
06/26 - 06/30 Teen Sailing @ Wollochet Bay	14	Randle	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	9	SEATTLE	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	9	Tacoma	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	6	Tacoma	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	12	Gig Harbor	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	PORT ORCHARD	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	7	PORT ORCHARD	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	9	Tacoma	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	8	Tacoma	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	9	Tacoma	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	9	Tacoma	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	7	Tacoma	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	12	Ruston	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	12	Gig Harbor	WA
08/07 - 08/11 Teen Intermediate Lasers @ Wollochet Bay	13	Seattle	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	8	Seattle	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	7	Tacoma	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	10	Fircrest	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	8	Auburn	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
07/24 - 07/28 Teen Intermediate Lasers @ Wollochet Bay	14	Fox Island	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	11	Fox Island	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	8	Fox Island	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	9	Fox Island	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	7	Fox Island	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	6	Lakewood	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	6	Lakewood	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	13	Gig Harbor	WA
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	10	Steilacoom	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	8	Tacoma	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	9	Tacoma	WA

07/31 - 08/04 Jellyfish @ Wollochet Bay AM	6	Fox Island	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	7	Fox Island	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	7	Fox Island	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	10	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	7	Fox Island	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	11	Federal Way	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	6	Federal Way	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	11	Federal Way	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	6	Federal Way	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	6	Port Orchard	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	6	Port Orchard	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	7	university place	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay PM	7	university place	WA
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	13	Tacoma	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	8	Tacoma	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	6	Tacoma	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	8	graham	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	9	Gig Harbor	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	11	Tacoma	WA
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	11	Puyallup	WA
07/10 - 07/14 Opti Intermediate Sailing @ West Shore Marina	10	Puyallup	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	8	Tacoma	WA
08/14 - 08/18 Teen Sailing @ West Shore Marina	12	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	13	Lakewood	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	13	Lakewood	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	13	Auburn	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	10	Graham	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	16	Auburn	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	10	Auburn	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	11	Kent	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	6	Kent	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	10	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	6	Seattle	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	12	Gig Harbor	WA
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	12	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	12	UNIVERSITY PLACE	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	7	Gig Harbor	WA

06/26 - 06/30 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	7	Gig Harbor	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	8	Vaughn	WA
07/17 - 07/21 Teen Sailing @ Wollochet Bay	14	GIG HARBOR	WA
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/07 - 08/11 Teen Intermediate Lasers @ Wollochet Bay	13	Gig Harbor	WA
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	13	Gig Harbor	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	15	Woodinville	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	12	Woodinville	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	8	Woodinville	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	9	Tacoma	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	12	Tacoma	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	10	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	9	Fox Island	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	9	Fox Island	WA
07/17 - 07/21 Teen Sailing @ Wollochet Bay	14	Gig Harbor	WA
08/07 - 08/11 Teen Intermediate Lasers @ Wollochet Bay	12	Lakewood	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	12	Lakewood	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	8	Tacoma, WA 98466, USA	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	11	Tacoma, WA 98466, USA	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	10	Tacoma, WA 98466, USA	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	6	Fox Island	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	12	Gig harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	9	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay PM	7	Tacoma	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	7	Vaughn	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	7	Vaughn	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	7	Tacoma	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	Tacoma	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	6	Tacoma	WA
06/26 - 06/30 Teen Sailing @ Wollochet Bay	14	Seattle	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	7	tacoma	WA
07/17 - 07/21 Teen Sailing @ Wollochet Bay	13	Gig Harbor	WA
07/17 - 07/21 Teen Sailing @ Wollochet Bay	13	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	10	TACOMAA	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	12	Tacoma	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	10	Tacoma	WA

06/26 - 06/30 Youth Sailing @ West Shore Marina	8	Tacoma	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	12	Tacoma	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	14	University Place	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	9	University Place	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	10	Tacoma	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	13	Tacoma	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	14	Tacoma	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	14	Tacoma	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	9	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay AM	7	Port Orchard	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	8	Fircrest	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay PM	7	Fircrest	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	9	GIG HARBOR	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	13	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	10	Tacoma	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	10	Edgewood	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	7	Edgewood	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay PM	6	GIG HARBOR	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	10	Tacoma	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ Wollochet Bay	11	Gig Harbor	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	12	Gig Harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/10 - 07/14 Teen Sailing @ Wollochet Bay	14	Tacoma	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	13	Edgewood	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	7	Tacoma	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	10	Fircrest	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	12	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	9	Fircrest	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	10	Fircrest	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	12	Tacoma	WA
08/21 - 08/25 Youth Sailing @ Wollochet Bay	10	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	10	Tacoma	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	7	Seattle	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	7	TACOMA	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA

08/14 - 08/18 Youth Sailing @ West Shore Marina	9	TACOMA	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	10	Ruston	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	8	Ruston	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay AM	6	Ruston	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	8	Tacoma	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	7	GIG HARBOR	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	13	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ West Shore Marina	15	Tacoma	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	11	University Place	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	13	Tacoma	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	9	University Place	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	12	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	12	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	7	Tacoma	WA
07/17 - 07/21 Jellyfish @ Wollochet Bay AM	6	Tacoma	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay PM	6	GIG HARBOR	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay PM	7	GIG HARBOR	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	12	Gig Harbor	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	12	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	10	GIG HARBOR	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	7	GIG HARBOR	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	13	Gig Harbor	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	13	Gig Harbor	WA
08/07 - 08/11 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
06/26 - 06/30 Teen Sailing @ Wollochet Bay	13	GRAHAM	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	10	GRAHAM	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
07/10 - 07/14 Teen Sailing @ Wollochet Bay	12	GIG HARBOR	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	13	Port Orchard	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	17	Port Orchard	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	15	Tacoma	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	13	Tacoma	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	15	Tacoma	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	8	Lake Tapps	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	12	AUBURN	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	9	AUBURN	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	10	gig harbor	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	8	Tacoma	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	11	Seattle	WA

08/21 - 08/25 Youth Sailing @ West Shore Marina	8	Seattle	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	9	Tacoma	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	6	Kennewick	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	15	Tacoma	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	15	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ Wollochet Bay	9	Ruston	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	13	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	8	Bonney Lake	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	8	Bonney Lake	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	7	Tacoma	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
06/26 - 06/30 Jellyfish @ Wollochet Bay PM	7	Fox Island	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	16	Gig Harbor	WA
07/31 - 08/04 Teen Sailing @ Wollochet Bay	16	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	8	GIG HARBOR	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	6	GIG HARBOR	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	8	University Place	WA
07/31 - 08/04 Teen Sailing @ Wollochet Bay	13	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	13	Lakewood	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	8	Lakewood	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	9	Gig Harbor	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	7	Lakewood	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	12	GIG HARBOR	WA
06/26 - 06/30 Teen Sailing @ Wollochet Bay	17	Gig Harbor	WA
06/26 - 06/30 Teen Sailing @ Wollochet Bay	14	Gig Harbor	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	14	Tacoma	WA
06/19 - 06/23 Teen Sailing @ West Shore Marina	13	Tacoma	WA
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	11	DuPont	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	14	Gig Harbor	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	11	Lakebay	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	8	Port Orchard	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	10	Port Orchard	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	13	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	10	Port Orchard	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay AM	6	Port Orchard	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	8	Port Orchard	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay PM	7	Fox Island	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	8	Gig Harbor	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	9	University Place	WA
07/10 - 07/14 Youth Sailing @ West Shore Marina	11	University Place	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	9	Gig harbor	WA
07/24 - 07/28 Youth Sailing @ West Shore Marina	11	Gig harbor	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	13	Fircrest	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	12	University Place	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	10	University Place	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay AM	7	University Place	WA

07/03 - 07/07 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
08/14 - 08/18 Teen Sailing @ West Shore Marina	14	Tacoma	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	13	FEDERAL WAY	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	17	FEDERAL WAY	WA
06/19 - 06/23 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
08/21 - 08/25 Youth Sailing @ West Shore Marina	11	Leavenworth	WA
06/26 - 06/30 Opti Intermediate Sailing @ West Shore Marina	9	Tacoma	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	10	Puyallup	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	10	Fox Island	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	6	Port Orchard	WA
08/14 - 08/18 Teen Sailing @ West Shore Marina	14	Lakewood	WA
08/14 - 08/18 Teen Sailing @ West Shore Marina	14	Gig harbor	WA
07/31 - 08/04 Teen Sailing @ Wollochet Bay	12	Lakewood	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	11	Gig Harbor	WA
08/14 - 08/18 Teen Sailing @ Wollochet Bay	13	Kennewick	WA
06/26 - 06/30 Youth Sailing @ Wollochet Bay	11	Leavenworth	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	8	Tacoma	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	10	University Place	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	8	Fircrest	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay PM	7	Fircrest	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay PM	7	University Place	WA
07/31 - 08/04 Teen Sailing @ Wollochet Bay	16	Gig Harbor	WA
08/07 - 08/11 Teen Intermediate Lasers @ Wollochet Bay	16	Gig Harbor	WA
07/24 - 07/28 Teen Intermediate Lasers @ Wollochet Bay	13	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	13	Gig Harbor	WA
07/31 - 08/04 Teen Sailing @ Wollochet Bay	15	Gig Harbor	WA
08/14 - 08/18 Teen Sailing @ Wollochet Bay	13	Tacoma	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	10	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	11	University Place	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
07/10 - 07/14 Teen Sailing @ Wollochet Bay	12	JBLM MCCHORD AFB	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	16	Auburn	WA
07/03 - 07/07 Teen Sailing @ West Shore Marina	13	Auburn	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	10	Auburn	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
06/26 - 06/30 Teen Sailing @ West Shore Marina	15	Gig Harbor	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	10	Tacoma	WA
07/03 - 07/07 Youth Sailing @ West Shore Marina	10	Graham	WA
07/31 - 08/04 Teen Sailing @ Wollochet Bay	14	University Place	WA
06/26 - 06/30 Youth Sailing @ West Shore Marina	13	Olalla	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	13	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	8	University Place	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	12	Fox Island	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/07 - 08/11 Teen Intermediate Lasers @ Wollochet Bay	13	Lakebay	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	11	Puyallup	WA
07/03 - 07/07 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	13	Gig Harbor	WA
08/14 - 08/18 Teen Sailing @ West Shore Marina	15	Gig Harbor	WA
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	14	Gig Harbor	WA
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA

07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	17	Gig Harbor	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	16	tacoma	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay PM	6	Federal Way	WA
08/07 - 08/11 Teen Sailing @ West Shore Marina	15	graham	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	14	Gig Harbor	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
07/03 - 07/07 Opti Intermediate Sailing @ West Shore Marina	9	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	7	Fox Island	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
07/03 - 07/07 Jellyfish @ Wollochet Bay AM	7	Steilacoom	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	12	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ Wollochet Bay	12	University Place	WA
08/14 - 08/18 Teen Sailing @ West Shore Marina	12	Olalla	WA
07/17 - 07/21 Youth Sailing @ Wollochet Bay	7	GIG HARBOR	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	7	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ West Shore Marina	13	Lakewood	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	9	Vaughn	WA
08/28 - 09/01 Youth Sailing @ Wollochet Bay	10	University Place	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	6	Vaughn	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	9	Kennewick	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	8	Edgewood	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	6	Edgewood	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ West Shore Marina	14	Gig Harbor	WA
07/10 - 07/14 Teen Intermediate Sailing @ West Shore Marina	13	Gig Harbor	WA
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	7	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ Wollochet Bay	14	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
08/21 - 08/25 Teen Sailing @ Wollochet Bay	12	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay AM	6	Tacoma	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay PM	7	Tacoma	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	13	Gig Harbor	WA
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	12	UNIVERSITY PLACE	WA
07/10 - 07/14 Jellyfish @ Wollochet Bay AM	9	University Place	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	9	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	7	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	7	Gig Harbor	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	8	Gig Harbor	WA
07/24 - 07/28 Teen Intermediate Lasers @ Wollochet Bay	11	Puyallup	WA
07/24 - 07/28 Teen Intermediate Lasers @ Wollochet Bay	10	Puyallup	WA
07/24 - 07/28 Opti Intermediate Sailing @ West Shore Marina	12	UNIVERSITY PLACE	WA
08/07 - 08/11 Teen Intermediate Lasers @ Wollochet Bay	12	Ruston	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	7	Fox Island	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay AM	6	Tacoma	WA
07/31 - 08/04 Teen Intermediate Sailing @ West Shore Marina	13	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
07/24 - 07/28 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	15	Gig Harbor	WA
07/24 - 07/28 Youth Sailing @ Wollochet Bay	9	University Pl	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	9	Puyallup	WA

08/28 - 09/01 Jellyfish @ Wollochet Bay PM	8	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	6	Tacoma	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	11	Tacoma	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	10	Fox Island	WA
07/31 - 08/04 Youth Sailing @ Wollochet Bay	11	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	11	University Place	WA
08/28 - 09/01 Youth Sailing @ West Shore Marina	9	University Place	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
07/31 - 08/04 Opti Intermediate Sailing @ West Shore Marina	9	Gig Harbor	WA
08/07 - 08/11 Opti Intermediate Sailing @ West Shore Marina	7	Gig Harbor	WA
07/31 - 08/04 Youth Sailing @ West Shore Marina	8	Gig Harbor	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	9	Gig harbor	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	11	Gig harbor	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	10	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay PM	6	Tacoma	WA
08/21 - 08/25 Teen Sailing @ West Shore Marina	14	Tacoma	WA
07/31 - 08/04 Jellyfish @ Wollochet Bay AM	7	University Place	WA
08/14 - 08/18 Youth Sailing @ Wollochet Bay	10	Puyallup	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	7	Gig Harbor	WA
08/14 - 08/18 Teen Sailing @ Wollochet Bay	14	Gig Harbor	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay AM	6	Gig Harbor	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	9	Tacoma	WA
08/14 - 08/18 Opti Intermediate Sailing @ West Shore Marina	11	Tacoma	WA
08/14 - 08/18 Teen Sailing @ Wollochet Bay	15	Tacoma	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	14	University Place	WA
08/14 - 08/18 Teen Sailing @ Wollochet Bay	13	Tacoma	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	7	Snoqualmie Pass	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	7	Seattle	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	11	Gig Harbor	WA
08/14 - 08/18 Youth Sailing @ West Shore Marina	9	Gig Harbor	WA
08/14 - 08/18 Jellyfish @ Wollochet Bay AM	7	Tacoma	WA
08/21 - 08/25 Opti Intermediate Sailing @ West Shore Marina	10	University Place	WA
08/21 - 08/25 Teen Sailing @ West Shore Marina	14	University Place	WA
08/07 - 08/11 Jellyfish @ Wollochet Bay PM	8	Lynnwood	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	6	Gig Harbor	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	14	Gig Harbor	WA
08/28 - 09/01 Jellyfish @ Wollochet Bay AM	8	Gig Harbor	WA
08/21 - 08/25 Jellyfish @ Wollochet Bay PM	7	Gig Harbor	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	15	Gig Harbor	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	12	Gig Harbor	WA
08/28 - 09/01 Teen Intermediate Sailing @ West Shore Marina	12	Olalla	WA



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$10000.00
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.



Organization/Agency Name: **Gig Harbor Kiwanis Foundation**

Event Name: **Gig Harbor Veterans Day**

Event Date(s): **November 11, 2024**

Contact Name and Title: **Tina Shoemaker, Vice President**

Mailing Address: **PO Box 1491 Gig Harbor, WA 98335**

Phone: **785-231-4102**

Email address: **tinashoe@me.com**

Name & Email address of person authorized to contract with the city for grant funding (if

different than above): **Pat Schmidt gigharborveteransday@gmail.com**

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related event.** *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.*

Sunday, November 11, 2024, will be our 7th Annual Gig Harbor Veterans Day Ceremony. We will be honoring 400 Veterans and their families in a ceremony that has been recognized as one of the top Veterans Day Celebrations in the

State of Washington by the Washington Department of Veterans Affairs. In collaboration with the Tourism Division of the Gig Harbor Chamber of Commerce we plan to introduce wrap-around overnight opportunities to stay in Gig Harbor and take tours to JBLM & the Bremerton Submarine base during the 2024 celebration. Harbor Destiny tours has offered boat tours and we will have hotel packages in 2024. A true Gig Harbor Experience.

We also will provide the second collectable Gig Harbor Veterans Day Commemorative Coin as memento to all attending the event in 2023 and the fourth in 2024. Each year this collectable memento represents the theme of the Veterans Celebration for the year. The 2023 commemorative coin is below:



2. Have you requested LTAC funds previously?

a. For a different event? Yes ☐ or No ☒

If "Yes", was it approved by LTAC? Yes ☐ or No ☐

b. For the same event? Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

3. Describe the prior success of your event in attracting tourists.

We have not promoted this as a tourist event, as it is for veterans throughout the region; Veterans and their supporters came from north of Seattle, Olympia, and all around the area.

In 2023, The event was granted permission to be a partner for the United States of America 50th Vietnam War Commemoration by the Department of Defense to provide Vietnam era veterans with a special 50th pin, we have asked US Representative Derek Kilmer to do the pinning as part of the 2023. Greg Copeland, evening anchor from King5, will be our MC with Pierce County Representative, Robyn Densen assisting him.

4. Describe your target tourist audience (location, demographics, etc.)

400 military veterans and their families. They range in age from are from 30-95. They come from North of Seattle, South of Olympia and all parts in between.

5. Describe how you will promote your event to attract tourists.

We will promote this event through Gig Harbor Now, Gig Harbor Living Local. Social Media, Washington State Department of Veterans Affairs, Kiwanis Club of Gig Harbor, Rotary Club of Gig Harbor, VFW, PTSD Foundation, PenMet Parks, Penlight, past attendees, collateral material, and the Gig Harbor Chamber of Commerce.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	400
Predicted number of attendees travelling more than 50 miles one-way for the event:	60-70
Predicted number of attendees from out of state:	0
Predicted number of attendees staying overnight in paid accommodations:	30
Predicted number of paid lodging nights:	30

What methodology did you use to calculate the estimates?

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☒ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Is there a host hotel/lodging for your event (Yes ☒ or No ☐)? If yes, list the host hotel/lodging. **Wesley Inn**

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

In 2023, we received grants/funding from

PenMet Parks	\$5000
Peninsula Light	\$1000
Kiwanis Foundation	\$1000
Meachum Foundation	\$1000
Rotary Club of Gig Harbor	\$2000
American Legion	\$250
MultiCare	\$500
Hérons Key	\$500
Homewatch Caregivers	\$500

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?
overall budget: \$28,000
asking from city: 36%

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

- Full thanksgiving meal for attendees \$8000
- printing, promotion, video, and support items \$6000

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

This funding is essential for us to put on the level of program and event that our veterans have come to expect and deserve from our Gig Harbor Veterans Day Celebration. We offer a full Thanksgiving meal and need the city's support to continue this service to our Veterans. A local area video will also be produced featuring local veterans and their experiences returning to Gig Harbor from the war in Vietnam.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for ²⁰²⁴~~2023~~ and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: Ima Shoemaker Date: 8/28/2023

2024 Veterans Day Celebration Budget

Projected Income

Non-veteran Guest Payments	\$1,200	
Sponsorships	\$16,800	
LTAC Grant	\$10,000	
TOTAL		\$28,000

Projected Expenses

Venue Rental	\$2,500	
Commemorative Challenge Coins	\$5,000	
Plated Thanksgiving Meals*	\$8,000	
Tableware and rented equipment	\$3,000	
Decorations	\$1,000	
Marketing/Promotion Collateral*	\$2,000	
Video	\$2,000	
Marketing/Promotion Radio and print ads and social media boosts	\$2,000	
TOTAL		\$25,500

Profit to be applied to 2025 event	\$2,500
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* LTAC grant covers luncheon expense and
Marketing Collateral: printing and promotions

Sixth Annual Veterans Day Celebration



PLEASE JOIN
US FOR OUR
6TH ANNUAL
VETERANS DAY
CELEBRATION.

