

AGENDA
GIG HARBOR LODGING TAX ADVISORY COMMITTEE MEETING
Thursday, September 12, 2024 - 12:00 PM
Community Rooms

Optional Virtual Meeting Link: <https://zoom.us/j/93352757315>
Call-in: (253) 215-8782 Meeting ID: 933 5275 7315

CALL TO ORDER/ROLL CALL

PUBLIC COMMENTS

BUSINESS ITEMS

1. Approval of Minutes: June 26, 2024
2. Review of 2025 Lodging Tax Grant Applications

ADJOURN

PUBLIC COMMENT & DECORUM

Oral comments may be made in person or by remote connection using the Zoom meetings platform. Speakers will be allotted 3 minutes per individual.

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.

MINUTES
GIG HARBOR LODGING TAX ADVISORY COMMITTEE MEETING
Wednesday, June 26, 2024 – 10:30 a.m.
Executive Conference Room

Call To Order / Roll Call: Chair Mary Barber called the meeting to order. Committee members Patsy Irwin, Carrienne Ekberg Stephanie Lile, Miriam Battson, and Lindsey Stover were present. Jannae Mitton and Sue Braaten were excused.

Approval of Minutes: The minutes of the March 14, 2024, meeting were unanimously approved.

Review of Application from the Gig Harbor Chamber of Commerce to Provide Direct Marketing Organization Services to the City: The committee reviewed the application submitted by the Chamber.

MOTION: Move to recommend the city council enter into an agreement with the Chamber of Commerce to provide direct marketing organization services in 2025 and 2026 for \$480,000.00 annually (Ekberg/Stover).

VOTE: Unanimously approved.

Lodging Tax Grant Application Scoring Criteria: The committee reviewed the draft application and scoring criteria and provided feedback to city staff for the August 2024 grant application window.

ADJOURN: The meeting adjourned at 12:01 p.m.



Joshua Stecker, CMC
City Clerk

Applicant	Event/Activity	2022	2023			2024			2025			2023 Reported Attendance Numbers					
		Funded	Requested	Recommended	Funded	Requested	Recommended	Funded	Requested	Recommended	Funded	Overall Attendance	Attendance 50+	Attendance Out of State	Attendance Paid overnight	Attendance No Paid Lodging	Paid Nights
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	\$15,000.00	\$15,000.00	\$15,500.00			1500	225	50	100	1400	40
GH Film Festival	Film Festival	\$16,000.00	\$25,000.00	\$20,000.00	\$20,000.00	\$30,000.00	\$20,000.00	\$20,000.00	\$25,000.00			462	110	80	80	382	80
GH Kiwanis	Veterans Day Celebration		\$10,000.00	\$7,500.00	\$7,500.00	\$10,000.00	\$2,000.00	\$2,000.00	\$5,000.00			425	75	2	22	403	1
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	\$25,000.00	\$25,000.00	\$40,000.00			4000	1000	150	150	3750	300
Peninsula Schools Education Foundation	2025 Monster Dash 5K Fun Run								\$6,000.00								
Asia Pacific Cultural Center	Korean Chuseok Festival	\$5,000.00	\$10,200.00	\$10,200.00	\$10,200.00				\$10,200.00			650	50	2	2	2	2
Key Peninsula Farm Council	Key Peninsula Farm Tour		\$10,000.00	\$5,000.00	\$5,000.00				\$8,000.00			NR	NR	NR	NR	NR	NR
GH Sportsman's Club	Sea Food Shoot	\$4,500.00	\$5,000.00	\$5,000.00	\$5,000.00	\$7,500.00	\$0.00	\$0.00									
GH Yacht Club Junior Sail Program	Sail Camp and Narrows Race Team		\$19,580.00	\$15,000.00	\$15,000.00	\$20,000.00	\$0.00	\$0.00									
Greater GH Foundation	Rattle Dem Bones	\$1,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$3,000.00	\$2,000.00	\$2,000.00									
Greater GH Foundation	Summer Sips (formerly Cider Swig)	\$5,000.00	\$6,000.00	\$5,000.00	\$5,000.00	\$10,000.00	\$0.00	\$0.00									
Greater GH Foundation	Shamrock'n the Harbor Run and Walk	\$500.00	\$2,500.00	\$1,000.00	\$1,000.00	\$6,500.00	\$0.00	\$0.00									
Peninsula Art League	Summer Art Festival	\$4,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$12,500.00	\$5,000.00	\$5,000.00									
Peninsula Art League	Open Juried Show	\$3,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$7,500.00	\$0.00	\$0.00									
Rotary Club of GH Foundation	Galloping Gertie	\$8,000.00	\$10,000.00	\$8,500.00	\$8,500.00	\$10,000.00	\$0.00	\$0.00									
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	\$100,000.00	\$100,000.00	\$75,000.00								
GH BoatShop	Operations	\$2,000.00	\$25,000.00	\$15,000.00	\$15,000.00	\$32,000.00	\$20,000.00	\$20,000.00	\$35,000.00								
Harbor History Museum	Operations	\$11,500.00	\$163,380.00	\$40,000.00	\$70,000.00	\$85,500.00	\$70,000.00	\$70,000.00	\$70,000.00								
Harbor WildWatch	Operations	\$11,000.00	\$30,000.00	\$20,000.00	\$20,000.00	\$50,000.00	\$30,000.00	\$30,000.00	\$30,000.00								
TOURISM PROMOTION																	
City of Gig Harbor	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	\$520,000.00	\$480,000.00	\$480,000.00						
TOURISM INFRASTRUCTURE																	
City of Gig Harbor	Sports Complex Construction				\$500,000.00												
TOTALS		\$620,000.00	\$1,235,175.00	\$992,800.00	\$1,317,250.00	\$954,500.00	\$789,000.00	\$789,000.00	\$839,700.00	\$480,000.00	\$480,000.00						



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 30,000
For operations of tourism related orgs during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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: HARBOR WILDWATCH

Event Name: MARINE LIFE CENTER (operations)

Event Date(s): JANUARY 1 – DECEMBER 31, 2025

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): _____

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 functions of your organization and describe why tourists will travel to Gig Harbor because of your organization.*

In 2024, the Harbor WildWatch Marine Life Center (MLC) opened its doors in the historic Skansie Brother’s House, located in the heart of Gig Harbor’s waterfront district. This newly launched facility operates year-round from Wednesday to Sunday, between 11 am and 6 pm, offering an array of engaging and educational marine-themed exhibits at no cost to visitors. The MLC features an impressive 1,000-gallons of marine aquaria, microscope station, extensive collection of animal skulls, and a variety of rotating traveling exhibits.

The center attracts a diverse audience with its interactive experiences, appealing to people of all ages who are eager to learn about the Salish Sea's unique flora and fauna. Since its opening in February 2024, the MLC has welcomed over 9,500 visitors, marking a 25% increase from the previous year, with 26% of attendees traveling from out of state or country and 13% of Washington visitors coming from more than 50 miles away. Along with our non-profit partners, the MLC plays a crucial role in drawing tourists during the traditionally slower months of November through April. By offering engaging indoor activities and educational programs, the center attracts visitors seeking indoor attractions during the off-season, helping to maintain a steady flow of tourists year-round. This seasonal appeal is further bolstered by special events and workshops designed to captivate residents and travelers alike, ensuring consistent interest even during cooler months.

Ultimately, our aim is to ensure that every guest leaves with a deeper understanding of local marine ecosystems and a memorable experience that encourages them to return with family and friends, thereby enhancing Gig Harbor's reputation as a must-visit maritime destination.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the organization will bring visitors between November and April? • Does the applicant demonstrate how the organization will bring overnight guests? 	25	
<p>Visitors during summer months - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the organization will bring visitors? 	15	

<ul style="list-style-type: none"> Does the applicant demonstrate how the organization will bring overnight guests? 		
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2. Have you requested LTAC funds previously?

Yes or No

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

With a steady increase in attendance and engagement, HWW 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 10,317 (2023), and 9,499 (so far in 2024). Over 75,000 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 4.5 million subscribers on TikTok, with our top videos garnering 10.4 million, 8.7 million, and 3.7 million views! Over the past three years, we have worked with the Port of Seattle, Port of Tacoma, and VisitGH to increase tourism to Gig Harbor through port facilities with a marketing and tourism grant, including our first advertisement in the SeaTac International Airport in 2024. This campaign has grown the #PortofSeattle from 32,600 to 6.7 million views - a 20,000% increase! We are confident that our facility's dedicated focus will continue to draw even more visitors from over 50 miles away in 2025, showcasing why Gig Harbor proudly earns its title as the Maritime City.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> Are local businesses involved/partnering on this project/event? 	15	

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 and MLC – from Bellingham to New Zealand and Portland to Finland. For our permanent exhibits, we target families with children between the ages of 5-14, while traveling exhibits are geared towards adults with disposable incomes ages 30-70. Our marketing efforts in 2025 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 organization to attract tourists.

Several avenues will be utilized to promote the MLC including rack cards distributed at outside HWW events throughout Pierce, Kitsap, Thurston, and Mason counties; print advertising in regional publications, social media promotion with 4.5 million+ followers; and on the HWW, VisitGH, and City of Gig Harbor websites. 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 Portland 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 and South to take an overnight trip to Gig Harbor.

6. As a direct result of your organization, provide an estimate of:

Predicted overall attendance at your proposed event:	15,000
Predicted number of attendees travelling more than 50 miles one-way for the event:	5,000
Predicted number of attendees from out of state:	3,000
Predicted number of attendees staying overnight in paid accommodations:	2,000
Predicted number of paid lodging nights:	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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

7. Are there a host hotel/lodging for your events (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

Although there are no hotels associated with our year-round facility, we keep rack cards of the Maritime Inn, Wesley Best Western, Waterfront Inn, and Inn at Gig Harbor at our front desk. When gathering visitor zip codes, we also inquire about lodging, offer information, and encourage staying in and around the waterfront district.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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 your organization (including for-profit businesses, national sources, etc.)? Please list grants applied for and whether they are pending or awarded.

Yes - \$5,000 in individual donations collected throughout the year will be applied to the 2025 MLC operational budget, as well as \$5,000 from local businesses contributing to our corporate sponsorship program. Solicitation for corporate sponsorship in 2025 will take place between October-December 2024. We also have pending applications with the Cheney Foundation (\$25,000) and the Milgard Foundation (\$50,000). Finally, \$10,000 in volunteer in-kind services will support the 2025 MLC operations.

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

HWW’s overall budget in 2025 will be \$400,000, while the budget for the operations of the MLC is \$125,000. HWW is requesting 24% of the MLC operations budget from the LTAC – which accounts for 7.5% of HWW’s total organizational budget. Please see the budgets below for full details.

Harbor WildWatch Organizational Budget		2025 Budget DRAFT
Ordinary Income/Expense		
Income		
400 · Grant Revenue		250,000.00
440 · Program Revenue		20,000.00
460 · Donations		130,000.00
Total Income		400,000.00
Expense		
500 · Wages		290,000.00
700 · Program Expenses		65,000.00
900 · Administrative expenses		45,000.00
Total Expense		400,000.00
Net Ordinary Income		0.00

Gig Harbor Marine Life Center		
<i>2025 Operating Budget</i>		
Projected Income		
City of GH LTAC	\$	30,000
Other Grant Applications	\$	75,000
Individual Donations	\$	5,000
Corporate Sponsors	\$	5,000
In-Kind Volunteer Services	\$	10,000
	\$	125,000
Projected Expenses		
Staff Time	\$	80,000
Equipment	\$	25,000
Marketing & Admin	\$	20,000
	\$	125,000
<i>Expenses covered by LTAC:</i>	\$	20,000
	\$	-
	\$	10,000
<i>24% of total project budget</i>	\$	30,000
<i>7.5% of total organizational budget</i>		

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the organization? Does it leverage matching or in-kind funds?	20	

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

See above 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?

While certain budget items for marketing, promotion, printing could be eliminated, the majority of our budget is unable to be cut to operate the MLC. 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.

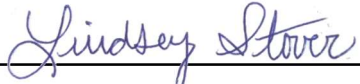
Lodging funds continue to be a key to the success of the MLC. Like many non-profits in our community, HWW is still struggling from the impacts of the pandemic. The biggest effect on our facility has been the lack of volunteers, which requires more and more HWW staff time to cover the vacant shifts. This significantly increases the cost of operating the facility compared to prior years. In an effort to increase tourism during the off-season, we also expanded our open days and hours in 2024 by 46% compared to previous years. 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 portion of staff time. Our 2025 lodging funds request will enable us to fill the gap in our funding that results in offering a new and exciting tourist service in Gig Harbor with a focus on the off-season. 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 MLC in 2025.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

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 2025 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: 8/29/2024



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 8,000
For events held during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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: KEY PENINSULA FARM COUNCIL

Event Name: KEY PENINSULA FARM TOUR

Event Date(s): JUNE 14, SEPTEMBER 27+28

Contact Name and Title: LEONA LISA

Mailing Address: 9501 159th ST NW

City: GIG HARBOR State: WA Zip Code: 98329

Phone: 253-380-0746 Email Address: LEONALISA68@yahoo.com

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

different than above): KATHY LYONS - PRES. KEY PENINSULA Com. Council
KLyons@msn.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 KEY PENINSULA FARM TOURS ARE A UNIQUE EVENT THAT EXPANDS IN SCOPE AND REACH YEARLY FOR 18 years WE HAVE ADDED NEW LOCATIONS AND STRETCH OVER A WEEKEND. FAMILIES ARE ABLE TO ATTEND FOR FREE AND MULTIPLE DAYS ALLOWS FOR MORE STOPS TO BE ATTENDED, SO STAY OVER LOCALLY TO DO SO. HISTORICALLY 56 UNIQUE ZIP CODES HAVE BEEN RECORDED UPON SURVEY.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors between November and April? • Does the applicant demonstrate how the event will bring overnight guests? 	25	
--- OR ---		
Visitors during summer months - The city understands there still need to be projects/events during the summer months <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests? 	15	

2. Is your event a fundraiser?

Yes or No

3. 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

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

THE KEY PENINSULA FARM TOUR IS A FAMILY TRADITION WITH PREVIOUS ATTENDEES NOW BRINGING MORE FAMILY AND FRIENDS AS IT IS A DESTINATIONAL LIFESTYLE. IN ADDITION TO APPLE CIDER EVENT DAY 2 MOST

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> Are local businesses involved/partnering on this project/event? 	15	

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

THE TARGET DEMOGRAPHIC IS FAMILIES WITH CHILDREN SCHOOL AGE THROUGH HIGH SCHOOL AS WELL AS ADULTS FROM ACROSS THE REGION INTERESTED IN FIBER ARTS, FOOD SUSTAINABILITY AND FARMING.

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

OUR EVENT IS PROMOTED ONLINE VIA SOCIAL MEDIA AND OUR WEBSITE AS WELL AS PRINT THROUGHOUT THE NORTHWEST METRO AREAS IN WA, OR, ID + LOWER BC, CANADA

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

Predicted overall attendance at your proposed event:	1200
Predicted number of attendees travelling more than 50 miles one-way for the event:	600
Predicted number of attendees from out of state:	300
Predicted number of attendees staying overnight in paid accommodations:	400
Predicted number of paid lodging nights:	120

What methodology did you use to calculate the estimates?

PHYSICAL SURVEYS CONDUCTED ON SITE + ANALYTICS FROM ONLINE REGISTRATION FOR REGISTERABLE EVENTS

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

10. 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 and whether they are pending or awarded.

PORT OF TACOMA APP-PENDING 3000 THE LONG BRANCH BOUND. 1500
 ANGEL GUILD 4000 KEY PEN PARKS 1500
 PIERCE CO. APPROVED-PENDING 5000 KABA 1,000
 LAKE KATHRYN ACE "ROUNDUP"

11. 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)? \$24,485 total Budget \$8,000 requested = 25%.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the event? Does it leverage matching or in-kind funds?	20	

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

WE AIM TO CONTRACT A SOCIAL MEDIA MARKETER TO FOCUS EFFORTS TARGETING SPECIFIC DEMOGRAPHICS WITH PROFESSIONAL ADVERTIZING AND TIMELY PERSONAL ENGAGEMENT.

