

**AGENDA**  
**GIG HARBOR LODGING TAX ADVISORY COMMITTEE MEETING**  
**Tuesday, September 23, 2025 - 12:00 PM**  
**Council Chambers**

*This meeting may also be accessed through Zoom at <https://zoom.us/j/93216056382> or by calling (253) 215-8782 and entering Meeting ID 932 1605 6382. Please see the Public Comment & Decorum section at the end of this agenda for information on options to make public comment.*

**CALL TO ORDER/ROLL CALL**

**PUBLIC COMMENTS**

**BUSINESS ITEMS**

1. Review of 2026 Lodging Tax Grant Applications

**ADJOURN**

**PUBLIC COMMENT & DECORUM**

The City Council desires to allow a maximum opportunity for public comment. However, the business of the City must proceed in an orderly, timely manner. The purpose of a Council meeting is to conduct the City's business; it is not a public forum.

Speakers will be allotted 3 minutes per individual, unless revised by the Mayor. In-person comments shall be made from the microphone, first giving the speaker's name and address. When there are 30 seconds remaining, a yellow light will alert you to summarize your comments. At the end of your comments, the light will turn red and you will hear a beep signifying the end of your comment period. Anyone making "out of order" comments may be subject to removal from the meeting.

Public comment may be made remotely via Zoom or by phone during designated portions of the meeting. To speak during the meeting, press the Raise Hand button near the bottom of your Zoom window or press \*9 on your phone. Please refrain from raising your hand until the Mayor has announced that she has opened the public comment portion of the meeting. Your name or the last three digits of your phone number will be called out when it is your turn to speak. When using your phone to call in, you may need to press \*6 to unmute yourself. All speakers will have up to three minutes to speak.

Instead of making oral comment, written comments may be submitted to the City Council at [mayorandcouncil@gjgharborwa.gov](mailto:mayorandcouncil@gjgharborwa.gov) .

All remarks shall be addressed to the Council as a body and not to any specific councilmember. All speakers shall be courteous in their language and deportment and shall not engage in or discuss or comment on personalities or indulge in derogatory remarks or insinuations with regard to any councilmember, the Mayor, or any member of the staff or the public.

There will be no demonstrations during or at the conclusion of any public comment. These guidelines are intended to promote an orderly system of holding a public meeting, to give every person an opportunity to be heard and to ensure that no individuals are embarrassed by voicing their opinions.

### **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](mailto:cityclerk@gjgharborwa.gov) or (253) 853-7613 at least 24 hours prior to the meeting.

Applicant	Event/Activity	2022	2023	2024	2025		2026		SCORES										2024 Reported Attendance Numbers					
		Funded	Funded	Funded	Requested	Funded	Requested	Funded	AVG	Braaten	Lile	Mitton	Storset	Stover	Irwin	Ekberg	Sandvik	Battson	Overall Attendance	Attendance 50+	Attendance Out of State	Attendance Paid overnight	Attendance No Paid Lodging	Paid Nights
<b>EVENTS</b>																								
GH Canoe and Kayak Racing Team	Paddlers Cup/Narrows Challenge	\$10,000.00	\$12,000.00	\$15,000.00	\$15,500.00	\$11,625.00	\$15,500.00		121	110	125	115		145	110	115	121	125	1800	380	110	65	1710	105
GH Film Festival	Film Festival	\$16,000.00	\$20,000.00	\$20,000.00	\$25,000.00	\$22,500.00	\$25,000.00		122	110	135	100		135	95	130	135	135	3288	190	110	85	3203	155
Permission to Start Dreaming Foundation	Prayer Breakfast & Race for a Soldier	\$15,000.00	\$30,000.00	\$25,000.00	\$40,000.00	\$36,000.00	\$45,000.00		118	150	75	140		85	145	130	125	95	4000	1000	150	150	3750	300
Asia Pacific Cultural Center	Korean Chuseok Festival	\$5,000.00	\$10,200.00		\$10,200.00	\$0.00	\$10,200.00		93	85	115	105		90	90	90	88	80	N/A	N/A	N/A	N/A	N/A	N/A
Key Peninsula Farm Council	Key Peninsula Farm Tour		\$5,000.00		\$8,000.00	\$0.00																		
GH Kiwanis	Veterans Day Celebration		\$7,500.00	\$2,000.00	\$5,000.00	\$0.00																		
Peninsula Schools Education Foundation	2025 Monster Dash 5K Fun Run				\$6,000.00	\$0.00																		
GH Sportsman's Club	Sea Food Shoot	\$4,500.00	\$5,000.00	\$0.00																				
GH Yacht Club Junior Sail Program	Sail Camp and Narrows Race Team		\$15,000.00	\$0.00																				
Greater GH Foundation	Rattle Dem Bones	\$1,000.00	\$2,000.00	\$2,000.00																				
Greater GH Foundation	Summer Sips (formerly Cider Swig)	\$5,000.00	\$5,000.00	\$0.00																				
Greater GH Foundation	Shamrock'n the Harbor Run and Walk	\$500.00	\$1,000.00	\$0.00																				
Peninsula Art League	Summer Art Festival	\$4,000.00	\$5,000.00	\$5,000.00																				
Peninsula Art League	Open Juried Show	\$3,000.00	\$6,000.00	\$0.00																				
Rotary Club of GH Foundation	Galloping Gertie	\$8,000.00	\$8,500.00	\$0.00																				
GH Quilters	Quilts Ahoy		\$5,000.00																					
Downtown Waterfront Association	Waterfront Farmers Market	\$17,000.00																						
Downtown Waterfront Association	Girls Night Out																							
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																						
<b>OPERATIONS</b>																								
Gig Harbor Waterfront Alliance	Operations		\$100,000.00	\$100,000.00	\$75,000.00	\$67,500.00	#####		148	150	155	135		160	130		143	160						
GH BoatShop	Operations	\$2,000.00	\$15,000.00	\$20,000.00	\$35,000.00	\$26,250.00	\$39,000.00		113	100	125	95		135	110	110	140	85						
Harbor History Museum	Operations	\$11,500.00	\$70,000.00	\$70,000.00	\$70,000.00	\$63,000.00	\$70,000.00		135	125		120		160	115	130	133	160						
Harbor WildWatch	Operations	\$11,000.00	\$20,000.00	\$30,000.00	\$30,000.00	\$27,000.00	\$50,000.00		132	115	145	110			120	145	128	160						
<b>TOURISM PROMOTION</b>																								
City of Gig Harbor	Tourism Promotion	\$495,000.00	\$199,400.00																					
GH Chamber of Commerce	Tourism Promotion		\$275,650.00	\$500,000.00	#####	#####	#####	#####																
<b>TOURISM INFRASTRUCTURE</b>																								
City of Gig Harbor	Sports Complex Construction		\$500,000.00																					
<b>TOTALS</b>		<b>\$620,000.00</b>	<b>\$1,317,250.00</b>	<b>\$789,000.00</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>																



## CITY OF GIG HARBOR 2026 LODGING TAX FUNDING APPLICATION

**Lodging Tax Funds Requested: \$25,000  
For events held during the 2026 calendar year.**

**APPLICATION DEADLINE: Thursday, September 4, 2025**

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.

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

Event Name: ***2026 Gig Harbor Film Festival***

Event Date(s): ***September 24-27, 2026***

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:

- 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 2026 Gig Harbor Film Festival (GHFF) is a four-day destination event taking place September 24-27, 2026 at the Galaxy Theatres in Uptown Gig Harbor. Each year, film lovers and filmmakers from around the world travel to Gig Harbor to experience the magic of independent cinema alongside vibrant parties, workshops, and community events. Evening film premieres, Q&A sessions, and parties are paired with morning workshops, a catered breakfast, and our awards ceremony – an intentional schedule that encourages visitors to stay overnight and fully engage with the GHFF and the local community.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<p><b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the event will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the event will bring overnight guests?</li> </ul>	25	
<b>--- OR ---</b>		
<p><b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the event will bring visitors?</li> <li>• Does the applicant demonstrate how the event bring overnight guests?</li> </ul>	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.**

Since its founding in 2007, the GHFF has grown steadily, drawing more visitors to the South Sound each year. In 2024, the festival experienced a 36% increase in attendance, highlighted by the World Premiere of *The Dawgfather*, which attracted the highest number of overnight guests in our history. This surge benefited local hotels, restaurants, and shops, reinforcing the festival’s role in attracting tourists from outside a 50-mile radius.

Through long-term partnerships with local hospitality providers, the GHFF has created discounted lodging packages and experiences (i.e., Gig Harbor Gondola) that encourage visitors to extend their stays in Gig Harbor and enrich their experience.