ALL VETERANS ARE INVITED AT NO CHARGE.

11.11.2023 ★ 11:30 – 14:00

Gig Harbor Antique Aero Museum
1108 26th Ave NW ★ Gig Harbor

- ★ LIVE AND IN PERSON!
- ★ Lunch for Our Veterans at no Charge. All Others \$15
- ★ Flag Ceremony Color Guard & Music
- ★ Interviews & Speakers
- ★ Vietnam Veteran Recognition
- ★ Challenge Coin for 6th Annual Veterans Day Celebration



Please RSVP: gigharborveteransday2023.eventbrite.com



Questions: gigharborveteransday@gmail.com



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$7,500.00
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: Peninsula Art League

Event Name: Open Juried Show

Event Date(s): October 6th through December 1st, 2023

Contact Name and Title: Colette Smith, PAL President

Mailing Address: P.O. Box 1422

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-228-4051 Email Address: palpresident28@gmail.com

Name & Email address of person authorized to contract with the city for grant funding (if different than above): Ketty Lane, Treasurer, paltreasurer2021@gmail.com

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related event. List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.**

The Peninsula Art League ("PAL") will sponsor its 23rd Annual Open Juried Show ("OJS") for two months, beginning in September or October, 2024. The annual art competition and exhibit will be held at the Harbor History Museum. Artists throughout the United States and Canada apply to this show. This year's artists hail from Canada, Oregon, California, Michigan, New York, Pt. Townsend, Pt. Ludlow, Pt. Angeles, Mineral, Onalaska, Bremerton, Tacoma, and Gig Harbor.

The show will feature over 100 works of art, which have been juried and selected by a nationally known artist/juror. Prizes awarded to entrants in the 2024 OJS include more than \$5,000 in monetary awards and gift certificates. In addition to the OJS, PAL hosts a three-day workshop, which will be taught by the juror of the OJS. These workshops have historically attracted participants from across the region.

- 2. Have you requested LTAC funds previously?**

a. For a different event? **Yes** ☒ or **No** ☐

If "Yes", was it approved by LTAC? **Yes** ☒ or **No** ☐

b. For the same event? **Yes** ☒ or **No** ☐

If "Yes", was it approved by LTAC? **Yes** ☒ or **No** ☐

- 3. Describe the prior success of your event in attracting tourists.**

Gig Harbor is well known as a destination due to its historic downtown waterfront and stunning views. Through promotion of the OJS, PAL offers additional reasons to visit Gig Harbor, its galleries, shops, and restaurants during the off-season. Our exhibit attracts local artists and artists from other states and Canada. Participants of the 3-day workshop stay in local lodging. Workshop participants have historically brought family members who seek additional tourist opportunities such as fishing, golfing, and sailing while the workshop participants enjoy three days' of art instruction. We also host an exhibit opening with food, wine, and music, which is well attended by the participating artists, their families, friends, and members of the Gig Harbor community.

- 4. Describe your target tourist audience (location, demographics, etc.)**

Our partnership with the Harbor History Museum encourages an even larger audience as attendees seek cultural opportunities in Gig Harbor. Within walking distance to parks, restaurants and shops, the OJS attracts tourists with leisure time and disposable income. The exhibit is free to the public and runs for two

months. Art based tourism has been established as a major incentive and attraction.

5. Describe how you will promote your event to attract tourists.

We have historically used money from grants for press releases, calendars, printed posters and rack cards. We have also used grant funds to advertise at a regional level through print and social media promotion. We are working to cross-pollinate this event with other PNW arts organizations and to cast a wider net by advertising in local magazines and news publications.

In 2024, we will be switching our online "call for entry" provider to one that has a larger reach across the nation and the world. Artists all over the world can apply and submit work for exhibitions, including the OJS, through this system.

We will create a flipbook featuring the artwork to be shown at the Harbor History Museum and will provide a publicity package for all participating artists to distribute through their social media and other contacts. PAL invested in a new marketing campaign this year and will be using vibrant posters, rack cards, and other advertising. We will also feature the OJS and participating artists in PAL's social media and in its new and innovative newsletter, which is widely distributed to PAL members and others in the Gig Harbor community.

During the OJS in the months of October and November, we will also present a month-long PAL Member Art Show (usually held at the Gig Harbor Civic Center), offering yet another free event for art lovers in the Gig Harbor community.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	1000
Predicted number of attendees travelling more than 50 miles one-way for the event:	300
Predicted number of attendees from out of state:	50
Predicted number of attendees staying overnight in paid accommodations:	100
Predicted number of paid lodging nights:	2 - 3

What methodology did you use to calculate the estimates?

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☒ **Other:** *Estimates are based on previous events.*

The OJS is held at the Harbor History Museum, which is manned by volunteers who encourage all visitors to sign in. This provides us with an estimate of attendance to the exhibit. During the exhibit, we hold a People's Choice Award, which encourages visitors to vote for their favorite piece. These numbers also help to gauge attendance.

7. Is there a host hotel/lodging for your event (Yes ☐ or No ☒)? If yes, list the host hotel/lodging.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

No.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?

Please see attached Budget.

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

PAL's OJS attracts accomplished artists throughout the area, state, and beyond. To grow the OJS and continue to attract exciting artists and respected jurors, we need to expand our advertising efforts nationwide. Our current budget does not allow us to do so. To present a credible art show of this magnitude, a welcoming venue (\$2,500), sizable awards (\$5,000), a well-known juror (at least \$4,000 to \$5,000), and widespread publicity (\$6,500) are essential. These represent our largest expenses.

As with the Summer Art Festival, PAL's goal is to increase awareness and attendance at the OJS so that we can increase our contributions to the community through our scholarship program (in 2023, \$12,000.00 to local high school students to continue their art studies and \$860.00 in PAL member scholarships to promote volunteerism) and sponsorship of our community partners (Harbor History Museum, Downtown Waterfront Alliance, Gig Harbor Open Studio Tour, Maritime Gig Parade).

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2024 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: _____



Date: _____

8/28/23

PAL Open Juried Show

Created: 2023-08-13

Projected 2024 Budget

	2023 Budget	2024 Projected
INCOME	\$ 20,565	\$ 23,391
OPEN SHOW	\$ 5,205	\$ 5,726
- Donations	\$ 1,310	\$ 1,310
- Handling Fees	\$ 90	\$ 99
- OJS	\$ 2,965	\$ 3,262
LTAC*	\$ 6,000	\$ 7,500
OPEN SHOW WORKSHOP	\$ 4,995	\$ 5,495
EXPENSES	\$ (17,978)	\$ (20,161)
- Awards	\$ (4,760)	\$ (5,236)
- Damage Deposit	\$ (185)	\$ (204)
- Juror	\$ (650)	\$ (750)
- Printing*	\$ (398)	\$ (438)
- Publicity*	\$ (6,000)	\$ (6,500)
- Reception	\$ (115)	\$ (127)
- Supplies	\$ (30)	\$ (33)
- Venue*	\$ (2,500)	\$ (2,500)
OPEN SHOW WORKSHOP EXPENSES		
- Instructor	\$ (3,000)	\$ (4,000)
- Refreshments	\$ (40)	\$ (44)
- Venue	\$ (300)	\$ (330)
Net Revenue	\$ 2,587	\$ 3,230

*LTAC 2023 and Grant to be used for Publicity, Printing and Venue Costs



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 12,500.00
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: Peninsula Art League

Event Name: Summer Arts Festival

Event Date(s): July 13 & 14, 2024

Contact Name and Title: Colette Smith, PAL President

Mailing Address: P.O. Box 1422

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-228-4051 Email Address: palpresident28@gmail.com

Name & Email address of person authorized to contract with the city for grant funding (if different than above): Ketty Lane, Treasurer, PAL, paltreasurer2021@gmail.com

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related event. List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.**

Peninsula Art League's ("PAL") Summer Art Festival will celebrate its 38th year in 2024. Since its beginning, the festival has been very popular with residents and tourists alike and in the past, has drawn 10,000 – 15,000 visitors to downtown Gig Harbor each July. Many out-of-town visitors schedule their vacations to coincide with the event. Locals look forward to the opportunity to meet Northwest artists and craftspeople and to purchase and appreciate the work of 125 to 130 participating artists. The festival is a very unique, successful, family friendly event that draws a diverse audience every year. The festival is free to all and PAL provides all day free shuttle service from Kimball Drive to Judson during the festival.

PAL's mission includes art education and promotion for high school graduates and PAL members. Part of the profits from the festival are used to fund scholarships to these worthy candidates. Our hope is to increase the amount awarded each year. This year, PAL awarded \$12,000.00 in scholarships to high school students from Gig Harbor HS, Peninsula HS, South Kitsap HS, and Henderson Bay HS. PAL also awarded \$860.00 to PAL members for art workshops. The PAL member scholarships are intended to promote volunteerism and to reward those members who volunteer in PAL activities. PAL is a 501(c)(3) corporation with no employees. PAL events are run by its member volunteers.

In conjunction with the festival, PAL holds a contest for all high school students to submit artwork for the festival poster. Last year, PAL increased the amount of prizes awarded to \$625.00 (1st place \$250; 2nd Place \$150; 3rd Place \$75; and 1st Place Winner's Teacher \$150). The winner's artwork is used on our annual poster and advertising.

- 2. Have you requested LTAC funds previously?**

a. For a different event? **Yes** ☒ or **No** ☐

If "Yes", was it approved by LTAC? **Yes** ☒ or **No** ☐

b. For the same event? **Yes** ☒ or **No** ☐

If "Yes", was it approved by LTAC? **Yes** ☒ or **No** ☐

- 3. Describe the prior success of your event in attracting tourists.**

The Summer Art Festival brings artists, visitors and shoppers from throughout the Northwest. Many artists return every year because they enjoy our town and our friendly citizens. Many visitors plan their vacations around the Festival and return each year. Out-of-town artists and visitors stay overnight for two, sometimes three nights and eat at our restaurants during their stay. Family members who accompany

the artist, and other out-of-town guests look for things to do in and around Gig Harbor, in addition to attending the festival.

4. Describe your target tourist audience (location, demographics, etc.)

Visitors to the Art Festival include artists, families and individuals with disposable income who appreciate arts and culture and art-based experiences. Artists from throughout the Northwest and beyond are juried into the festival (ensuring a high quality of the art offered). Visitors come primarily from the Northwest, although we know that some come from as far away as the east coast and the southwest.

5. Describe how you will promote your event to attract tourists.

In addition to regionally distributed press releases, calendar listings, posters and rack cards, we utilize extensive social media outreach and cross-promote with other Northwest arts organizations. We anticipate good pre-event coverage in local newspapers and magazines and in advertising spots at our local movie theater. We obtained video footage of this year's event, with interviews of artists and attendees to use in next year's advertising. PAL's new and innovative newsletter features articles about the festival and participating artists. The newsletter is widely distributed to PAL members and others in the Gig Harbor community.

In 2023, we increased our publicity efforts, created an online flipbook featuring the work of our vendors, and provided vendors with a publicity packet, which the vendors used in their own advertising and social media to encourage people to attend. We also invested in new signage, a new advertising campaign, and we increased our outreach efforts in the community. PAL sponsored the Downtown Waterfront Alliance Farmers Market and assisted in the production and distribution of the Alliance's historical coloring book. PAL also sponsored the Gig Harbor Open Studio Tour and participated in the Maritime Gig Parade.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	10,000 -15,000
Predicted number of attendees travelling more than 50 miles one-way for the event:	500
Predicted number of attendees from out of state:	300
Predicted number of attendees staying overnight in paid accommodations:	200
Predicted number of paid lodging nights:	2 - 3

What methodology did you use to calculate the estimates?

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
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- ☐ **Representative Survey:** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☒ **Other:** *Estimates are based on previous events.*

7. Is there a host hotel/lodging for your event (Yes ☐ or No ☒)? If yes, list the host hotel/lodging.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

- 9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.**

We received funds for the 2023 Festival from the Washington Festival and Events Association (WFEA) intended to help organizations recover from the lockdowns imposed during Covid 19. This was a one-time award, which allowed us to invest in a new website, logo, and advertising campaign. We were also able to replace old signage and tents. We do not expect to receive funding in 2024 from sources other than LTAC.

- 10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?**

See attached budget.

- 11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?**

In addition to advertising, we will use the funds to cover the cost of shuttle service to and from the festival. This is one of our largest budget items but is one that benefits festival attendees and downtown merchants alike. We will also use the funds to provide security to ensure the safety of festival vendors and visitors.

- 12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?**

We will need to cut expenses from our publicity budget which includes print ads in local publications and theatre advertisements at our local theater designed to promote the festival. Publicity is essential to inform communities in Gig Harbor and the Puget Sound to ensure the festival is well attended. Additionally, our advertising efforts entice high quality artists to participate in the festival, which increases the success of the event.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2024 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.

- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: _____



Date: _____

8/28/23

Peninsula Art League-Summer Art Festival 2023 / 2024 Projected

Category		2023 Actual	2024 Projected
Income			
	FESTIVAL INCOME		
	- Application Fees	\$30.00	\$30.00
	- Application Refund	(\$90.00)	
	- Booth Fees	\$2,045.00	\$2,150.00
	- Donations	\$3,550.00	\$3,750.00
	- Food Trucks	\$500.00	\$525.00
	- Info Booth Sales	\$198.00	\$210.00
	- Literary Corner	\$550.00	\$600.00
	- Zapp	\$38,232.00	\$40,000.00
	LTAC*	\$4000.00	\$12500.00
	WFEA Grant**	\$15000.00	\$0.00
Inclusive of grants	- Total FESTIVAL INCOM	\$64,015.00	\$59,765.00
Expenses			
	FESTIVAL		
	- Banner	(\$483.00)	
	- Booth Fees	(\$315.00)	(\$350.00)
	- Entertainment	(\$1,598.00)	(\$2,000.00)
	- Equipment	(\$1,587.00)	(\$1,200.00)
	- Food Court		
	- - Rental Furniture	(\$1,251.00)	(\$1,350.00)
	- Info Booth	(\$206.00)	
	- Other Expenses		
	- - Dumpster	(\$331.00)	(\$350.00)
	- - Labor	(\$886.00)	(\$1,000.00)
	- - Misc Supplies	(\$277.00)	(\$300.00)
	- - Poster Awards	(\$625.00)	(\$625.00)
	- - Refreshments	(\$58.00)	(\$70.00)
	- - Sani Cans	(\$1,200.00)	(\$1,260.00)
	- - Shuttle	(\$4,355.00)	(\$4,500.00)
	- Permit	(\$266.00)	(\$300.00)
	- Postage	(\$10.00)	(\$15.00)
	- Printing*	(\$2,170.00)	(\$2,200.00)
	- Publicity*	(\$4,782.00)	(\$5,000.00)
	- Screening	(\$109.00)	(\$115.00)
	- Security	(\$2,722.00)	(\$3,000.00)
	- Total FESTIVAL	(\$23,231.00)	(\$23,635.00)
Total		\$40,784.00	\$36,130.00

*LTAC Funds for 2023 to be applied to offset Publicity and Printing - 2024 Funds will be used to expand advertising reach

** WFEA Grant is a one-time grant to help organizations like ours recover from the lockdowns of 2020 and 2021



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

**Lodging Tax Funds Requested: \$40,000.
For events held during the 2024 calendar year.**

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: ***Permission to Start Dreaming Foundation***

Event Name: ***See Question 1 below***

Event Date(s): ***Proposed dates September 6-8 or 13-15***

Contact Name and Title: ***Leslie Mayne***

Mailing Address: ***3733 Rosedale St. NW, Suite 100***

City: ***Gig Harbor*** State: ***WA*** Zip Code: ***98335***

Phone: ***2530432-0036*** Email Address: ***lesliem@ptsdfoundation.org***

Name & Email address of person authorized to contract with the city for grant funding (if different than above): ***N/A***

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related event.** List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.

We are kindly requesting funds from the City of Gig Harbor for three (3) events that the foundation will be hosting over the course of the first or second weekend in September 2024. **The 14th Annual Prayer Breakfast** – September 6 or 13, **Courage and Leadership Summit** – September 9 or 14, and **The Race for a Soldier** – September 9 or 15. The foundation also holds two other events – Swing for a Soldier in July and the Pull for a Soldier in October – that also attract visitors from all around the Pacific Northwest. The foundation's events have been a part of the Gig Harbor community since 2011 and we are so grateful for the support that the City has given to us.

The Prayer Breakfast and Courage & Leadership Summit feature nationally recognized individuals in the military and law enforcement arena. The programs are designed to bring awareness and support for our nation's heroes as they struggle with the trauma they experience in the line of duty. The speakers bring messages of hope and healing to encourage and inspire resilience to lead lives that can thrive after trauma. These events not only bring the local community together, they bring others from around the region and the nation as this isn't just a local issue.

For 13 years the Race for a Soldier has attracted visitors and supporters who have come alongside the foundation since it's very beginnings. Gig Harbor has been a welcoming community and we are grateful and proud to be a vital member.

- 2. Have you requested LTAC funds previously?**

a. For a different event? Yes ☐ or No ☒

If "Yes", was it approved by LTAC? Yes ☐ or No ☐

b. For the same event? Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

- 3. Describe the prior success of your event in attracting tourists.**

The four major events are a significant source of funds to provide the much-needed resources to an underserved community: veterans and first responders. They also bring the community together to stand with us as we reach out to those struggling with the invisible wounds they bear because of their service to this country. It is intentional that the Prayer Breakfast and the Race are held on the same weekend, close to 9/11, so that we can gather from all locations to say "We will never forget your sacrifice and service."

In 2024 we are pleased to bring back the Courage and Leadership Summit, which was last held in 2019, but was suspended for the next 4 years due to the interruption of covid. This event will provide additional opportunities for community members and guests from other areas to learn more about post traumatic growth and how to overcome trauma. In 2020 we held a very successful 3-hour workshop on the same day as the Prayer Breakfast. We believe that the addition of the Summit during the weekend will enhance the experience for those who are attending the Breakfast or Race and encourage additional participants.