13. 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 HAVE TO REDUCE ADVERTIZEMENT AND CONTINUE TO SEEK VOLUNTEER MARKETING VIA OUR BOARD.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

- 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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

8. Is there a host hotel/lodging for your event (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

GIG HARBOR HOTELS MAY BE LISTED ON WEBSITE

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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 2025 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: _____

Kona Sim

Date: _____

Aug 25, 2024



Josh Stecker
City Clerk
City of Gig Harbor

Please find enclosed the application for the grant request for the LTAC funds for the Key Peninsula Farm Tour, now in our 18th year.

The Key Peninsula Farm Council is thankful for your generous support of our event for without the assistance of grants and sponsors, our event would not be possible.

Our event truly is a celebration of community and we hope to continue to shine the spotlight on the diverse opportunities throughout the Key Peninsula.

Saturday's epicenter is the Fiber Arts Show which highlights the art of a diverse group of artisans from across the Northwest in addition to the 12 other stops. As we grow each year, our event has expanded with many sites being open both days of the fall tour in addition to the Apple Cider Squeeze on Sunday.

As the Key Peninsula has no hotels, we are in need of lodging for our artisans and guests and we direct them to the hotels in Gig Harbor via our website.

Please mark your calendar for upcoming events! September 28th & 29th "Key Peninsula Farm Tour & Harvest Festival" and June Blooms Farm & garden Tours June 14th 2025 as well as Fall 2025 Sept 27th & 28th.

Our inaugural June Blooms event was a rousing success and that may soon be a 2 day event as well.

Leona Lisa
President
Key Peninsula Farm Council
leonalisa68@yahoo.com

Kathy Lyons
President
Key Peninsula Community Council
Kilyons@msn.com

The Key Peninsula Community Council is the 501(c)3 under which the K.P.Farm Council operates.

**the council address is
9013 Key Peninsula Hwy N,
Lakebay WA 98349**

Key Peninsula Farm Tours- Budget 2025

1) Paige Adkinson commissioned artwork/media plus coloring sheet	300.00
2) Webmaster	
550.00	
3) Insurance	
885.00	
4) Livable Community fair	
35.00	
5) Pierce county Permits	
1,675.00	
6) Porta Potties (Hemleys)	
2,940.00	
7) music	
2,500.00	
8) posters and rack cards, flyers with map	
1,800.00	
9) parade entry fees GH and Daff	
150.00	
10) New road banner	
900.00	
11) Apple Squeeze	
2,250.00	
12) Social Media specialist/ads manager	
7,500.00	
13) Online advertizing	
3,000	

Anticipated financial requirement

\$24,485

In -Kind support

Key Peninsula Community Services use of shuttle busses	\$1,000
The Mustard Seed Use of shuttle busses	\$1,000
Key Penunsula Parks Facilities and parking	\$1,200
Jason Ball Website mgmt fee -donated difference	\$3,800
Hemley's Septic reduction in fee	\$2,000
In-Kind Support	\$9.000

Key Peninsula Farm Tours

KPFARMTOUR.COM

Sept

28th & 29th
Cider Squeeze Sunday



Proudly sponsored by

Artwork by Paige Atkinson





CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 5,000
For events held during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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 Celebration

Event Date(s): November 10 – 11, 2025

Contact Name and Title: Tina Shoemaker, President-Elect

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

Phone: (253) 649-0216 Email Address: gigharborkiwanis@outlook.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

<ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests? 		
---	--	--

2. Is your event a fundraiser?

Yes or No

3. 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

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

The chart, below shows the originating comm

While the Veterans Day activities are volunteer-driven, including from the Kiwanis and Rotary Clubs and the NROTC programs at Gig Harbor and Peninsula High Schools, we use local vendors for purchased services. In 2024 the luncheon, which is the largest single expense will be catered by BBQ2U. The design and printing of collateral materials is done by Gig Harbor printers. Beginning in 2024 Heritage Distilling became a major sponsor of the event and will collaborate with their product, their shared interest in the veteran population, and promotion to their extensive distribution lists.

This event has been a highly esteemed, high impact event for Gig Harbor. We have had local and regional radio and TV coverage of this event and broadcast was streamed live on Facebook and on YouTube in 2022. King 5 TV broadcast the event in 2020. See the video: <https://www.youtube.com/watch?v=SNP9sz4hmnQ>

The 2023 Celebration attracted veterans from the region, but most of the attendees were from Gig Harbor. The following chart is based on Eventbrite registration data:

CITY OF ORIGIN FOR 2023 EVENTBRITE PAID REGISTRATIONS

Gig Harbor	128
Seattle	20
Lakewood	14
Tacoma	13
Port Orchard	5
	<hr/>
	180
Total Tickets Sold (including those at the door)	227
Unpaid Registrations (Veterans)	173

Predicted number of attendees staying overnight in paid accommodations:	25
Predicted number of paid lodging nights:	40

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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

8. Is there a host hotel/lodging for your event (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

Best Western/Wesley Inn

Banner Project	\$3,000.00	
Food & Coffee	\$7,500.00	
Rental (Tablecloths, glassware, service equipment)	\$2,000.00	
Video	\$1,500.00	
Table Settings, disposable	\$1,000.00	
Marketing/Promotions - Collateral	\$1,500.00	
Marketing/Promotions - Ads, Media	\$1,000.00	
Total Projected Expenses		\$31,000.00

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations	20	
Does the application include a complete budget, including funding for the event?		
Does it leverage matching or in-kind funds?		

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

The LTAC funds will be used to market and promote the event and to offset a portion of the food and coffee expense.

13. 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?

Without the LTAC funds we will limit the paid advertising and a portion of some of the other promotional expenses for the Veterans Day Celebration. Without the LTAC funds it will be challenging to expand the Banner Project from the downtown area to Uptown by limiting the promotional expenses for this important city-wide recognition of both active military and veterans from the Gig Harbor area. Most of the other expenses for this event are fixed.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

The Gig Harbor Kiwanis Foundation Profit & Loss Budget Overview October 2023 through September 2024

	Oct '23 - Sep 24
Ordinary Income/Expense	
Income	
Veteran's Day Celebration	
Vet Day Expenses	-1.00
Total Veteran's Day Celebration	-1.00
Gig Harbor Beer Festival	10,000.00
Donations	10,000.00
Kiwanis Cares for Kids	
Wine Tasting Event	
Wine Tasting Expenses	-2,392.00
Wine Tasting Revenue	16,110.00
Total Wine Tasting Event	13,718.00
Grant Income	25,000.00
Other KCK Donations	16,000.00
Mr. Denny Fund	1.00
Kiwanis Club	4,000.00
Classroom/School Awards	
School Awards	-1.00
Teacher/Classroom Awards	-15,000.00
ECEAP Reading Program	-750.00
Total Classroom/School Awards	-15,751.00
Extra Curricular Activities	-3,850.00
Clothing	-49,000.00
Field Trips	-6,000.00
Marketing and Promotion	-400.00
Total Kiwanis Cares for Kids	-16,282.00
Total Income	3,717.00
Expense	
KidVantage	5,000.00
Sports Complex	7,500.00
Capital Costs	1.00
Peninsula Hands On Art	2,000.00
Community Service Projects	1.00
Camp Beausite	2,600.00
Licenses and Fees	20.00
Total Expense	17,122.00
Net Ordinary Income	-13,405.00
Other Income/Expense	
Other Income	
Interest Income	2,500.00
Total Other Income	2,500.00
Net Other Income	2,500.00
Net Income	-10,905.00



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 6,000.00
For events held during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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 Schools Education Foundation

Event Name: 2025 Monster Dash 5K Fun Run

Event Date(s): October 2025

Contact Name and Title: Jessica Pixie Alfred, Executive Director and Jennifer Butler, Ex-Officio Board Member

Mailing Address: PO Box 1007

City: Gig Harbor State: WA Zip Code: 98335

Phone: 206-427-1953 Email Address: jessye.alfred@psefd.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.*

Peninsula Schools Education Foundation, a local non-profit serving all 17 schools in our Peninsula School District, has partnered with Seattle-based Fizz Events, a professional race coordination company, to host our first annual Monster Dash 5K Fun Run and 1K Creature Crawl along the Gig Harbor waterfront. This brand-new event is for all ages and abilities and encourages participants to wear Halloween costumes. The event is designed to raise awareness for the Peninsula Schools Education Foundation and will fundraise to support the classroom-enhancing work of the Foundation.

This timed qualifying race will bring out locals and tourists alike! Fizz Events' registration database contains the names of thousands of runners, most of whom travel for race events all over the state and hundreds of whom would jump at the opportunity to run a course as gorgeous as our waterfront. With this grant's support with our marketing and promotional materials, we estimate that over 300 runners will travel in from 50 or more miles away and join the 2,000 local runners participating in the race. The race is tentatively scheduled for Saturday, October 25, 2025 at 9:00 am (pending final date approval from the City of Gig Harbor). Based on data from previous Fizz events in Puyallup, Whidbey Island, and Alki Beach, we conservatively estimate that with the right incentives, 50% of our out-of-town guests will choose to spend their post-race afternoons exploring downtown Gig Harbor and will choose to stay overnight at Gig Harbor hotels.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors between November and April? • Does the applicant demonstrate how the event will bring overnight guests? 	25	
--- OR ---		
<p>Visitors during summer months - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests? 	15	

2. Is your event a fundraiser?

Yes or No

3. 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

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

Peninsula Schools Education Foundation is a small Gig Harbor-based non-profit providing classroom grants to local P-12 educators. New to the area of 5K fun-runs, we have partnered with the seasoned professionals at Fizz Events NW to ensure an exemplary race event attended by 2,300+ of enthusiastic runners. Fizz Events has a 23-year track record of coordinating profitable 1-10K and Triathlon races across Washington state. Their past events have proven to be extremely successful, both in terms of attracting participants and raising thousands of dollars for great causes.

Although 2025 will be PSEF's first annual Monster Dash and Creature Crawl, we anticipate that the beauty of Gig Harbor's waterfront in the late fall, the family-friendly nature of the event, the costume contest, and the established reputation of Fizz Events NW will be a huge draw for statewide participants.

With the support of the City of Gig Harbor and dozens of local event sponsors, we also plan to promote physical opportunities for local businesses to highlight their goods and services including sponsored photo stops, water stations, and mile markers. In addition, we will have community-centric registration bags for racers that will include branded merchandise from our local sponsors and coupons for post-race shopping at our local downtown businesses. The goal is to engage the entire community with PSEF's mission to support educational enrichment across our school district.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> • Are local businesses involved/partnering on this project/event? 	15	

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

Our target tourist audience is comprised of running enthusiasts ages 25-45, and their school-aged children, primarily from Western Washington communities in Skagit, Snohomish, King, Pierce, and Thurston counties.

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

Fizz Events NW has a registration database with over 10,000 names of past event participants; most of our tourist-focused efforts would use that database sorted by zip code and target invitations and incentives toward those individuals who live 50+ miles from Gig Harbor. Incentive ideas include branded merchandise from Gig Harbor businesses, coupons for local downtown businesses and restaurants, and access to overnight packages and/or event-sponsored room blocks at selected local hotels. We hope to use the funding provided through this grant to expand our marketing efforts to include local newspapers in cities in Skagit, Snohomish, King, Pierce, and Thurston counties.

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

Predicted overall attendance at your proposed event:	2,300
Predicted number of attendees travelling more than 50 miles one-way for the event:	300
Predicted number of attendees from out of state:	0
Predicted number of attendees staying overnight in paid accommodations:	150
Predicted number of paid lodging nights:	1

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.

*****Estimated based on the number of paid registrations from previous races coordinated by Fizz Events in Western Washington cities, excluding Seattle.***

- 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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

8. Is there a host hotel/lodging for your event (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

Although we do not currently have a host hotel to call out, we are open to working with the City of Gig Harbor and its hotel association to select one or more host hotel options for this event. We are more than happy to include these selected hotels in our invitations and marketing materials.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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

Peninsula Schools Education Foundation is located in Gig Harbor and is 100% dedicated to supporting our Peninsula School District through direct classroom grants for local educators.

10. 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 and whether they are pending or awarded.

Peninsula Schools Education Foundation is currently applying for multiple grants to support our annual events and local grantmaking programs. We also procure dozens of sponsorships (varying amounts) from local businesses throughout the year.

Planned 2024-25 grant applications include:

- | | |
|---------------------|--------------------------|
| Key Bank | Kitsap credit Union |
| Timberland Bank | TAPCO Credit Union |
| Wells Fargo Bank | GESA Credit Union |
| Umpqua Bank | Harborstone Credit Union |
| Home Street Bank | America's Credit Union |
| Commencement Bank | South Sound Credit Union |
| Boeing Credit Union | |

Planned 2024-25 sponsorship requests include:

Galaxy Theatres	Peninsula Light Company
Greene Gasaway Architects	TCF Architecture
Windermere Professional Partners	Uptown Gig Harbor

Additionally, we hope to engage other grantors and sponsors not-yet-identified for this event, our Annual Luncheon event, and our classroom grantmaking programs in 2025.

11. 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)?

Peninsula Schools Education Foundation is seeking a grant in the amount of \$6,000 from the City of Gig Harbor Lodging and Tax Fund, representing 6.4% of the total \$93,500 event budget.

Please note that Fizz Events NW charges its clients based on the total revenue of their event. It is a one-stop shop whose total cost includes all details of the event EXCEPT marketing. Our contract with the company reflects a minimum coordination fee of \$12,000 (30% of \$40K). Their total event coordination cost will be 30% of the amount raised via registrations, individual donations, grant awards and corporate sponsorships.

Please see attached PSEF’s current Annual Budget (July 1, 2024 - June 30, 2025)
Please see attached Monster Dash 5K Event Budget (October 2025)

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the event? Does it leverage matching or in-kind funds?	20	

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

LTAC funds would be utilized for marketing costs related to the Monster Dash 5K event, including printing costs, banners and signage, and online/print newspaper advertising across cities in Skagit, Snohomish, King, Pierce, and Thurston counties. With the City of Gig Harbor's partnership, we can share this opportunity to market directly to overnight guests from all over Western Washington.

13. 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?