Gig Harbor’s reputation for friendly, small-town charm, scenic beauty, and the technical excellence of the Galaxy continues to bring back both emerging and established filmmakers, while also attracting film lovers from across the country.

The GHFF is recognized as a “Filmmaker’s Film Festival” with 104 five-star reviews on FilmFreeway, highlighting the many benefits of traveling to our festival. These reviews are publicly available and serve as powerful endorsements for potential visitors as they plan their trip to Gig Harbor.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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"> <li>• Are local businesses involved/partnering on this project/event?</li> </ul>	15	

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

The Gig Harbor Film Festival attracts a highly desirable visitor demographic that aligns with regional tourism goals. Our primary audience consists of women (and couples) aged 55 and older who are well-educated (most with at least a bachelor’s degree) and have household incomes exceeding \$160,000 annually. Many of these film enthusiasts travel from outside the area, are retired, and have both the discretionary income and the time to enjoy extended stays -- contributing directly to local lodging, dining, and retail businesses.

Our secondary market is filmmakers, who travel from across the country to showcase their work at GHFF. They are drawn by the quality and convenience of our venue -- screenings are hosted in a single location at the Galaxy with complimentary parking -- along with the opportunity to connect with nationally recognized peers and enjoy the

warm hospitality provided by our community volunteers. Filmmakers often bring family members and guests, extending their visits.

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

The Gig Harbor Film Festival reaches visitors through digital channels including Facebook, Instagram, YouTube, email newsletters, and our website (gigharborfilm.org). Regional media partnerships with *South Sound Magazine*, *425 Magazine*, *ShowCase Magazine*, and *Gig Harbor Now*, along with coverage from KGHP radio and the “Excuse the Intermission” podcast, extend our visibility throughout the South Sound and I-5 corridor.

We also conduct community outreach with groups such as New Neighbors, Kiwanis, Rotary, and the Chamber’s Public Affairs Forum, strengthening local networks in Gig Harbor. Finally, word-of-mouth advertising from film fans and filmmakers remains our most powerful driver, inspiring friends, family, and colleagues to travel to Gig Harbor for 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:	<b>2,100</b>
Predicted number of attendees travelling more than 50 miles one-way for the event:	<b>200</b>
Predicted number of attendees from out of state:	<b>150</b>
Predicted number of attendees staying overnight in paid accommodations:	<b>70</b>
Predicted number of paid lodging nights:	<b>140</b>

**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. **(September 2025)**
- 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: We will be conducting a post-festival survey with GMA Research in 2025. This Bellevue-based firm serves tourism, entertainment, and nonprofit sectors (including the Seattle International Film Festival) and will offer strategic data insights for 2026.)**

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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?**

In June 2025, the GHFF shared a list of preferred lodging partners with 91 filmmaker teams worldwide (see Attachment A - LODGING). We recommended seven local lodging partners, helping refer filmmakers and their crews (usually 1-3 professionals) to Gig Harbor accommodations.

The Best Western Wesley Inn and Suites and the Inn at Gig Harbor are the most popular choices and receive prominent promotion in our GHFF program and website as Supporting and In-Kind Partners. Both hotels are also included in large on-screen theatre ads before every film block, giving them repeated visibility with hundreds of

festival guests and reinforcing Gig Harbor as a welcoming destination for overnight stays.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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.**

The Gig Harbor Film Festival currently receives grant funding only through LTAC. However, we maintain a robust sponsorship program that engages local businesses and the community. Our sponsors receive a combination of advertising opportunities and festival benefits, and our retention rate is high -- over half of our sponsors renewed their support for 2025. This year, we also welcomed five new sponsors who joined us in supporting the GHFF.

Our Presenting Sponsors (the festival's highest-level supporters) include Propel Insurance, Reeder Management Inc., Uptown Gig Harbor, and Land Use & Property Law. A full list of 2025 sponsors is available at [gigharborfilm.org](http://gigharborfilm.org) and in our festival program.

**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 2026 GHFF is projected to be approximately \$312,000. The amount requested from LTAC is approximately 8%. (See attached budget.)

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Financial considerations</b> 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 operating costs in the attached projected 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?**

The Gig Harbor Film Festival is grateful for the financial support we have received from the City of Gig Harbor LTAC Committee over the years. This grant is essential to the stability and continued growth of the GHFF. Support at the requested level for 2026 will enable us to maintain our status as a destination-worthy festival, still recognized as a *Top 100 Best Reviewed Festival* by filmmakers on FilmFreeway.

A \$25,000 investment will allow us to rent five theatres at the Galaxy, accommodating more films and attracting additional out-of-town filmmakers, tourists, and local attendees. Expanding our capacity not only increases visitor traffic but also strengthens our appeal to larger sponsors, further enhancing the festival's financial sustainability.

With 2025 LTAC funds, GHFF was able to present additional films, expand filmmaker workshop programming, retain a part-time development director, and provide travel stipends to celebrity filmmakers -- efforts that enriched the festival experience and drew more visitors to Gig Harbor.

LTAC funding also directly supports the local economy. For the 2025 festival, catering partners included Fondi's, O'Looney's, Millville Pizza, BBQ2U, Cutters Point, Hidden Harbor Wine Library, Harbor Bites and Boards, and many more. The GHFF also contracts with local vendors for party rentals, photography, printing, graphic design, bartending and more, keeping tourism dollars circulating within the community.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>TOTAL POINTS</b>	145	

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**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 event for 2026 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: September 3, 2025

<b>2026 Gig Harbor Film Festival Projected Operating Budget 9.2.25</b>			
<b>PROJECTED REVENUE</b>			
	VIP Passes	\$400 ea x 90	\$36,000
	GA Passes	\$50 ea x 120	\$6,000
	Film Submission Fees	600 films	\$15,000
	Sponsorships		\$80,000
	LTAC for 2026		\$25,000
	Fundraiser		\$150,000
		<b>TOTAL PROJECTED REVENUES</b>	<b>\$312,000</b>
<b>PROJECTED EXPENSES</b>			
	Salaries		\$183,000
	Payroll Taxes		\$9,000
	Web Design & Hosting		\$3,000
	Permits & Fees		\$1,000
	Supplies		\$4,000
	Merchant Fees		\$3,000
	Insurance		\$6,000
	Misc.		\$3,000
	Theatre Rental		\$24,000
	Auction		\$22,000
	Technical Delivery		\$10,000
	Marketing		\$17,000
	Festival Parties		\$20,000
		<b>TOTAL PROJECTED EXPENSES</b>	<b>\$305,000</b>

## 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 (\$205) 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 253-858-1111 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](mailto: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 Danielle Taylor at [dtaylor@gigharbormarina.com](mailto:dtaylor@gigharbormarina.com) for availability of Fleet Suites 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. <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 \$29 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](http://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.



## CITY OF GIG HARBOR 2026 LODGING TAX FUNDING APPLICATION

**Lodging Tax Funds Requested: \$ 100,000**  
**For operations of tourism related organizations during the 2026**  
**calendar year.**

### **APPLICATION DEADLINE: Thursday, September 4, 2025**

*For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.*

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 is dedicated to strengthening the economic vitality of the waterfront district by blending community, culture, and commerce. Signature events such as Chowderfest, Chalk the Harbor, Sip & Stroll, guided Walking Tours, and the summer Farmers Market encourage visitors to experience the harbor's maritime heritage while promoting the unique local shops and restaurants in the historic waterfront district. The Alliance also ensures that tourists enjoy a memorable experience while they are here—through engaging activities and events, clear wayfinding signage, and a welcoming atmosphere that inspires them to return. Beyond events, the Alliance works year-round to foster an active and inviting waterfront through beautification projects, wayfinding and placemaking initiatives, infrastructure enhancements, and close collaboration with property owners, businesses, and partner organizations. Below are a list of events and programs planned for 2026.

## 2026 Planned Events:

Chowderfest – Mar 2026  
Restaurant Week – Mar 2026  
Sip & Strolls – TBD but most likely Apr and/or Oct 2026  
Farmers Market – mid-May through Aug 2026  
Pints, Myths & Maritime Spirits Walking Tour - running monthly Jan – Dec 2026  
New Self-Guided Walking Tour *Swig the Gig* – coming spring 2026  
Summer Walking Tours – June – Aug 2026  
Chalk the Harbor & Waterfront Art Walk – July 2026  
Trick or Treat – Oct 31st 2026  
Shop the Harbor – Nov 2026  
Holidays in the Harbor (in partnership with Visit Gig Harbor) – Dec 2026

## 2026 Planned Projects:

Placemaking Project – Spring 2026 (2025's project was the Finholm Lighting Project)  
Summer Flower Baskets – May – Aug 2026  
New Free GH Community Activity Book – April 2026  
Small Business Grant Program – Jan & Jul 2026  
Small Conferences – The Alliance is actively working to bring small conferences to Gig Harbor in 2026 (2025 secured PLACES Conference with 350 attendees and Santa Conference with 75 attendees)

*To view more detailed event descriptions [click here](#).*

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<p><b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the organization will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>	25	
<p><b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the organization will bring visitors?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>	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 record of driving tourism to the historic waterfront through events and programs that bring both visitors and economic benefit to local businesses. Sip & Stroll and Chowderfest each draw 500–600 participants, while Shop the Harbor (formerly Girls Night Out) brings around 1,200 attendees to launch the holiday season. The Waterfront Farmers Market is a major summer attraction, averaging 40,000 visitors per season and generating direct spending at local farms, shops, and restaurants.