4. Describe your target tourist audience (location, demographics, etc.)

Attendees at these events come from all over the Pacific Northwest as well as other parts of the US. They include Vietnam and post 9/11 veterans, active-duty military, first responders, family, and community members. Consequently, there is a full range of demographics that reflect our military and first responder demographics.

5. Describe how you will promote your event to attract tourists.

We have strong social media campaigns to promote the events across a variety of platforms that has proven successful in attracting participants and attendees. We are grateful to belong to a community that has for years supported the foundation's work and assists us in the promotion of our events with local advertising and signage.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	4,500
Predicted number of attendees travelling more than 50 miles one-way for the event:	1,000

Predicted number of attendees from out of state:	150
Predicted number of attendees staying overnight in paid accommodations:	150
Predicted number of paid lodging nights:	50

What methodology did you use to calculate the estimates?

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☒ **Other:** *The projected attendance is based on the 2022 events and historical knowledge of past years' events and fluctuating attendance due to other factors. It is also based on the addition of the Leadership Summit and the potential increase in attendees.*

7. Is there a host hotel/lodging for your event (Yes ☒ or No ☐)? If yes, list the host hotel/lodging. *Best Western Wesley Inn – the hotel hosts the staging area for the Race for a Soldier volunteer check in and race packet pick up and all related activities. All the participants for the Prayer Breakfast and the*

Leadership Summit (speakers, special guests, etc.) stay at the hotel. The hotel will also be the venue for the Summit which will bring increased revenue.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received. *Subaru of Puyallup, AERO Precision, several private Family Foundations, Best Western Wesley Inn, RJM Precision Instruments, Skookum, Washington Water Service. We also receive a variety of in-kind services from a variety of local vendors that participate in the events – Kimball Coffeehouse and Washington Floral Service.*

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)? *See the attached simplified budget that reflects items that are specific to the Annual Prayer Breakfast, Race for a Soldier and Courage and Leadership Summit. It does not include additional administrative and staff costs that are directly related to the success of each event. Those costs are spread out throughout the year, over all our fundraising activities, therefore we do not attribute percentages for each event.*

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)? *It is shown on the budget.*

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

This past year and a half, we have focused on building the infrastructure so that we have the resources to continue and even expand the services we provide. This is done by seeking funding from various revenue sources including private donors, businesses, event sponsors, entrance fees and foundation/corporate grants. We focus on requesting general operations (unrestricted) funds to allow us the flexibility to use the funds where we need them. We would use these general operations funds to offset the loss or reduction of Lodging Tax Funds if that should occur. LTAC Funding is an excellent supplement to our funding strategy, allowing us to continue offering our critically needed program services like the Huddle: monthly support groups, Matters of the Heart for spouses, training workshops, PATHH (Progressive and Alternative Training for Helping Heroes program) along with the other resources we offer to the community.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: _____

Date: _____

2024 PERMISSION TO START DREAMING WEEKEND PROJECTED BUDGET

LTAC Grant Request	\$ 40,000
---------------------------	------------------

Projected Expense Budget

Prayer Breakfast

Venue rental	\$ 6,750
Speaker Fees (incl. Travel & Accom.)	\$ 20,000*
Marketing/Promotion (Printing, Signage, Video)	<u>\$ 2,200*</u>
Sub Total	\$ 28,950

Courage & Leadership Summit

Venue rental	\$ 1,000
Speaker Fees (included in Prayer Breakfast)	\$ 0
Food & Beverage	\$ 1,000*
Marketing/Promotion (Printing, Signage, Video)	<u>\$ 3,000*</u>
Sub Total	\$ 5,000

Race for a Soldier

Marketing/Promotion (Printing, Signage, Video)	\$ 2,700
Race and Volunteer Shirts	\$ 15,000*
Security (Off-duty Police)	<u>\$ 4,500</u>
Sub Total	\$ 22,200

Total	\$ 56,150
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**Items to be funded by the LTAC Grant, if received.*

**Permission To Start Dreaming Foundation
2023 Budget**

	TOTAL
	Budget
Revenue	
4200 PTSD INCOME	0.00
4240 Direct Public Support	0.00
4000 Sales Income-merchandise	71,678.00
4005 Business Contributions	120,000.00
4010 Sponsor Contributions	166,775.00
4020 Individual Contributions	103,170.00
4025 Entrance Fee	200,945.00
4030 Foundations Contributions	11,000.00
Total 4240 Direct Public Support	\$ 673,568.00
Total 4200 PTSD INCOME	\$ 673,568.00
4310 Grant Income	225,000.00
4300 PATHH Grant Income	750,000.00
4311 VA Grant Income	0.00
Total 4310 Grant Income	\$ 975,000.00
4500 INTEREST	0.00
4040 Interest-Savings	1,200.00
Total 4500 INTEREST	\$ 1,200.00
Total Revenue	\$ 1,649,768.00
Gross Profit	\$ 1,649,768.00
Expenditures	
5100 Fundraising Expenses	0.00
5105 Awards / Prizes	2,556.00
5110 Facility Rental	45,243.44
5115 Equipment Rental	10,860.00
5120 Meals	250.00
5125 Shirts & Printing	28,985.00
5126 Retail Products for resale	15,852.00
5130 Event Expense-give aways	29,020.00
5135 Bank/CC/Pay Pal Fees	10,918.00
5140 Independant Contractors	0.00
5145 Payroll Expense	341,250.00
5150 Advertising & Marketing	18,987.00
5155 Office Expense	75,500.00
5165 Dues & Subscriptions	2,170.00
5170 Postage, Mailing Services	3,093.00
Total 5100 Fundraising Expenses	\$ 584,684.44
5200 Program Expense	0.00
5205 Insurance - Liability, E and O	5,950.00
5210 CRM - donation software	7,300.00
5215 Advertising & Marketing	6,000.00
5216 Promotion	0.00
Total 5215 Advertising & Marketing	\$ 6,000.00

5217 Telephone	0.00
5218 Information Technology	1,200.00
5220 Postage, Mailing & Printing	500.00
5225 Office Expense	115.00
5227 Supplies	41,814.00
5228 Cleaning	50.00
5230 Dues & Subscriptions	800.00
5235 Printing and Mailing	0.00
5236 Travel and Meetings	23,500.00
5237 Automobile exp	7,000.00
Total 5236 Travel and Meetings	\$ 30,500.00
5241 Meals	2,500.00
5242 Community Outreach	0.00
5244 Gifts	1,200.00
5245 Charitable Contributions	4,000.00
5246 Therapies	0.00
5247 Huddle	0.00
5249 Workshops	0.00
5250 Payroll Expense	0.00
5260 Independant Contractors	0.00
5267 Consultant	0.00
5269 PATHH GUIDE	491,684.00
Total 5260 Independant Contractors	\$ 491,684.00
5272 PATHH Rent	132,000.00
5295 Event Expenses	68,400.00
Total 5200 Program Expense	\$ 794,013.00
6000 ADMIN EXPENSES	1,000.00
6005 Advertising & Marketing	200.00
6010 Office Expense	0.00
6015 Professional Services	0.00
6020 Accounting and Tax	15,000.00
6025 Legal Fees	0.00
6030 Web design	500.00
Total 6015 Professional Services	\$ 15,500.00
6035 Independant Contractors	1,500.00
6040 Event Expense	0.00
6045 Payroll Expense	0.00
Total 6000 ADMIN EXPENSES	\$ 18,200.00
Total Expenditures	\$ 1,396,897.44
Net Operating Revenue	\$ 252,870.56
Other Expenditures	
9950 Ask My Accountant	0.00
Total Other Expenditures	\$ 0.00
Net Other Revenue	\$ 0.00
Net Revenue	\$ 252,870.56



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 10,000
For tourism-related operations during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Rotary Club of Gig Harbor North Foundation
Contact Name and Title: Robert (Bob) Anderson, chairperson_

Mailing Address: 5720 122nd Street

City: Gig Harbor State: WA Zip Code: 98332

Phone: 253-753-3013 Email Address: bobtanderson@me.com

Name & Email address of person authorized to contract with the city for grant funding (if different than above): _____

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

If applying for lodging tax funding for tourism-related events in addition to these categories, please use the event application form for each event.

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related operations.** *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to visit your facility or because of your marketing efforts.*

The next Galloping Gertie Half Marathon will be held on August 4, 2024. Although we have received funding from Gig Harbor for the last two years, the Rotary Club of Gig Harbor North has sponsored the event since 2010.

By including a 10K and 5K run we provide an opportunity for runners of all ages and skills to compete. In the past, participants have come from throughout the United States and several foreign countries. Runners are often accompanied by family or friends who may not participate, but who enjoy visiting our city.

While Gig Harbor, itself, attracts visitors, having the race include the Tacoma Narrows Bridge provides even more incentive. Runners resonate with the idea of crossing the iconic Galloping Gertie while enjoying the breathtaking view of Mt. Rainier.

- 2. Have you requested LTAC funds for these services previously?**

Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

- 3. Describe the prior success of your facility or marketing efforts in attracting tourists.**

We have had more than 500 registered participants for each of the last two years. Many bring friends or family members along for support. Since the run begins at 7 a.m. and lasts until noon, most participants stay in the area for meals or overnight.

- 4. Describe your target tourist audience (location, demographics, etc.)**

Our target tourist audience includes runners who have participated in the past and/or have been active in other runs. In 2023 we had runners from 29 different states as well as Canada and Great Britain.

Race director Sabrina Seher is well known and respected in the running community. She organizes four or five different events each year and is a frequent participant herself in 50- and 100-mile races. This year, we will work more closely with Sabrina to reach out to runners who participate in some of those other races.

5. Describe how you will promote your facility or conduct marketing to attract tourists.

We advertise in local media as well as on Facebook.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted number of people travelling more than 50 miles one-way to visit your facility or because of your marketing:	200
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	125
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	100

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

8. Are you applying for, or have you received, grants or funds pledged from other sources for your operations (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

We invite interested organizations to be sponsors of our event. All of our profits go to support children's charities.

9. What is the overall budget for your operations? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach annual budget)?

Income

Registrations	\$45,962	
Sponsorships	\$5,900	\$51,862

Expenses

Promotional Ads & Awards	1,200
Race Management pre-race	1,200
Facebook Ads	1,368
Additional Management	6,047
Shirts & Medals	6,275
Pre-race setup	700
GG Chip Timing	2,500
Miscellaneous	641
Porta Potties	1,760
Photography	995
Police & Traffic	1,520
Permits & Licenses	625
Food	1,700
U Haul	169
Director's van	120
Spray chalk	162
Bibs	337
Insurance	255
Garbage	100

Total 2023 Estimated Expenses \$27,674

10. What specific expenses will you use LTAC funds to cover (if not shown on budget)?

LTAC funds will help cover the cost of our race director, advertising and law enforcement.

11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

Rotary North Foundation is a non-profit organization. Our revenues help support children's charities like Children's Home Society, Backpacks4Kids, and Communities in Schools locally, but they also have supported Opal House, a Montessori school in Guatemala, as well as charities in Nigeria. If we do not receive funding from the Lodging Tax it will negatively impact our support of these charities.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: *Robert T Anderson*

Date: 8/28/23

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by August 31, 2023. The lodging tax advisory committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Applications may be submitted digitally to cityclerk@gigharborwa.gov or mailed to:

City Clerk
City of Gig Harbor
3510 Grandview St.
Gig Harbor, WA 98335

Please direct questions to the City Clerk at 253-853-7613 or cityclerk@gigharborwa.gov.

Applications filed with the city are public records. The city may choose to post on its website copies of the applications and proposed budgets.

What is the Lodging Tax Fund?

Funding for this program comes from the City of Gig Harbor lodging tax fund which receives a percentage of hotel/motel taxes from lodging establishments inside the city limits. The city collects a tax on charges for overnight lodging. These funds are distributed by the Department of Revenue back to the City of Gig Harbor for the funding of tourism related capital facilities, non- event operations, and event marketing and operations.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism Promotion/Marketing
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

State Law Defining the Use of Lodging Tax

Revised Code of Washington (RCW), Chapter 67.28 'Public Stadium, Convention, Arts and Tourism Facilities' provides detailed information about the use, award and reporting of tourism funds.

Important Terms Relating to RCW 67.28

Tourism: Economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs

Tourism promotion: Activities, operations, 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 the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility: 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

Who May Apply?

Lodging tax funding is open to non-profit organizations and municipalities with the demonstrated ability to achieve tourism related goals as outlined below:

- Increase hotel/lodging occupancy in the City of Gig Harbor by creating overnight stays.
- Increase the number of visitors to the city from more than 50 miles away.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, travelling 50 miles away or more, or coming from another state or country. To ensure this data is collected, the city is required to have applicants provide additional information in the lodging tax application.

Selection and Award Process

Funding of the program and specific awards are dependent on recommendations of the city's lodging tax advisory committee (LTAC). LTAC will receive all applications and recommend a list of candidates and funding levels that will be forwarded to the Gig Harbor City Council for final determination. Funds will be awarded on a competitive basis.

The City of Gig Harbor Lodging Tax Advisory Committee Considerations

In developing its recommendations, the committee may consider:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the city's finance department.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year City of Gig Harbor lodging tax funded proposals, if any.
- Projected economic impact within the City of Gig Harbor, in particular projected overnight stays in Gig Harbor lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 7,500

For tourism-related operations during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Gig Harbor Sportsman's Club (GHSC)

Contact Name and Title: Dean Freitas

Mailing Address: 9721 Burnham Drive NW

City: Gig Harbor State: WA Zip Code: 98332

Phone: Email Address: dean_freitas1@hotmail.com

Name & Email address of person authorized to contract with the city for grant funding (if different than above): Terry Holm, President GHSC holmt56ghsc@q.com

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations.

If applying for lodging tax funding for tourism-related events in addition to these categories, please use the event application form for each event.

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding) **GHSC has previously been award LTAC Grants**
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding) **GHSC has previously been award LTAC Grants**
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related operations.** *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to visit your facility or because of your marketing efforts.*

<u>NAME</u>	<u>DATE</u>	<u>PROJECTED ATTENDANCE</u>
P.I.T.A. Fall Classic Trap Shoot "GHSC Sea Food Shoot"	Sept 2024	110 Over a three-day period
<u>Annual "Pacific International Trap Association" (PITA): GHSC "Sea Food Shoot"</u>		

For over forty years GHSC has hosted this PITA sanctioned trap shooting competition every September with over 100 shooting participants and their families in attendance. The participants compete for three days. They and their families tour Gig Harbor taking advantage of retail outlets, restaurants, and hotels in the city.

It is important to note that this is a three-day trap shoot and most participants, and their families, stay for all three days.

Why Tourists will travel to Gig Harbor to attend activities at GHSC:

This event is a PITA sanctioned Trap Shooting Competition hosted by GHSC, we call it the "Sea Food Shoot" because on Saturday night of the event GHSC puts on a seafood dinner for all attendees.

The Sea Food Trap Shoot is advertised and marketed in the PITA publications and on their website. This trap shooting competition has been held at GHSC in previous years and have been consistently well attended.

Pacific International Trapshooting Association (P.I.T.A.) events held at GHSC will be marketed by PITA at other trap clubs state-wide and in organizations like Ducks Unlimited.

- 2. Have you requested LTAC funds for these services previously?**

Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

- 3. Describe the prior success of your facility or marketing efforts in attracting tourists.**

As stated above, this three-day trap shooting competition has been held at GHSC for over 40 years. It has been consistently well attended over the years as this is a major PITA competition. Attendance in 2023 rebounded nicely when COVID-19 restrictions were removed, as compared to 2020, 2021, and 2022 COVID years.

Because this is considered a “Major” competition for PITA, competitors are required to shoot and place well at our sponsored trap competition to move onto other, higher-level trap competitions on a local and national level.

4. Describe your target tourist audience (location, demographics, etc.)

Our target event participants are PITA Members who compete in trap shooting competitions. Membership in PITA is required to shoot at our event. PITA Members use successful competition at our event as a steppingstone to other, higher level trap competitions.

5. Describe how you will promote your facility or conduct marketing to attract tourists.

As the host facility for this PITA competition, we will market our event locally at our Club with signs and information regarding the event. PITA, as the sponsoring organization, is the organization who aggressively promotes this trap competition. PITA will advise all members directly of our Sea Food Shoot. Additionally, PITA will list our event on their website calendar. PITA members / competitors plan their shooting competition event participation from these PITA announcements.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted number of people travelling more than 50 miles one-way to visit your facility or because of your marketing:	40
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	10
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	25

What methodology did you use to calculate the estimates?

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☒ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☒ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

8. Are you applying for, or have you received, grants or funds pledged from other sources for your operations (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

NO

9. What is the overall budget for your operations? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach annual budget)?

Our projected Expense Budget for this years Sea Food Shoot is \$19,150
 The LTAC Grant Funds requested amount to 39% of this budget.
 Please see Event Budget, below.

Projected 2024 LTAC Grant - Sea Food Shoot Budget	\$	LTAC Funds
--	-----------	-------------------

Projected Income

Entry fees	\$12,700.00
LTAC Grant	\$ 7,500.00

Total Projected Income **\$20,200.00**

Projected Expenses

Trap Clay Targets	\$ 9,000.00	\$ 7,500.00
Awards / Prizes (Cash Payout)	\$ 7,000.00	
Promotion and Advertising	\$ 50.00	
Trophies	\$ 250.00	
Trap Labor to support trap machine operations	\$ 350.00	
Dinner Expense	\$ 2,500.00	

Total Projected Expenses **\$19,150.00**

Percent of expense budget requested by LTAC Fund 39%

10. What specific expenses will you use LTAC funds to cover (if not shown on budget)?

GHSC will use LTAC Grant Funds to offset the cost of the thousands of clay targets thrown during this competition. The price of targets has risen over the years and this cost represents the single greatest expenditure for our event.

11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

Prior to participating in the LTAC Grants, GHSC considered reducing costs by either charging participants for the Sea Food Dinner (now considered part of the participant event fee) and charging participants higher events fees to cover the ever-increasing costs of clay targets. Both actions would likely reduce the number of participants significantly.

The LTAC Grant Funds has allowed GHSC to keep the participant entry fees in line with other shooting events and enabled GHSC to keep the participant count at our event at well over 100 shooters.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2024 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: _____

Date: _____

TERRY S. HOLM
GHSC PRESIDENT



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$30,000

For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: ***Gig Harbor Film Festival***

Event Name: ***2024 Gig Harbor Film Festival***

Event Date(s): ***September 26-29, 2024***

Contact Name and Title: ***Pamela Holt, Executive Director***

Mailing Address: ***PO Box 127***

City: ***Gig Harbor*** State: ***WA*** Zip Code: ***98335***

Phone: ***253-682-9585*** Email Address: ***director@gigharborfilmfestival.org***

Name & Email address of person authorized to contract with the city for grant funding (if different than above): _____

Complete application packet **must** include the following:

X Completed application

Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)

☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)

X Annual operational budget

Application Questions

- 1. Describe your tourism-related event.** *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.*

The 2024 Gig Harbor Film Festival (GHFF) is a world-class film festival experience for film lovers September 26-29 at the Galaxy Theatres in Uptown Gig Harbor. Tourists and filmmakers will travel from around the country to Gig Harbor to immerse themselves in the films, parties, and events. As a Top 100 Best Reviewed Festival, the GHFF will showcase engaging films, foster community connection, and highlight the natural splendor and charm of our beautiful town.