Without the support of LTAC funding from the City of Gig Harbor, we would have to cut our marketing efforts drastically. We would not be able to target out-of-town audiences via local newspapers (cutting our registrations by 20+%), nor would we be able to afford to purchase reusable banners/signage for this and future Monster Dash events. With the support of the City, we will be able to create a scalable event that meets (and exceeds!) our fundraising targets and supports late-season Gig Harbor tourism.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

CERTIFICATION

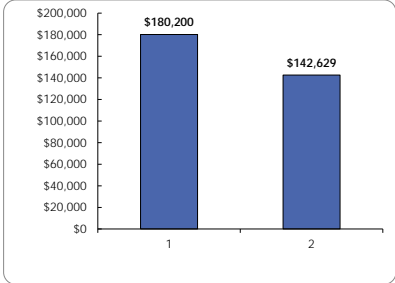
I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2025 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: _____

PSEF - DRAFT 3 - AMENDED ANNUAL BUDGET 2024-2025

SUMMARY	
Total annual income	\$180,200
Total annual expenses	\$142,629
BALANCE	
	\$37,571
PERCENTAGE OF INCOME SPENT	
	79%



Umpqua Bank - 7/24	C. Schwab - 7/24
\$35,585 (includes 90% of earnings from the 2023 Appeal Letter)	\$361,890 (includes 10% of earnings from the 2023 Appeal Letter)

INCOME

Fundraising	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	Total
Investment from Charles Schwab Acct	\$20,000	0	0	0	0	0	0	0	0	0	0	0	\$20,000
Annual Appeal Letter	\$0	\$0	\$0	\$0	\$5,000	\$10,000	\$10,000	\$0	\$0	\$0	\$0	\$0	\$25,000
Monster Mash 5K (postponed until 2025)	\$0	0	0	0	0	0	0	0	0	0	0	0	\$0
Grant Awards (est.)	\$0	\$0	\$5,000	\$5,000	\$0	\$0	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$20,000
Corporate Sponsorships	\$0	\$0	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$0	\$0	\$0	\$0	\$30,000
Annual Breakfast/Lunch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$75,000	\$0	\$0	\$0	\$75,000
GEMS (Give Every Month)	\$100	\$100	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$10,200
Total	\$20,100	\$100	\$11,000	\$11,000	\$11,000	\$16,000	\$21,000	\$11,000	\$76,000	\$1,000	\$1,000	\$1,000	\$180,200

EXPENSES

Item	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	Total
Consulting Costs													
Executive Director Salary	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$75,000
Office Costs													
Office lease	\$120	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$120
Post Office Box	\$302	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$302
Little Green Light Subscription	\$530	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$530
Zoom Subscription	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$204	\$0	\$204
Quickbooks Subscription	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$780
Canva Subscription	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$180
Misc. Office Supplies	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Fordham Bookkeeping Services	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
ABC Bookkeeping & Taxes	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$685
WA Secretary of State	\$20	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20
AIM Insurance	\$256	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$256
NAEF Membership	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$175	\$0	\$0	\$0	\$175
South Sound Plan. Giv. Membership	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100	\$0	\$0	\$100

Marketing Costs														
GW Creative: Ongoing Services	\$350	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$350	
GW Creative: Website Update	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	
Domain	\$36	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$36	
Ninja	\$99	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$99	
Printing Expenses	\$1,500	\$0	\$0	\$0	\$1,000	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$3,500	
Printing: Banners & Signage	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$1,000	
Events: Breakfast & Lunch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000	\$0	\$0	\$0	\$10,000	
Events: Monster Dash (Fizz@30%: postponed until 2025)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Events: Board Recruitment/Morale (3)	\$0	\$1,000	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$1,000	\$0	\$0	\$3,000	
Events: Planned Giving Thinktank	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500	
Previous Years' Commitments														
10% of Total Fundraising to Ch. Scwab	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,720	\$15,720
Scholarships - 2024	\$4,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,500
Teacher Grants - 2024	\$16,771	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,771
Training/Travel														
NAEF Conference (Nashville)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$1,500	\$0	\$0	\$3,000	
CEFL Certification Program	\$2,700	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,700	
NAEF Trainings (online)	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$780	
Total	\$33,746	\$8,562	\$7,062	\$6,562	\$7,562	\$7,562	\$7,562	\$7,562	\$18,237	\$9,162	\$6,766	\$22,282	\$142,629	

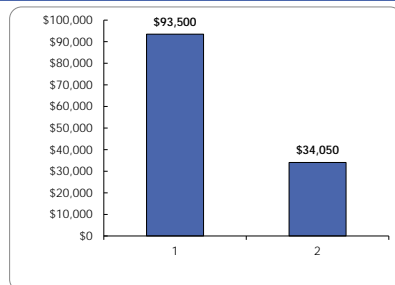
PSEF - MONSTER DASH 5K EVENT BUDGET 2025

SUMMARY

Total event revenue	\$93,500
Total event cost	\$34,050

BALANCE \$59,450

Total Event Revenue for PSEF \$59,450



INCOME

Fundraising	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	Total
Monster Dash Registrations; 2300 @ \$25	\$0	\$0	\$0	\$57,500	0	0	0	0	0	0	0	0	\$57,500
Monster Dash 5K (Sponsorships)	\$5,000	\$5,000	\$5,000	\$5,000	0	0	0	0	0	0	0	0	\$20,000
Monster Dash 5K (Individual Donations)	\$0	\$0	\$5,000	\$5,000	0	0	0	0	0	0	0	0	\$10,000
Event-Specific Grant Awards (LTAC)	\$0	\$0	\$0	\$0	6,000	0	0	0	0	0	0	0	\$6,000
Total	\$5,000	\$5,000	\$10,000	\$67,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$93,500

EXPENSES

Item	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	Total
Printing: Event Marketing Materials	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000
Printing: Banners & Signage	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000
Newspaper Ads (Online & Print)	\$0	\$0	\$1,500	\$1,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000
Fizz Events NW (30% of Event Revenue)	\$0	\$0	\$0	\$0	\$28,050	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$28,050
Total	\$3,000	\$0	\$1,500	\$1,500	\$28,050	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$34,050



August 29, 2024

Josh Stecker
City Clerk
City of Gig Harbor
3510 Grandview Street
Gig Harbor, WA 98335

Re: City of Gig Harbor 2025 Lodging Tax Funding Application

Dear Josh,

We are so grateful to the city for your continued support of the Foundation. We are pleased to present our application for the City of Gig Harbor 2025 Lodging Tax Funding.

Please don't hesitate to reach out if you have any questions or if you need any additional information.

Kind regards,

Leslie Mayne
Founding Director



The Permission To Start Dreaming Foundation is a 501(c)(3) nonprofit organization and is entirely funded through private donations from individuals, foundations, corporations and government grants.

TAX ID: 27-5251886

3733 Rosedale Street NW, Suite 100. Gig Harbor, WA 98335

PTSDFoundation.org



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

**Lodging Tax Funds Requested: \$ 40,000
For events held during the 2025 calendar year.**

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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: *Prayer Breakfast, Invincible Marriage Seminar and Race for a Soldier Weekend*

Event Date(s): *September 5-7, 2025*

Contact Name and Title: *Leslie Mayne*

Mailing Address: 3733 Rosedale St. NW, Suite 100

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

Phone: (253) 432-0036 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 weekend in September 2025. **The 15th Annual Prayer Breakfast** – September 5, **Invincible Marriage Seminar** – 6, and **The Race for a Soldier** – September 7. Additionally, the foundation will host several 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. We have added a series of seminars to be held in Gig Harbor in December 2024, February 2025 and potentially May 2025.*

The Prayer Breakfast and Invincible Marriage Seminar in 2025 will feature nationally recognized speakers 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, but they also attract others from around the region and the nation as this isn't just a local issue. The featured speaker at the Prayer Breakfast will be Jason Redman, a severely wounded warrior, NY Times and Amazon bestselling author, veteran advocate, business leader, and acclaimed leadership and resilience speaker. He and his wife, Erica, will be the main speakers at the Invincible Marriage seminar, which coincides with the release of their new book – "The Invincible Marriage". Due to their national presence this seminar will be a popular attraction.

For the past 14 years the Race for a Soldier and the Prayer Breakfast have attracted visitors and supporters who have come alongside the foundation since it's very beginnings. In 2025 we will be commemorating the 15th anniversary of both events that were at the core of our founding, we anticipate broadening our reach. We are so grateful to the community of Gig Harbor that has been a vital partner for us.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors between November and April? • Does the applicant demonstrate how the event will bring overnight guests? 	25	
--- OR ---		
Visitors during summer months - The city understands there still need to be projects/events during the summer months <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests? 	15	

2. Is your event a fundraiser?

Yes or No

3. 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

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

Our four major events are a significant source of funds to provide the much-needed resources to the underserved community of 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 2025 we are pleased to bring back Jason Redman, who presented the "Overcome" seminar in 2020, a very successful 3-hour workshop on the same day as the Prayer Breakfast. We believe that the addition of the Invincible Marriage seminar during the weekend with enhance the experience for those who are attending the Breakfast or Race and encourage additional participants.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> • Are local businesses involved/partnering on this project/event? 	15	

5. 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.

6. 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. The fact that 2025 will be the 15th anniversary of the foundation we will have added marketing efforts to celebrate this milestone. 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

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

Predicted overall attendance at your proposed event:	4,600
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:	75

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 2023-24 events and historical knowledge of past years' events and fluctuating attendance due to other factors. It is also based on the addition of the Invincible Marriage Seminar and the potential increase in attendees.*

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

8. Is there a host hotel/lodging for your event (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing

materials? *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 Invincible Marriage seminar (speakers, special guests, etc.) stay at the hotel. The hotel will also be the venue for the Seminar which will bring increased revenue.*

In addition to the events of this weekend, the Best Western Wesley Inn will host the other workshops that we hold in Gig Harbor.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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

10. 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 and whether they are pending or awarded.

Subaru of Puyallup, AERO Precision, several private Family Foundations, Best Western Wesley Inn, Skookum Contract Services, Washington Water Service, Washington Patriot Construction. We also receive a variety of in-kind services from a variety of local vendors that participate in the events – Retreat Drinks, Sweet Grass Essentials, Gig Harbor Candy Company, Heritage Distillery

11. 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

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the event?	20	

Does it leverage matching or in-kind funds?		
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12. What specific expenses will you use LTAC funds to cover (if not shown on event budget)? *See the attached simplified budget that reflects items that are specific to the Annual Prayer Breakfast, Race for a Soldier and Invincible Marriage Seminar. However, 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.*

13. 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 would use these general operating 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, Posttraumatic Growth training workshops, PATHH (Progressive and Alternative Training for Helping Heroes program) along with the other resources we offer to the community.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

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 2025 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: 8/29/24

2025 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.)	\$ 15,000*
Marketing/Promotion (Printing, Signage, Video)	<u>\$ 2,200*</u>
Sub Total	\$ 23,950

Invincible Marriage Seminar

Venue rental	\$ 1,000
Speaker Fees	\$ 10,000*
Food & Beverage	\$ 1,000*
Marketing/Promotion (Printing, Signage, Video)	\$ 3,000*
Sub Total	\$ 15,000

Race for a Soldier

Marketing/Promotion (Printing, Signage, Video)	\$ 2,700
Race and Volunteer Shirts	\$ 10,000*
Security (Off-duty Police)	\$ 4,500
Sub Total	<u>\$ 22,200</u>

Total \$ 56,150

*Items to be funded by the LTAC Grant, if received.



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 10,200
For events held during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 30.

Organization/Agency Name: Asia Pacific Cultural Center

Event Name: 5th Annual Korean Chuseok Festival – Gig Harbor

Event Date(s): Saturday September 20, 2025

Contact Name and Title: Faaluaina Pritchard, APCC Executive Director

Mailing Address: 3513 East Portland Avenue

City: Tacoma State: WA Zip Code: 98404

Phone: (253) 383-390 Email Address: faaluaina@asiapacificculturalcenter.org

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

APCC will present our 5th Annual Korean Chuseok Festival, Gig Harbor, at the Skansie Brothers Park in Gig Harbor the following day on September 20, 2025. This free, family-friendly event features various traditional and contemporary Korean dance, music, and special presentations showcasing Korean culture. The Harvest Moon Festival, or Chuseok, is one of Korea's most cherished holidays, and APCC will celebrate with the community by featuring Korean dance teams, traditional and contemporary music, and special presentations showcasing Korean culture.

There are over 68,000 people of Korean descent living in Washington State. APCC's goal is to share, teach about, and engage people in the diverse Asia Pacific cultures, and our Annual Korean Chuseok Festival is one way we are able to achieve this. This is an opportunity for people to see and experience Korean art and culture firsthand, and an opportunity for Korean people to show their pride in their heritage and showcase their culture with a large audience. The Korean community would be among the many tourists who would want to take part in this event.

The audience will be treated to exciting Samulnori drum and dancing, musicians playing stringed instruments like the Gayageum, traditional customs and ceremonies, and other exciting cultural demonstrations. We will work with new as well as past performing groups, such as the Miyoung Seul Margolis Dance Collective, the Mun Dance Team, Koreana Angel, and others. Tourists would come to Gig Harbor to see these unique and exciting performances.

We will have volunteers from our community partners, including from local Korean cultural organizations, who will help us with the planning, promotion, setup and implementation of the event. The community will benefit from this event because they will be able to interact with the Korean people and better understand and appreciate the arts, crafts, language, history, customs, and values of Korea. They will be experiencing the Korean culture in-depth through this immersive experience.

We expect many dignitaries as well as VIPs from the Korean community to attend, many traveling from throughout the State and beyond. In years past, many elected officials from Washington attended. At the 4th Annual Korean Chuseok Festival, Gig Harbor, next month (September) many State Representatives, Mayors, Councilmembers, and other officials have confirmed to attend as our honored guests and guest speakers. It is important for our elected officials understand and experience the culture, and next year we will again invite many of them to attend.

APCC is a 501(c)(3) non-profit organization whose mission is to "bridge communities and generations through arts, culture, education, and business". Our founders created APCC in 1996 to represent 47 Asia Pacific countries and cultures to promote the greater awareness, understanding, equity, and inclusion of the history, traditions, culture, and heritage of the Asia Pacific people. The 5th Annual Korean Chuseok Festival, Gig Harbor is a way APCC honors and celebrates the Asia Pacific people and helps the community embrace the diversity in our region.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors between November and April? • Does the applicant demonstrate how the event will bring overnight guests? 	25	
--- OR ---		
<p>Visitors during summer months - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests? 	15	

2. Is your event a fundraiser?

Yes or No

3. 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

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

We have held the Annual Chuseok Festival, Gig Harbor, for the past 4 years, with continued growth and success in attracting tourists. In 2022 we had 400 attendees, and in 2023 we had 500 attendees. About 30% traveled from outside of Gig Harbor to attend. Next month, we expect a larger crowd as our event continues to become more well-known as a fun and must-see festival of Korean culture.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> • Are local businesses involved/partnering on this project/event? 	15	

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

Our 5th Annual Korean Chuseok Festival provides a great public benefit by not only providing enrichment and engagement in Korean culture and arts, but also by addressing the issues of cultural awareness, understanding, equity, and inclusion, and embracing the diversity in the greater community of which we are all a part. While much of our audience will be from the Asia Pacific community, especially the Korean, community throughout the region, our goal is to teach and engage people of all backgrounds in learning about the Asia Pacific culture, and we are proud to offer this Festival in the spirit of sharing and welcomeness.

For our large annual events every year, people travel from throughout the Pacific Northwest and beyond to attend, and we expect that it will be no different next year for our 5th Annual Korean Chuseok Festival, Gig Harbor. The Festival will attract many visitors – all ethnicities and all ages – who are interested in sharing in and learning about Korean culture. Because the event features Korean culture, it will appeal especially to Koreans in the region. Korean festivals are not offered very often, so people will travel from far away to attend and enjoy authentic food, participate in authentic traditional Korean activities, and be among their community. They will feel at home with the customs and traditions that they long for while being away from the land of their ancestors. In Washington, more than 1 million people are of Asian or Pacific Islander descent. Asia Pacific people are willing to travel many miles to participate and enjoy large cultural events such as the Annual Korean Chuseok Festival, to eat authentic ethnic foods, see traditional dances, and participate in cultural games, crafts and activities no matter how far away the event might be.

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

We will reach our target audience by working closely with our network of cultural organizations to help promote the event. These partners will help us with distributing printed signage and flyers, email, and social media to reach their represented community members. We will promote the event through ethnic publications such as International Examiner and Korean Central Daily. We will also promote the event on ethnic radio and television programs, with the ability to communicate in different languages, including radio promotions on Radio Hankook, a local regional Korean radio station.

Our artists and performers will help promote the event through their own social media followers and community, and often times their families and friends will travel far to be able to enjoy the performances and the festivities. In addition to the performers, we will have VIP guests such as representatives from the Korean Consulate of Seattle, community leaders, and other elected officials and dignitaries to speak at the event. Having these important speakers helps elevate the prestige of the Festival and attracts attendees.

Our Executive Director Mrs. Lua Pritchard, will provide the oversight and management of the event with the assistance from our Cultural Program Manager. Mrs. Pritchard has three decades of culture and arts programming experience as well as community outreach to underserved communities, as a former APCC Board Member and with her current work as APCC's Executive Director since 2010. She will also oversee the work that APCC's marketing team will do to promote the event, especially for bringing tourists to Gig Harbor.

7. 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:	200
Predicted number of attendees from out of state:	20
Predicted number of attendees staying overnight in paid accommodations:	50
Predicted number of paid lodging nights:	1

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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

8. Is there a host hotel/lodging for your event (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?
No

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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

10. 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 and whether they are pending or awarded.

At least 6 months before our event, we will apply for grants and sponsorships for the 5th Annual Korean Chuseok Festival in 2025. Next month, is our 4th Annual Korean Chuseok Festival for 2024 and we received funding from the ArtsWA ReVive Washington grant as well as funding from several sponsors including: Radio Hankook, Boo Ha Korean Grocery, Shin Shin Enterprise Inc., Korean Music Association, New York Life, Bank of Hope, Korean American Chamber of Commerce of Washington State, and many others. These sponsors have supported our event for several years, and we are confident that they will support our event for 2023.