In 2025, the Alliance expanded its impact by hosting a statewide conference that brought 350 attendees to Gig Harbor and a Santa Conference that welcomed 75 participants, further positioning the waterfront as a unique destination for both large-scale and niche gatherings. Beyond events, the Alliance is advancing wayfinding, placemaking, and partnerships with Visit Gig Harbor and other non-profits in the district to improve the visitor experience and attract new businesses. Together, these efforts strengthen Gig Harbor’s economy and showcase it as a welcoming waterfront that encourages repeat visits and sustained tourism growth. Looking ahead, the Alliance anticipates continued growth in 2026.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
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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"> <li>Are local businesses involved/partnering on this project/event?</li> </ul>	15	

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

The Gig Harbor Waterfront Alliance designs events and programs to appeal to a broad range of visitors, from local “staycationers” to travelers from across the Pacific Northwest and beyond. By offering seasonal favorites like Chowderfest, the Waterfront Farmers Market, and a new year-round Walking Tour, we create experiences that highlight Gig Harbor’s maritime charm and encourage repeat visits. In 2025, we are especially focused on weekend getaway travelers, families, and regional visitors seeking authentic, small-town waterfront experiences that combine food, shopping, and a sense of place.

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

The Gig Harbor Waterfront Alliance uses a multi-channel marketing strategy to attract tourists and showcase the waterfront’s small-town charm. We partner with Visit Gig Harbor and leverage social media, targeted digital ads, email newsletters, and printed materials to reach both regional and out-of-state visitors. Signature events like Sip & Stroll, Chowderfest, Chalk the Harbor and Farmers Markets provide for continued traditions that bring people back to the waterfront time and time again. Surveys and feedback guide our marketing, ensuring a welcoming experience and enable us to continue to expand our events based on attendee data.

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

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

2026 Estimated LTAC Tourism-Related Numbers									
	Shop the Harbor	Sip & Strolls	Farmers Market	Chalk the Harbor	Chowderfest	Trick or Treat	Walking Tours (New Tours)	Holidays in the Harbor	Conferences
Predicted Overall Attendance at event(s)	1,200	600 per event	40,000+ over 15 wks	5,000	500	2,000+	1,000+	3,500 for the month	30-50 per conference
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	50	30-50 per conference
Predicted number of attendees from out of state	20-30	25 per event	6,000 per season	10	10	0	100	10-20	Unk
Predicted number of attendees staying overnight in paid accommodations	50-100	30 per event	1,500 per season	10	10-20	0	75 -100	15-30	30-50 per conference
Predicted number of paid lodging nights:	40	15-20	800-1,000 per season	5	8-10	0	50-75	10-20	30-50 per conference
<b>Methods Used to Calculate Estimates:</b>									
Direct Count	X	X	X	X			X	X	X
Indirect Count									
Representative Survey									
Informal Survey	X	X		X	X	X		X	X
Structured Estimate									
Other									

### 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:**

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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?**

Yes, we partner with local lodging providers to support tourism around our events. Participating accommodations include; the Maritime Inn, Waterfront Inn, Best Western Wesley Inn, and the Inn at Gig Harbor. For applicable events, we collaborate with these hotels to create special packages and promote them through event websites, email campaigns, and other marketing channels. Highlighting these lodging options ensures visitors can enjoy a full Gig Harbor experience and encourages extended stays.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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.**

N/A

**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.**

While economic vitality grants for organizations like ours are limited in communities like Gig Harbor, we actively seek opportunities when they become available. We plan to apply for farmers market grants and any applicable festival or tourism grants, though currently we do not have any confirmed for 2026. To help offset event costs, we are also preparing to release the Gig Harbor Waterfront Alliance Sponsorship Guide for 2026 in Fall 2025 and anticipate securing sponsorships tied to our major events.

**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 the attached budget or [click here](#). The yellow highlighted areas are where the LTAC grant would cover a portion of the expenses. The GHWA annual budget is completed at the end of September/early October for the upcoming year, so attached is our 2025 budget as an example. Changes for 2026 will include a year-round part-time administrative assistant and expanded event costs as we continue to grow our events and programs and add more placemaking projects. We are requesting approximately 21% of our budget to be covered by LTAC funds, which would cover additional event expenses and the administrative costs associated with running those events, which drive tourists and visitors.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Financial considerations</b> 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)?**

N/A – shown highlighted in yellow on the budget.

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

If the Alliance is not fully funded, we would look to increase sponsorship contributions, modestly adjust event ticket pricing, and pursue additional external grants, though operational grant opportunities remain limited. We may also need to scale back certain activities or events depending on staffing and budget capacity.

In 2024, the Alliance received \$100,000 in LTAC funding. In 2025, that support was reduced to \$67,500, supplemented by a one-time allocation of \$25,000 from the City’s General Fund, bringing our total to \$92,500. For 2026, we are requesting the full \$100,000 from LTAC, as we cannot assume additional General Fund support will be available. This level of funding is essential to sustaining our full calendar of events, programs, and tourism initiatives without relying on unpredictable, stop-gap measures.

Every dollar of LTAC investment in the Alliance directly supports visitor-driven events, marketing, and placemaking efforts that generate significant tourism spending at local restaurants, shops, hotels, and attractions. LTAC funding at the \$100,000 level ensures organizational stability while delivering a strong return on investment for the City by bringing more visitors to Gig Harbor, extending their stays, and strengthening the local economy.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>TOTAL POINTS</b>	160	

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**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 2026 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: \_\_\_29 Aug 25\_\_\_\_\_

## 2025 GHWA Budget

Accounts	TOTAL
<b>Income</b>	
44532 Local Government Grant	\$3,500
42000 B & O Credit Program	\$212,811
43000 Sponsorships	\$76,575
44000 Special Events Income	\$0
44100 Merchant & Vendor Fees	\$30,000
44200 Participant Fees	\$88,990
44300 Food, Drink & Merchandise Sales	\$500
49420 Auction Income	\$37,000
49430 Raffle Income	\$3,000
49500 Other Event Income	\$2,150
49550 EBT Program Income	\$1,000
45100 Alliance Wonderfront Partnership Program	\$10,000
52000 Interest Earned	\$6,000
<b>Total Income</b>	<b>\$471,526</b>
<b>Cost of Goods Sold (Event Expenses)</b>	
51000 Event Expenses	\$0
51110 Licenses & Permits	\$4,900
51120 Banking & Credit Card Fees	\$4,435
51140 Postage	\$120
51190 Other	\$500
51210 Digital Advertising	\$3,300
51220 Print Advertising	\$7,410
51300 Operations	\$0
51305 Supplies	\$23,149
51310 Event Contract Staffing	\$11,500
51315 Facilities	\$1,500
51320 Equipment	\$18,700
51330 Transportation	\$5,550
51335 Food & Drink Costs	\$15,200
51350 SNAP/EBT	\$799
51370 Entertainment	\$15,200
51390 Other	\$0
51399 Audio Visual	\$500
51400 Event Operations	\$0
51440 Participant Gifts & Bags	\$2,000
51460 EVC Grant Program Distributions	\$30,000
<b>Total Cost of Goods Sold (Event Expenses)</b>	<b>\$163,848</b>
60110 Salaries & Wages	\$220,200
60200 Payroll Taxes	\$17,996