- 2. Have you requested LTAC funds previously?**

a. *For a different event? Yes X or No*

If "Yes", was it approved by LTAC? Yes X or No ☐

b. *For the same event? Yes X or No*

If "Yes", was it approved by LTAC? Yes X or No ☐

- 3. Describe the prior success of your event in attracting tourists.**

Please see separate attachment for answers to questions 3-5 and 7-12.

- 4. Describe your target tourist audience (location, demographics, etc.)**

- 5. Describe how you will promote your event to attract tourists.**

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	3,000
Predicted number of attendees travelling more than 50 miles one-way for the event:	200
Predicted number of attendees from out of state:	100
Predicted number of attendees staying overnight in paid accommodations:	70
Predicted number of paid lodging nights:	140

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☒ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Is there a host hotel/lodging for your event (Yes ☒ or No ☐)? If yes, list the host hotel/lodging.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: *Pamela Holt*

Date: *August 31, 2023*

2024 City of Gig Harbor LTAC Application Attachment

3. Describe the prior success of your event in attracting tourists.

The Gig Harbor Film Festival is one of the most highly anticipated cultural events in the South Sound region. Started in 2007, the GHFF as a brand has become increasingly successful. This is largely due to our five-star reputation within the filmmaker community, our beautiful location, the friendliness of our community, and the quality of our exceptional venue (Galaxy Theatres in Uptown).

The GHFF is still one of the Top 100 Best Reviewed Festivals as ranked by FilmFreeway, the film submission platform used by filmmakers. This means that in a pool of more than 10,000 festivals worldwide, our small-town festival is considered one of the best in the world — in the top 1%! This recognition makes it worth a trip for filmmakers and tourists alike.

4. Describe your target tourist audience (location, demographics, etc.)

The target market for patrons attending film festivals in general is female, age 55+, and well-educated with a minimum of a bachelor's degree. Household income is typically above \$150,000 annually. These demographics fit our GHFF patrons. Many of our film fans from out-of-town are retired and have discretionary income and time to travel.

Our secondary target market is filmmakers. Out-of-town filmmakers are attracted to Gig Harbor for the quality and ease of the venue (all films in one location), the chance to interact with nationally recognized filmmakers of a similar caliber, and the scenic beauty and warm welcome they receive from our community.

5. Describe how you will promote your event to tourists.

We promote the GHFF to tourists through a broad variety of marketing channels. Digital channels include social media platforms (Facebook, Instagram), email newsletters, and the GHFF website. News platforms include Gig Harbor NOW and Crosscut.

We promote to filmmakers via FilmFreeway, social media, and email and cross-promote with local and regional film groups.

This year we partnered with two local podcast producers and they are promoting the GHFF to all of their film-oriented audiences.

We will continue to advertise to filmgoers up and down the I-5 corridor with broadcasts on KCTS9 TV and Crosscut digital advertising.

We've expanded our print advertising this year and have articles and online advertising in regional publications such as South Sound Magazine, ShowCase Magazine, 425 Magazine, etc.

Community outreach includes presentations to civic and networking groups (i.e., GH Rotary, Chamber Public Affairs Forum, etc.) Participants outside of the local area participate via Zoom to learn more about the GHFF.

Word-of-mouth advertising is successful too. Many of our local patrons act as "influencers" — inviting their out-of-town friends to visit the GHFF.

We plan to use all of these marketing channels in 2024.

7. Is there a host hotel/lodging for your event (Yes X or No ☐)? If Yes, list the host hotel/lodging.

Please see the Attached 2023 Preferred Lodging list that was sent to over 60 filmmakers across the country.

The GHFF uses the Wesley Inn for our "celebrities" and we are grateful to host them in the larger, comfortable suites that the Wesley Inn offers. Our social media influencers covering the festival opt to stay near the Galaxy at the Inn at Gig Harbor. We expect to continue these lodging partnerships in 2024.

Gracious host families in Gig Harbor also provide private lodging in their homes for out-of-town filmmakers.

8. Are you applying for Lodging Tax funds from another community (Yes or No X)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

No.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?

The budget to implement the 2024 GHFF is projected to be approximately \$182,000. The amount requested from LTAC is approximately 16% of the event budget.

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

The GHFF will apply LTAC funds towards categories in the attached event budget.

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is the Lodging Tax funding essential to the success of your proposal?

LTAC funding is very meaningful to the financial stability of the Gig Harbor Film Festival. Funding at the level requested for 2024 will allow us to continue to rent a fourth theatre at the Galaxy to accommodate more films and therefore more out-of-town filmmakers, tourists and local attendees. Expanding our capacity also positions the GHFF to draw larger sponsors, improving our financial stability.

A unique feature of the GHFF is that we show all films twice. This is very attractive to out-of-town filmmakers as they are much more inclined to travel to Gig Harbor and spend money. We can screen all films twice with the fourth theatre.

LTAC funding also allows the GHFF to offer an inclusive film experience affordable for most film fans. For the cost of a just a \$50 General Admission pass, attendees can see all films during the four-day festival. Students with current ID get an even better deal — they are FREE!

If full funding is not received, we will scale back our marketing strategies. (It is our hope next year to update the website and enable online ticket purchases). We may not be able to continue to offer the in-demand fourth theatre that will grow the GHFF.

2024 Gig Harbor Film Festival Projected Operating Budget 8.31.23			
REVENUE			
	VIP Passes	\$375 ea x 100	\$37,500
	GA Passes	\$50 ea x 200	\$10,000
	Film Submission Fees	500 films	\$12,500
	Sponsorships		\$51,000
	LTAC for 2023		\$20,000
	Fundraiser		\$85,000
		TOTAL REVENUES	\$216,000
EXPENSES			
	Payroll		\$81,000
	Payroll Taxes		\$8,100
	Web Hosting		\$3,000
	Permits & Fees		\$1,000
	Supplies		\$4,000
	Merchant Fees		\$3,000
	Insurance		\$6,100
	Misc.		\$3,000
	Theatre Rental		\$21,000
	Auction		\$28,000
	Technical Delivery		\$7,300
	Marketing		\$15,000
	Volunteer Mgmt		\$1,500
		TOTAL EXPENSES	\$182,000

2023 LODGING

The following list includes GHFF preferred lodging partners within the Gig Harbor area. When you call to make a reservation, please mention that you are a filmmaker/guest with the GHFF.

1. **Best Western Wesley Inn & Suites** is a charming, family-run hotel that is close to downtown Gig Harbor and about 7 minutes from the theatre. Please call 253-858-9690 for discounted rates and mention that you are with the GHFF. <https://www.wesleyinn.com>

2. **The Maritime Inn** is a charming boutique hotel located downtown across from the waterfront, restaurants, and Jerisich Park. The Inn is offering discounted rooms for GHFF guests. Please call 253-858-1818 to book. <http://www.maritimeinn.com>

3. **The Inn at Gig Harbor** is located in the Uptown area and is very close to the Galaxy Theatres. This is where the Airporter picks up and drops off. Please call 253-530-7407 and request the “event rate” for the GHFF. <https://www.innatgigharbor.com>.

4. Our local **Vacasa** representative is James Karrer and he offers several larger vacation rentals including spacious waterfront options. He can be reached at james.karrer@vacasa.com or 206-229-7704.

5. The **Gig Harbor Marina** downtown offers nightly yacht rentals (at the dock) so you can sleep on the water! Please contact Cheryl at 253-509-8016 for availability of the ‘Eagle’ and ‘Sweet Dreams’ yachts. <https://gigharbormarina.com/lodging/>

6. There are many local **VRBO and Airbnb** listings as well and some of them are houseboats! <https://www.vrbo.com> and <https://www.airbnb.com>.

7. The **Silver Cloud Hotel Tacoma at Point Ruston Waterfront** is just a 20-minute drive across the bridge in the lively waterfront neighborhood of Point Ruston. This elegant property offers many amenities including a spa. Contact the front desk for \$20 off per night and mention that you are with the GHFF. <https://www.silvercloud.com/pointruston/>

If you have any questions or need assistance with lodging, please contact Pamela Holt, Executive Director, at director@gigharborfilmfestival.org.



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$3,000.00
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: Greater Gig Harbor Foundation, Recreation Core Area

Event Name: Rattle Dem Bones Halloween Bike Ride and Costume Contest

Event Date(s): October 27, 2024

Contact Name and Title: Marlene Druker, Event Chair

Mailing Address: 7191 Wagner Way, Suite 102

City: Gig Harbor State: WA Zip Code: 98332

Phone: 253.514.6338 Email Address: recreation@gigharborfoundation.org

Name & Email address of person authorized to contract with the city for grant funding (if different than above): Ariel Gustanski, agustanski@gigharborfoundation.org

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

1. Describe your tourism-related event. *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.*

Event name: Rattle Dem Bones Halloween Bike Ride and Costume Contest

Event Date: October 27, 2024

Rattle Dem Bones is a Halloween-themed bike ride and costume contest tailored to cyclists (and goblins) of all ages, abilities and skill level. Bringing out everyone from families with young children, to avid cyclists all while working to do good for the community by raising funds for the Community Recreation Fund, which helps provide support to area organizations to enable all youth to participate, regardless of their family's ability to pay for fees associated with recreational opportunities, equipment, etc.

This event is the essence of sport tourism, drawing tourists to Gig Harbor with its magnetic charm. Beyond the fun experience that Rattle Dem Bones offers, it is an opportunity for riders to experience all Gig Harbor has to offer, even in the off season.

2. Have you requested LTAC funds previously?

a. *For a different event?* Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

b. *For the same event?* Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

3. Describe the prior success of your event in attracting tourists.

Rattle Dem Bones is the only annual Halloween bike ride in our community. As an event under the Greater Gig Harbor Foundation, we have consistently orchestrated, promoted, and executed a multitude of events throughout the last 17 years. These endeavors have showcased our adeptness at not only attracting but also engaging tourists from the broader region. Our track record includes successful events such as Cider Swig, The Gig Harbor Thanksgiving Basket Brigade, Summer Sips, Shamrock'n the Harbor and numerous others, all of which have showcased our capability to draw visitors to our community.

In 2022, 34.7% of our Rattle Dem Bones riders came from 50+ miles away, including 19 Washington state residents. The remaining 13 riders that make up that percentage were from Oregon, California, New York, Michigan and Mississippi. Such statistics exemplify our focused marketing efforts to ensure we are reaching those far beyond our own community.

4. Describe your target tourist audience (location, demographics, etc.)

Rattle Dem Bones is a "something for everyone" event. Our "mini-monster" ride is geared towards families and casual bike riders. The challenge routes ("Monster Hills" and "Son of Monster") are meant for more serious cyclists who enjoy exploring scenic routes on organized, supported group rides.

Sport tourism is one of the fastest growing types of tourism across the global tourism industry – this event targets those who enjoy getting out in new environments to partake in their favorite type of exercise/sport.

5. Describe how you will promote your event to attract tourists.

Our marketing efforts will encompass cycling clubs across the state of Washington, with a focus on the larger Seattle area, extending north and east across the Cascades, and south beyond Portland. Locally, we plan to collaborate with local businesses, asking them to display event posters and rack cards in their storefronts or on community bulletin boards. Additionally, we always list the event/ride on online event calendars, as well as having a street banner placement over Harborview in the weeks leading up.

Extending beyond our own community, our outreach will be similar, focusing on visibility in places in which individuals interested in bike riding frequent, i.e., other area regional bike rides, posters, and rack cards to cycle shops in the Seattle/Bremerton/Tacoma/Olympia radius, email marketing blasts to some 15,000 subscribers, Facebook and other social media platforms, newspapers and other local/regional print media. We have found that targeting bike riding demographics through poster placement and paid social media ads yields the most successful outcome (i.e., a high conversion rate to paid registrants).

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	250
Predicted number of attendees travelling more than 50 miles one-way for the event:	75
Predicted number of attendees from out of state:	50
Predicted number of attendees staying overnight in paid accommodations:	33
Predicted number of paid lodging nights (per room):	2 nights per room

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☒ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Is there a host hotel/lodging for your event (Yes ☐ or No ☐)? If yes, list the host hotel/lodging.

As we are still gearing up for the 2023 ride, we have not yet begun outreach for the 2024 event, but are excited to reach out to area businesses, and lodging options to partner.

Annually, on our website we list accommodation options for riders.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

In 2021, 2022, and here in two months our 2023 event, Rattle Dem Bones has had sponsorship support from various area business and individuals. Planning for 2024 will begin in November following the 2023 Rattle Dem Bones ride.

Sponsorships help to cover the event operating expenses (e.g., permits, supplies, etc.) as well as provide direct support to the Community Recreation Fund, which helps provide support to area organizations to enable all youth to participate, regardless of their family's ability to pay for fees, equipment, etc. Proceeds, after expenses, benefit the Community Recreation Fund. We

also rely extensively on "in-kind" donations for goods and services, and on volunteer labor. In-kind donations have not been included in our overall budget - a conservative estimate of their value is an additional \$8,000.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?

Please see the attached event budget. The requested amount is 18.1% of the overall event budget, which quite clearly would enable the event to make a significant impact as we work to help create recreational opportunities for all youth in our community.

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

If LTAC funds are received, funds will directly cover marketing expenditures; everything from printed material like posters to paid targeted social media postings and blasts.

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

If received, the LTAC funds will allow us to target and draw more people to this fun event, expanding our audience. Without LTAC funds, we are unlikely to have any paid advertising, which will significantly impact our ability to reach a broader geographic region and lessen the likelihood of bringing families and cyclists to Gig Harbor from around the region.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature:  Date: 8/30/2023

2024 Rattle Dem Bones Bike Ride Budget

Income Estimated

Total Income \$16,535.00

Registration Fees

Estimated		Estimated
45	Early Registration @	\$25.00
75	1st Increase Step @	\$28.00
60	2nd Increase Step @	\$30.00
20	Late/Day of Run @	\$40.00
30	Youth 6+ @	\$27.00
20	Under 6 Free	\$0.00
250		<u>\$6,635</u>

Sponsorships

Estimated		Estimated
1	Presenting/Finish Line sponsor @	\$2,000.00
1	Breakaway sponsors @	\$1,000.00
2	Course sponsors @	\$500.00
4	Peloton sponsors @	\$250.00
2	Little Monsters sponsors @	\$200.00
	Other @	\$0.00
		<u>\$5,400</u>

Donations and Grants

Estimated		Estimated
4,500	Grants and Cash Donations	\$4,500.00
		<u>\$4,500</u>

Misc.

Estimated		Estimated
		\$0.00
		<u>\$0.00</u>

2024 Rattle Dem Bones Bike Ride Budget

Expenses

Estimated

Total Expenses

\$5,720.00

Estimated

Venue

Safety	\$400.00
Entertainment/Sound System	\$450.00
Generator	\$150.00
Totals	\$1,000.00

Estimated

Participant Food and Beverage

Fruit	\$200.00
Beverages	\$150.00
Halloween Treats	\$100.00
Totals	\$450.00

Estimated

Rider Services

Registration / Recharge Stations	\$150.00
T-Shirts	\$500.00
Custom Bibs	\$200.00
Totals	\$850.00

Estimated

Ride Communications / Registration / Apps

Banners / Signs	\$400.00
Maps / Schedules / Packets	\$75.00
Marking Chalk	\$150.00
Route Markers/Directional Signs	\$150.00
Totals	\$775.00

Estimated

Publicity & Marketing

Event management platform	\$225.00
Print Media	\$350.00
Print ads/Local Media/Social Ads	\$450.00
Photography/video	\$250.00
Other	
Totals	\$1,305.00

Estimated

Volunteer appreciation

Coffee	\$25.00
Snacks	\$40.00
Bottled Water/Soft Drinks	\$25.00
Other	
Other	
Totals	\$90.00

Estimated

Miscellaneous

Permits	\$200.00
Credit card fees	\$50.00
Totals	\$250.00

Estimated

Insurance

Additional Event Rider	\$1,000.00
	\$0.00
Totals	\$1,000.00



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$6,500.00
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: Gig Harbor Senior Center

Event Name: Shamrock'n The Harbor Run & Walk: 5k/12k

Event Date(s): March 16, 2024

Contact Name and Title: Joyce Schultz, Gig Harbor Senior Center Program Director
and Ariel Gustanski, GGHF COO

Mailing Address: 7191 Wagner Way, Suite 102

City: Gig Harbor State: WA Zip Code: 98322

Phone: 253.514.6338 x 7 Email Address: ghseniorctr@gigharborfoundation.org

Name & Email address of person authorized to contract with the city for grant funding (if different than above): Dr. Julie Ann Gustanski, jgustanski@gigharborfoundation.org

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

1. Describe your tourism-related event. *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.*

Event name: Shamrock'n the Harbor Run and Walk: 5K/12K

Event Date: March 16, 2024

This is the 3rd annual Shamrock'n the Harbor Run and Walk and we couldn't be more excited! This St. Patrick's Day run, to be held on Saturday, March 16, 2024, is organized and hosted by the Gig Harbor Senior Center (GHSC), a program of the Greater Gig Harbor Foundation. With support from respected members of our community's running coaches and dedicated runners, the event will be yet another fun event.

This run helps raise funds for our community's only senior center, while simultaneously bringing people to Gig Harbor for a great day of excitement. Runners enter events to attain a sense of completion. They enjoy the training, camaraderie and competition organized runs provide. Runners look for new terrains to conquer and places to run, and what is more beautiful run than through Gig Harbor (even when it isn't summer)!

Sport tourism is one of the largest growing sectors of tourism within the global tourism industry. Niche events, like runs, are just one of many that help destination towns (like Gig Harbor) attract visitors who often stay longer and spend more than the typical guest. As we continue to grow this race, Gig Harbor will become more known by the racers and those within that community, thus having a long-term economic impact.

"The economic impact that a race has on a community is unbelievable, that is why a lot of destinations are encouraging [these] races. They know the economic impact." – Bart Yasso, *Runner's World*, Chief Running Officer

2. Have you requested LTAC funds previously?

a. *For a different event?* Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

b. *For the same event?* Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

3. Describe the prior success of your event in attracting tourists.

Shamrock'n the Harbor stands as the annual St. Patrick's Day run, proudly supported by the Gig Harbor Senior Center. As a program under the Greater Gig Harbor Foundation, we have consistently orchestrated, promoted, and executed a multitude of events throughout the last 17 years. These endeavors have showcased our adeptness at not only attracting but also engaging tourists from the broader region. Our track record includes successful events such as Cider Swig, The Gig Harbor

Thanksgiving Basket Brigade, Rattle Dem Bones, Summer Sips and numerous others, all of which have showcased our capability to draw visitors to our community.

In our second year of the event (2022), the event experienced a 57.65% growth in registered participants. Of the total 326 participants for the 2023 run, 89 runners came from more than 50 miles away, which is a 107% increase from 2022. Of that 89, 53 were from 100+ miles away, and 22 stayed overnight in paid accommodations. These statistics prove our dedication to focused marketing efforts on those outside and far beyond our community.