11. 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 overall project budget for the 5th Annual Korean Chuseok Festival, Gig Harbor is \$17,000, and we are requesting 60% or \$10,200 from the City of Gig Harbor Lodging Tax Fund. The project budget is attached.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the event? Does it leverage matching or in-kind funds?	20	

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

Funding will be used as follows: \$5,000 for Project Staff, \$2,500 for Publicity and Marketing, and \$2,700 toward Artist Fees for the performing groups.

13. 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?


Full funding from the City of Gig Harbor Lodging Tax and Tourism Fund will be an important part of the success of the 5th Annual Korean Chuseok Festival. The City's investment in this event will improve tourism for the City, benefitting businesses and improving the image of Gig Harbor as a multi-cultural destination while showing the City's commitment to the Asia Pacific community. If full funding is not received, it will certainly place more pressure on APCC to find alternatives to fill the funding gap without cutting any items from the budget. While it would put more burden on our staff and volunteers, we would make every effort to solicit additional funding from other sponsors and would likely rely more heavily on in-kind support for many items.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

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 2025 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: August 27, 2024



**5th Annual Korean Chuseok Festival, Gig Harbor
Project Budget 2025**

Project Income	Amount
Government or Private Foundation Grants	\$ 10,200
Corporate or Local Business Support	\$ 2,000
Individual Donors	\$ 500
Other Income	\$ 4,300
Total Project Income	\$ 17,000

Project Expenses	Amount
Staff	\$ 5,000
Artists Fees	\$ 5,000
Equipments/rentals	\$ 3,000
Publicity/Marketing	\$ 2,500
Printing	\$ 1,000
Materials/Supplies	\$ 500
Total Project Expenses	\$ 17,000

ASIA PACIFIC CULTURAL CENTER

Organization Budget for 2024

Fiscal Year: Jan 1 - Dec 31

INCOME SOURCE:	Amount:
Donations -individual/corporate	\$ 40,000
Fundraising Events (Luau)	\$ 150,000
Additional Grants/capacity etc.	\$ 238,000
Membership	\$ 20,000
Rentals - facility	\$ 20,000
Youth Program	\$ 499,000
Cultural Programs	\$ 756,000
Mental Health Program	\$ 362,000
BCES Program	\$ 488,000
Total:	\$ 2,573,000

EXPENSES	Amount:
Staff Wages	\$ 1,126,000
Staff Benefits and Taxes	\$ 225,200
Programs Support	\$ 400,000
Accounting/Audit	\$ 30,000
Space Rental	\$ 8,000
Liability/Bond Insurance	\$ 15,000
License/Fees/Dues	\$ 7,000
Office Supplies	\$ 15,000
Postage/Mail	\$ 5,000
Printing - Copy Machine plus	\$ 70,000
Community Events/Outreach	\$ 50,000
Telephone/Internet	\$ 15,000
Mileage/Travel	\$ 25,000
Advertisement	\$ 50,000
Equipments/Furnitruue/Accessories	\$ 15,000
Utilities	\$ 33,000
Board	\$ 4,000
Building Management-supplies, etc	\$ 50,000
Business Expenses	\$ 17,000
Community Relations	\$ 120,000
Rental Expenses	\$ 20,000
Staff/Volunteer Training	\$ 15,000
Total Expenditures:	\$ 2,315,200

Excess/Loss	\$ 257,800
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Korean ChuSeok Festival

FREE FAMILY EVENT

The 8th Annual APCC Korean ChuSeok Festival
in Tacoma, WA

September 14, 2024 • Saturday

11 am - 4 pm

Mt. Tahoma High School, 4634 S, 74th St, Tacoma

The 4th Annual APCC Korean ChuSeok Festival
in Gig Harbor, WA

September 21, 2024 • Saturday

11 am - 4 pm

Skansie Brothers Park and Netshed
3211 Harborview Dr., Gig Harbor, WA

Join us for a fun day of celebrating
a traditional Korean holiday.

- Korean poem Sijo winner's reading
- Traditional ChuSeok rice-cake making and taste
- K-Beauty know how
- Face painting with Korean motifs
- Traditional performances on stage
- Lotus lantern making
- Your name in Korean calligraphy
- Traditional Korean foods for purchase
- Everyone can join in for the Finale performance



ASIA
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CULTURAL
CENTER
253.383.3900
apcc96.org



주 시애틀 대한민국 총영사관
Consulate General of the Republic of Korea in Seattle





Categories: [Arts & Entertainment Community](#)

Korean ChuSeok Festival honors ancestors and celebrates harvest

POSTED ON OCTOBER 2ND, 2023 | BY: [JULIE WARRICK AMMANN](#)

Editor's note: Patsy Surh O'Connell organizes the local ChuSeok Festival. An earlier version of this story misstated that fact.

Hundreds gathered in Skansie Park on Sept. 30 for Gig Harbor's third annual Korean ChuSeok Festival, a free and family-friendly event sponsored by the Asia Pacific Cultural Center.

Often referred to as the "Korean Thanksgiving", ChuSeok (추석), or hangawi (한가위), is recognized as one of South Korea's most important traditional holidays. The more than 2,000-year-old holiday is a time for families to return to their hometowns, honor their ancestors and celebrate the harvest. ChuSeok means "autumn evening."



The 2023 ChuSeok Festival at Skansie Park in Gig Harbor. Photo by Julie Warrick Ammann

Food and fun

Longtime Gig Harbor resident Patsy Surh O'Connell, president of the Asia Pacific Cultural Center and the organizer of the festival, said [the festival](#) is a way to honor their rich cultural heritage and share the wonders of Korea with the greater community. The festival allowed people to experience Korean culture, cuisine, music, arts and community.

Some of those traditions shared at the festival included crafting traditional ChuSeok rice cakes known as [Song-pyeon](#) 송편. For some, family time during ChuSeok involves sitting around a table together and rolling rice dough into small half-moon shapes. The story goes that you need to make Songpyeon beautiful to get married and have a pretty daughter.

Volunteers demonstrated craft projects. Others filled small plastic bags with orange, red, purple, and white colored Song-pyeon for distribution to festival goers. The colorful rice cake dough includes ingredients like mugwort, pumpkin and purple sweet potato. Biting into a SongPyeon is a foodie's delight, each little half-moon teat with a different filling, such as honey and sesame.

Members of the Korean Artists Association provided face-painting for kids and wrote names in traditional Korean characters.



The 2023 ChuSeok Festival at Skansie Park in Gig Harbor. Photo by Julie Warrick Ammann

Traditional dance and music

The Morado Dance Team captivated the crowd with their grace and elegance as they performed four traditional Korean dances.

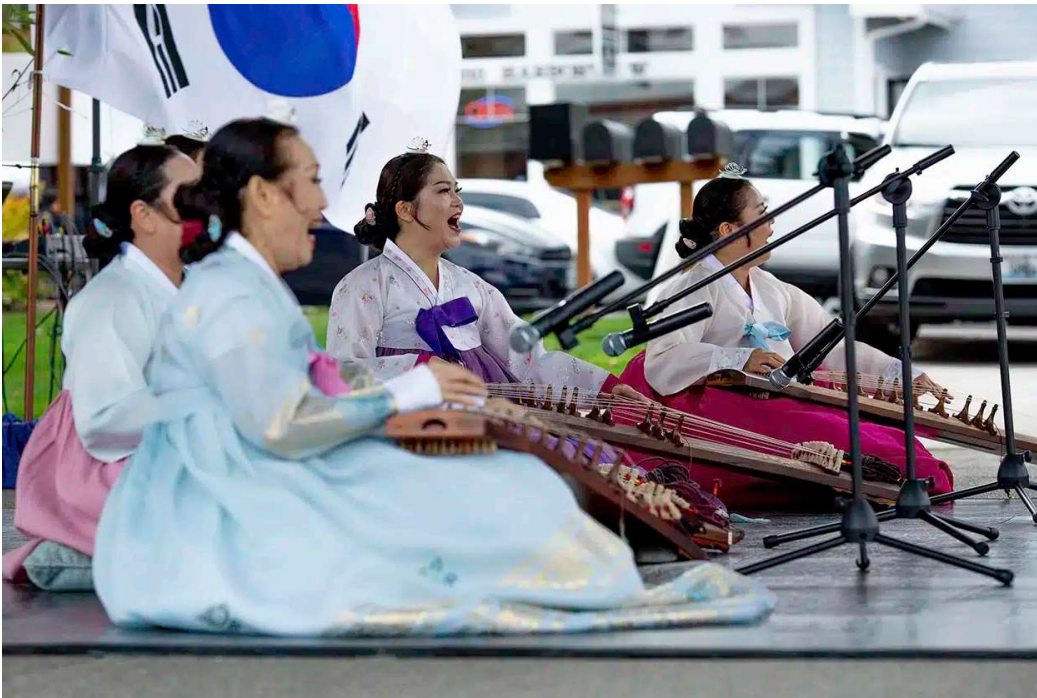
The skilled dancers were adorned in colorful gowns layered in translucent fabrics. They glided across the stage with airy lightness, fabric flowing with each lyrical arm movement set to a beating traditional soundtrack. The dance team practices in Federal Way twice a week.

The dances performed: Ip Choom, Fan Dance, Hanryan Moo, and the drum dance. Tae Pyung Mu, performed by Jin Sook Yank, is a dance believed to have been performed in the ancient Korean courts as a prayer for peace and prosperity.



Minos Kim, Christie Lee and Jinny Kwak of the Morado Dance Team pose after a performance. Photo by Julie Warrick Ammann

Traditional Korean music serenaded the festival. Musicians, sitting on the stage floor, plucked the strings of a kayagŭm, a kind of Korean zither with 12 silk strings, recognized as the national instrument of Korea. The musician positions one end of the instrument on their right knee while placing the other end on the floor. The kayagŭm emits a gentle and elegant sound, and plays an important role in the cultural life of Korean people.



The 2023 ChuSeok Festival at Skansie Park in Gig Harbor. Photo by Julie Warrick Ammann

K-pop energy

The festival wasn't all about the past. The volume rose and energy jumped with K-pop performances from a youthful Bellevue dance troupe. Now an international sensation, K-pop is a popular form of music that originates from South Korea. As the music blew from speakers across the harbor (and maybe all the way to Tacoma), teens and tweens joyously bounced, posed, shook and strutted across the stage dancing to K-pop.

Pierce County Council Member Robyn Denson and Pierce County Prosecuting Attorney Robert Yu served as Masters of Ceremony of the Gig Harbor ChuSeok Festival. Also in attendance were Gig Harbor Mayor Tracie Markley, the Asia Pacific Cultural Center Executive Director, Faaluaina (Lua) Pritchard, and many volunteers from the Korean Community.

Proud of their heritage



The 2023 ChuSeok Festival at Skansie Park in Gig Harbor. Photo by Julie Warrick Ammann

Gig Harbor resident Eunice Setiawan, a volunteer, said the festival is about “being thankful and feeling blessed.” Her two daughters, ages 8 and 10, accompanied her to the festival.

“The turnout was great,” Setiawan said. “A lot of kids from the kid’s school came out.

“Our girls were proud of their heritage.”

The idea of not having to cross the bridge to “find diversity” inspired Setiawan to bring this festival to Gig Harbor. Setiawan also pointed out that Gig Harbor is home to many Korean-owned businesses. They include Domo Sushi, Tokyo Teriyaki, Milkvue Handcrafted Donuts and Coffee, Yang’s Nursery & Botanical Gardens, and several of the dry-cleaning businesses in town.

Crossing the bridge is what a young pilot from Auburn did to attend the festival. “I fly over Gig Harbor,” said the pilot. On Saturday, he took in the view from the ground, marveling at Gig Harbor’s natural beauty on the waterfront, while celebrating a Korean holiday that gives gratitude to his ancestors and seeks blessings for a prosperous year ahead.

Photo gallery

Click on any image below to view a gallery of photos from the ChuSeok Festival.













CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$35,000
For operations of tourism related organizations during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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 BoatShop

Event Name: NA

Event Date(s): NA

Contact Name and Title: Guy Hoppen, Director

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): _____

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 functions of your organization and describe why tourists will travel to Gig Harbor because of your organization.

Gig Harbor BoatShop manages and interprets the historic Eddon Boatyard for the community. The National Trust for Historic Preservation defines cultural heritage tourism as “traveling to experience the places, artifacts, and activities that authentically represents the stories and people of the past and present.” The Eddon Boatyard is a classic heritage tourist destination.

Gig Harbor’s working waterfront, past and present, has defined our community since Sam Jerisich landed in the 1880’s. The BoatShop delivers programming that celebrates that authentic boatbuilding and commercial fishing culture. Experiential programs introduce, train and educate participants in the working waterfront crafts and skills of in-the-shop and on-the-water activities. For those that choose not to engage in activities, the BoatShop will be installing interpretive panels that allow for a self-guided site tours. During open hours staff and volunteers offer any and all visitors boatyard tours.

What the BoatShop does is unique in that it highlights the past and present heritage working waterfronts of Gig Harbor and Puget Sound’s smaller communities. We provide a menu of things to do that celebrate Gig Harbor’s cultural heritage in hands-on and passive ways. The opportunities are unique and have proven to draw visitors and participants from near and far.

Program Sampling:

Crew School, a commercial fishing training program - in early spring of 2024 2 of 7 participants (from Florida and Montana) lodged in Gig Harbor for 5 nights, 4 other participants commuted from over 50 miles away.

Family Boat Building - A two-day boatbuilding program, typically offered from early spring through the fall, draws participants from outside the Gig Harbor area.

Classic Boat Rentals - BoatShop classic small-craft rentals are available to cruise Gig Harbor bay from end of May until after Labor Day. This service has appeal beyond our community. So far in summer season of 2024, of 268 rental parties 52 came from more than 50 miles from Gig Harbor, most of them from other states. Over 100 boat rental parties came from outside Gig Harbor but within 50 miles, e.g. Tacoma, Port Orchard, Southworth.

Summer Camps - We ran seven five-day summer camp programs in June, July & August of 2024. One of the five-day 2024 Summer Camps had 6 Colorado based families lodge for 6 to 7 nights in Gig Harbor.

Salish 100 Cruise Event - Every year Gig Harbor BoatShop hosts the Northwest Maritime Center’s Salish 100 Cruise event’s July overnight stop in Gig Harbor. We feed and offer good cheer to approximately 120 Salish 100 participants at the Eddon Boatyard. Most participants sleep aboard their small-craft, but not all, we know that some prefer local lodging.

Workshops, Classes, Music at the BoatShop, Boatyard House Presentations - such as Santa's BoatShop, Music Events, Maritime Themed Speakers, etc. Scheduled throughout the year.

VETERAN Cruises - Our 65' Skansie built purse seiner Veteran is used for Narrows Bridge to Commencement Bay tours, excursions to Blake Island, trips to watch commercial fishermen in action and holiday light tours. Scheduled throughout the year.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the organization will bring visitors between November and April? • Does the applicant demonstrate how the organization will bring overnight guests? 	25	
<p>Visitors during summer months - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the organization will bring visitors? • Does the applicant demonstrate how the organization will bring overnight guests? 	15	

2. Have you requested LTAC funds previously?

Yes or **No**

3. Describe the prior success of your organization 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.

We can track addresses from program sign-ups. Hence the out-of-town address data regarding Summer camp, Livery, Crew School, etc.

The BoatShop attempts to have boat-launching events each year such as 2023's Thunderbird #1 BoatShop/Harbor History Museum relaunch. 2022's Croatian Batana fishing skiff launch and this past June's Davis Boat launch. The first two had well over one hundred attendees and the 2024 Davis Boat launch had near 40 attendees. These are heritage events specifically unique to family boatyards and working waterfronts.

	Points	INTERNAL USE
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SCORING CRITERIA	Possible	Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> • Are local businesses involved/partnering on this project/event? 	15	

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 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 Program*. 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 organization to attract tourists.