61110 Business Licenses & Renewals	\$30
61120 Insurance	\$1,870
61130 Accounting	\$7,764
61150 IT Technical Support	\$400
61210 Hardware & Software	\$600
61220 Rent (Office & Storage)	\$10,800
61230 Utilities (Heat, Internet, Phone, etc.)	\$2,040
61240 Equipment Rental Fees	\$3,306
61601 Misc Expense	\$200
61310 Subscriptions & Membership Fees	\$1,218
61320 Digital Advertising	\$1,000
61330 Printing & Copying	\$120
61340 General Office Expenses	\$3,600
61350 Website Maintenance	\$1,800
61370 Gifts	\$2,000
61380 Postage/Mailing	\$75
64080 Internet Services	\$2,466
65050 Telephone, Telecommunications	\$900
65095 Business Meals	\$200
61510 Airfare	\$0
61520 Lodging	\$1,550
61530 Meals (Local & Travel)	\$1,000
61560 Conference Fees	\$2,600
61590 Other Travel (Mileage, Parking, etc.)	\$600
61603 Volunteer Appreciation	\$1,000
61705 Board Expenses	\$5,000
63020 Staff Training	\$1,000
63025 Staff Appreciation	\$800
63040 Annual Meeting	\$250
63080 Donor Appreciation	\$1,000
65970 Taxes	\$3,000
Total Expense	\$300,585
<b>Net Revenue (Total Income Minus COGS)</b>	<b>\$307,678</b>
<b>Net Profit (Income Minus COGS &amp; Expenses)</b>	<b>\$7,093</b>

Event Name	Justification for why people will travel to Gig Harbor for the event
Chowderfest Weekend	<p><b>NEW in 2024</b> the Alliance hosted its first annual Chowderfest and the event was a huge success, drawing foodies from all over the region! Working with the 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 <b>great shoulder season event which the Alliance plans to continue in 2026 and beyond! This event is tentatively scheduled for the weekend of March 7-8th 2026.</b></p>
Sip & Strolls	<p>Gig Harbor's Sip &amp; 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. <b>In 2024, the Alliance introduced "Sip &amp; Stay" packages in partnership with local hotels to encourage overnight stays, a strategy that will continue in 2026 and beyond. Additionally, starting in Oct 2024, the event featured wines purchased from local waterfront district restaurants, allowing them to showcase the wine menus and encourage local purchases, further supporting the waterfront economy. We plan to host one event in the spring and one in the fall, on the tail end of either shoulder season.</b></p>
Waterfront Farmers Market	<p>The Waterfront Farmers Market is a <b>major tourist attraction in downtown Gig Harbor</b> 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. <b>In 2024 the market brought approximately 42,000 visitors to the waterfront district during the season and 2025 numbers are trending the same. In 2025 we added a FREE community shuttle that alleviated parking concerns and made getting to the market easier.</b></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 <b>continue to offer summer tours in 2026 and continuing our year-round, monthly tour called Pints, Myths &amp; Maritime Spirits. New in 2026, we'll be adding a self-guided tour called Swig the Gig.</b> 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 volunteer guides. Through these tours, participants 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 <b>ideal attraction for tourists of all ages</b>, offering a unique and interactive experience for the past 15 years. <b>Each year visitors come from all over the region</b> (and country) to create their own chalk art on the town's sidewalks, making it a great opportunity for families, couples and individuals to engage creatively. One family uses it as a family reunion every year and have 20-30 people attend from out of town. 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. <b>In 2025, we expanded the event to include an art walk and community art mural. Our goal is to continue to grow the event and encourage weekend overnight visitors.</b></p>

<p>Shop the Harbor (formerly Girls Night Out)</p>	<p>Starting in 2024, Gig Harbor's Girls Night Out got a refreshed look and feel! The event is now called Shop the Harbor and will now be held on a Saturday. 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. <b>One of the most popular events of the year</b>, this year we plan to add a VIP pass as well as holiday sweater contest and photos with Santa. As participants explore the downtown waterfront district, they can enjoy exclusive deals, special offers, and treats from local businesses. Beyond the shopping opportunities, the event 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 <b>Shop the Harbor an enticing reason to visit Gig Harbor whether you live five miles away or one hundred miles away.</b> In 2026 the Alliance plans to promote the event to a wider audience outside the local area and continue to work with local hotels to <b>add in a "Shop &amp; Stay" package to the event to help promote overnight stays.</b></p>
<p>Holidays in the Harbor</p>	<p><b>NEW in 2023 and in partnership with Visit Gig Harbor and the City of Gig Harbor, the Alliance launched Holiday's in the Harbor</b> - 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 2025 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 similar numbers or more in 2025 and 2026. <b>Note this year Santa's Villiage will be held inside the Ancich Netshed.</b></p>

**2026 Estimated LTAC Tourism-Related Numbers**

	<i>Shop the Harbor</i>	<i>Sip &amp; 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>Holidays in the Harbor</i>	<i>Conferences</i>
Predicted Overall Attendance at event(s)	1,200	600 per event	40,000+ over 15 wks	5,000	500	2,000+	1,000+	3,500 for the month	30-50 per conference
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	50	30-50 per conference
Predicted number of attendees from out of state	20-30	25 per event	6,000 per season	10	10	0	100	10-20	Unk
Predicted number of attendees staying overnight in paid accommodations	50-100	30 per event	1,500 per season	10	10-20	0	75 -100	15-30	30-50 per conference
Predicted number of paid lodging nights:	40	15-20	800-1,000 per season	5	8-10	0	50-75	10-20	30-50 per conference

**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	X
Structured Estimate									
Other									



## CITY OF GIG HARBOR 2026 LODGING TAX FUNDING APPLICATION

**Lodging Tax Funds Requested: \$39,000**  
**For operations of tourism related organizations during the 2026**  
**calendar year.**

**APPLICATION DEADLINE: Thursday, September 4, 2025**

*For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.*

Organization/Agency Name: Gig Harbor BoatShop

Event Name: NA

Event Date(s): NA

Contact Name and Title: Guy Hoppen - Executive Director

Mailing Address: 3805 Harborview Dr.

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): Same

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

- X Completed application
- X Copy of Non-Profit Registration (not required for organizations that have previously been awarded lodging tax funding)
- X 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 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 heritage tourism as “traveling to experience the places, artifacts, and activities that authentically represents the stories and people of the past and present.” Heritage tourism is acknowledged as the fastest growing segment of the tourist industry in the US. 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 here in the 1880’s. The BoatShop develops and delivers programming that celebrates the Harbor’s authentic boatbuilding and commercial fishing culture. Experiential programs introduce, train and educate participants in working waterfront crafts and skills common to family operated boatyards and the commercial fishing industry. In addition the BoatShop offers events such as boat launchings and Music at the BoatShop designed to attract people to the historic site that might not be interested in working waterfront inspired programs. During open hours staff and volunteers offer all visitors boatyard tours.

What the BoatShop does is unique in that it highlights the heritage working waterfronts of Gig Harbor and Puget Sound’s smaller waterfront 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. Below is a BoatShop program sampling that can or does draw visitors from over 50 miles away:

**Crew School (October, March or April)**, a commercial fishing crewmember training program. Our 2025 program scheduled for 5 days in October has 4 participants signed up from over 40 miles away, 3 participants from over 50 miles away and 1 local participant. Registration remains open. Typically participants from a distance will stay in Gig Harbor.

**Family Boat Building (From March through October)** - A two-day boatbuilding program, offered from early spring through the fall, has drawn participants from outside the Gig Harbor area.

**Classic Boat Rentals (late May to early September)** - BoatShop classic smallcraft rentals are available for cruising Gig Harbor bay from end of May until after Labor Day. This service has appeal beyond our community. So far in summer season of 2025 of the 289 smallcraft renters 57 were from over 50 miles away (most from out of state) and 42 people were from outside west Pierce County but within 50 miles. The livery season has several weeks left at this writing.

**Summer Camps (June, July, August)** - We ran seven four-day summer camp programs in June, July & August of 2025. One of the four-day 2024 Summer Camps had 3 Colorado based families lodge for 6 nights in Gig Harbor.

**Salish-100 Cruise Event (July)** - Every year Gig Harbor BoatShop hosts the Port Townsend based Northwest Maritime Center’s Salish-100 Cruise event’s July overnight stop in Gig Harbor. We serve dinner and offer good cheer to approximately 120 Salish-100 participants at the Eddon Boatyard. Most participants sleep aboard their small-craft, however we know that some prefer local lodging.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the organization will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>	25	
<b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months <ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the organization will bring visitors?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>	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 the June of 2024 Davis Boat launch. The first two had well over one hundred attendees and the Davis Boat launch had near 40 attendees. Our next two boat launching events, the purse seine skiff we are building for the seiner *Veteran* and the Poulsbo Boat that being restored for the livery, will take place sometime in 2026. Boat launchings are heritage events unique to family boatyards and working waterfronts and we know anecdotally that there are always some participants from 50 miles or more away that attend.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Does the applicant have a track record of project	25	

success?		
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"> <li>• Are local businesses involved/partnering on this project/event?</li> </ul>	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 and a desire to visit the historic Boatyard site.

As a sample, the BoatShop target audience ranges from preschool aged to retirees; e.g. we offer a holiday toy boatbuilding programs for preschool aged children 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 5-day *Crew School* and our 4-day *Maritime Skills for Teens Summer Camp*. All ages participate in our *Classic Boat Livery* (rental) 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.