4. Describe your target tourist audience (location, demographics, etc.)

Shamrock'n the Harbor will target runners, walkers and strollers, with special awards for each group. Geared towards a "fun run", the age span will be youth through infinity, with a focus on getting people out for a day of walking, running and strolling o'er the hills, with their family, friends and kids, enjoying Gig Harbor.

5. Describe how you will promote your event to attract tourists.

We are determined to elevate the profile of our St. Patrick's Day Fun Run in a manner that goes beyond local engagement, strategically focusing on capturing the attention of tourists and drawing them to the vibrant city of Gig Harbor.

Targeted marketing will include known running clubs throughout Washington, Idaho and Oregon and other channels within runners' circles (e.g., posting on local running club social media pages), asking area businesses to place banners/signs/posters/fliers in their storefronts, listing the run/race on every online calendar we can find, advertising at other area runs/races, putting posters or fliers up at all the running stores within the Seattle/Bremerton/Tacoma/Olympia radius, identify property owners that will allow us to put up a sign/banner on their fence, email marketing blast, Facebook and other social media posts, area radio, newspapers and other local/regional print media.

Through crafted promotional campaigns, extensive outreach efforts, and leveraging our successful track record, we are poised to entice individuals from various regions to partake in the festivities. Our goal is to not only host a memorable event but also to showcase Gig Harbor's unique charm and attractions.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	550
Predicted number of attendees travelling more than 50 miles one-way for the event:	170
Predicted number of attendees from out of state:	90

Predicted number of attendees staying overnight in paid accommodations:	80
Predicted number of paid lodging nights:	3 per room

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☒ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Is there a host hotel/lodging for your event (Yes ☐ or No ☒)? If yes, list the host hotel/lodging.

As of current, we do not have a partner hotel/lodging facility for the event, however, we have listed accommodation options on the event website so that ticket purchasers are aware of lodging options within the community. And we look forward to reaching out for partnership opportunities as the event dates approaches.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

As the 3rd annual run, Shamrock'n will seek support from national, regional and local businesses sponsors, as well as private donations. Net proceeds will provide much needed resources for the Gig Harbor Senior Center. Funds raised support programs, services, and activities available to nearly 25,000 individuals age 60+ in our greater Gig Harbor and Key Peninsula community, membership scholarships, and the Center's endowment.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?

Please see attached event budget. The requested amount is 15.94% of the overall event budget.

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

If LTAC funds are received, monies will directly cover marketing expenditures; everything from printed material like posters to paid targeted social media postings and blasts to general operations of the event, thus making it possible to extend our market/audience reach.

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

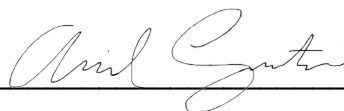
LTAC funding will bolster our capacity to extend marketing initiatives beyond our immediate community. With Lodging Tax support, our strategic marketing will encompass areas including the Greater Seattle Metro Area, extending northward and eastward across the Cascades into Idaho, and southward to Portland. Our vision is to become the quintessential St. Patrick's Day run in the area, synonymous with an extraordinary experience for runners, walkers, and families, all surrounded by the scenic charm of our community.

Without support from the Lodging Tax fund grant, our marketing efforts will be limited. Limitations on our reach and capacity to engage a larger audience will negatively affect our ability to bring in people from outside the greater Gig Harbor area, resulting in an inability to fulfill our mission, as well as greatly impacting the Gig Harbor Senior Center's annual budget.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature:  Date: 8/30/2023

2024 Shamrock'n the Harbor Budget

Income

Estimated

Total Income \$40,765.00

Registration Fees

Estimated

Estimated

125	Early Registration @	\$35.00	\$4,375.00
200	1st Increase Step @	\$45.00	\$9,000.00
150	2nd Increase Step @	\$55.00	\$8,250.00
15	Late/Day of Run @	\$60.00	\$900.00
20	Youth 6+ @	\$27.00	\$540.00
20	Free positions	\$0.00	\$0.00
530			\$23,065

Sponsorships

Estimated

Estimated

1	Presenting/Shamrock'n sponsor @	\$5,000.00	\$5,000.00
2	Going for Gold sponsors @	\$2,000.00	\$4,000.00
2	Luck of the Irish sponsors @	\$1,000.00	\$2,000.00
4	Blarney Stone sponsors @	\$500.00	\$2,000.00
2	Friend @	\$250.00	\$500.00
1	Other @	\$200.00	\$200.00
			\$13,700

Donations and Grants

Estimated

Estimated

4,000	Grants and Cash Donations		\$4,000.00
			\$4,000

Misc.

Estimated

Estimated

15	STH Sweatshirts @	\$25.00	\$375.00
			\$375.00

2024 Shamrock'n the Harbor Expenses

Expenses

Estimated

Total Expenses

\$15,287.56

Estimated

Venue

Safety/Security	\$600.00
Entertainment/Sound System	\$450.00
Port-a-potties	\$650.00
Timing System Rental/LED clock	\$1,250.00
Professional Timer	\$875.00
Generator	\$150.00

Totals \$3,975.00

Estimated

Participant Food and Beverage

Fruit	\$200.00
Beverages	\$150.00
Snacks	\$100.00

Totals \$450.00

Estimated

Participant Services

Awards/Medals	\$1,250.00
T-Shirts	\$3,800.00
Bibs	\$300.00
Water Bottles	\$950.00

Totals \$6,300.00

Estimated

Communications / Registration / Apps

Banners / Signs	\$400.00
Maps / Schedules / Packets	\$75.00
Web	\$150.00
Day of event signage	\$400.00

Totals \$1,025.00

Estimated

Publicity & Marketing

Event management platform	\$225.00
Posters/Rack cards	\$250.00
Print ads/Local Media/Social Ads	\$450.00
Photography/video	\$250.00
Local Theatre Ad	\$595.00

Totals \$1,800.00

Estimated

Volunteer appreciation

Volunteer appreciation (T-shirts)	\$275.00
Coffee	\$25.00
Snacks	\$40.00
Bottled Water/Soft Drinks	\$25.00
Other	

Totals \$365.00

Estimated

Miscellaneous

Permits	\$300.00
Credit card fees	\$72.56

Totals \$372.56

Estimated

Insurance

Additional Event Rider	\$1,000.00
	\$0.00

Totals \$1,000.00

8/31/2023

In its second year, the Shamrock’n the Harbor 5k/12k run/walk benefiting the Gig Harbor Senior Center, experienced a 57.65% growth in registered participants over 2022, the first year of the run in which 196 people participated. Actual registration was 326 participants, however, due to a range of injuries and illnesses some runners were unable to participate, leaving the total number of participants at 309.

With the level of interest and growing regional knowledge of the family-friendly run, we are planning for 500+ participants in 2024.

The following provides summary statistics for all registered runners who participated, with specific attention to distance traveled from home to participate, staying in GH for the day, and participants who stayed overnight (paid and unpaid accommodations). These statistics are based on actual information collected through the registration platform, through questions asked of registrants at the time they completed registration for the event.

Figure 1. shows breakdown of all 2023 Shamrock’n the Harbor, 5k/12k run participants, from greater than 50 miles from their home address. In 2023, 89 (about 29%) of all registered runners came to Gig Harbor to participate in the Shamrock’n the Harbor run. This is a **107% increase** in event-related visitors over the 2022 total of 27 participants coming from more than 50 miles away.

Figure 1.

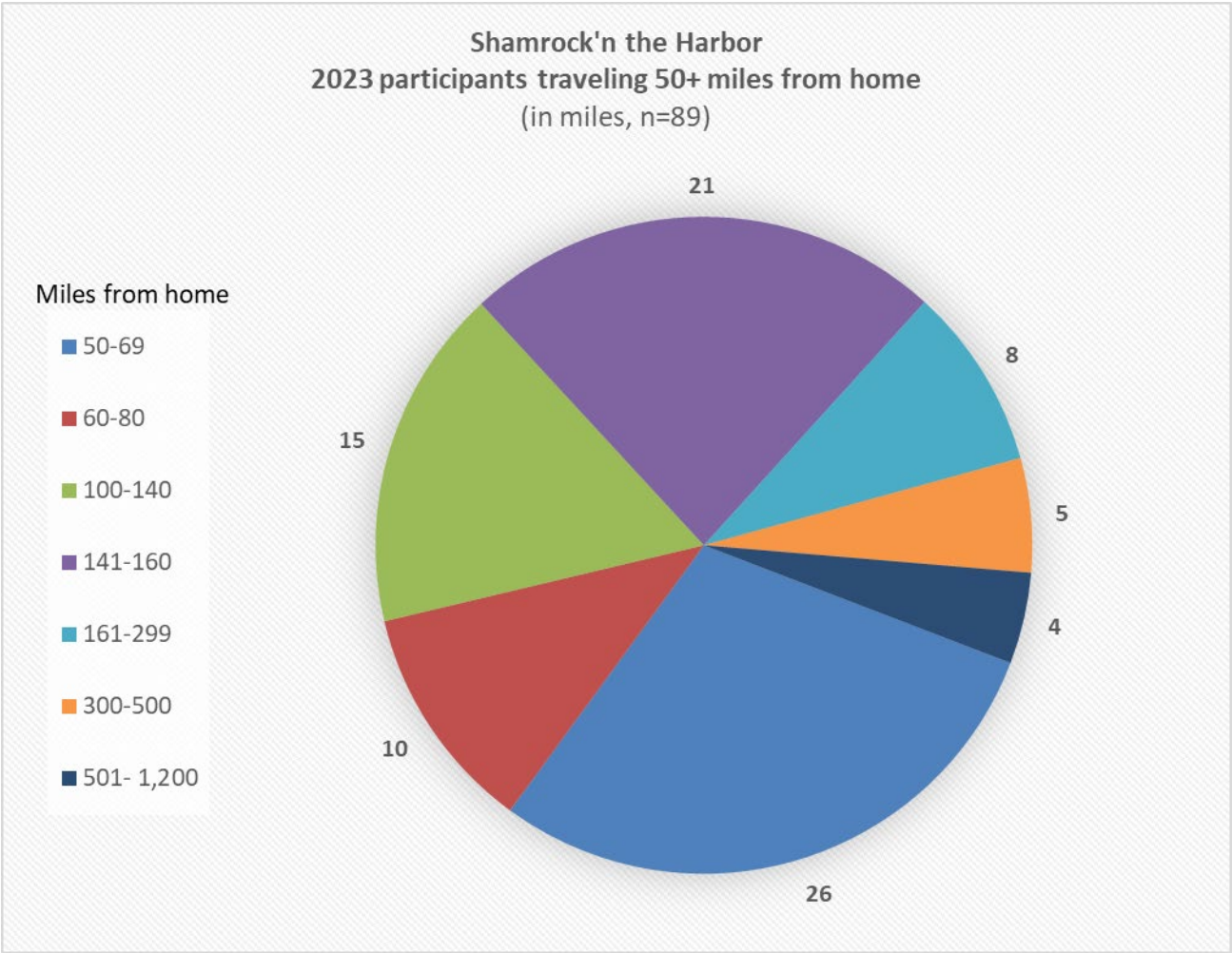


Figure 2. reflects event related trip and overnight stays of Shamrock’n the Harbor participants.

Figure 2.

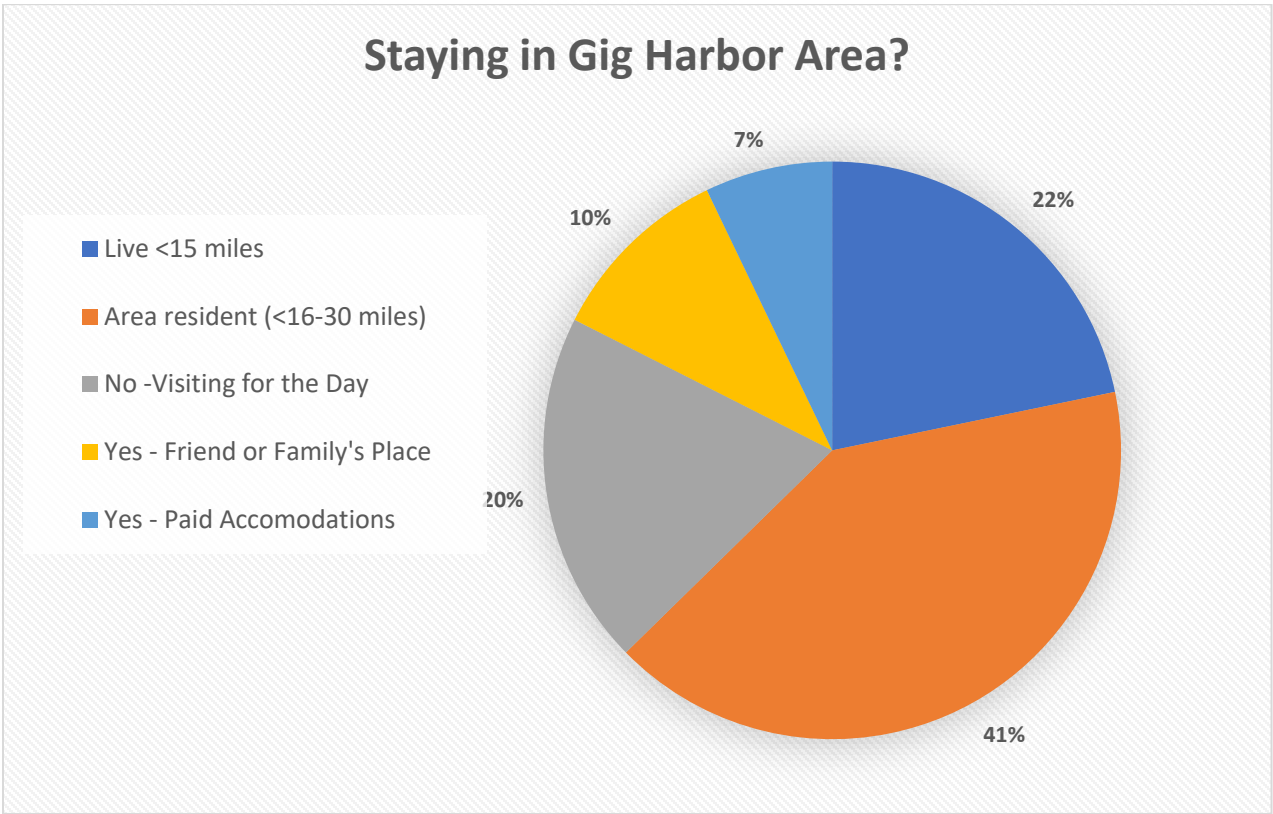


Table 1. provides a count of registrants who participated from out of state/country. Proportionally, the 36 out of state/country participants represent about 11.7% of the participant field.

Table 1. Out of State/Country Participants

State/Province	Total by City	Total by State/Provice
BC		3
Victoria	3	
CA		2
Modesto	2	
ID		3
Boise	3	
NV		3
Las Vegas	3	
OR		25
Astoria	2	
Beaverton	4	
Bend	2	
Portland	12	
Rainier	1	
Salem	2	
Tualatin	2	
Grand Total	36	36

Table 2. provides a count of participants from the state of Washington, traveling from greater than 50 miles to participate, by city of residence.

Table 1. Washington State Participants trabeling 50+ miles

WA State City	Total by City
Aberdeen	1
Bainbridge	3
Bellingham	3
Carnation	1
Centrailia	2
Chehalis	3
Cle Elum	2
East Wenatchee	2
Ellensburg	2
La Conner	3
Leavenworth	2
Lynwood	2
Marysville	3
Mercer Is.	2
Oak Harbor	1
Ocean Shores	1
Pasco	1
Redmond	2
Seattle	8
Shoreline	2
Yakima	2
Total	48



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$10,000.00
For events held during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 25.

Organization/Agency Name: Greater Gig Harbor Foundation; Parks and Environment Core Area

Event Name: Summer Sips @ Uptown

Event Date(s): July 13, 2024

Contact Name and Title: Dr. Julie Ann Gustanski, GGHF CEO

Mailing Address: 7191 Wagner Way, Suite 102

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253.514.6338 ext. 2 Email Address: jgustanski@gigharborfoundation.org

Name & Email address of person authorized to contract with the city for grant funding (if different than above): _____

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

1. Describe your tourism-related event. *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to attend your event.*

Event name: Summer Sips @ Uptown

Event Date: July 13, 2024

Summer Sips @ Uptown is a celebration of summer, with live music and local makers at a one-stop tasting event. From craft beer, to cider, wine and spirits – all from the 253! This hyper-local event presents 16 local makers and more than 60 handcrafted sips – replete with great live music throughout the day!

And while the event is 253 focused, that does not mean that people do not travel to come to the event. Tasting events fall into the culinary tourism industry, and in the height of Gig Harbor's peak season, Summer Sips does just that – attracts those interested in the craft beverage scene (made up of beer, spirits, wine, and non-alcoholic beverages), which is a growing percentage of the beverage market. The event's significance is not confined by location, but rather it resonates with those who find passion for craft beverages.

Analysis of our Summer Sips @ Uptown event, as well as our largest event, Cider Swig, shows that these types of events attract those that love the craft beverage market and will travel from a radius of over 500 miles to attend. This showcases the event's ability to draw attendees that are enthusiasts.

2. Have you requested LTAC funds previously?

a. *For a different event?* Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

b. *For the same event?* Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

3. Describe the prior success of your event in attracting tourists.

With 2023 as our second official Summer Sips, we were beyond excited to see the growth in attendance of participants, but also beverage purveyors. Bringing out more than 600 people, we, as well as the property owner, are excited about the future of this event and the turnout with tastings, activities and on-site food to grow event attendance.

From our 2023 demographics, 35.7% (230 attendees) were from more than 50 miles away, and of that, 113 were from out of state, and 9 attendees were from other countries. This is 150% increase from 2022 with regard to attendees travelling 50+ miles, and a 230% increase of attendees from out of state.

4. Describe your target tourist audience (location, demographics, etc.)

Summer Sips is targeted to an audience from the Greater Pacific Northwest, which includes and is not limited to Washington, Oregon, California, and Idaho. Additionally, it draws in attendees who enjoy sampling local craft beverages from cider, beer, spirit makers to kombucha and soda.

Proven over time with our other tasting focused events, attendees love the idea that the beverage they enjoy drinking comes from someone's passion and getting to know their story – Summer Sips enables attendees to hear those stories directly from the makers.

5. Describe how you will promote your event to attract tourists.

This event will be publicized across every type of media imaginable. We publicize on local radio and television, regional and local calendars, social media, magazines, newspapers, cinema ads, and local businesses, such as restaurants, bars, wineries, bed and breakfasts and local hotels.

Participating vendors from across the Greater Pacific Northwest also contribute to our advertising. Printed rack cards and posters are distributed throughout the area, including Washington State Ferry ports and local train stations. We also maintain a current list of past attendees who receive early notification of the event.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted overall attendance at your proposed event:	750
Predicted number of attendees travelling more than 50 miles one-way for the event:	320
Predicted number of attendees from out of state:	175
Predicted number of attendees staying overnight in paid accommodations:	75
Predicted number of paid lodging nights:	3 nights per room

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☒ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Is there a host hotel/lodging for your event (Yes ☐ or No ☐)? If yes, list the host hotel/lodging.