We promote Gig Harbor BoatShop and Eddon Boatyard with a primary intention of encouraging our community and our 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 learn about boatbuilding and on-the-water maritime skills, and to simply access and spend time at a beautiful and historic Gig Harbor cultural heritage site.

Our menu of promotion includes our Gig Harbor BoatShop website, social media, *Maritime Washington* outreach, *Gig Harbor Now*, City of Gig Harbor *Gig-a-Byte*, Gig Harbor's *Waterfront Alliance*, regionally distributed press releases, and more.

6. As a direct result of your organization, provide an estimate of:

Predicted overall attendance at your proposed event:	500
Predicted number of attendees traveling more than 50 miles one-way for the event:	150

Predicted number of attendees from out of state:	35
Predicted number of attendees staying overnight in paid accommodations:	60
Predicted number of paid lodging nights:	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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

7. Are there a host hotel/lodging for your events (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

BoatShop marketing materials are typically program/event focused. If asked about lodging we mention The Inn at Gig Harbor, The Maritime Inn, and the Best Western Wesley Inn and Suites.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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 your organization (including for-profit businesses, national sources, etc.)? Please list grants applied for and whether they are pending or awarded.

\$4250.00 awarded - for Eddon Boatyard Interpretive Panel Design funding from Pierce County Historic preservation Grant Program. We will be applying for \$7500 or more, due Sept 30, 2024, for the interpretive sign manufacturing from the Pierce County Historic Preservation Grant Program.

\$20,000 awarded - from City of Gig Harbor Lodging Tax Fund.

\$2216.40 awarded - grant reimbursement from Port of Tacoma.

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

2024 projected budget: \$235,109.00 - 15%

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the organization? Does it leverage matching or in-kind funds?	20	

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

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?

General operating funds, as non-program or event specific dollars, are the most valuable funds the BoatShop, or most any non-profit, can receive as they allow for 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 our community and our guests. Having the flexibility provided by non-targeted funds allows for funding of items not easily grantable but key to keeping an operation afloat, perhaps by paying a light bill or paying an accounting expense. Or funds might be directly applied to a boat launching event or the BoatShop Summer Camp program. Every penny we spend ultimately is spent to create and deliver programming and events. "What will we cut?" Hopefully nothing. We look to LTAC funds for sustaining and growing our deliverables.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

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 2025 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: *Guy Hoppen*

Date: 8/29/2024



GIG HARBOR BOATSHOP Projected Budget 2024

Projected Revenue

Store Sales	\$9,423
Eddon Boatyard House Rentals	\$6,183
Memberships	\$8,675
Non-Gov't Grants	\$18,665
Gov't Grants	\$22,216
Individual Donations	\$8,409
Annual Auction	\$76,338
In-Kind Donations	\$4,722
Annual Appeal	\$23,325
Program Fees	\$32,582
Livery (Boat Rentals)	\$8,648
Donated Vessel Sales	\$6,190
Boat Repair & Restorations	\$2,315
Music at the BoatShop	\$5,418
<u>Misc</u>	<u>\$2,000</u>
2024 Total Income	\$235,109

Projected Expenses

Staff & Contractor Pay and Payroll Taxes	\$128,989
Program and Event Expenses	\$27,566
Insurance	\$15,717
Marketing	\$13,369
Office Supplies, Postage, Printing	\$2,980
Utilities (Phone, Internet, Electricity, etc.)	\$5,494
Veteran (Maintenance, Moorage, etc.)	\$11,742
Marine Railway	\$100
<u>Taxes, Permits, Licenses, Org Memberships</u>	<u>\$9,850</u>
2024 Total Expense	\$215,807



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 75,000
For operations of tourism related organizations during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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 Waterfront Alliance

Event Name: Continuous All Year Long

Event Date(s): Continuous All Year Long

Contact Name and Title: Carrienne Ekberg, Executive Director

Mailing Address: PO Box 771

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

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 functions of your organization and describe why tourists will travel to Gig Harbor because of your organization.*

The Gig Harbor Waterfront Alliance plays a vital role in promoting the economic vitality of the Gig Harbor waterfront district. By organizing unique events like Chowderfest, Chalk the Harbor and Sip & Stroll, as well as Walking Tours and the summer Farmers Market, the Alliance attracts tourists seeking authentic experiences that celebrate the area’s maritime heritage and local culture. Separate from events, the Alliance efforts are also focused on creating an active waterfront for all, including beautification, wayfinding, placemaking, infrastructure improvement, and supporting local property owners, businesses and other non-profit organizations to create a welcoming environment that encourages repeat visitors.

2025 Planned Events:

Chowderfest – March 2025

Sip & Strolls – Feb and Oct 2025

Farmers Market – June through August 2025

Fall Market – Sept through Oct 2025

Walking Tours – Summer 2025, then starting in Fall year round tours

Chalk the Harbor – July 2025

WA Main Street PLACES Conference – bidding on October 8-10 2025

Trick or Treat – October 31st 2025 (not necessarily a tourist attraction but a fun, free community activity)

Shop Social (formerly Girls Night Out) – Nov 2025

Holidays in the Harbor (in partnership with Visit Gig Harbor) – Dec 2025

**Note the Alliance also does projects such as Flower Baskets, Coloring the History of Gig Harbor (Coloring Book), Downtown Pop-Up 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 Attch 1, Tab 1

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> ● Does the applicant demonstrate how the organization will bring visitors between November and April? 	25	

<ul style="list-style-type: none"> Does the applicant demonstrate how the organization will bring overnight guests? 		
Visitors during summer months - The city understands there still need to be projects/events during the summer months <ul style="list-style-type: none"> Does the applicant demonstrate how the organization will bring visitors? Does the applicant demonstrate how the organization will bring overnight guests? 	15	

2. Have you requested LTAC funds previously?

Yes or No

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

The Gig Harbor Waterfront Alliance has a proven track record of drawing significant tourist traffic, both local and non-local, through a series of carefully planned events throughout the year. For instance, the Sip & Stroll event alone brings over 600 visitors to downtown Gig Harbor, where they enjoy wine, craft beer, cider, and small bites within local shops and restaurants. Girls Night Out (now Shop Social), the largest shopping event of the year, attracts more than 1,500 participants, blending shopping, entertainment, and community spirit to launch the holiday season. The Waterfront Farmers Market is a summer cornerstone that not only showcases local produce and crafts but also fosters meaningful connections between tourists and the community, drawing 2,200 to 3,500 people downtown each week.

In 2025, the Alliance is expanding its focus to include wayfinding and placemaking efforts, ensuring that Gig Harbor's waterfront is both an attractive and easy-to-navigate destination. Additionally, we are proactively collaborating with property owners to fill vacancies with businesses that will stimulate economic vitality and attract repeat customers. These efforts, combined with our successful events, significantly enhance Gig Harbor's appeal as a must-visit destination, encouraging repeat visits and sustained tourism growth.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> Are local businesses involved/partnering on this project/event? 	15	

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

The Gig Harbor Waterfront Alliance strategically tailors its events to attract a wide spectrum of tourists, focusing on diverse demographics and interests beyond just the local community. We aim to draw visitors from across the Pacific Northwest, while also appealing to out-of-state travelers. Our events are designed to be inclusive and varied, offering something for everyone. Seasonal attractions, such as Chowderfest, the Waterfront Farmers Market and Waterfront Walking Tours, are crafted to captivate out-of-town tourists, providing them with memorable experiences in our town that inspire repeat visits and word-of-mouth promotion. In 2025, we are placing a special emphasis on attracting two key demographics: locals interested in "stay-cations" and residents of the Puget Sound region and beyond looking for weekend getaways. Our goal is to solidify Gig Harbor as a prime destination for both short-term and extended visits, offering an array of experiences that resonate with a broad audience.

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

The Gig Harbor Waterfront Alliance will continue to focus on a multifaceted marketing approach to attract tourists, leveraging various marketing efforts to maximize reach and engagement. We also plan to work closely in partnership with Visit Gig Harbor.

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 has grown its email marketing list by 10% in 2024 and will continue to reach out to past attendees, interested locals (to share with family and friends outside the area), 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 hotels, sports centers, healthcare offices, grocery stores, local schools etc.*

Interactive Website: In late 2024, the Alliance went through a website refresh. It's now a more user-friendly site, showcasing local businesses, event details, itineraries, and we added an active blog campaign complete with SEO capabilities.

Engagement and Feedback: In 2024 the Alliance completed two parking surveys, a summer visitor survey and a resident survey through Main Street America as part of a strategic planning process. The survey's provided us with critical information that will help drive our marketing efforts for the next 3-5 years.

By combining these strategies, the Gig Harbor Waterfront Alliance can create a cohesive and compelling marketing approach that effectively attracts tourists while maintaining a sense of community connection among locals.

6. As a direct result of your organization, provide an estimate of:

Predicted overall attendance at your proposed event:	See Atch 1., Tab 2
Predicted number of attendees traveling more than 50 miles one-way for the event:	See Atch 1., Tab 2
Predicted number of attendees from out of state:	See Atch 1., Tab 2
Predicted number of attendees staying overnight in paid accommodations:	See Atch 1., Tab 2
Predicted number of paid lodging nights:	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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

7. Are there a host hotel/lodging for your events (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

We will work with all the local hotels in the area including: Maritime Inn, Waterfront Inn, Best Western – Wesley Inn and the Inn at Gig Harbor to offer accommodation packages for all applicable events. We plan to feature these hotels/lodging options on event websites, as paid advertising, on marketing and promotional materials for the events and via email marketing campaigns.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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 your organization (including for-profit businesses, national sources, etc.)? Please list grants applied for and whether they are pending or awarded.

We plan to apply for WA State Tourism and Farmers Market Association grants. We are also hoping to fill several sponsorships associated with each of the events to help off-set the costs. The Gig Harbor Waterfront Alliance Sponsorship Guide for 2025 will be released in the Fall of 2024.

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

See Atch 2, Tab 1. The GHWA annual budget is completed at the end of September/early October for the upcoming year, so attached is our 2024 budget as an example. Changes for 2025 may include increased staffing costs associated with running seasonal markets following the Farmers Market. We also anticipate our marketing costs to increase as we continue to widen our marketing efforts both digitally and in print. As we expand our Walking Tour Program to be more year-round, we also anticipate costs associated with that program to increase. We are requesting approximately 20% of our budget to be covered by LTAC funds, which would cover event expenses that drive tourism related events and programs.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the organization? Does it leverage matching or in-kind funds?	20	

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

See Atch 2, Tab 1 and Tab 2. Items highlighted in red are examples of what LTAC funds will cover.

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 not fully funded, the Alliance would explore increasing sponsorship contributions and raising event ticket prices to cover costs. Additionally, we would seek out more

external grants, though historically, grants for operational expenses are scarce. The Alliance might also consider scaling back the number of events, adjusting based on staffing costs and budget constraints.

In 2024, the Alliance received \$100,000 from LTAC. For 2025, due to a significant reduction in available LTAC funds, the Alliance is requesting \$75,000—\$25,000 less than in 2024. However, we have a plan to address this budget shortfall. While maintaining our organizational stability is vital, we also recognize the importance of supporting other key organizations in our community that rely on LTAC funds. In 2024, the Alliance successfully hosted its first private fundraiser, which generated funds for a new grant program, allowing us to award \$20,000 in grants to waterfront district businesses. With the reduced LTAC funding, we plan to offset the \$25,000 deficit with funds from our 2025 fundraiser, and we will actively seek new revenue sources for the grant program. Additionally, we intend to expand our B&O Tax Credit Incentive Program. Despite potential budget challenges, our commitment remains to deliver the same level of events, programs, and services as before. However, securing the full LTAC funding requested is crucial for the continued success of the Gig Harbor Waterfront Alliance and our ability to grow our impact.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

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 2025 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: Aug 27th 2024

Event Name	Justification for why people will travel to Gig Harbor for the event
Chowderfest Weekend	<p>NEW in 2024 the Alliance hosted its first annual Chowderfest and the event was a huge success, drawing foodies from all over the region! Working with ten local restaurants, visitors purchased tickets and over 500 people were able to sample all different kinds of chowder and vote on their favorite while touring the waterfront district. In the weeks following the event, many of the restaurants served their chowder on their main menus. Restaurants and retailers saw an increase in sales and business over the weekend, making this a great shoulder season event which the Alliance plans to expand on in 2025 and beyond! This event is tentatively scheduled for the weekend of March 8-9th 2025.</p>
Sip & Strolls	<p>Gig Harbor's Sip & Stroll events have become a favorite for both tourists and locals, offering a perfect blend of wine tasting, shopping, and downtown exploration. Participants stroll through the town, sampling a variety of local wines, beers, and spirits from different establishments, all while discovering new businesses and shopping. Often, this event serves as the first introduction to recently opened businesses, boosting awareness and promoting future visits. In 2024, the Alliance introduced "Sip & Stay" packages in partnership with local hotels to encourage overnight stays, a strategy that will continue in 2025 and beyond. Additionally, starting in Oct 2024, the event features wines purchased from local waterfront district restaurants, allowing them to showcase their wine menus and encourage local purchases, further supporting the waterfront economy. The move to February and October makes Sip & Stroll an ideal shoulder season event, celebrating Gig Harbor's retail scene while inviting participants to explore the town's hidden gems and exciting new businesses.</p>
Waterfront Farmers Market	<p>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. In 2023 the market brought approximately 40,000 visitors to the waterfront district during the season and 2024 numbers are trending the same. NEW in 2025, the Alliance plans to host a seasonal market in September - October, helping to extend the tourism season into fall and offer something different that hasn't been done before.</p>

Waterfront Walking Tours	<p>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 continue to offer summer tours in 2025 and add year-round, specialized, seasonal tours and self-guided tours beginning in Fall 2025. These walking tours will provide visitors with an 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 of downtown, encouraging tour-goers to shop and dine downtown after each tour!</p>
Chalk the Harbor	<p>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 region 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 by 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 2025 is to build on the event and work with local partner organizations and businesses to encourage shopping and dining as well as weekend getaways as part of the event.</p>
WA Main Street PLACES Con	<p>The Alliance is a member of WA Main Street, a statewide nonprofit that supports 39 Main Street organizations across Washington. Each year, WA Main Street hosts the PLACES conference, which gathers historic preservationists, city and government officials, architects, design specialists, and Main Street program directors, staff, and board members from across the state. The conference typically attracts around 350 attendees and generates approximately \$200,000 in revenue for the local economy. In 2025, WA Main Street plans to host the conference in a maritime community from October 8-10. The Gig Harbor Waterfront Alliance is preparing a bid to host the event and is optimistic about securing it. The application deadline is August 30, 2024, with the decision expected by October 2024. If successful, hosting the conference could generate several hundred thousand dollars in tourism revenue and overnight stays for Gig Harbor and pave the way for future conferences to be hosted in Gig Harbor.</p>

Shop Social (formerly Girls N	<p>Starting in 2024, Gig Harbor's Girls Night Out got a refreshed look and feel! The event is now called Shop Social in an effort to be more inclusive and attract a more diverse group of participants. The event will still serve 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, Shop Social 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, Shop Social 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 artisans and merchants. The festive ambiance makes Shop Social an enticing reason to visit downtown Gig Harbor whether you live five miles away or one hundred miles away. In 2025 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. The Alliance is also encouraging local businesses to add on "experiences" as part of the Shop Social event.</p>
Holidays in the Harbor	<p>NEW in 2023 and in partnership with Visit Gig Harbor and the City of Gig Harbor, the Alliance launched Holiday's in the Harbor - a festive series of events and activities that encouraged tourists to visit Gig Harbor during the month of December. We plan to continue this in 2024 and beyond. As part of the festivities, the Alliance coordinated a month-long Gnome Hunt, attracting over 400 families to the waterfront district to search local businesses for gnomes. In addition, we worked with Visit Gig Harbor to coordinate a large holiday photo opportunity at Donkey Creek Park, providing a free attraction with six separate photo opportunities and a santa's "village" where free photos with Santa were offered on weekends. Holiday's in the Harbor brought several thousand people to visit Gig Harbor's waterfront district during the month of December and we anticipate similiar numbers or more in 2024 and 2025.</p>