Heritage tourism is a primary reason for visitors to visit downtown Gig Harbor. It might be true that a visitor may not plan to come from out of state just to rent a BoatShop classic boat or to participate in one of our many culturally based programs. However there is a Harbor heritage tourism sum that is greater than its parts created by the Skansie NetShed, Gig Harbor BoatShop at Eddon Boatyard, Harbor Wildwatch, the Harbor History Museum and the future publicly accessible Commercial Fishing Homeport. **When Gig Harbor's heritage assets are woven together Gig Harbor becomes a compelling heritage tourist whole and a compelling place to visit. Few small communities can offer a similar tapestry of heritage organizations and active historic sites.**

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

Gig Harbor BoatShop markets 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 the Eddon Boatyard and by designing events and programs that compel people to learn about in-the-shop and on-the-water maritime skills related to working waterfront heritage.

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 for Gig Harbor BoatShop events and programs:	1200
Predicted number of attendees travelling more than 50 miles one-way:	150
Predicted number of attendees from out of state:	75
Predicted number of attendees staying overnight in paid accommodations:	75
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:**

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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	
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**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 BoatShop staff will direct to: The Inn at Gig Harbor, The Maritime Inn, and the Best Western Wesley Inn & Suites and the Waterfront Inn.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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 (No X)? If yes, list the other jurisdiction(s) and amount(s) requested.**

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

**2025**

- Awarded: Arts Fund - Community Accelerator Grant - \$2500
- Awarded: LTAC Gig Harbor \$26,500
- Awarded: Chelsea Paige Foundation \$1000
- Awarded: Voigt Charitable Trust \$1000
- Awarded: Greater Tacoma Community Foundation \$5000
- Awarded: Maria Altmann Family Charitable Trust \$200
- Awarded: Pierce County Landmarks and Historic Preservation Grant \$3895.02
- Pending: Pierce County Executive's Office Community Needs Grant \$17,687.50
- Pending: Pierce County Executive's Office Community Needs Grant \$50,000.00
- Pending: There are several more grant applications underway to be delivered within weeks.

**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.**

Overall Budget: \$296,100.00

Percent Requested: 15% = \$44,415.00

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Financial considerations</b> 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. supplementing - staffing and program leader compensation, marketing costs, new program and event creation, program and event related expenses, etc.

**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?**

Unrestricted general operating funds are valuable funds for the BoatShop, and for most non-profits, as they allow for budget flexibility. As a 501C3 community programming organization our sole mission is to serve the community and our guests through delivering programming and events, interpreting the Boatyard Complex, and managing the Boatyard House. Having the flexibility provided by non-targeted funds allows for the funding of expenses 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 is ultimately spent to create and deliver programming and events. "What will we cut?" Hopefully nothing. We look to LTAC funds as part of the budget for sustaining and growing our deliverables.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>TOTAL POINTS</b>	160	

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**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 2026 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: 09/02/2025



## GIG HARBOR BOATSHOP Projected Budget 2026

### Projected Revenue

Store Sales	\$10,500
Memberships	\$16,000
Non-Gov't Grants	\$12,000
Gov't Grants	\$50,000
Individual Donations	\$36,000
Annual Auction	\$80,000
In-Kind Donations	\$3,600
Annual Appeal	\$22,000
Program Fees	\$35,000
Livery (Boat Rentals)	\$7,500
Donated Vessel Sales	\$12,750
Boat Repair & Restorations	\$1,750
Music at the BoatShop	\$7,000
<u>Misc</u>	<u>\$2,000</u>
<b>2024 Total Income</b>	<b>\$296,100</b>

### Projected Expenses

Staff & Contractor Pay and Payroll Taxes	\$170,000
Program and Event Expenses	\$27,000
Insurance	\$12,500
Marketing	\$13,500
Office Supplies, Postage, Printing	\$4,600
Utilities (Phone, Internet, Electricity, etc.)	\$5,500
Veteran (Maintenance, Moorage, etc.)	\$15,000
Marine Railway	\$10,000
<u>Taxes, Permits, Licenses, Org Memberships</u>	<u>\$9,000</u>
<b>2026 Total Expense</b>	<b>\$267,100</b>



## CITY OF GIG HARBOR 2026 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 50,000  
**For operations of tourism related organizations during the 2026 calendar year.**

### **APPLICATION DEADLINE: Thursday, September 4, 2025**

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.

Organization/Agency Name: HARBOR WILDWATCH

Event Name: MARINE LIFE CENTER (operations)

Event Date(s): JANUARY 1 – DECEMBER 31, 2026

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](mailto: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 750-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. In its inaugural year, the MLC welcomed over 17,000 visitors - marking a 70% increase from the previous year (operating as the Skansie Visitor & Interpretive Center), with 24% of attendees traveling from out of state or country and 12% of Washington visitors coming from more than 50 miles away. In 2025, we have already welcomed nearly 16,000 visitors to the MLC (a 32% increase from this time last year) – which puts us on pace to exceed 20,000 visitors by the end of 2025! 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 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 (i.e. *Cocktails & Fishtales*, *Pier Into the Night*, walking tours) 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.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<p><b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the organization will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>	25	
<p><b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months</p>	15	

<ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the organization will bring visitors?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>		
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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 17,170 (2024) and 15,801 (so far in 2025). Nearly 100,000 visitors (99,267) from all over the world – including the Prime Minister of Croatia – have walked through the doors of the SVIC/MLC during our 12-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 4.7 million subscribers on TikTok, with our top videos garnering 10.4 million, 8.7 million, and 3.7 million views! Over the past four 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 and 2025. 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 2026, showcasing why Gig Harbor proudly earns its title as the Maritime City.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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"> <li>• Are local businesses involved/partnering on this project/event?</li> </ul>	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. Working closely with VisitGH and the GHWA, a

portion of our marketing efforts in 2026 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 4.7 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 VisitGH, GHWA, and local downtown businesses to create package deals to attract out-of-state and groups outings (i.e. Friend gatherings, reunions, eco-tourism, romance, etc.).

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:	25,000
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 2026 MLC operational budget, as well as \$5,000 from local businesses contributing to our corporate sponsorship program. Solicitation for corporate sponsorship in 2026 will take place between October-December 2025. We also have pending application with the Baker Foundation (\$10,000) and a new application will be submitted to the Milgard Foundation (\$40,000) in October 2025. Finally, \$10,000 in volunteer in-kind services will support the 2026 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 2026 will be \$425,000, while the budget for the operations of the MLC is \$100,000. HWW is requesting 50% of the MLC operations budget from the LTAC – which accounts for 12% of HWW’s total organizational budget. Please see the budgets below for full details.

Gig Harbor Marine Life Center							
<i>2026 Operating Budget</i>							
<b>Projected Income</b>							
	City of GH LTAC	\$ 50,000					
	Other Grant Applications	\$ 30,000					
	Individual Donations	\$ 5,000					
	Corporate Sponsors	\$ 5,000					
	In-Kind Volunteer Services	\$ 10,000					
		\$ 100,000					
<b>Projected Expenses</b>							
	Staff Time	\$ 80,000					
	Equipment	\$ 10,000					
	Marketing & Admin	\$ 10,000					
		\$ 100,000					
	<i>Expenses covered by LTAC:</i>	\$ 40,000	Staff Time				
		\$ -	Equipment				
		\$ 10,000	Other Expenses (electricity, phone/internet, cleaning, etc.)				
	<i>50% of total project budget</i>	\$ 50,000					
	<i>12% of total organizational budget</i>						

<b>Harbor WildWatch Organizational Budget</b>			<b>2026 Budget DRAFT</b>
<b>Ordinary Income/Expense</b>			
	<b>Income</b>		
	<b>400 · Grant Revenue</b>		200,000.00
	<b>440 · Program Revenue</b>		25,000.00
	<b>460 · Donations</b>		200,000.00
	<b>Total Income</b>		425,000.00
	<b>Expense</b>		
	<b>500 · Wages</b>		300,000.00
	<b>700 · Program Expenses</b>		75,000.00
	<b>900 · Administrative expenses</b>		50,000.00
	<b>Total Expense</b>		425,000.00
<b>Net Ordinary Income</b>			0.00

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Financial considerations</b> 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)?**

Staff time and other expenses including electricity, internet, and phone. 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 struggling from the impacts of the pandemic and recent shifts in federal funding priorities. One major impact on our facility has been the lack of volunteers, which