As of current, we do not have a partner hotel/lodging facility for the event, however, we have listed accommodation options on the event website so that ticket purchasers are aware of lodging options within the community. And we look forward to reaching out for partnership opportunities as the event dates approaches.

8. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

9. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

The all-volunteer committee that produces this event solicits funding support from many local and regional sources. 2023 sponsors included Uptown Gig Harbor, In Gear Media, and other in-kind sponsors. Some participating beverage vendors also contribute in-kind product donations in support of the cause.

10. What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?

Please see the attached event budget. The requested amount is 17.1% of the overall event budget.

11. What specific expenses will you use LTAC funds to cover (if not shown on event budget)?

If LTAC funds are received, monies will directly cover marketing expenditures; everything from printed material like posters to paid targeted social media postings and blasts to general operations of the event.

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

Funding from the Lodging Tax will be greatly needed to help with promotion and publicity. Without that funding, GGHF will take on the entire cost of all publicity, which negatively affects the budget for the event and the output we can put back into the community through grant awards. All funds raised after paying expenses contribute to funding the Lu Winsor Environmental Grant, which provides funding for projects benefiting the Key/Islands/Gig Harbor (KGI) watershed.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature:  Date: 8/30/2023

2024 Summer Sips @ Uptown Budget

Income

Estimated

Total Income

\$58,415.00

Participants

Estimated

Estimated

30	Volunteer	\$18.00	\$540.00
100	Early	\$27.00	\$2,700.00
375	Advance	\$30.00	\$11,250.00
75	Regular @	\$32.00	\$2,400.00
85	Late @	\$35.00	\$2,975.00
135	Day of/At Gate @	\$40.00	\$5,400.00
800			\$25,265.00

Sponsorships

Estimated

Estimated

1	Presenting @	\$5,000.00	\$5,000.00
1	Tasting Garden Sponsor @	\$2,500.00	\$2,500.00
2	Stage Sponsor @	\$1,500.00	\$3,000.00
3	Friend Sponsor @	\$500.00	\$1,500.00
2	253 Sponsor @	\$250.00	\$500.00
			\$12,500.00

Grants and Donations

Estimated

Estimated

400	Tips/Cash Donations		\$400.00
8000	Grants		\$8,000.00
	Other	\$0.00	\$0.00
			\$8,400.00

Misc.

Estimated

Estimated

350	Additional Sips @	\$10.00	\$3,500.00
250	Sip Tent Sales @	\$35.00	\$8,750.00
			\$12,250.00

2024 Summer Sips @ Uptown Budget

Expenses

Estimated

Total Expenses

\$26,249.00

Estimated

Venue

Site Improvements (Temp)	\$350.00
Entertainment/Live Music	\$2,000.00
Fence system	\$1,250.00
Tables/Chairs	\$650.00
AV Equipment/Sound	\$500.00
Safety/Security	\$1,200.00
Other	\$0.00
Other	\$0.00
Totals	\$5,950.00

Estimated

Beverages and Related

Payment to vendors	\$12,500.00
Ice	\$450.00
Glasses	\$1,500.00
Totals	\$14,450.00

Estimated

Attendee/Guest Services

Port-a-potties	\$60.00
Sanitation Station	\$150.00
Water	\$150.00
Other	
Totals	\$360.00

Estimated

Communications / Registration / Apps

Banners / Signs	\$600.00
Maps / Schedules / Packets	\$150.00
Web	\$200.00
Other	\$0.00
Totals	\$950.00

Estimated

Publicity & Marketing

Email Marketing	\$120.00
Posters/Rack cards	\$350.00
Print ads/Local Media	\$750.00
Photography/video	\$350.00
Online/Social	\$400.00
Postage/Shipping	\$130.00
Local Theatre	\$595.00
Totals	\$2,695.00

Estimated

Volunteer support

Food	\$400.00
Beverage	\$100.00
T-shirts	\$600.00
	\$0.00
Other	
Totals	\$1,100.00

Estimated

Miscellaneous

Permits	\$370.00
Insurance	\$60.00
Credit card fees	\$55.00
Sim Card (1 year)	\$109.00
Charging Station	\$150.00
Totals	\$744.00

Estimated

xxx

	\$0.00
	\$0.00
	\$0.00
	\$0.00
Totals	\$0.00



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$32,000 For tourism-related operations during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Gig Harbor BoatShop

Contact Name and Title: Guy Hoppen, Board President

Mailing Address: 3805 Harborview Drive

City: Gig Harbor State: WA Zip Code: 98332

Phone: 253 857 9344 Email Address: guyhoppen@comcast.net

Name & Email address of person authorized to contract with the city for grant funding (if different than above): John McMillan johnmcmillan0325@gmail.com

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

If applying for lodging tax funding for tourism-related events in addition to these categories, please use the event application form for each event.

Complete application packet **must** include the following:

☒ Completed application

☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)

☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)

☒ Annual operational budget

Application Questions

1. Describe your tourism-related operations. *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to visit your facility or because of your marketing efforts.*

We are asking for general operational funding, not tied to a specific event or program as near all BoatShop programs and events draw some, or in one case all, participation from beyond Gig Harbor.

Gig Harbor BoatShop provides a number of unique programs that draw out of town participants: e.g. *Crew School*, a commercial fishing training program - in spring of 2022 six of eight participants were from out of town and lodged in Gig Harbor for 5 nights. *Crew School 2024* is scheduled for September 21, 22, 23 & 24. *Family Boat Building*, a two-day boatbuilding program, often draws participants from outside the Gig Harbor area. Our Classic Boat Rental program and the ability of boat renter's to explore Gig Harbor on their own in our classic smallcraft has appeal beyond our community. Over 50 rental parties came from more than 50 miles from Gig Harbor.

Gig Harbor BoatShop events have broad appeal; such as the 8/2022 *Croatian Batana Launch* (est. 120 attendees) and this year's 8/26/23 *Thunderbird Re-launch* (est. 200 attendees). For three years we have partnered with the Northwest Maritime Center in Port Townsend to host *Salish 100* (a small craft/open boat cruise from Olympia to Port Townsend) participants for a Eddon Boatyard dinner and get-together. The *Salish 100* has an overnight stop scheduled for Gig Harbor each year, and all the up to 135 small craft spend the night in Gig Harbor. The event boat size is limited to 22' with most boats being small with zero sleeping capability. With no campsite opportunities in the Harbor many *Salish 100* participants seek lodging. An average of over 100 *Salish 100* participants have attended the BoatShop dinner the last three summers.

2. Have you requested LTAC funds for these services previously?

Yes x or No ☐

If "Yes", was it approved by LTAC? Yes x or No ☐

3. Describe the prior success of your facility or marketing efforts in attracting tourists.

We do not specifically track out-of-town tourists, especially at no-fee events, however in the past the City's geo tracking service calculated a percentage that we had previously estimated from accumulated anecdotal and address information that we do collect. We know that many of our programs and events do draw out of town participants.

On 8/26/23 The BoatShop and Harbor History Museum hosted the Re-Launch of Thunderbird #1 at the Eddon Boatyard. We estimated the crowd number to at or over 200 attendees. The marketing collaboration between BoatShop and Museum drew a crowd that was even larger than 8/2022's successful BoatShop Batana launch event. Historically, boatyard launchings were important and well attended community events, and now, with the Marine Railways operational we anticipate many more of these unique and special events.

We spend most summer Thursdays at the Farmer's Market providing tours of the Skansie built purse seiner *Veteran* and promoting BoatShop activities and programs.

We have effective mobile BoatShop and Gig Harbor marketing platforms in *Veteran and Pirouette*. During 2 to 3 day events in various Puget Sound ports we promote the BoatShop and Gig Harbor.

- September of 2022 - we had over 1000 people board *Veteran* at the Port Townsend Wooden Boat Festival.
- August of 2023 - *Veteran* will be highlighted at the Olympia Harbor Days festival.
- September of 2023 - The BoatShop's 26' Thunderbird *Pirouette* and Harbor History Museum's *Thunderbird #1* will be moored together and displayed at the Port Townsend Wooden Boat Festival. In addition HHM and GHB will be sharing a festival booth where marketing materials will be distributed.

4. Describe your target tourist audience (location, demographics, etc.)

BoatShop events and programming are intended to have broad appeal throughout age ranges. Few offerings have a specific only-local appeal. We design most programs and events for local as well as out of town participants.

A few firm samples of BoatShop programs drawing overnight lodging: *Crew School* had 6 of 8 participants that lodged locally for five nights. *Little Skippers & Shipwrights* our preschool Summer Camp had 12 people from 3 Colorado families stay 3 nights in Gig Harbor. We don't so much target tourists as they tend to find the BoatShop through program offerings.

As a sample, the BoatShop target audience ranges from preschool aged to retirees; e.g. we offer toy boatbuilding programs for preschool aged children in December and as part of our preschool Summer Camp programs. Older folks often participate in programs like *Family Boat Building* and the *Community Boat Restoration*. Young adults and teens tend towards programs such as 4-day *Crew School* and our 5-day *Maritime Skills for Teens Summer Camp*. All ages participate in our *Classic Boat Livery* in the various *Veteran* cruises and programs. Elementary aged kids participate in our *Summer Camp Little Skippers & Shipwrights* and in the *Young Hands New Skills* boatbuilding tool use workshop.

5. Describe how you will promote your facility or conduct marketing to attract tourists.

We promote Gig Harbor BoatShop and Eddon Boatyard with a primary intention of encouraging our community and guests to come and explore and enjoy the historic working waterfront space on Gig Harbor's waterfront that is Eddon Boatyard - and by creating events and programs that compel people to both learn about boatbuilding and on-the-water maritime skills, and to simply access and spend time at a beautiful Harbor heritage site by coming to downtown Gig Harbor.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted number of people travelling more than 50 miles one-way to visit your facility or because of your marketing:	500
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	100
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	60

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be

reliably projected to the entire population attending an event and includes margin of error and confidence level.

- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

7. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

8. Are you applying for, or have you received, grants or funds pledged from other sources for your operations (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

Received funding from: ChelseaPaige Foundation, NSCDA of Washington, P.G. Allen Family Foundation Arts Fund, Voigt Charitable Trust.

We delivered a Baker Foundation request for \$10,000 for BoatShop 2024 Summer Camp Funding on 8/24/2023.

We seek grants and private and business donations on a perpetual basis. Our annual auction nets over \$50,000 each year, not counting pandemic years of 2020, 2021 & 2022 when we had reduced auction income due to online events.

9. What is the overall budget for your operations? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach annual budget)?

Projected Budget 2023 - \$213,900 ----- Requested percentage from LTAC = Approximately 15%

10. What specific expenses will you use LTAC funds to cover (if not shown on budget)?

General operating expenses: e.g. staffing and program leader compensation, marketing costs, new program and event creation, program and event related expenses not otherwise covered by grants, business and private donations and membership fees.

11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

General operating funds, as non-program or event specific dollars, are the most valuable funds the BoatShop, or any non-profit, can receive as they allow flexibility. As a 501C3 community programming organization our sole mission is to serve the community and our guests through delivering programming and events. We manage the boatyard complex, including the Boatyard House, with an eye to serving all. Having the flexibility provided by non-targeted funds allows for potential funding of mundane items not easily grantable but key to keeping an operation afloat, perhaps by paying a light bill or paying an accounting expense, or maybe funds will be directly applied to a launching event or a BoatShop Summer Camp program like *Little Skippers & Shipwrights*. The key is that general operating funds provide important funding flexibility in where funds are applied. Every penny we spend ultimately is spent to create and deliver programming and events.

"What will we cut?" Hopefully nothing. The question might be best characterized as 'what programs or events might be sustained or added due to LTAC support.'

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: _____

Date: 8/31/2023



GIG HARBOR BOATSHOP Projected Budget 2023

Projected Revenue

Store Sales	\$7000
Eddon Boatyard House Rentals	\$5400
Memberships	\$10,000
Non-Gov't Grants	\$15,000
Gov't Grants	\$25,000
Individual Donations	\$40,000
Annual Auction	\$48,000
In-Kind Donations	\$14,000
Annual Appeal	\$18,000
Program Fees	\$10,000
Livery (Boat Rentals)	\$6,500
Donated Vessel Sales	\$8,000
Music at the BoatShop	\$4,000
Corporate Donations	\$1,000
<u>Misc</u>	<u>\$2,000</u>
2023 Total Income	\$213,900

Projected Expenses

Staff & Contractor Pay and Payroll Taxes	\$94,000
Program and Event Expenses	\$20,000
Insurance	\$18,500
Marketing	\$10,000
Office Supplies, Postage, Printing	\$2,000
Utilities (Phone, Internet, Electricity, etc.)	\$5,000
Veteran (Maintenance, Moorage, etc.)	\$15,000
Marine Railway	\$2000
<u>Permits, Licenses, Org Memberships</u>	<u>\$1000</u>
2023 Total Expense	\$167,500



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 50,000
For tourism-related operations during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Harbor WildWatch

Contact Name and Title: Lindsey Stover, Executive Director

Mailing Address: 3207 Harborview Drive

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-514-0187 Email Address: lindsey@harborwildwatch.org

Name & Email address of person authorized to contract with the city for grant funding (if different than above): _____

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

If applying for lodging tax funding for tourism-related events in addition to these categories, please use the event application form for each event.

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related operations. List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to visit your facility or because of your marketing efforts.**

In 2024, Harbor WildWatch (HWW) will launch the *Gig Harbor Marine Life Center* (GHMLC) in the historic Skansie Brother's House. Located in the heart of downtown, this waterfront location will provide visitors with unique experiences, information, and resources about the Puget Sound and greater Salish Sea. Visitors will have the opportunity to explore a variety of marine-themed exhibits including 1,000-gallons of marine aquaria, microscope station, extensive animal skull collection, and a live underwater view of Gig Harbor Bay. People of all ages will be attracted to this facility because it offers free entertainment and educational experiences that showcase what our Maritime City is all about! Our goal is to make sure each person leaves with a better understanding of our local marine life, their role in keeping it healthy, and to provide a memorable experience that invokes a desire to return to Gig Harbor with their friends and family.

- 2. Have you requested LTAC funds for these services previously?**

Yes ☐ or No ☒

If "Yes", was it approved by LTAC? Yes ☐ or No ☐

- 3. Describe the prior success of your facility or marketing efforts in attracting tourists.**

With a steady increase in attendance and engagement, HWW has successfully operated the *Skansie Visitor & Interpretive Center* (SVIC) in the same location since 2014. Our annual totals are as follows: 2,012 (2014); 5,003 (2015); 6,151 (2016); 6,354 (2017); 10,355 (2018); 12,824 (2019); 305 (2020) 5,360 (2021); 7,615 (2022) and 8,022 (so far in 2023). Over 60,000 visitors from all over the world – including the Prime Minister of Croatia – have walked through the doors of the SVIC during our 9-year history. In addition to these in-person visitors, HWW has successfully marketed our facility to people from around the world via our social media platform. We currently have 455,900 subscribers on TikTok, with our top videos garnering 10.4 million, 8.7 million, and 3.7 million views! Over the past two years, we have worked with the Port of Seattle to increase tourism to Gig Harbor through port facilities with a marketing grant. This campaign has grown the #PortofSeattle from 32,600 to 6.7 million views - a 20,000% increase! We are confident that the singular focus of our new facility will attract even more visitors from 50+ miles away to experience why we are called the Maritime City.

- 4. Describe your target tourist audience (location, demographics, etc.)**

Because learning about marine life is fun and interesting for people of all ages, our target tourist audience is very broad. We serve visitors of all ages, locations, and demographics. Based on our visitor log, people from all over the state, country and world have visited the SVIC – from Bellingham to New Zealand. For our permanent exhibits, we target families with children

between the ages of 5-14 years of age, while traveling exhibits are geared towards adults with disposable incomes ages 30-70. Our marketing efforts in 2024 will focus on families and adults from 50+ miles away who have the potential to seek overnight accommodations in Gig Harbor.

5. Describe how you will promote your facility or conduct marketing to attract tourists.

Several avenues will be utilized to promote the GHMLC including rack cards distributed at outside HWW events throughout Pierce, Kitsap, and Mason counties; print advertising in regional publications, social media promotion with 450,000+ followers; and on the HWW, Chamber of Commerce, and City of Gig Harbor website. Print and digital media will encourage overnight lodging in Gig Harbor, to include links to local accommodations, activities, and dining in Gig Harbor. We will also partner with the Chamber of Commerce and local downtown businesses to create package deals to attract out-of-state and groups outings (i.e. Friend gatherings, reunions, romance).

Finally, our membership to the regional collaborative of marine organizations, *Community Marine Centers of the Salish Sea*, will help in promoting travel from regional travelers. From Olympia to Vancouver, B.C., new rack cards will be distributed to our partner organizations, as well as a map of all community marine life centers posted at each facility with each location highlighted. These locations include Feiro Marine Life Center (Port Angeles), MaST Center (Des Moines), Nisqually Reach Nature Center (Olympia), Port Townsend Marine Science Center (Port Townsend), SEA Discovery Center (Poulsbo), Puget Sound Estuarium (Olympia), Langley Whale Center (Langley), The Whale Museum (San Juan Island), and Ucluelet Aquarium (B.C.). This cross promotion will encourage WA state travelers from seven neighboring counties and our neighbors to the North to take an overnight trip to Gig Harbor.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted number of people travelling more than 50 miles one-way to visit your facility or because of your marketing:	7,500
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	4,000
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	2,000

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☒ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Are you applying for Lodging Tax funds from another community (Yes ☐ or No ☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

8. Are you applying for, or have you received, grants or funds pledged from other sources for your operations (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

Yes - \$5,000 in individual donations collected throughout the year will be applied to the 2024 GHMLC operational budget, as well as \$5,000 from local businesses contributing to our corporate sponsorship program. Solicitation for corporate sponsorship will take place between October-December 2024. We also have pending applications with the Cheney Foundation (\$30,000) and the Baker Foundation (\$13,000).

9. What is the overall budget for your operations? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach annual budget)?

In 2024, the overall budget for the transition and operations of the GHMLC is \$150,000. HWW is requesting 33% of this total budget from the LTAC.

10. What specific expenses will you use LTAC funds to cover (if not shown on budget)?

See attached budget for details.

11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

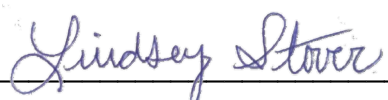
While certain budget items for promotion, printing, and exhibit supplies could be eliminated, if necessary, the majority of our budget is unable to be cut to make the transformation from SVIC to GHMLC. If this proposal is not fully funded, we will be required to limit our exhibits and cut the hours we are open to only a few days a week.