	<i>Shop Social</i>	<i>Sip & Strolls</i>	<i>Farmers Market</i>	<i>Chalk the Harbor</i>	<i>Chowderfest</i>	<i>Trick or Treat</i>	<i>Walking Tours (New Tours)</i>	<i>PLACES Conference</i>	<i>Holidays in the Harbor</i>
Predicted Overall Attendance at event(s)	1,800	600 per event	40,000+ over 13 wks	500	500	2,000+	800	350 for 3-4 days	3,500 for the month
Predicted number of people travelling more than 50 miles one-way to visit your event(s):	200	100 per event	4,000 per season	25	50 - 100	0	150	300	50
Predicted number of attendees from out of state	20-30	25 per event	6,000 per season	10	10	0	100	300	10-20
Predicted number of attendees staying overnight in paid accommodations	50-100	30 per event	1,500 per season	10	10-20	0	75 -100	250	15-30
Predicted number of paid lodging nights:	50	15-20	800-1,000 per season	5	8-10	0	50-75	250	10-20

Methods Used to Calculate Estimates:

Direct Count	X	X	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
2024 Estimated Budget
January 1 - December 31st 2024

	Total
Income	
40000 Funding Sources	0.00
41000 Grants	0.00
43330 Foundation and Trust Grants	3,500.00
44500 Government Grants	3,500.00
Total 41000 Grants	\$ 7,000.00
42000 B & O Credit Program	190,000.00
43000 Sponsorships	32,200.00
44000 Special Events Income	350.00
44100 Merchant & Vendor Fees	25,600.00
44200 Participant Fees	66,550.00
44300 Food, Drink & Merchandise Sales	8,000.00
44400 Event Sponsorships	23,800.00
49400 Other Sales to Participants	0.00
Total 44000 Special Events Income	\$ 124,300.00
45000 Alliance Wonderfront Partnership Pgm	4,680.00
Total 45000 Partners (formerly Memberships)	\$ 4,680.00
49900 Private Donations & Other Misc. Income	0.00
Total 40000 Funding Sources	\$ 358,180.00
46400 Other Types of Income	1,500.00
48000 Sponsorships - Operating	
48400 Veteran Banner Sponsorships	0.00
TOTAL ORGANIZATIONAL INCOME	\$ 359,680.00
Cost of Goods Sold (Event Expenses)	
Total 51000 Event Expenses	\$ 113,284.00
Total Cost of Goods Sold (Event Expenses from Tab 2)	\$ 113,284.00
GROSS PROFIT	\$ 246,396.00
OPERATING EXPENSES (ORGANIZATION)	
60100 Payroll Expenses	
60110 Salaries & Wages	158,000.00
60200 Payroll Taxes	15,000.00
Total 60100 Payroll Expenses	\$ 173,000.00
61100 Administration	
61110 Business Licenses & Renewals	150.00
61120 Insurance	1,800.00
61130 Accounting	8,040.00
61150 IT Technical Support	500.00
61190 Other Professional Fees	3,500.00
61350 Website Admin	5,000.00
Total 61100 Administration	\$ 18,990.00
61200 Facilities & Equipment	500.00
61210 Hardware & Software	800.00

61220 Rent (Office & Storage)		10,800.00
61230 Utilities (Heat, Internet, Phone, etc.)		2,300.00
61240 Equipment Rental Fees		3,500.00
62850 Contract Services		4,000.00
62851 Office Cleaning		1,200.00
Total 61200 Facilities & Equipment	\$	23,100.00
61300 Operations		0.00
61310 Subscriptions & Membership Fees		850.00
61320 Digital Advertising		500.00
61325 Print Advertising		1,800.00
61340 General Office Expenses		3,000.00
61360 Merchant Fees		500.00
61370 Gifts		150.00
61380 Postage/Mailing		50.00
64080 Internet Services		1,800.00
65050 Telephone, Telecommunications		0.00
65070 Bank Service Charges		0.00
65085 License & Permits		1,670.00
65095 Business Meals		350.00
Total 61300 Operations	\$	10,670.00
61500 Travel and Meetings		
61510 Airfare		1,000.00
61520 Lodging		2,000.00
61530 Meals (Local & Travel)		500.00
61560 Conference Fees		1,500.00
61590 Other Travel (Mileage, Parking, etc.)		200.00
Total 61500 Travel and Meetings	\$	5,200.00
61600 Other Expenses		124.51
61601 Misc Expense		102.87
61603 Volunteer Appreciation		41.64
Total 61600 Other Expenses	\$	269.02
61700 Committee Expenses		
61701 Economic Vitality		5,500.00
61...Org & Outreach		8,500.00
63010 Volunteer Training		200.00
63015 Volunteer Appreciation		0.00
61...Promotions		3,500.00
61703 Design		2,950.00
Total 61700 Committee Expenses	\$	20,650.00
63000 Alliance Meeting & Education		
63020 Staff Training		500.00
63040 Annual Meeting		0.00
Total 63000 Alliance Meeting & Education	\$	500.00
64000 Flower Baskets & Misc		
64090 Permits		0.00
Total 64000 Flower Baskets & Misc	\$	0.00
65900 Insurance, Tax & Memberships		

65930 Interest Expense - General		0.00
65970 Taxes		0.00
Total 65900 Insurance, Tax & Memberships	\$	0.00
OPERATING EXPENSES (ORGANIZATION)	\$	252,379.02
Net Operating Income	-\$	5,983.02
Other Income		
90000 Interest Income		8,000.00
Total Other Income	\$	8,000.00
Net Other Income	\$	8,000.00
Net Income	\$	2,016.98

***items in red indicate examples of what LTAC grant might cover from operating expenses or approximately \$11,000**

Gig Harbor Downtown Waterfront Alliance
Jan - Dec 2024 Estimated Event Budget

	Autumn Sip & Stroll Program	Chalk the Harbor Program	Farmers Market Program	Shop Social Program	Waterfront Walking Tours	Holidays in the Harbor	Chowderfest & Restaurant Week	TOTAL
Income								
40000 Funding Sources								
41000 Grants								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	\$0.00	\$0.00	\$23,800.00
44000 Special Events Income							\$350.00	\$350.00
44100 Merchant & Vendor Fees	\$600.00		\$25,000.00					\$25,600.00
44200 Participant Fees	\$30,250.00			\$22,500.00			\$13,800.00	\$66,550.00
44300 Food, Drink & Merchandise Sales	\$8,000.00							\$8,000.00
Total Income	\$42,150.00	\$1,500.00	\$36,500.00	\$27,500.00	\$2,500.00	\$0.00	\$14,150.00	\$124,300.00
Cost of Goods Sold (Event Expenses)								
51000 Event Expenses								\$0.00
51100 Administration								\$0.00
51110 Licenses & Permits	\$3,500.00	\$204.00	\$600.00	\$100.00			\$500.00	\$4,904.00
51140 Postage	\$100.00	\$20.00						\$120.00
51190 Other	\$200.00							\$200.00
Total 51100 Administration	\$3,800.00	\$224.00	\$600.00	\$100.00	\$0.00		\$500.00	\$4,724.00
51200 Event - Marketing							\$150.00	\$0.00
51210 Digital	\$500.00	\$1,000.00	\$1,000.00	\$1,500.00	\$200.00		\$1,000.00	\$5,200.00
51220 Print	\$800.00	\$600.00	\$1,000.00	\$1,500.00	\$250.00	\$110.00	\$1,000.00	\$5,260.00
51290 Other	\$500.00							\$500.00
Total 51200 Event - Marketing	\$1,800.00	\$1,600.00	\$2,000.00	\$3,000.00	\$450.00		\$2,000.00	\$10,850.00
51300 Operations								\$0.00
51305 Supplies	\$1,500.00	\$800.00	\$2,000.00	\$16,000.00			\$1,460.00	\$21,760.00
51310 Event Staffing (planning & execution)	\$11,000.00	\$2,000.00	\$20,000.00	\$8,000.00	\$2,000.00			\$43,000.00
51315 Facilities	\$1,200.00							\$1,200.00
51320 Equipment	\$500.00							\$500.00
51330 Transportation	\$2,000.00		\$3,000.00	\$3,000.00				\$8,000.00
51335 Food & Drink Costs	\$14,000.00			\$500.00			\$1,600.00	\$16,100.00
51350 SNAP/EBT			\$400.00					\$400.00
51370 Entertainment			\$3,000.00					\$3,000.00
51390 Other (Eventbrite fees etc...)	\$2,000.00							\$2,000.00
Total 51300 Operations	\$32,200.00	\$2,800.00	\$28,400.00	\$27,500.00	\$2,000.00		\$4,200.00	\$97,100.00
Total Cost of Goods Sold (Event Expenses)	\$37,800.00	\$4,624.00	\$31,000.00	\$30,600.00	\$2,450.00	\$110.00	\$6,700.00	\$113,284.00
Gross Profit	\$4,350.00	-\$3,124.00	\$5,500.00	-\$3,100.00	\$50.00		\$7,450.00	\$11,126.00
Net Income	\$4,350.00	-\$3,124.00	\$5,500.00	-\$3,100.00	\$50.00	-\$110.00	\$7,450.00	\$11,016.00

*Items in red indicate examples of what LTAC grant might cover from event expenses or approximately \$64,000

*budgets based on ticketed events selling out and all sponsorships being covered



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 15,500
For events held during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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 and Kayak Racing Team

Event Name: Gig Harbor Paddlers Cup and Narrows Challenge

Event Date(s): The 2025 Gig Harbor Paddlers Cup will be 4/19-4/20 or 4/26-4/27 (pending confirmation) and Narrows Challenge will be October 18, 2025

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.*

Gig Harbor Paddlers Cup:

2025 marks the 12th Annual Gig Harbor Paddlers Cup, scheduled to take place on April 19th and 20th at Skansie Park and Ancich Park. Continuing its tradition as a regional highlight, the event will draw participants from across Western Washington, Oregon, and as far as Montana. Both individual paddlers and teams are expected to join the races, with many opting for overnight stays, thereby contributing to local economic growth. On Saturday, participants will compete in 2k, 5k, and 10k races, along with the exhilarating 200m sprint "knock off" races. Families and friends will enjoy the lively atmosphere, taking advantage of park vendors and supporting local businesses. Sunday will once again feature the highly anticipated dragon boat races, attracting enthusiastic teams and their supporters. The dragon boat teams, along with participants in the Stand Up Paddle Board "Challenge" course at Ancich Park, will energize the waterfront and drive foot traffic to Gig Harbor's businesses. The event promises a dynamic synergy, with the challenge race running alongside dragon boat practices, ensuring a celebratory and engaging weekend for all participants and spectators alike. As was done in 2024, we'll also host an Ancich Park Open House Sunday morning leveraging event attendees with the general public to create excitement around learning about Ancich Waterfront Park. Community partners will again be invited to participate in this free public event.

Narrows Challenge:

The Narrows Challenge continues to exemplify the excitement of open water human-powered craft racing. In 2025, this event will offer skilled paddlers the thrilling opportunity to test their abilities in the open waters of Gig Harbor, competing in kayaks, surfskis, Stand Up Paddleboards, outrigger canoes, and more. The strategic course design challenges paddlers to navigate tides and open water conditions as they journey from the start and finish line located just outside the entrance of Gig Harbor. The course will lead them southward toward the iconic Narrows Bridge, where they will execute buoy turns before making their return to the finish. The Narrows Challenge is expected to continue drawing paddle enthusiasts from across the west coast, further enhancing Gig Harbor's reputation as a premier destination for water sport competitions. The 2023 event saw 75 registered racers, 38.6% of which traveled from greater than 50 miles away, including 13 participants from out of state. Two participants traveled from Canada, while the other out of state travelers came from Oregon and California. By attracting visitors, this event will continue to stimulate economic activity, showcasing the city's natural beauty, hospitality, and passion for water-based sports. The continued support from the city of Gig Harbor's lodging tax will be crucial in fostering and expanding this event, enriching the local economy, and solidifying Gig Harbor's status as a top destination for paddle enthusiasts.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors between November and April? • Does the applicant demonstrate how the event will bring overnight guests? 	25	
--- OR ---		
<p>Visitors during summer months - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests? 	15	

2. Is your event a fundraiser?
Yes X or No

3. 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** **or No**

4. 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 11th annual Gig Harbor Paddlers Cup in 2024 was a resounding success! Despite coinciding with the second weekend of the Peninsula School District's Spring Break, the event saw the same number of registered athletes as the 2023 event, showcasing its broad appeal beyond just Gig Harbor residents. We matched our record number of individual paddlers on Saturday, with 130 participants—so many registered in the last two weeks that we had to stop running ads the week before the event to ensure we had shirts and supplies for all participants. The event also hosted more vendors than in previous years, including local artisans, kayak dealers, and food vendors, event with a few last minute cancellations. Spectators from across the region came to watch friends and family compete, while others visiting Gig Harbor for the weekend happened upon

the event, adding to the vibrant atmosphere. Favorable weather played a key role in encouraging a high level of pedestrian activity downtown, further enhancing the event's success.

Narrows Challenge:

The first three Narrows Challenge events have now demonstrated that there is a strong interest and desire for open water navigational races that require a high level of skill and knowledge. Participants from across the Pacific Northwest, including Canada, were thrilled by the unique challenges presented by the Narrows. In 2023, the event attracted 75 registered athletes, with 38.6% of attendees traveling more than 50 miles to participate, highlighting the event's draw as a premier competition.

Recognizing the need for less experienced paddlers to gain confidence, we added a 5K course along the shore, designed as a beginner-friendly option. This was a great success and enabled more athletes to participate in the event. Moving forward, we will continue to treat the 5K course as an entry-level race, providing additional guidance to help these paddlers gain valuable experience. Feedback from the 10K and 20K participants indicated that their experiences exceeded expectations, with one paddler remarking, "The fastest and slowest I have ever gone in a race." As we continue to refine and enhance the structure of these longer distances, we look forward to welcoming paddlers who are already training for the next Narrows Challenge.

The Narrows Challenge, with its unique and challenging location, offers an unparalleled race experience that is special to Gig Harbor. We anticipate significant growth in participation as past participants return with friends, further solidifying the event as a must-attend race in the region. We are excited about the upcoming 2024 race, being held on October 12. As an important component to the event, we'll be having free, public water safety demonstrations before the start of the event and plan to have additional entertainment at the conclusion to celebrate all the hard work of these great race participants. We hope to collaborate with the Waterfront Alliance's Sip and Stroll, providing some celebratory entertainment for their event as well that Saturday.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> • Are local businesses involved/partnering on this project/event? 	15	

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

Paddlers Cup: For the 2025 Paddlers Cup, we continue to attract paddlers, along with their friends and families, from around the region. We specifically target advertising towards known teams and their affiliates in Bellingham, Bothell, and Canada. Additionally, we engage with regional clubs that focus on stand-up paddleboarding and paracanoes, welcoming participants of all ages and skill levels. Dragon Boat participants are particularly targeted through outreach to local Gig Harbor businesses and organizations, fostering strong community involvement.

Narrows Challenge: For the 2025 Narrows Challenge, we will once again draw paddlers, along with their friends and families, from across the region. We actively engage with all regional clubs along the West Coast that specialize in surfski and open water paddling. We are excited to anticipate increased participation from the Stand Up Paddleboard (SUP) community, as we are continuing to develop a fun SUP technical course, building on the success of the course we debuted at the 2023 Paddlers Cup. This addition is expected to further enhance the event's appeal and attract a wider range of paddling enthusiasts.

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

For Both Events: With support from Gig Harbor's LTAC grant, we will continue to 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. The targeted online campaign for the 2024 Paddlers Cup, conducted through Google and Facebook Ads in collaboration with our in-kind sponsor Site Altitude, was a great success. We plan to invest similarly for both the 2025 Paddlers Cup and Narrows Challenge, utilizing the effective strategies developed to maximize reach and engagement. In 2025, Site Altitude will help us elevate our online ads with the addition of video content - exciting things to come!