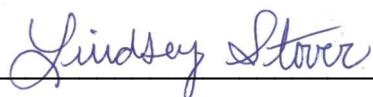
requires more HWW staff time to cover the vacant shifts. This significantly increases the cost of operating the facility compared to prior years. In an effort to increase tourism during the off-season, we also expanded our open days and hours in 2024 by 46% compared to previous years. Staff time is our highest cost, but the hardest to fund. Additionally, we are experiencing a decrease in the number of grants available to HWW and an increased competitiveness for those remaining grant applications that previously funded our operations due to the current political climate. The result has been losing out to organizations who operate in a more diverse community than HWW. Our 2026 lodging funds request will enable us to fill the gap in our funding that results in offering an anchoring tourism experience 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 2026.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<b>TOTAL POINTS</b>	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 2026 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: September 4, 2025



LTAC Grant for the Marine Life Center (formerly Skansie Visitor & Interpretive Center) - Required Annual Reporting

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	Totals
a direct result of your proposed tourism-related service, provide estimated numbers for:												
<b>Overall Attendance (actual)</b>	17,170	10,317	7,615	5,360	305	12,824	10,355	6,354	6,151	5,003	2,012	55,979
<i>Total number of people who attended the activity.</i>												
<b>Attendance, 50+ Miles, Actual (estimated)</b>	3,434	2,063	1,523	1,072	61	2,565	2,071	1,271	1,230	1,001	402	11,196
<i>Total number of people who traveled more than 50 miles to attend the activity.</i>												
<b>Attendance, Out of State/Out of Country, Actual (estimated)</b>	687	413	305	214	12	513	414	254	246	200	80	2,239
<i>Total number of people who traveled from out of the state or country to attend the activity.</i>												
<b>Attendance, Paid for Overnight Lodging, Actual (estimated)</b>	275	165	122	86	5	205	166	102	98	80	32	896
<i>Total number of people who paid for overnight lodging while attending the activity.</i>												
<b>Attendance, Did Not Pay for Overnight Lodging, Actual (estimated)</b>	16,895	10,152	7,493	5,274	300	12,619	10,189	6,252	6,053	4,923	1,980	55,083
<i>Total number of people who attended the activity without paying for overnight lodging.</i>												
<b>Paid Lodging Nights, Actual (estimated)</b>	549	330	244	172	10	410	331	203	197	160	64	1,791
<i>Total number of lodging nights associated with this activity.</i>												
<b>LTAC Grant Amount Awarded</b>	\$ 27,000	\$ 20,000	\$ 20,000	\$ 11,000	\$ 15,000	\$ 5,000	\$ 5,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,500	\$ 111,500
<b>Cost per visitor</b>	\$ 1.57	\$ 1.94	\$ 2.63	\$ 2.05	\$ 49.18	\$ 0.39	\$ 0.48	\$ 0.31	\$ 0.33	\$ 0.40	\$ 1.24	\$ 1.99
<b>Cost per overnight lodger</b>	\$ 98.28	\$ 121.16	\$ 164.15	\$ 128.26	\$ 3,073.77	\$ 24.37	\$ 30.18	\$ 19.67	\$ 20.32	\$ 24.99	\$ 77.66	\$ 124.49
Total MLC Budget	\$125,000											
LTAC %	22%											

\*Methods for tracking visitors include actual counts by volunteers, zip code surveys, and extrapolation based on known out-of-state visitors  
 Updated by Lindsey Stover - 3/27/2025



## CITY OF GIG HARBOR 2026 LODGING TAX FUNDING APPLICATION

**Lodging Tax Funds Requested: \$ 70,000**  
**For operations of tourism related organizations during the 2026**  
**calendar year.**

**APPLICATION DEADLINE: Thursday, September 4, 2025**

*For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.*

Organization/Agency Name: Harbor History Museum

Event Name: Museum Operations, Exhibits and Marketing

Event Date(s): Year-round 2026

Contact Name and Title: Stephanie Lile, Executive Director

Mailing Address: 4121 Harborview Drive

City: Gig Harbor State: WA Zip Code: 98332

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

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

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 employs six staff members and provides engaging exhibits that highlight the unique history and culture of the greater Gig Harbor area. From maritime to farming and indigenous histories, the museum includes a wide range of interactives, media, and experiences for all visitors. We are proud to be nicknamed “the bridge museum” and receive visitors from all over the world who know of and have studied the demise of Galloping Gertie in 1940.*

*In addition to our permanent exhibition gallery, we offer 3-5 special exhibitions per year. We also maintain a community collection of over 30,000 artifacts and images, provide research services, image licensing, membership services, public programs, and school programs throughout the year. The 15,000 sq ft Harbor History Museum building is owned and maintained by the Gig Harbor Peninsula Historical Society entirely for the benefit of the community.*

*We provide a “visitor information station” in our lobby where visitors can pick up free materials about local attractions, restaurants and lodging. We partner with other organizations on festivals and special events outside of the city. For example, we exhibit at the Wooden Boat Festival in Port Townsend, help staff the Gig Harbor booth at the Seattle Boat Show, and promote Gig Harbor at various conferences.*

*The Museum also participates in the North American Reciprocal Museum Association which promotes the museum to dedicated museum goers across the entire country.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<p><b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the organization will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>	25	
<p><b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the organization will bring visitors?</li> <li>• Does the applicant demonstrate how the organization will bring overnight guests?</li> </ul>	15	

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

Yes  or No

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

*We have seen our visitation steadily increase from the Covid-19 low of 3,500 in 2020, to over 12,000 in 2024. We raised significant awareness of the Museum and Gig Harbor through the “Shenandoah Float Find” that ran for 12 weeks from January to April 2024. This fun build-up to the Grand Opening of the Maritime Gallery started as a local hunt that went viral all the way to Seattle and beyond. The museum’s float find was featured on the March 24, 2025 [Evening Magazine](#), extending our reach to more than 600,000 viewers and King5 Facebook followers all across the state.*

*Our print and media advertising is strategic. Advertisements in the national publication *Wooden Boat Magazine* reach over 60,000 readers across the country and help raise awareness of the HHM Shenandoah Project and the new Maritime Gallery. The History Channel show “Mysteries at the Museum” featured one of our objects, and every time that episode airs, people seek out the museum. This year, we also partnered with West Sound Crime Con to present a crime writer’s presentation that introduced the museum to hundreds of people previously unaware of the museum. Our Social Media is active and informative. We have 2,587 Facebook followers and 1,576 Instagram followers from the US, Germany, Canada, and the UK. Recent posts have significantly increased our visibility.*

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"> <li>• Are local businesses involved/partnering on this project/event?</li> </ul>	15	

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

*We serve everyone, from residents to international visitors, from young children to seniors. We frequently see residents bringing their friends from out of town to visit the museum. In those instances, we’re serving a wide range of visitor types, locals to out-of-town guests. In 2024, we welcomed over 12,400 visitors, with more than 5,000 people participating in our public and school programming. In 2025, we are on track to match that, serving an average of 931 visitors per month.*

*Museum visitors come from all over the world. In 2024, museum visitors represented 24 countries and 42 states. To date in 2025, we’ve welcomed more than 5,200 visitors from 22 countries and 35 states.*

*Our most typical museum visitor is an adult/senior ranging in age from 30 to 70. Many are local, who bring their out-of-town guests. Others are visiting for the day or week and want to learn more about the area. We also see numerous boaters who come to see the Shenandoah fishing boat and Thunderbird #1.*

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

*In addition to the strategic advertising mentioned previously, we maintain a vibrant website, social media pages, Google listings, and targeted digital and print advertising. In 2026, we will be promoting the new Maritime Gallery, the main gallery upgrades, and a new special exhibit titled “The Hostess with the Mostess” which chronicles the significant (and often unrecognized) “silent” contributions of women in America, and the Gig Harbor area in particular. This exhibit will be linked to the 2026 “America 250” state program, leveraging the promotional efforts being coordinated state and nationwide.*

*Additionally, we regularly advertise in the PNW Museum Guide, Parent Map, and through the North American Reciprocal Museum program. We provide museum passes to local hotels and Pierce County Libraries to promote visitation, as well as participate in various special events, conferences, and festivals.*

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

Predicted overall attendance at your proposed event:	12,000
Predicted number of attendees travelling more than 50 miles one-way for the event:	7500
Predicted number of attendees from out of state:	3400
Predicted number of attendees staying overnight in paid accommodations:	1700
Predicted number of paid lodging nights:	800

**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:**

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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 provide rack card displays for all local hotels, both at the museum and vice versa. For example, a sample survey taken from 2024 visitor sign-in sheets revealed that 14% of visitors stayed in local lodging, 12% were walking by, 28% found us through social media, and 46% were recommended by friends or family. We'd like to do a special package promotion with local hotels and add that to our (and their) website.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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.**

No

**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.**

Pierce County Landmarks and Historic Preservation: *Approved but not received*  
 Pierce County Council Community Needs Grant: *Application pending*  
 Washington State Heritage Capital Project Fund: *Received*  
 GH Arts Commission Grant: *Approved, pending reimbursement*