This year, more than ever, lodging funds are essential to the success of the GHMLC. Like many non-profits in our community, HWW is still struggling from the impacts of the pandemic. The biggest effect on our facility has been the lack of volunteers, which requires more and more HWW staff time to cover the vacant shifts. This significantly increases the cost of operating the facility compared to prior years. We also will have significant start-up costs in the first year of the transition to a marine life center – including staff time, new equipment, volunteer training, marketing, and administration. Staff time is our highest cost, but the hardest to fund. We have pending applications with two local foundations – both of which will cover all the equipment costs and a small portion of staff time. Our 2024 lodging funds request will enable us to fill the gap in our funding that results in offering a new tourist service in Gig Harbor. As a strong partner with a history of working successfully with the City of Gig Harbor, we are confident in our ability to successfully attract thousands of additional overnight guests to our community through the operation of the GHMLC.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2024 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature:  Date: 8/29/2023

Gig Harbor Marine Life Center							
2024 Operating Budget (January-December)							
		Unit	Cost/unit	Total	LTAC Request	Other Sources	
Staff Time							
	Education Director	750	\$ 37.00	\$ 27,750.00	\$ 15,000.00	\$ 12,750.00	
	Science Specialist	150	\$ 35.00	\$ 5,250.00	\$ 5,250.00	\$ -	
	Student Interns	500	\$ 20.00	\$ 10,000.00	\$ 10,000.00	\$ -	
	Volunteer In-kind	1800	\$ 27.00	\$ 48,600.00	\$ -	\$ 48,600.00	
	Executive Director	50	\$ 47.00	\$ 2,350.00	\$ 2,350.00	\$ -	\$ 93,950.00
Equipment							
	Smart Screen	1	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	
	Microscopes	3	\$ 900.00	\$ 2,700.00	\$ -	\$ 2,700.00	
	Microscope replacement bulbs	10	\$ 30.00	\$ 300.00	\$ -	\$ 300.00	
	Skull Replicas (various)	6	\$ 60.00	\$ 360.00	\$ -	\$ 360.00	
	Animal food	12	\$ 100.00	\$ 1,200.00	\$ -	\$ 1,200.00	
	Smart TV	1	\$ 600.00	\$ 600.00	\$ -	\$ 600.00	
	Aquarium tanks	5	\$ 1,800.00	\$ 9,000.00	\$ -	\$ 9,000.00	
	Tank bases	5	\$ 350.00	\$ 1,750.00	\$ -	\$ 1,750.00	
	Reception desk	1	\$ 700.00	\$ 700.00	\$ -	\$ 700.00	
	Gift shop shelving	3	\$ 25.00	\$ 75.00	\$ -	\$ 75.00	
	Watermat rugs	5	\$ 900.00	\$ 4,500.00	\$ -	\$ 4,500.00	
	Aquarium chiller systems	5	\$ 1,000.00	\$ 5,000.00	\$ -	\$ 5,000.00	
	Mural (indoor & outdoors)	2	\$ 1,000.00	\$ 2,000.00	\$ -	\$ 2,000.00	
	Misc. exhibit supplies	24	\$ 200.00	\$ 4,800.00	\$ -	\$ 4,800.00	
	Exhibit signage	12	\$ 100.00	\$ 1,200.00	\$ -	\$ 1,200.00	
	Misc. cleaning supplies	12	\$ 200.00	\$ 2,400.00	\$ -	\$ 2,400.00	\$ 37,585.00
Marketing & Administrative							
	Regional advertising	12	\$ 300.00	\$ 3,600.00	\$ 3,600.00	\$ -	
	Rack Cards	5000	\$ 0.40	\$ 2,000.00	\$ 2,000.00	\$ -	
	Social Media Boosting	24	\$ 50.00	\$ 1,200.00	\$ 1,200.00	\$ -	
	Signage	10	\$ 120.00	\$ 1,200.00	\$ 1,200.00	\$ -	
	Electricity	12	\$ 150.00	\$ 1,800.00	\$ 1,800.00	\$ -	
	Internet	12	\$ 250.00	\$ 3,000.00	\$ 3,000.00	\$ -	
	Insurance	12	\$ 300.00	\$ 3,600.00	\$ 2,000.00	\$ 1,600.00	
	Cleaning Services	24	\$ 120.00	\$ 2,880.00	\$ 2,880.00	\$ -	\$ 19,280.00
					\$ 50,280.00	\$ 100,535.00	\$ 150,815.00
				% of LTAC request	33%		

Gig Harbor Marine Life Center			
2024 Operating Budget			
Projected Income			
	City of GH LTAC	\$ 50,000	
	Other Grant Applications	\$ 43,000	
	Individual Donations	\$ 5,000	
	Corporate Sponsors	\$ 5,000	
	In-Kind Volunteer Services	\$ 48,600	
		\$ 151,600	
Projected Expenses			
	Staff Time	\$ 93,950	
	Equipment	\$ 37,585	
	Marketing & Admin	\$ 19,280	
		\$ 150,815	
	Expenses covered by LTAC:	\$ 32,600	Staff Time
		\$ -	Equipment
		\$ 17,680	Other Expenses
	33% of total budget	\$ 50,280	



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 85,500
For tourism-related operations during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Harbor History Museum

Contact Name and Title: Stephanie Lile, Executive Director

Mailing Address: PO Box 744

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-858-6722 x7 Email Address: director@harborhistorymuseum.org

Name & Email address of person authorized to contract with the city for grant funding (if different than above): _____

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

If applying for lodging tax funding for tourism-related events in addition to these categories, please use the event application form for each event.

Complete application packet **must** include the following:

- ☒ Completed application
- ☒ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☒ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related operations. List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to visit your facility or because of your marketing efforts.**

The Harbor History Museum is a key attraction and educational organization in Gig Harbor. We offer 7,000 sq ft of permanent exhibits that feature interactive engagement, rare film footage, and original artifacts unique to our area. Our 1,000 sq ft special exhibition gallery features custom designed exhibitions, exhibits featuring private collections, and community partnered exhibits such as the PAL Open Juried Show which brings artists from all over the West Coast. The award-winning Shenandoah Restoration Project has gained national attention through the Save America's Treasures grant program (National Park Service) and the Association of State and Local History's recent recognition with an Award of Excellence. These exhibits and projects have been featured and advertised in such publications as Wooden Boat Magazine and Sea History, as well as on social media forums for boat restoration and the International Thunderbird Association. We promote the museum at the Port Townsend Wooden Boat Festival, the Gig Harbor Film Festival, and target social media in Seattle and Portland. Many people from all over come to the museum to see the Shenandoah and Thunderbird #1 because they have been following their restoration progress on social media.

- 2. Have you requested LTAC funds for these services previously?**

Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☐ or No ☐

- 3. Describe the prior success of your facility or marketing efforts in attracting tourists.**

Our facility and marketing efforts have been successful in attracting tourists from all over the globe. In 2019, we welcomed 12,355 visitors to the museum. We are currently working hard to return to those pre-pandemic numbers, escalating from 3,308 visitors in 2020 to 8,505 in 2022. Our advertising in national magazines such as Wooden Boat and Sea History, as well as earning national recognition via awards and federal grants, has made our small museum a destination for dedicated boat lovers, engineers, and cultural tourists. We have also marketed to family audiences via social media and Seattle's Child, and frequently work with the blogger Two in Tow to reach family audiences near and far.

In 2023 to date, we have welcomed 6,244 visitors with 3,731 visitors from beyond Gig Harbor, including 40 states and 14 countries. We reach these visitors via Google search engine, yelp, various travel sites, and local word-of-mouth in addition to visitors guides for Gig Harbor and the Kitsap Peninsula.

Some LTAC funds are spent on maintaining our facility so that we can fulfill the tourism promise of clean restrooms, engaging exhibits, and positive experiences.

4. Describe your target tourist audience (location, demographics, etc.)

We welcome visitors from all over the country and world. Our primary target tourist audience is visitors who are staying in town for 1-5 days, with secondary audiences being those traveling to Gig Harbor for day trips. As of 8/18/23, we have welcomed 6,244 guests this year, compared to 4,277 for the same time-period in 2022. Visitors have come from 14 countries and 40 states beyond Washington. Because many of our out-town visitors are brought to the museum by local friends and family, local residents are a key target audience as well. We do direct marketing to local residents via our e-newsletter and special program announcements.

5. Describe how you will promote your facility or conduct marketing to attract tourists.

We will work with local hospitality vendors (hotels and restaurants) to promote the museum, as well as maintain social media sites/campaigns, our website, search engine optimizers, and utilize specific print media to promote our facility and programs. In 2024, we will also be tracking how people hear about the museum in addition to their zip code information so that we can be more effective in reaching potential visitors.

The marketing plan for 2024 also includes visibility in all local relocation and visitor guides, placement on print and digital maps, and boaters' guides. We will also market to regional yacht clubs, car clubs, and RV clubs as they are always eager for destination activities.

Lastly, we are eager to work with the Chamber to review visitor data to compare data points and see where we may be able to expand or improve our marketing efforts. We're excited to have the opportunity to work with a longtime marketing specialist this year to look at both baseline marketing and build an escalation marketing plan for the reopening of the Maritime Gallery.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted number of people travelling more than 50 miles one-way to visit your facility or because of your marketing:	4000
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	1500
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	500

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☒ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Are you applying for Lodging Tax funds from another community (Yes☐ or No☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

8. Are you applying for, or have you received, grants or funds pledged from other sources for your operations (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

None at this time. There are few grants available for operations. We hold a fund-raising auction each year called "History Rocks" that helps support our operations costs. We apply for grants as they are available, mostly for special projects, programs, and exhibits.

9. What is the overall budget for your operations? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach annual budget)?

2023 Budget = \$491,000

Percent of Budget = 17.4

Amount of 2024 LTAC Request: \$85,500 (see budget sheet for details)

10. What specific expenses will you use LTAC funds to cover (if not shown on budget)?

General public admission, marketing, exhibits, and operations (facilities costs).

We produce one primary special exhibition per year and 3-4 smaller lobby exhibits each year. LTAC funds also help offset the costs of marketing and hosting partnered exhibits and events such as the Peninsula Art League Open Juried Show and the Annual Chum Fest with Harbor WildWatch. Approximately \$37,500 would support the free admission program for tourists, \$15,000 for exhibit development, and \$43,000 for marketing expenses and facility care and maintenance. As one of the few locations around town with public restrooms and parking, we spend an average of \$25,000 per year on supplies maintenance of parking and restrooms.

11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

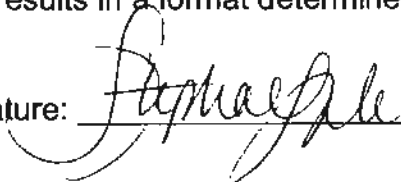
Lodging tax is critical to our being able to offer a very visitor-centric facility. From simply keeping the lights on and the doors open, lodging tax funds are key to covering our marketing expenses and developing new exhibits that attract visitors to our city. If full funding isn't available, we will reduce print advertising and community outreach at events such as the Wooden Boat Festival, and we will likely have to reinstitute paid admission at an average rate of \$10 per person.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: _____



Date: _____

8/19/23

HARBOR HISTORY MUSEUM
2024 LTAC BUDGET PROPOSAL

EXPENSE	QTY	HHM	LTAC	2024
				HHM BUDGET
General Admission - Local*	2500	\$25,000	0	\$25,000
General Admission - Tourists*	3750	0	\$37,500	37500
Marketing Expenses		\$4,000	15,000	\$19,000
Exhibit Expenses	1	\$5,000	15,000	\$20,000
General Facility Care		\$300,000.00	18,000	\$318,000.00
Staffing		\$71,500	0	\$71,500
TOTAL		\$405,500	\$ 85,500	\$491,000

*Based on \$10 admission fee

HHM	2023 Operating Budget	2023	2022
APPROVED-2023	Presumes significant return to higher level of activities, revenue, and visitation; relief funds no longer available except where approved in 2022 and received in 2023.		
INCOME		23 BUDGET	22 ACTUAL
OTHER INCOME	COVID RELIEF/RECOVERY ACT FUNDS*	39,000	116,436
OPERATING	SCHOOL PROGRAMS	7000	6002
OPERATING	PUBLIC PROGRAMS/DONATION BOX	8000	12013
OPERATING	COLLECTIONS/IMAGE SALES	2000	3073
DEVELOPMENT	MEMBERSHIP	20000	24155
FUNDRAISING	CORPORATE SPONSORSHIPS	10000	9689
FUNDRAISING	CONTRIBUTIONS/MAJOR GIFTS	20000	75312
FUNDRAISING	EVENTS (HISTORY ROCKS)	79000	82610
FUNDRAISING	GRANTS (GOV-CITY)	70000	48591
FUNDRAISING	GRANTS (NON-GOV)	60,000	11568
OTHER INCOME	DOOR STORE RENTAL	6000	12120
OTHER INCOME	FACILITY & PARKING LOT RENTAL	6800	12,419
PROJECT INCOME	CAPITAL PROJECT MANAGEMENT	160,000	20,000
MUSEUM STORE	MUSEUM STORE	12000	25868
MUSEUM STORE	MUSEUM STORE (COGS)	-8800	-13532
	TOTAL INCOME	491,000	446,324
EXPENSES		2023	2022
OPERATING	SCHOOL PROGRAMS	1500	433
OPERATING	PUBLIC PROGRAMS	2500	1562
OPERATING	MUSEUM EXHIBITS	15000	3,294
OPERATING	COLLECTIONS	3000	3532
DEVELOPMENT	MEMBERSHIP	600	365
FUNDRAISING	CORPORATE SPONSORSHIPS	400	130
FUNDRAISING	CONTRIBUTIONS/ENDOWMENT	400	7595
FUNDRAISING	EVENTS (HISTORY ROCKS)	35000	34405
OTHER EXP	DOOR STORE RENTAL	500	62
OTHER EXP	FACILITY & PARKING LOT RENTAL	600	0
ADMINISTRATION	ADMINISTRATION	79000	72954
OPERATING	PROMOTIONS/MARKETING	16000	5000
PROF. SERVICES	PROFESSIONAL SERVICES	26500	18132
FACILITY	FACILITY	56000	57849
WAGES & BENEFITS	WAGES & BENEFITS	254,000	233,354
	TOTAL EXPENSE	491000	438667



CITY OF GIG HARBOR 2024 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 110,000
For tourism-related operations during the 2024 calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 31, 2023

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: **Gig Harbor Downtown Waterfront Alliance**

Contact Name and Title: **Carrienne Ekberg, Executive Director**

Mailing Address: **PO Box 771 Gig Harbor WA 98335**

City: **Gig Harbor** State: **WA** Zip Code: **98335**

Phone: **253-514-0071** Email Address: **executivedirector@ghdwa.org**

Name & Email address of person authorized to contract with the city for grant funding (if different than above): N/A

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

If applying for lodging tax funding for tourism-related events in addition to these categories, please use the event application form for each event.

Complete application packet **must** include the following:

- ☒ Completed application
- ☐ Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- ☐ IRS Form W-9 (not required for organizations that have previously been awarded lodging tax funding)
- ☒ Annual operational budget

Application Questions

- 1. Describe your tourism-related operations.** *List the name and date(s) of the event and describe why tourists will travel to Gig Harbor to visit your facility or because of your marketing efforts.*

*Gig Harbor Nights – January – December 2024
Restaurant Week & Chowder Crawl – March 2024
Sip & Strolls – Spring and/or Fall 2024
Farmers Market – June – September 2024
Walking Tours – April (est) – September 2024
Chalk the Harbor – July 2024
Trick or Treat – October 2024
Girls Night Out – Nov 2024*

**Note the Alliance also does projects such as Flower Baskets, Veterans Banners, Coloring the History of Gig Harbor (Coloring Book), Downtown Clean Up etc...that aren't events but are projects that enhance the tourist experience downtown.*

For more detailed information about each event and the impact to local tourism, see Atch 1, Tab 1

- 2. Have you requested LTAC funds for these services previously?**

Yes ☒ or No ☐

If "Yes", was it approved by LTAC? Yes ☒ or No ☐

- 3. Describe the prior success of your facility or marketing efforts in attracting tourists.**

The Gig Harbor Downtown Waterfront Alliance has consistently excelled in attracting tourists (local and non-local) through several well-planned events spaced throughout the year. For example, Sip & Stroll brings over 1,000 visitors to downtown Gig Harbor to sample wine, craft beer and cider and small bites inside local shops and restaurants. Girls Night Out, known as the biggest shopping night of the year attracts over 1,500 people and combines shopping, entertainment, and community spirit to kick off the holiday season. The Waterfront Farmers Market is a summer tourist staple that showcases local produce and crafts, building connections between tourists and the community and brings 2,200-3,500 people downtown each week. These events, and others, collectively enhance Gig Harbor's tourist appeal, making it a destination people want to continue to visit.

4. Describe your target tourist audience (location, demographics, etc.)

The Downtown Waterfront Alliance events focus on catering to a diverse range of tourist audiences, spanning various demographics and interests. We primarily targeted the Pacific Northwest region, including nearby cities like Seattle, Tacoma, Olympia and beyond, but the allure also extends to both residents seeking weekend getaways and out-of-state visitors. Our goal is to host a variety of events focused on inclusivity which is why you'll find family-friendly events like Chalk the Harbor and Trick or Treat in the Harbor, while our marketing efforts for Sip & Stroll and Girls Night Out focus primarily on couples and adults in the region and beyond. Seasonal events like the Waterfront Farmers Market and Waterfront Walking Tours aim to pull in out of town tourists, provide them with a memorable experience in our picturesque town and encourage them to visit again and bring other friends and family with them. Specifically, in 2024 our goal is to focus on two different demographics with regard to overnight stays: locals looking for a "stay-cation" and people in the Puget Sound region looking for a weekend getaway.

5. Describe how you will promote your facility or conduct marketing to attract tourists.

The Downtown Waterfront Alliance will employ a multifaceted marketing approach to attract tourists, leveraging various channels to maximize reach and engagement. We also plan to work closely with the Chamber of Commerce as the new Destination Marketing Organization to combine efforts.

Social Media: The Alliance will maintain active profiles on platforms like Instagram, and Facebook, sharing vibrant videos and engaging content showcasing the charm of downtown Gig Harbor and its events. The Alliance also plans to work with the local businesses and educate them on how to increase their reach through video and content creation.

Targeted Ad Campaigns: Utilizing platforms like Google Ads and Facebook Ads, the Alliance will tailor ads based on location, interests, and demographics. Advertisements will highlight specific events, such as Sip & Stroll and Girls Night Out, and emphasize other unique experiences and limited time offers planned to launch in 2024.

Email Marketing: The Alliance will curate an email list of past attendees, interested locals, and potential tourists. Regular newsletters will feature event updates, special offers, and behind-the-scenes insights, nurturing a loyal audience and encouraging repeat visits.

Posters, Rack Cards & Printed Materials: The Alliance plans to continue to promote events through printed marketing materials, but extend the marketing efforts outside downtown to healthcare offices, grocery stores, local schools etc.

Interactive Website: The Alliance's website will be user-friendly, showcasing local businesses, event details, itineraries, and have an active blog campaign complete with SEO capabilities.