7. 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: 300
Predicted number of attendees travelling more than 50 miles one-way for the event:	PC: 100 NC: 90
Predicted number of attendees from out of state:	PC: 30 NC: 30
Predicted number of attendees staying overnight in paid accommodations:	PC: 75 NC: 60
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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

8. Is there a host hotel/lodging for your event (Yes X or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

Yes, for the 2024 Gig Harbor Paddlers Cup, we partnered with the [Best Western PLUS Wesley Inn & Suites](#) and we did feature this hotel on the Gig Harbor Paddlers Cup website under Lodging!

We look forward to working with them again and doing more to promote staying at the hotel for both events in the future.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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

10. 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 and whether they are pending or awarded.

No other grants for the Gig Harbor Paddlers Cup event; however, we will be pursuing additional sponsors from local businesses for the event. Nothing has been formally committed for the 2025 event at this time.

We did apply for and receive a \$3,000 Economic Development grant from the Port of Tacoma for the 2024 Narrows Challenge. This grant has not been submitted for the 2025 event.

11. 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 budgets for both events.

Paddlers Cup: \$30,500; 36% requested from LTAC

Narrows Challenge: \$16,250; 28% requested from LTAC

Combined Events: \$46,750; 33% requested from LTAC

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the event? Does it leverage matching or in-kind funds?	20	

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

Please see attached budgets for both events

13. 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 2025 Gig Harbor Paddlers Cup and Narrows Challenge. This financial support is essential for effectively reaching both previous attendees and new paddling communities. Our vision remains for these events to become premier West Coast paddling sports attractions. With Lodging Tax funding, we'll enhance our online advertising with top-tier graphics, target fresh participants, coordinate compelling print materials, and elevate high quality video content for a comprehensive outreach approach.

Our goal is to maximize outreach, showcasing the unique experiences of the Paddlers Cup and Narrows Challenge. This investment will continue to highlight Gig Harbor's allure, inviting paddle enthusiasts to enjoy spirited competition amidst our natural beauty. In case of limited funding, we will 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 involved.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

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 2025 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: August 27, 2024

Gig Harbor Paddlers Cup 2025 Budget		Narrows Challenge 2025 Budget	
Projected Income		Projected Income	
Registration Fees	\$11,300	Registration Fees	\$6,000
Vendor Fees	\$700	Vendor Fees & Sponsorships	\$2,750
Sponsorships	\$7,500	*Anticipated* Port of Tacoma Grant	\$3,000
LTAC Grant	\$11,000	LTAC Grant	\$4,500
Total	\$30,500	Total	\$16,250
Projected Expenses		Projected Expenses	
Venue Rental/Permit	\$500	Venue Rental/Permit	\$1,200
Awards	\$750	Awards	\$2,500
Participant Tee Shirts	\$6,000	Participant High Visibility Hats	\$2,200
Safety Boats & Safety supplies	\$1,000	Safety Boats	\$500
Participant Numbers & Supplies	\$750	Live Stream Technical Race	\$2,000
Timing System	\$1,000	Timing System	\$1,200
Dragon Boat Rental	\$3,500	Live Stream Announcer	\$425
ACA Insurance	\$1,000	ACA Insurance	\$1,000
Overnight Security	\$500	Website Development/Hosting	\$500
Police in the Harbor	\$800	Live Music	\$500
Marketing/Promotion - Print Materials	\$1,500	Marketing/Promotion Print Materials	\$1,250
Marketing/Promotion - Online/Social	\$2,000	Marketing/Promotion Online/Social	\$1,250
Marketing/Promotion - Print Ads	\$1,500	Marketing/Promotion Print Ads	\$1,500
Total	\$20,800	Total	\$16,025
Total Requested from LTAC	\$11,000	Total Requested from LTAC	\$4,500
Total Financial Impact of Paddlers Cup as projected:	\$9,700	Total Financial Impact of Narrows Challenge as projected	\$225
Estimated Trailering fee for Nationals and Trials*:	\$15,000		
Amount left to fundraise by other means:	\$5,300		
*Nationals is set to take place in Seattle this year, lowering our trailering costs for that event; however, it is unknown where trials will be held, but it is likely in Sacramento, CA, which would be a large trailering expense again.			

GHCKRT 2024 OPERATING BUDGET (OCT23-SEP24)

Income

Group	Rate	Current No.	Projected No.	Inc. Current	Inc. Projected
<i>Group 1</i>	\$207.00	21	25	\$52,164.00	\$62,100.00
<i>Group 2</i>	\$187.00	16	26	\$35,904.00	\$58,344.00
<i>Group 3</i>	\$167.00	14	20	\$28,056.00	\$40,080.00
<i>Masters</i>	\$92.00	16	21	\$17,664.00	\$23,184.00
<i>OC6</i>	\$92.00	10	10	\$5,520.00	\$5,520.00
<i>Para</i>	\$92.00	0	0	\$0.00	\$0.00
<i>Total Team Members</i>		77	102		
Total Dues Income				\$139,308.00	\$189,228.00

Maintenance & Storage Fees

	Fee		Number		
Annual	\$75.00		102	\$5,775.00	\$7,650.00
Monthly	\$0.00	Net Shed	102		\$0.00
			<i>Summer Camp</i>	\$5,000.00	\$5,000.00
			<i>Development team</i>	\$5,000.00	\$5,300.00

Subtotal Income	155,083.00	207,178.00
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Expenses

Personnel Wages

Coach	Rate	Hrs Week	Weeks Paid	Hours Year	
Alyson	25.00	15.0	50	750	18,750.00
Sadie	18.00	30.0	48	1440	25,920.00
Tod	17.50	15.0	48	720	12,600.00
Dimitri	17.50	15.0	48	720	12,600.00
Scott	17.50	10.0	48	480	8,400.00
New	17.00	10.0	48	480	8,160.00
Henry-Maint.	16.28	5.0	48	240	3,907.20
			48	0	0.00

This covers all taxes, including L&I	Total Wages	90,337.20
	Taxes (15%)	13,550.58
	Prof Dev/Train	2,000.00
	L&I Payment	0.00
	Guest Coach	1,000.00

Subtotal Personnel Expenses	106,887.78
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Administrative

Professional Services / bookkeep	2,800.00
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Website / SmartWaiver	500.00
Executive Director	36,000.00
Licns / Reg / Mmbrshp / Ins.	10,000.00
QB / Square / Software Fees	4,100.00
Printing / Postage / Supplies	100.00
Team Events / Fun	2,000.00
Subtotal Admin	55,500.00

Facility & Equipment

Maintenance & Repair		6,000.00
Gas / Tolls		2,000.00
Supplies		3,000.00
4 Chase Boats Paired Moorage	\$500	6,000.00
Net Shed	\$1,545	18,540.00
Subtotal Facility & Equipment		35,540.00

Fixed Asset Purchases

Racing Boats		10,000.00
Chase Boats / Motors		0.00
Subtotal Fixed assets		10,000.00

Total Expense Breakdown

Staffing/personnel	106,887.78
Admin	55,500.00
Facility/equipment	35,540.00
Fixed asset purchases	10,000.00
Subtotal Expenses	207,927.78

	Proposed	Contingency		
	0%	3%	5%	10%
	\$0	\$5,938	\$9,896	\$19,793
Income	\$207,178	\$207,178	\$207,178	\$207,178
Expenses	\$207,928	\$213,866	\$217,824	\$227,721
Net	-\$750	-\$6,688	-\$10,646	-\$20,543



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: **\$25,000**
For events held during the 2025 calendar year.

APPLICATION DEADLINE: FRIDAY, AUGUST 30, 2024

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: ***2025 Gig Harbor Film Festival***

Event Date(s): ***September 24-28, 2025***

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 2025 Gig Harbor Film Festival (GHFF) is a world-class festival experience for film lovers and filmmakers held September 24-28, 2025 at the Galaxy Theatres in Uptown Gig Harbor. Patrons and filmmakers travel from around the world to Gig Harbor to immerse themselves in the world of independent film, parties, and events. Evening parties every night encourage tourists to spend the night in Gig Harbor.

The GHFF continues to be ranked as a Top 100 Best Reviewed Film Festival (per FilmFreeway). Being in the top 1% (and showing all films twice) makes the trip more likely to attract overnight guests. In 2024 we were honored to host a filmmaker from Berlin, Germany!

In 2025, the GHFF will continue to feature a wide genre of films that foster community connections and highlight the natural splendor and charm of our beautiful town.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors between November and April? • Does the applicant demonstrate how the event will bring overnight guests? 	25	
--- OR ---		
<p>Visitors during summer months - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests? 	15	

2. Is your event a fundraiser?
 Yes or No

3. 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**

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

The Gig Harbor Film Festival is a very successful, multi-day event in the South Sound. Started in 2007, the GHFF has become one of the most highly anticipated cultural events in the region largely due to it’s five-star reputation as a “Filmmaker’s Film Festival.”

Emerging and alumni filmmakers return to Gig Harbor for the friendliness of our community, scenic location, and technical quality and convenience of our venue (Galaxy Theatres in Uptown). Tourists travel from around the country for the same reasons.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> • Are local businesses involved/partnering on this project/event? 	15	

5. 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 lovers from out of town are retired and have discretionary income and time to travel.

Our secondary market is filmmakers. Out-of-town filmmakers are attracted to the GHFF 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 warm welcome they receive from our community volunteers.

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

We promote the GHFF to tourists through a variety of marketing channels. Digital channels include social media platforms (i.e., Facebook, Instagram), email newsletters, and our website (gigharborfilm.org).

Our media partners are instrumental in promoting to tourists throughout the South Sound and I-5 corridor. Current media placements (digital and copy) include South Sound and 425 magazines, ShowCase Magazine, Gig Harbor Now, and hopefully The Seattle Times and Tacoma News Tribune.

The GHFF received national exposure recently in the entertainment publication Deadline when a well-known actor was announced as the narrator of the Opening Night film for 2024.

We are grateful for on-air promotion from podcasters (“Excuse the Intermission”) and KGHP Radio.

Community outreach includes presentations to civic and networking groups (i.e., Rotary, Chamber Public Affairs Forum, Kiwanis, etc.) Remote members participate via Zoom to learn more about the GHFF.

As always, the most powerful promotion is word-of-mouth from local patrons that act as “influencers” and invite friends and family from around the country to visit the GHFF.

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

Predicted overall attendance at your proposed event:	2,100
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?

- 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.
- X **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).
- X **Other:** *We will be conducting a post-festival survey with GMA Research in the fall. This Bellevue-based firm serves tourism, entertainment, and nonprofit sectors (including the Seattle International Film Festival) and will offer strategic data insights to generate reliable data for 2025.*

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

8. Is there a host hotel/lodging for your event (Yes X or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

Every year in June, the GHFF sends out a list of preferred lodging partners to selected filmmakers across the country. (Please see Attachment A titled LODGING.) This year, we recommended seven lodging partners to the 85 filmmaker teams. If a filmmaker attends, they usually bring 1-3 crew members.

We prefer to use the Best Western Wesley Inn & Suites for our “celebrities” and special guests and are grateful to host them in the larger, more comfortable suites that the Wesley Inn offers.

We do have guests that prefer the Inn at Gig Harbor because they like to be within walking distance of the Galaxy and local restaurants and bars.

We promote our lodging partners on our website, festival program, and onscreen advertising at the Galaxy. Our valued lodging partners reserve a block of rooms and provide a discounted festival rate to our guests.

Gracious host families in Gig Harbor also provide private accommodations in their homes for out-of-town filmmakers, friends, and family.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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

10. 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 and whether they are pending or awarded.

We are not receiving grants other than LTAC.

However, we do have a robust sponsorship program and we solicit community support by offering advertising and festival benefits. It is notable that nearly 70% of our 2023 sponsors supported us again in 2024. Presenting Sponsors include Propel Insurance, Reeder Management Inc. and Uptown Gig Harbor. (Please see gigharborfilm.org for complete list of 2024 sponsors.)

11. 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 2025 GHFF is projected to be approximately \$263,400. The amount requested from LTAC is approximately 9% of the event budget.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the event? Does it leverage matching or in-kind funds?	20	

12. 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 projected operating budget.

13. 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 is essential to the financial stability of the GHFF. Funding at the level requested for 2025 will allow us to continue to operate a destination-worthy, Top 100 film festival that attracts tourists from around the country.

Funding at \$25,000 will allow us to continue to rent five theatres from the Galaxy to accommodate more films and therefore more out-of-town filmmakers, tourists, and local patrons. Expanding our capacity also allows the GHFF to attract larger sponsors which enhances our financial stability.

Using 2023 LTAC funds, we had the resources to offer 21 more films this year, jumping from 64 to 85 films. We also contracted with a local web designer to update our website and now sell passes online which is convenient for out-of-town tourists.

With 2023 LTAC funds, we were also able to hire a skilled digital media coordinator who provides consistent branding in promoting our message to followers outside of the South Sound area.

LTAC funding allows us to support many local businesses in our community. For the 2024 festival, catering partners include Fondi, O’Looney’s, Millville Pizza, BBQ2U, and Panera. We hire local vendors for party rentals, photography, printing, design services, bartending, etc. (Please see gigharborfilm.org for a comprehensive list of community partners.)

If we do not receive full funding, then we will either scale back our expenses (impacting local business revenues) or create more revenue through sponsorships.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

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 2025 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 29, 2024

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 to get the best rate.

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 Galaxy. Please call 253-858-9690 for discounted rates on the room block and mention that you are with the GHFF. <https://www.wesleyinn.com>
2. **The Inn at Gig Harbor** is located near Uptown 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>.
3. **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>.
4. Our local **Vacasa** representative is James Karrer who 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, Magic, and Suite 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 when you mention that you are with the GHFF. <https://www.silvercloud.com/pointruston/>

AIRPORT SHUTTLE

There is a shuttle available that will transport you to and from SeaTac Airport to Gig Harbor called the Bremerton-Kitsap Airporter. One-way tickets are \$26 and the shuttle drops off/picks up at the Inn at Gig Harbor. Shuttles leave SeaTac Airport at 20 minutes after the hour. Refer to the following website for more information: www.kitsapairporter.com. Please note that reservations cannot be made for the SeaTac to Gig Harbor portion of the trip — it is on a first-come, first-served basis.

LOCAL SHUTTLE

We are again offering a volunteer-driven shuttle that will transport filmmakers between Gig Harbor lodging and event venues. More information will be in your filmmaker packet.

2025 Gig Harbor Film Festival Projected Operating Budget 8.29.24			
PROJECTED REVENUE			
	VIP Passes	\$400 ea x 90	\$36,000
	GA Passes	\$50 ea x 120	\$6,000
	Film Submission Fees	600 films	\$15,000
	Sponsorships		\$67,000
	LTAC for 2025		\$25,000
	Fundraiser		\$120,000
		TOTAL PROJECTED REVENUES	\$269,000
PROJECTED EXPENSES			
	Salaries		\$127,200
	Payroll Taxes		\$8,100
	Web Design & Hosting		\$5,000
	Permits & Fees		\$1,000
	Supplies		\$4,000
	Merchant Fees		\$3,000
	Insurance		\$6,100
	Misc.		\$3,000
	Theatre Rental		\$23,000
	Auction		\$28,000
	Technical Delivery		\$12,000
	Marketing		\$20,000
	Festival Parties		\$23,000
		TOTAL PROJECTED EXPENSES	\$263,400



CITY OF GIG HARBOR 2025 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 70,000
For operations of tourism related organizations during the 2025
calendar year.

APPLICATION DEADLINE: THURSDAY, AUGUST 30, 2024

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: Harbor History Museum

Event Name: Exhibits, Admission, and Maritime Gallery Opening Event

Event Date(s): All year/ Maritime Gallery Opening - April 2025

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 Email Address: director@harborhistorymuseum.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 operations. List the functions of your organization and describe why tourists will travel to Gig Harbor because of your organization.

The Harbor History Museum (HHM) offers both permanent and traveling exhibits for the general public as well as programs and events throughout the year. HHM is routinely listed in the top-five things to do in Gig Harbor in local and national publications. With the completion of our new Maritime Gallery, we are increasing our gallery space by 3,500 square feet, making our entire exhibit space just over 11,000 square feet.

In April 2025, we will be holding a Grand Opening Celebration for the Maritime Gallery that will include numerous community programs as a lead up to a free community wide celebration. With followers of the Shenandoah Project ranging from here to Croatia, we expect a number of travelers to attend from beyond Gig Harbor.