**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 operating budget for 2025 is \$494,500. Our 990 IRS form reports \$732,409 for 2024 (including capital project expenses). We expect our 2026 operating budget to be \$525,000. This LTAC request of \$70,000 is 13.3 percent of our annual budget and will be directed primarily to marketing, visitor services, exhibits, and facility maintenance.*

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
<b>Financial considerations</b> 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)?**

*While this is an operating expense grant request, we primarily focus LTAC funds on four areas in our operating budget: Marketing, exhibits, visitor services, and facility maintenance. In 2026, partnership marketing and exhibit expenses for any America 250-related events or exhibits are included in the LTAC request.*

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

*Lodging Tax funding basically pays for all of our marketing expenses, as well as many costs of being open to the public. If Lodging Tax funds are not available, we will have to cut the America 250 partnership and marketing effort, reduce the number of exhibits we host, and cut 80% of our general marketing. **LTAC funding is critical at this time when other funding sources have been reduced or eliminated altogether.***

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	



# PROJECT BUDGET

## Harbor History Museum - LTAC Application for Operating Exp

2026

### Projected Income

Visitor General Admission	\$42,000	
Gallery Upgrade & Special Exhibition Grants	\$9,000	
Public Program fees	\$2,500	
LTAC Grant	<u>\$70,000</u>	
	<b>\$123,500</b>	total income

### Projected Expenses

Visitor Services	\$22,000	
Gallery Upgrades & Special Exhibitions	\$23,000	
Public Program Expenses	\$3,000	
Marketing/Promotion: Collateral (design; printing)	\$5,000	
Marketing/Promotion: Public radio; print ads;	\$5,000	
Social media boosts	\$500	
Facility Maintenance	\$65,000	
	<b>\$123,500</b>	total expenses

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**Total Projected 2026 Budget \$525,000**

Projected LTAC percentage = 13.3%

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**Application Deadline:** To be eligible for consideration, your complete proposal must be received by September 4, 2025. The lodging tax advisory committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Applications may be submitted digitally to [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) or mailed to:

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

Please direct questions to the City Clerk at 253-853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov).

Applications filed with the city are public records.

HHM		2025 Operating Budget	2025
	<b>APPROVED</b>	Accommodates Maritime Gallery Opening events, special programs, and exhibit fabrication and installation.	
		<b>INCOME</b>	<b>25 BUDGET</b>
	OTHER INCOME	COVID RELIEF/RECOVERY ACT FUNDS*	0
4010	OPERATING	SCHOOL PROGRAMS	10,000
4020	OPERATING	PUBLIC PROGRAMS	2,500
4020	OPERATING	ADMISSIONS DONATIONS	14,000
4030	OPERATING	COLLECTIONS/IMAGE SALES	3000
4110	DEVELOPMENT	MEMBERSHIP	23000
4210	FUNDRAISING	CORPORATE SPONSORSHIPS	16,000
4224	FUNDRAISING	CONTRIBUTIONS/LEGACY GIFTS	0
4222	FUNDRAISING	CONTRIBUTIONS/ANNUAL FUND	95,000
4240	FUNDRAISING	EVENTS (HISTORY ROCKS)	75,000
4251	FUNDRAISING	GRANTS (public)	87,000
4252	FUNDRAISING	GRANTS (private)	100,000
4311	OTHER INCOME	DOOR STORE RENTAL	7500
4312	OTHER INCOME	FACILITY & PARKING LOT RENTAL	12,000
	PROJECT INCOME	CAPITAL PROJECT	35,000
4410	MUSEUM STORE	MUSEUM STORE	26,500
	OPERATING	MUSEUM STORE (COGS)	-12,000
		<b>TOTAL INCOME</b>	<b>494500</b>
		<b>EXPENSES</b>	
6010	OPERATING	SCHOOL PROGRAMS	500
6020	OPERATING	PUBLIC PROGRAMS	1500
6030	OPERATING	MUSEUM EXHIBITS	10,000
6040	OPERATING	COLLECTIONS	4000
6110	DEVELOPMENT	MEMBERSHIP/VOLUNTEERS	1500
6200	FUNDRAISING	CORPORATE SPONSORSHIPS/ADVOCACY	2500
6220	FUNDRAISING	CONTRIBUTIONS/ENDOWMENT	0
6240	FUNDRAISING	EVENTS (HISTORY ROCKS)	15,000
6310	OTHER EXP	DOOR STORE RENTAL>facilities	500
6313	OTHER EXP	PARKING LOT RENTAL>facilities	1500
6400	ADMINISTRATION	ADMINSTRATION	70,000
6415	OPERATING	PROMOTIONS/MARKETING	15,000
6500	PROF. SERVICES	PROFESSIONAL SERVICES	32,000
6600	FACILITY	CARE & MAINTENANCE	50,500
6800	WAGES & BENEFITS	WAGES & BENEFITS	290,000
		<b>TOTAL EXPENSE</b>	<b>494500</b>



## CITY OF GIG HARBOR 2026 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: **\$ 45,000**  
For events held during the 2026 calendar year.

**APPLICATION DEADLINE: Thursday, September 4, 2025**

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.

Organization/Agency Name: Permission to Start Dreaming Foundation

Event Name: Permission to Start Dreaming Weekend

Event Date(s): September 11, 12 & 13, 2026

Contact Name and Title: Leslie Mayne - Founder

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](mailto:lesliem@ptsdfoundation.org)

Name & Email address of person authorized to contract with the city for grant funding (if different than above): Blaze Fager, Deputy Director [bfager@ptsdfoundation.org](mailto:bfager@ptsdfoundation.org)

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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 second weekend in September 2026. **The 16<sup>th</sup> Annual Prayer Breakfast** – Friday, September 11, **The Race for a Soldier – 16<sup>th</sup> Annual** – Sunday, September 13. We are still in the planning stages for the seminar-styled event to be held on Saturday, September 12. In 2025 we are hosting (with the City’s support and LTAC funding) the *Invincible Marriage* seminar on Saturday, September 6. The 2026 event will likely have the same theme and goals but is not fully developed yet. With the Prayer Breakfast scheduled on the 25<sup>th</sup> anniversary of 911, that will likely encourage additional participation.*

*Additionally, the foundation will host several other events – *Swing for a Soldier* in July and the *Pull for a Soldier* in October – we know that these events also attract visitors to the area. In 2024 and 2025 we hosted events at the Best Western Wesley Inn that included several room bookings at the hotel. 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.*

*Since Gig Harbor is the home base for the Permission to Start Dreaming Foundation, when we have accommodation needs, lodging in Gig Harbor is a priority. Our monthly Warrior PATHH program, an onsite training for veterans and first responders to turn their struggle into strength, invites outside contractors to assist in the program delivery. Each month that requires over night accommodations in Gig Harbor to facilitate their participation.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<p><b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the event will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the event will bring overnight guests?</li> </ul>	25	
<b>--- OR ---</b>		
<p><b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the event will bring visitors?</li> </ul>	15	

<ul style="list-style-type: none"> <li>Does the applicant demonstrate how the event bring overnight guests?</li> </ul>		
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**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 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." The 2026 Prayer Breakfast will be held on September 11, 2026, which is the 25<sup>th</sup> anniversary of that tragic event. We have steadily increased the participation at both the Breakfast and the Race. And we know that 2026 will be a significant year.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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"> <li>Are local businesses involved/partnering on this project/event?</li> </ul>	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. The US military and our first responders are among the most diverse populations in the country, there is a full range of demographics that reflect that community. Since the Race for a Soldier is a very family friendly event, it attracts a wide range of ages as well.*

**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. 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. Many of our community partners and sponsors provide promotion as well, for example Subaru of Puyallup and Harnish Auto Family run television spots featuring the Race for a Soldier during this season.*

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

Predicted overall attendance at your proposed event:	4,700
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 2024-2025 events and historical knowledge of past years' events and fluctuating attendance due to other factors. As mentioned earlier in the application, we have additional paid lodging nights in Gig Harbor that fall outside of the dates of these events, but they do add to the city's annual revenue.*

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 Post-traumatic Growth educational event (speakers, special guests, etc.) stay at the hotel. The hotel will also be the venue for that event, which will bring increased revenue.*

*In addition to the events of this weekend, the Best Western Wesley Inn will host the other workshops and special events 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, several private Family Foundations, Best Western Wesley Inn, Washington Water Service, Washington Patriot Construction, Columbia Bank. We also receive in-kind, or deeply discounted, services from a variety of local vendors that participate in the events – Harbor Greens, Grand Nutrition, Tom Taylor YMCA, Gig Harbor Candy Company, Heritage Distillery, Pro Sport & Spine, Kiwanis, Harbor Nest, Starbucks, Veteran’s Security Organization, Tessera (formerly Skookum Contract Services), Ralph’s Concrete, Sign Gypsie, Gig Harbor Sportsman’s Club, Bee Hive Massage, and Elite Massage School.*

**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.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Financial considerations</b> 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)?**

*See the attached simplified budget that reflects items that are specific to the Annual Prayer Breakfast, Race for a Soldier and Post-traumatic Growth educational event. 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.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>TOTAL POINTS</b>	145	

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**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 event for 2026 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: *Leslie Mayne.*

Date: 9/3/2025

## Application Instructions

**Application Deadline:** To be eligible for consideration, your complete proposal must be received by September 4, 2026. The lodging tax advisory committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Applications may be submitted digitally to [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) or mailed to:

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

Please direct questions to the city clerk at 253-853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov).