2024 Marketing Campaign: New in 2024, the Alliance is working on creating a memorable fall and winter campaign for 2024 surrounding the new program, Gig Harbor Nights. Collaborations with local businesses for package deals and discounts will enhance the campaign's appeal.

Engagement and Feedback: Regularly engaging with visitors through surveys, contests, and polls will provide valuable insights, fostering a sense of involvement and ownership among tourists. Their feedback can guide future marketing strategies and event enhancements.

By combining these strategies, the Downtown Waterfront Alliance can create a cohesive and compelling marketing approach that effectively attracts tourists while nurturing a sense of community and connection.

6. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Predicted number of people traveling more than 50 miles one-way to visit your facility or because of your marketing:	See Atch 1., Tab 2
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	See Atch 1., Tab 2
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	See Atch 1. Tab 2

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

- ☒ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

7. Are you applying for Lodging Tax funds from another community (Yes☐ or No☒)? If yes, list the other jurisdiction(s) and amount(s) requested.

8. Are you applying for, or have you received, grants or funds pledged from other sources for your operations (including for-profit businesses, national sources, etc.)? Please list grants applied for or received.

We plan to apply for a WA State Tourism and Kitsap Bank grant to help off-set some of the event costs. We are also hoping to fill several sponsorships associated with the events to help off-set the costs.

9. What is the overall budget for your operations? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach annual budget)?

See Atch 2, Tab 1. The DWA annual budget is completed at the end of September so attached is our 2023 budget as an example. We anticipate less payroll costs due to only having two full time staff and the rest independent contractors.

10. What specific expenses will you use LTAC funds to cover (if not shown on budget)?

See Atch 2, Tab 2. Items highlighted in red will use LTAC funds to cover the costs.

11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

If not fully funded, the Alliance would increase sponsorship amounts to attempt to cover the costs of the events as well as seek out additional external grants. The Alliance

would also consider raising ticket prices to cover costs. If not fully funded some new events may be postponed to 2025.

In 2023 the Alliance received funds from both LTAC and the City General Fund. This year, the funds are being requested solely through LTAC. For 2024 we are asking for a total of \$110,000, a \$10,000 increase over last year to support new programming and increased costs. The Alliance is looking to add a new walking tour and a monthly event series called Gig Harbor Nights which is focused on bringing people to Gig Harbor during the shoulder season. We also plan on adding a Chowder Crawl to kick off Restaurant Week and are focused on adding a new Walking Tour in 2024 and offering stipends to tour guides. We would also like to add a much needed shuttle bus to/from the Farmers Market to entice more people to attend. Lastly, the Alliance plans to emphasize digital advertising outside of the local area, encouraging people to make Gig Harbor a weekend getaway location (with lots of fun smaller events and activities) all year long. LTAC funding is essential for the continued operation of the very popular events and the implementation of new, fresh shoulder season specific events.

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature:



Date: ____8/24/23____

Event Name	Justification for why people will travel to Gig Harbor for the event
Gig Harbor Nights (New Event Series)	Gig Harbor Nights is a new monthly event series occurring every second Friday from 5pm-8pm and will quickly become a magnet for both tourists and locals. Our focus is to bring reside and tourists to Gig Harbor in the shoulder season (Jan-May). The event, centered in downtown Gig Harbor, offers a diverse range of activities including crafts, classes, scavenger hunts, music, wellness and art exhibitions, with a different theme each month. Beyond the creative offerings, attendees can explore waterfront shopping and dining experiences. Our goal is to advertise to locals as well as tourists looking for a weekend getaway or a mini stay-cation. For tourists seeking an authentic taste of the community's vibrancy, Gig Harbor Nights provides an ideal occasion to participate in local activities while enjoying the ambiance of downtown, making it a distinctive and appealing addition to their travel itinerary. Any additional funds for event will be offered as activation grants to businesses who participate to cover additional expenses.
Chowder Crawl & Restaurant Week	Every March Gig Harbor's Waterfront Restaurant Week is a popular a culinary event that promises an exceptional dining experience for locals and tourists. This event showcases the diversity of Gig Harbor's restaurants, inviting visitors to indulge in a range of local dishes crafted by talented chefs. With a focus on waterfront eateries, tourists can savor freshly prepared seafood and other dishes while enjoying beautiful views of the harbor. For tourists, it's a chance to try the unique flavors of Gig Harbor while soaking in its natural beauty – a culinary journey that truly captures the essence of this charming maritime city. NEW this year, the Alliance plans to kick off Restaurant Week with a Chowder Crawl where people can purchase tickets to sample all different kinds of chowder and vote on their favorite. The hope is the restaurants will also feature these chowders during Restaurant Week. We're hoping this new event will bring chowder lovers and foodies from all over the region! This is a great shoulder season event! Any additional funds for this event will be offered as activation grants to businesses who participate to cover additional expenses.
Sip & Strolls	Gig Harbor's Sip & Strolls (Spring & Fall) stand as one of the most sought-after events for both tourists and locals , thanks to the seamless blend of wine tasting, shopping and exploration downtown. This event offers an opportunity to wander throughout downtown, with participants able to sample an array of local wines, beers, and spirits from various establishments. What sets Sip & Stroll apart is its ability to create a shared experience – tourists and locals alike engage in lively conversations, sample bites from local restaurants and engage with small business owners in the community. Often times, this event is the first introduction participants have to newly opened businesses and it helps promote future business and raise awareness. The event celebrates Gig Harbor's food and beverage scene while encouraging participants to discover hidden corners of the town, and new and exciting businesses. In 2024 the Alliance plan to partner with local hotels to offer 'Sip & Stay' packages to promote overnight stays and include this in all our promotional and marketing materials. Normally the events are held in September and April, making this a great shoulder season event.
Waterfront Farmers Market	The Waterfront Farmers Market is a major tourist attraction in downtown Gig Harbor due to its genuine showcase of local products and lively atmosphere. Taking place against the backdrop of the waterfront, the market features a diverse range of fresh produce, ready-to-eat meals, handmade goods, and unique crafts, offering visitors an authentic taste from local farms. Tourists visit the Farmers Market from all over the state, the country and abroad. They can engage directly with local vendors, artisans, and growers, providing an opportunity to connect with the community and learn about the area's culture. The market's vibrant setting, accompanied by live music and a bustling crowd, creates a welcoming space for both tourists and residents to gather. In essence, the market encapsulates the essence of Gig Harbor's appeal, providing a tangible and engaging experience that highlights the town's character.
Waterfront Walking Tours	Waterfront Walking Tours play an important role in boosting education and awareness of Gig Harbor's unique history and are a great draw for locals and tourists. The Alliance plans to add three tours in 2024; Skiffs to Spirits, Wonders of the Waterfront and a new historical tour, specifically designed for families, children and teens. These guided tours provide visitors with opportunity to delve into the heart of Gig Harbor, unveiling its stories, landmarks, and unique character through the eyes of knowledgeable local guides. As participants stroll through historic streets and scenic waterfronts, they gain a deeper understanding of the town's heritage and culture. The Walking Tours create an authentic connection between tourists and the community, and encourage them to share their experiences with friends and family. Not only are the tours a great educational experience, but they also contribute to the economic vitality downtown, encouraging tour-goers to shop and dine downtown after each tour! The Alliance has plans to promote the 2024 Walking Tours more heavily outside the local area to encourage tourism.
Chalk the Harbor	Gig Harbor's Chalk the Harbor event is an ideal attraction for tourists of all ages , offering a unique and interactive experience. Each year visitors come from all over the Puget Sound to create their own chalk art on the town's sidewalks, making it a great opportunity for families, couples, and individuals to engage creatively. Often times tourists who are in town will walk and join in the fun and the event regularly pulls professional artists from outside Pierce County. Beyond showcasing local artistry, Chalk the Harbor provides a chance for tourists to connect with both the community and fellow visitors, creating a shared sense of enjoyment and fun. Overall, the event is a hands-on and memorable way to engage with Gig Harbor's artistic side while having fun with friends and family. The goal in 2024 is to promote the event outside of the local area with an aim to pull more tourists and visitors to the event. Any additional funds for this event will be offered as activation grants to businesses who participate to cover additional expenses.
Girls Night Out	Gig Harbor's Girls Night Out event serves as a fun and festive way to kickoff to the holiday shopping season, attracting both locals and tourists to downtown Gig Harbor. One of the most popular events of the year , GNO offers a unique blend of shopping, entertainment, and community spirit. As participants explore the downtown waterfront district, they can enjoy exclusive deals, special offers, and treats from local businesses. Beyond the shopping opportunities, GNO creates a vibrant atmosphere, complete with live music, refreshments, and a sense of community spirit among attendees. For tourists, this event presents a unique chance to experience the best of Gig Harbor, while discovering one-of-a-kind gifts and supporting local artists and merchants. The festive ambiance makes GNO an enticing reason to visit downtown Gig Harbor whether you live five miles away or fifty miles away. In 2024 the Alliance plans to promote GNO to a wider audience outside the local area and work with local hotels to add in a "Shop & Stay" package to the event to help promote overnight stays. Any additional funds for this event will be offered as activation grants to businesses who participate to cover additional expenses.

2024 Estimated LTAC Tourism-Related Numbers

	<i>Girls Night Out</i>	<i>Sip & Strolls</i>	<i>Farmers Market</i>	<i>Chalk the Harbor</i>	<i>Chowder Crawl & Restaurant Week</i>	<i>Trick or Treat</i>	<i>Walking Tours (New Tour)</i>	<i>Gig Harbor Nights (New)</i>
Expected Overall Event Attendance	2,000	550 per event	40,000+ over 15 wks	300	500 - 1,000	2,000+	400 per season	500 per month
Predicted number of people travelling more than 50 miles one-way to visit your facility or because of your marketing:	100	100 per event	3,600 per season	25	50	0	150 per season	50 per month
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	20-30	25 per event	6,000 per season	10	10	0	100 per season	10 per month
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	50-100	30 per event	1,500 per season	10	15	0	75 per season	8 per month

Methods Used to Calculate Estimates:

Direct Count	X	X	X	X			X	
Indirect Count								
Representative Survey								
Informal Survey	X	X		X	X	X		X
Structured Estimate								
Other								

Gig Harbor Downtown Waterfront Alliance

2023 Approved Budget

January - December 2023

	Total
Income	
40000 Funding Sources	
41000 Grants	10,000.00
42000 B & O Credit Program*	200,000.00
43000 Sponsorships	43,050.00
44000 Special Events Income	
44100 Merchant & Vendor Fees	14,490.00
44200 Participant Fees	85,300.00
44300 Food, Drink & Merchandise Sales	16,720.00
45000 Partners (formerly Memberships)	340.00
49900 Private Donations & Other Misc. Income	526.73
Total Income	\$ 370,426.73
Cost of Goods Sold	
51000 Event Expenses	
Total 51100 Administration	\$ 6,840.00
Total 51200 Event - Marketing	\$ 11,887.00
Total 51300 Operations	\$ 95,678.00
Total 51000 Event Expenses	\$ 114,406.00
Total Cost of Goods Sold	\$ 114,406.00
Gross Profit	\$ 256,020.73
Expenses	
60100 Payroll Expenses	
60110 Salaries & Wages	174,000.00
60200 Payroll Taxes	14,442.00
PTO liability mary and josh	6,500.00
66011 Regular Salary	0.00
Total 60100 Payroll Expenses	\$ 194,942.00
61100 Administration	
61110 Business Licenses & Renewals	122.19
61120 Insurance	1,807.00
61130 Accounting	6,977.08
61190 Other Professional Fees	1,228.74
Total 61100 Administration	\$ 10,135.01
61200 Facilities & Equipment	
61210 Hardware & Software	3,400.00
61220 Rent (Office & Storage)	10,800.00
61230 Utilities (Heat, Internet, Phone, etc.)	6,294.85
61240 Equipment Rental Fees	3,430.95
Total 61200 Facilities & Equipment	\$ 23,925.80
61300 Operations	
61310 Subscriptions & Membership Fees	1,825.79

61320 Digital Advertising		820.88
61325 Print Advertising		1,881.81
61310 Event Contracting		10,472.00
61340 General Office Expenses		2,772.66
61350 Website		1,081.80
61360 Merchant Fees		4,282.12
61370 Gifts		22.63
Total 61300 Operations	\$	23,159.69
61500 Travel and Meetings		
61510 Airfare		1,061.48
61520 Lodging		2,464.26
61530 Meals (Local & Travel)		672.14
61560 Conference Fees		1,388.18
61590 Other Travel (Mileage, Parking, etc.)		640.27
Total 61500 Travel and Meetings	\$	6,226.33
61600 Other Expenses		
61601 Misc Expenses	\$	0.00
61602 Donor Appreciation	\$	0.00
61603 Volunteer Appreciation	\$	0.00
Total 61600 Other Expenses	\$	0.00
61700 Committee Expenses		
61701 Economic Vitality	\$	0.00
61702 Org and Outreach	\$	500.00
61703 Design	\$	1,300.00
61704 Promotions	\$	1,500.00
61700 Committee Expenses Total	\$	3,300.00
Total Expenses	\$	261,688.83
Net Operating Income	-\$	5,668.10
Other Income		
90000 Interest Income		1,027.69
Total Other Income	\$	1,027.69
Other Expenses		
70000 Special Projects		
70200 Community Service Donations		200.00
70300 Community Improvement Projects		5,290.53
Total 70000 Special Projects	\$	5,490.53
Total Other Expenses	\$	5,490.53
Net Other Income	-\$	4,462.84
Net Income	-\$	1,205.26

Negative net income was expected for 2023 based on hiring two new staff, overlap in income, 2 retirements, PTO payouts and new hardware

*\$100K of this came from the 2023 LTAC grant and general fund from the city

Gig Harbor Downtown Waterfront Alliance
Jan - Dec 2024 Estimated Event Budget

	Autumn Sip & Stroll Program	Chalk the Harbor Program	Farmers Market Program	Girls Night Out Program	Waterfront Walking Tours	Winter Sip & Stroll Program	Howder Crawl & Restaurant Week	Gig Harbor Nights	TOTAL
Income									
40000 Funding Sources									
41000 Grants				0.00					0.00
42000 B & O Credit Program									0.00
43000 Sponsorships	\$3,300.00	\$1,500.00	\$11,500.00	\$5,000.00	\$2,500.00	\$3,300.00	\$2,500.00	\$15,000.00	\$44,600.00
44000 Special Events Income									\$0.00
44100 Merchant & Vendor Fees	\$600.00		\$25,000.00			\$600.00			\$26,200.00
44200 Participant Fees	\$30,250.00			\$38,000.00		\$30,250.00	\$9,000.00		\$107,500.00
44300 Food, Drink & Merchandise Sales	\$8,000.00					\$8,000.00			\$16,000.00
Total Income	\$42,150.00	\$1,500.00	\$36,500.00	\$43,000.00	\$2,500.00	\$42,150.00	\$11,500.00	\$15,000.00	\$194,300.00
Cost of Goods Sold									\$0.00
51000 Event Expenses									\$0.00
51100 Administration									\$0.00
51110 Licenses & Permits	\$3,500.00	\$204.00	\$600.00	\$100.00		\$3,500.00	\$500.00		\$8,404.00
51140 Postage	\$100.00	\$20.00				\$100.00			\$220.00
51190 Other	\$200.00					\$200.00			\$400.00
Total 51100 Administration	\$3,800.00	\$224.00	\$600.00	\$100.00	\$0.00	\$3,800.00	\$500.00		\$8,524.00
51200 Event - Marketing									\$0.00
51210 Digital	\$500.00	\$1,000.00	\$1,000.00	\$1,500.00	\$200.00	\$500.00	\$1,000.00	\$1,500.00	\$7,200.00
51220 Print	\$800.00	\$600.00	\$1,000.00	\$1,500.00	\$250.00	\$800.00	\$1,000.00	\$1,500.00	\$7,450.00
51290 Other	\$500.00					\$500.00			\$1,000.00
Total 51200 Event - Marketing	\$1,800.00	\$1,600.00	\$2,000.00	\$3,000.00	\$450.00	\$1,800.00	\$2,000.00	\$3,000.00	\$15,650.00
51300 Operations									\$0.00
51305 Supplies	\$1,500.00	\$800.00	\$2,000.00	\$16,000.00		\$1,500.00	\$200.00	\$8,000.00	\$30,000.00
51310 Event Staffing (planning & execution)	\$11,000.00	\$2,000.00	\$20,000.00	\$8,000.00	\$2,000.00	\$11,000.00	\$2,000.00	\$5,000.00	\$61,000.00
51315 Facilities	\$1,200.00					\$1,200.00			\$2,400.00
51320 Equipment	\$500.00					\$500.00			\$1,000.00
51330 Transportation	\$2,000.00		\$9,000.00	\$3,000.00		\$2,000.00			\$16,000.00
51335 Food & Drink Costs	\$14,000.00			\$500.00		\$14,000.00	\$9,000.00		\$37,500.00
51360 SNAP/EBT			\$400.00						\$400.00
51370 Entertainment			\$3,000.00					\$3,000.00	\$6,000.00
51390 Other (Eventbrite fees etc...)	\$2,000.00					\$2,000.00			\$4,000.00
Total 51300 Operations	\$32,200.00	\$2,800.00	\$34,400.00	\$27,500.00	\$2,000.00	\$32,200.00	\$11,200.00	\$16,000.00	\$158,300.00
Total Cost of Goods Sold	\$37,800.00	\$4,624.00	\$37,000.00	\$30,600.00	\$2,450.00	\$37,800.00	\$13,700.00	\$19,000.00	\$182,974.00
Gross Profit	\$4,350.00	-\$3,124.00	-\$500.00	\$12,400.00	\$50.00	\$4,350.00	-\$2,200.00	-\$4,000.00	\$11,326.00
Expenses									\$0.00
61300 Operations									\$0.00
61310 Subscriptions & Membership Fees			\$500.00						\$500.00
61325 Print Advertising									\$0.00
61340 General Office Expenses									\$0.00
61350 Website									\$0.00
61360 Merchant Fees			\$400.00	\$100.00					\$500.00
Total 61300 Operations	\$0.00	\$0.00	\$900.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
61500 Travel and Meetings									\$0.00
61560 Conference Fees			\$200.00						\$200.00
Total 61500 Travel and Meetings	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
Total 70000 Special Projects	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Expenses	\$0.00	\$0.00	\$1,600.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,700.00
Net Operating Income	\$4,350.00	-\$3,124.00	-\$2,100.00	\$12,300.00	\$50.00	\$4,350.00	-\$2,200.00	-\$4,000.00	\$9,626.00
Other Expenses									\$0.00
70000 Special Projects									\$0.00
Net Income	\$4,350.00	-\$3,124.00	-\$2,100.00	\$12,300.00	\$50.00	\$4,350.00	-\$2,200.00	-\$4,000.00	\$9,626.00

*items in red indicate examples of what LTAC grant would cover

*budgets based on ticketed events selling out and all sponsorships being covered

* budgets do not reflect general operating expenses for the Alliance

* any net income not used to pay operating expenses will be funneled into a new micro-grants program we hope to kick off in 2024