Throughout the year, we offer monthly programs such as Humanities in the Harbor (in partnership with HumanitiesWA), Gig Harbor Literary Society (partnered with Pierce County Library), and Family Fun Nights/Days four times per year.

People come to the museum because they read about it or were told about it by a friend. It's also popular because our museum is not weather-dependent. We are a year-round anchor for the community and provide experiences that both reveal the stories of our local area but also appeal to a wide range of audiences.

For our major event in April, we will be partnering with local lodging providers to encourage guests to stay overnight to experience multiple events. Some of these guests may be from Croatia through partnerships with sister cities on the Isle of Brac. Additionally, we know that an average of 14-16 visitors per month stay overnight in paid lodging per info provided in our visitor guest book.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p>Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April.</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the organization will bring visitors between November and April? • Does the applicant demonstrate how the organization will bring overnight guests? 	25	
<p>Visitors during summer months - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> • Does the applicant demonstrate how the organization will bring visitors? • Does the applicant demonstrate how the organization will bring overnight guests? 	15	

2. Have you requested LTAC funds previously?

Yes or No

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

The Harbor History Museum is named in numerous publications as a “must see” when visiting Gig Harbor. Most recently, World Atlas had this to say about HHM: “... Gig Harbor is a charming maritime town with a village-like atmosphere punctuated with marinas, boutique shops, and a lovely historic district. One of the most popular activities in Gig Harbor is strolling along the historic waterfront with a stop at the Harbor History Museum.”

Additionally, HHM exhibits and preservation projects have been nationally recognized by entities such as USA Today, the National Park Service’s Save America’s Treasures program, and the Association of State and Local History’s Awards of Excellence. All of these recognition points drive visitors to Gig Harbor and elevate its presence as a draw for tourists.

In 2023, we were happy to welcome more than 9,400 general-public visitors to the museum, and in 2024, we are on track to surpass 10,000.

To date in 2024, we have welcomed visitors from 41 states and 20 countries. In Washington State stats, 2,569 visitors came from beyond our local area, while 2,860 were from the 98332 and 98335 zip codes. Many of our visitors are visiting family, while others are day tripping from the Seattle and Portland areas.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses <ul style="list-style-type: none"> • Are local businesses involved/partnering on this project/event? 	15	

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

We welcome everyone to the museum, both locals and travelers, young and old.

However, we do see that the majority of our visitors are adults from out of town. For 2023, the demographic hierarchy of our visitors breaks down to:

- 1) Visting Adults at over 3400;*
- 2) Resident Adults at just over 2000;*
- 3) Visiting Seniors at 1200;*
- 4) Visiting Children at 935;*
- 5) Resident Children at just over 900;*
- 6) Resident Seniors at 650.*

These figures are rounded from our zip code data collected via visitor interaction.

*Based on these figures, we target two primary visitor groups: **Adult visitors** traveling from 30+ miles away and **parents/grandparents of children** in the K-5 age range.*

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

Social media, print, PBS media (digital and broadcast TV), YouTube, regional museum guides, visitgigharbor, visitkitsap, e-newsletters, direct mail, and in-person.

We work with a variety of media outlets to secure targeted print and digital advertising and are launching a new campaign with PBS Cascade Media to promote the new Maritime Gallery opening. We also maintain a presence in local visitor guides and reference sources for boaters, parents, tourists, and RVers. With over 2500 social media followers and growing, we're working hard to raise awareness of the museum and the whole Gig Harbor area.

6. As a direct result of your organization, provide an estimate of:

Predicted overall attendance at your proposed event/facility:	10,000
Predicted number of attendees travelling more than 50 miles one-way for the event:	6,000
Predicted number of attendees from out of state:	1500
Predicted number of attendees staying overnight in paid accommodations:	500
Predicted number of paid lodging nights:	200

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:**

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Attracts tourists from at least 50 miles away	20	
What is the projected attendance at the event? Less than 100? (5 points) Over 100? (10 points) Over 250? (15 points) More than 250? (20 points)	20	

7. Is there a host hotel/lodging for your events (Yes or No)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?

Yes, we are always happy to work with all the local lodging facilities, and we frequently promote lodging options to our visitors. We will be doing more strategic partnering in 2025, especially for the Maritime Gallery Opening in April 2025.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Gig Harbor hotels included in marketing materials	10	
Organization partnered with Gig Harbor hotels to create overnight package or other promotion to encourage overnight stays	10	

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.

We will be applying to Kitsap County Lodging Tax Commission for the first time, seeking support for the Maritime Gallery grand opening (marketing in water-based communities from here to Port Angeles). This will include expanded promotion in the Visit Kitsap Peninsula Museum guide, trail guide, and "things to do" section of their website.

9. Are you applying for, or have you received, grants or funds pledged from other sources for your organization (including for-profit businesses, national sources, etc.)? Please list grants applied for and whether they are pending or awarded.

We always have to seek funding from a variety of sources, but we have no pending grants at this moment. LTAC is currently our primary source of funding for marketing, public exhibitions, and admission. VisitGigHarbor/GH Chamber has committed \$5,000 to supporting the opening of the Maritime Gallery and we will be seeking a number of sponsors for that event as well. PBS Cascade Media has tentatively agreed to a matching sponsorship of our marketing buy, basically doubling the usual impact with known museum-going audiences.

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

Our budget for 2025 (pending board approval) is bare bones at \$534,400. This LTAC request represents just 13% of our annual budget.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Financial considerations Does the application include a complete budget, including funding for the organization? Does it leverage matching or in-kind funds?	20	

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

Marketing, support for general-public admission, exhibits, and the grand opening of the Maritime Gallery. These are detailed in our attached 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?

With more than half of our visitors being from out of town, LTAC funding is key to our general museum promotions in the Seattle, Olympic Peninsula, and Portland markets. These funds also help fulfill the "Tourism Promise" of providing engaging exhibitions, clean restrooms, parking, and excellent customer service (such as providing directions to local restaurants and lodging).

In 2024, if we do not receive full funding, we will have to cut back on marketing channels and modify the range of Maritime Gallery opening events and programs. To

date, the Chamber/VisitGigHarbor has pledged \$5000 to the primary opening event, and we are seeking support/participation from such local groups as the Kiwanis, the GH Rotary, Gig Harbor Fishermen's Club, Harbor WildWatch, Gig Harbor BoatShop, Tacoma Hilltop Artists, and the Puyallup Tribe. We have included \$5,000 in this LTAC budget for the opening event, but this would be cut if full funding is not available.

More drastically, if the full request is not available, we may have to revert to charging admission, although this not something we are eager to do. We want to make our local history accessible, and granting free or pay-what-you-will admission is central to our mission and service standard. LTAC funds that offset admissions go a long way to fostering extremely positive perceptions of Gig Harbor as a great place to visit.


At just 13% of our annual operating budget--every dime of which we have to secure anew each year--these LTAC funds are extremely important to the museum's ability to serve our community and our tourism base.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

CERTIFICATION

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- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature:  Date: 8/29/24

HARBOR HISTORY MUSEUM		
2025 LTAC BUDGET		
INCOME	LTAC	HHM BUDGET
Admission Donations		\$14,000
Public & School Programs		11,200
Collections & Membership		26,000
Sponsorships		15,000
Contributions & Gifts		90,000
Fundraising Events		75,000
Grants (non-LTAC)		165,000
LTAC GRANT	\$70,000	\$70,000
Facility Rentals & Museum Store		\$33,200
Capital Projects		\$35,000
TOTAL		\$534,400
EXPENSE	LTAC	HHM BUDGET
General Admission*	37500	\$37,500
Marketing Expenses*		
PBS Digital and Broadcast	5000	5,000
Print & Social Media	5000	5,000
Exhibits & Collections*	5000	10,000
Maritime Gallery Opening Events*	5000	5,000
Professional Services		32,000
Administration		70,000
General Facility Maintenance*	12500	39,900
Staffing		330,000
TOTAL	\$ 70,000	\$ 534,400

*LTAC Expenses

Note: General Admission is only covering 3,750 of 10,000 est guests

THUNDERBIRD #1



HARBOR HISTORY MUSEUM
GIG HARBOR, WASHINGTON

RESTORATION SUPPORTED BY:



WASHINGTON TRUST
FOR HISTORIC
PRESERVATION



THE 1958 ORIGINAL HAS BEEN ARTFULLY RESTORED FOR THE 65TH ANNIVERSARY



Relaunched August 26,
2023. Slated for perma-
nent exhibition in the
Harbor History Museum's
new Maritime Gallery.

Promotional Sample

Sample - 2024

HARBOR HISTORY MUSEUM

ON THE WATERFRONT IN GIG HARBOR, WA

www.harborhistorymuseum.org



From an 1893 schoolhouse to a 1925 fishing boat and the remains of 1940's Galloping Gertie, we think big.

Remo Sample

HARBOR HISTORY MUSEUM
HOME OF THUNDERBIRD #1 ~ www.harborhistorymuseum.org



ON THE WAYS: THE REMARKABLE RESTORATION OF THE FV SHENANDOAH

By Stephanie Lile, Director, Harbor History Museum

When the *Shenandoah* slid down the ways in 1925, no one envisioned her as a museum boat. She was 65 feet of fish-hauling tender, her engine room lit with modern electric lights, and a mighty *towbit* bolted to her work deck. Her launch helped catapult Croatian immigrant Nick Bez (born Nicolj Bezmalinovich) into a multimillionaire "cannery man," founder of Peter Pan Seafood. Her launch was also the pride of skipper Pasco Dorotich, who had built a boat that would pass from father to only son.

Most old wooden boats riddled with rot and fungus get munched up. The big metal claws of shipyard demolition machines eat them for lunch.

But by the twists and turns of historic fate, a handful of boats—by luck and pedigree—float into museum collections and are preserved for future generations. The *Shenandoah* is one such vessel. Some would think she's the lucky one. Truth is, we humans dropped into the 21st century are the ones who are granted the magic-looking glass. Through preservation efforts on the *Shenandoah*, we can see into a past of massive forests, abundant salmon runs, and family enterprise. We can see lost days of fish traps on Alaskan river mouths, three generations of female crew, and even the secret summer of an aspiring rock star plating for the moment he'd step from work deck to soundstage.



Above left: The port side of the FV *Shenandoah* showing the 1925 original styling and current conservation techniques.



Above right: Volunteers Dave Federight and Craig Johnson admire the years of work it's taken to bring back the *Shenandoah* to her glory days.



The *Shenandoah* left active service as a fishing vessel in 1998. Now, she finds her home at the Harbor History Museum in Gig Harbor. "Most restoration is simply long overdue maintenance," says Riley Hall, shipwright on the *Shenandoah* since 2018. "Boats need ongoing care, and the preservative qualities of saltwater only go so far."

Hall and his dedicated crew of volunteers have worked through each section of the boat with surgical precision to remove rot, treat fungus, and restore the strength of the boat's ancient timbers and knees. When Hall came on board, he brought a unique vision to the project. He'd been inspired by the *Asgard*, another remarkable museum boat on view at the National Museum of Ireland. Hall's idea would make all those math teachers who chant "show your work" glow with pride. Because showing the work was exactly the idea. Not only do Hall and his crew work on the boat in full view of visitors to the Harbor History Museum, they are going a step beyond to preserve that work for future visitors to see.

Because the boat is not going back into the water, Hall proposed a unique restoration plan. He would clear coat the port side of the boat to show the delicate conservation and restoration techniques used to preserve as much of the original wood planking as possible—giving guests a peek at the meticulous process. The starboard side would be fully restored from frames to paint and authentically rigged to how *Shenandoah* would have appeared on the fishing grounds of Puget Sound and beyond. Additionally, the "crumble-in-your-hand" rotten *bulwarks* would be reconstructed to their original 1925 configuration on the port side and their contrasting 1950s rebuild on the starboard. It's a preservation approach rarely seen, but for this project, it really works.

A project like this is a massive undertaking, but the *Shenandoah* restoration crew is undaunted. Each person has brought special talents and interests to the project. Last October, the crew set a fully restored 8,000-pound Atlas engine into the *Shenandoah's* hold, thanks to the dogged determination of retired chief engineer Craig Johnson. Johnson volunteered his time and expertise to breathe life into the rusty 1936 engine, which had originally been in the fishing boat *Norman B*. Even though the engine doesn't run

GETTING TO KNOW THE TERMS OF MARITIME WASHINGTON

- Q **Ways:** The slanted tracks at boatyards by which boats were hauled out of and into the water for repair and construction.
- Q **Towbit:** A large metal T-shaped cleat to which a barge or boat could be tied for towing. Towbits were bolted through the deck at the mid-section of the boat for optimum stability.
- Q **Knees:** Triangular braces, originally made from the naturally curved bends in trees at trunk and branches, to hold decks or secure benches.
- Q **Bulwarks:** The "vertical sides" of a boat, mainly at the bow.
- Q **Conservation:** The act of stopping decay at a singular point in time.
- Q **Restoration:** The process of reconstructing and/or rehabilitating an object to its original "like new" form.



Top left: Below deck the crew quarters are still being pieced back together. Knees (the braces holding up the deck) and stringers (the long boards running horizontally) will remain in view as part of the preservation plan.

Above: The most recent addition is a new mast replicated from a similar-era Skeafle built for and the original boom from the Gig Harbor fishing boat *Majestic*.



Above: Starboard view of the Pt. Shelanadoah with her distinctive paint scheme. This side of the vessel has been restored to her 1920s fishing days and will be rigged to appear as if hauling a net load of salmon aboard.

Below: The work deck and fish hold of the Shenandoah. All photos in article courtesy of the Harbor History Museum.



REVITALIZE WA

VANCOUVER • OCTOBER 4-6, 2023



REGISTER NOW: PRESERVEWA.ORG/REVITALIZEWA

Registration for the 2023 RevitalizeWA conference in Vancouver on October 4-6 is now open. With engaging panels and speakers, interactive workshops, and field sessions featuring bold and inspiring projects throughout Vancouver, this year's conference will allow you to dive deep into creative ideas, build your network, and develop new solutions for your own community.

As we think about everything from culture and heritage to community building through economic empowerment, we'll use spaces throughout downtown Vancouver as our classroom, learning about its past, present, and future, and seeing in action how care for this place has made it a great place to live, work, and play.

Early bird registration is set at \$200, saving you \$50 on registration until August 16. Check out the schedule at a glance and information about field sessions and lodging on our conference website. Don't forget to select your field sessions and add a ticket to our Excellence on Main celebration to your order when you register!

THANK YOU TO OUR PARTNERS:



Questions? Contact Lydia Falty at lydia@preserveva.org or 206-564-2678

and the boat isn't going back into the water, the engine-vessel pairing brings a unique authenticity to the project.

Longest with the crew are John McFerran and Orrin Souers, who have been working on the project since the boat was moved to the museum site in 2009. Their efforts, and those of every volunteer on the project, will have a lasting impact on future generations. The museum has recently completed a \$2.5 million capital campaign to enclose the *Shenandoah's* open-air gallery and create a unique exhibit plan that allows guests to explore "under the waterline" and "at the waterline" of the vessel.

As for the boat's early fishing crews, there are still some walking the planet and reliving those summers of piling net. In some cases, the *Shenandoah* was like Vegas—what happened aboard stayed aboard—but more frequently, as restoration efforts bring her back to life, those stories have emerged. A young Krist Novoselic, bass player for Nirvana, did step from boat deck to rock stage. Old Tom Maddock, who fell overboard in 1973, lived to tell his sons the harrowing tale. Even "little" Amanda Janovich, whose earliest days on the fishing crew were spent sleeping in a galley drawer while her mom cooked for the crew, has memories of picking fish and breathing diesel.

Today, the *Shenandoah* is back on the ways, much as she was before her 1925 launch day at Gig Harbor's Skansie Shipyard. "Dry-docked" in the Harbor History Museum's Maritime Gallery, she's had a full career as tender, seiner, and now as teacher. With the gallery enclosure construction starting this summer, she'll be protected from the weather and ready to celebrate her 100th launch day in 2025. ■