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

### ***What is the Lodging Tax Fund?***

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

### ***What can be funded with Lodging Tax Revenue?***

Lodging taxes can be used for:

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

### ***State Law Defining the Use of Lodging Tax***

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

### **Important Terms Relating to RCW 67.28**

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

**Tourism promotion:** Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or

otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility: Real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities

### ***Who May Apply?***

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

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

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

### **Selection and Award Process**

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

### **The City of Gig Harbor Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the committee may consider:

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

### **Reporting**

Reporting requirements enacted by the Washington State legislature in 2013 requires the city to report to the state regarding the use of funds for the year. All recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the city describing the actual number of travelers generated. The city will, as part of the contract with the recipients, require that the report be provided immediately after the event or activity. The city will file an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC).

The post-event activity report must include the following:

Overall attendance at your proposed event:	
Number of attendees travelling more than 50 miles one-way for the event:	
Number of attendees from out of state:	
Number of attendees staying overnight in paid accommodations:	
Number of paid lodging nights:	

The report must also note the method used for collecting this information. Any recipient awarded funding must complete the reporting requirements.

2026 PERMISSION TO START DREAMING WEEKEND PROJECTED BUDGET

2026 LTAC Grant Request \$ 45,000

Projected Expense Budget

Prayer Breakfast

Venue rental	\$ 5,000
Speaker Fees (incl. Travel & Accom.)	\$ 15,000*
Marketing/Promotion (Printing, Signage, Video)	<u>\$ 2,500*</u>
Sub Total	\$ 22,500

Post Traumatic Growth Training

Venue rental	\$ 1,000
Speaker Fees	\$10,000*
Food & Beverage	\$ 1,500*
Marketing/Promotion (Printing, Signage)	<u>\$ 2,500*</u>
Sub Total	\$15,000

Race for a Soldier

Marketing/Promotion (Printing, Signage, Video)	\$ 2,500
Race and Volunteer Shirts	\$ 10,000*
Security (Off-duty Police)	<u>\$ 3,500*</u>
Sub Total	\$ 15,500

**Total \$ 53,500**

\*Items to be funded by the LTAC Grant, if received - \$45,000



## CITY OF GIG HARBOR 2026 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 10,200  
For events held during the 2026 calendar year.

**APPLICATION DEADLINE: Thursday, September 4, 2025**

*For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.*

Organization/Agency Name: Asia Pacific Cultural Center

Event Name: 6<sup>th</sup> Annual APCC Korean ChuSeok Festival – Gig Harbor

Event Date(s): Saturday, September 26, 2026

Contact Name and Title: Faaluaina Pritchard, APCC Executive Director

Mailing Address: 4851 South Tacoma Way

City: Tacoma State: WA Zip Code: 98409

Phone: (253) 383-3900 Email Address: [faaluaina@asiapacificculturalcenter.org](mailto: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 is seeking support for our 6<sup>th</sup> Annual Korean Chuseok Festival - Gig Harbor, at the Skansie Brothers Park in Gig Harbor the following day on September 26, 2026. We expect 1,000 people to attend 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.*

*We anticipate 1,000 people from throughout the region to attend, including many out-of-town guests, VIP's and community members. Elected officials, dignitaries, as well as VIPs from the Korean community will attend, many traveling from throughout the State and beyond. In years past, many elected officials from Washington attended. At next month's September 27, 2025, 5<sup>th</sup> Annual Korean Chuseok Festival, Gig Harbor, 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.*

*The audience will be treated to exciting and entertaining traditional and contemporary Korean performances and demonstrations. Attendees will enjoy KPOP performances, 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 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 and engage more deeply with the Asian community, especially 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.*

*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 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.*

*The City's investment in our Annual Korean Chuseok Festival – Gig Harbor will improve tourism for the City, benefit businesses and elevate the image of Gig Harbor as a multi-cultural destination while showing the City's commitment to the Asia Pacific community.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the event will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the event will bring overnight guests?</li> </ul>	25	
<b>--- OR ---</b>		
<b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months <ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the event will bring visitors?</li> <li>• Does the applicant demonstrate how the event bring overnight guests?</li> </ul>	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 5 years, with continued success in attracting tourists. In 2023 and in 2024 we had 500 attendees. About 30% traveled from outside of Gig Harbor to attend. Next month, we expect a larger crowd as our organization grows and this event continues to become more well-known as a fun and must-see festival of Korean culture.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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"> <li>• Are local businesses involved/partnering on this project/event?</li> </ul>	15	

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

*Our 6<sup>th</sup> 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 6<sup>th</sup> 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. Since we offer free admission to this event, this will help attract even more families to attend. Because the event features Korean culture, it will appeal especially to the large number of Koreans as well as other Asians 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 1.1 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.**

*To promote the 6<sup>th</sup> Annual Korean Chuseok Festival – Gig Harbor as a fun, family-friendly, entertaining, and educational experience in Gig Harbor, we will use several strategies. Our marketing team will design promotional posters and flyers for distribution to cultural organizations, schools, and businesses. We will promote the event on APCC’s website and social media. APCC’s social media following has*

*tripled in the past 5 years with a wide reach. Our community partners will also help promote our event with their social media network. We will post the event on local and regional community calendars and event calendars. And we will promote our event with in-person announcements at the many APCC events and activities leading up to the event date.*

*Working closely with our network of cultural organizations helps us reach our target audience. 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, Northwest Asian Weekly, 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 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 dignitaries and guests 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 of 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 oversee the work that APCC's marketing team for promotions and advertising, 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:	50

**What methodology did you use to calculate the estimates?**

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

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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 6th Annual Korean Chuseok Festival in 2026. Next month, is our 5th Annual Korean Chuseok Festival for 2025 and we received funding from the Consulate General of the Republic of Korea in Seattle, Korean Artist Association of Washington State, World KIMWA, NWWA, Scan Healthplan, Bank of Hope, and many others. These sponsors have supported our event for several years, and they have pledged support for our event again in 2026.*

**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 6th 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.*

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Financial considerations</b> 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)?**

*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 6<sup>th</sup> Annual Korean Chuseok Festival – Gig Harbor. If full funding is not received, we will make every effort to not cut any activities from our event, but it will certainly place more pressure on APCC to find alternatives to fill the funding gap without cutting any items from the budget. It would put more burden and require more time and resources on our staff and volunteers, and 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	

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**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 event for 2026 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: September 4, 2025



**6th Annual Korean Chuseok Festival - Gig Harbor  
Project Budget 2026**

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

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

## ASIA PACIFIC CULTURAL CENTER

### Organization Budget for 2025

*Fiscal Year Jan 1 - Dec 31*

INCOME	Amount:
Donations -individual/corporate	\$ 40,000.00
Fundraising Events - Luau	\$ 150,000.00
Additional Grants/capacity etc.	\$ 625,000.00
Membership	\$ 20,000.00
Rentals - facility	\$ 50,000.00
Youth Program	\$ 423,285.00
Cultural Programs	\$ 685,980.00
Mental Health Program	\$ 268,495.00
BCES Program	\$ 629,954.00
Community Environmental Justice	\$ 1,105,000.00
<b>Total Income:</b>	<b>\$ 3,997,714.00</b>

EXPENSES	Amount:
Staff Wages	\$ 2,000,000.00
Staff Benefits and Taxes	\$ 400,000.00
Programs Support	\$ 500,000.00
Accounting/Audit	\$ 50,000.00
Liability/Bond Insurance	\$ 30,000.00
License/Fees/Dues	\$ 18,000.00
Office Supplies	\$ 35,000.00
Postage/Mail	\$ 5,000.00
Printing - Copy Machine plus	\$ 100,000.00
Community Events/Outreach	\$ 50,000.00
Telephone/Internet	\$ 15,000.00
Mileage/Travel	\$ 30,000.00
Advertisement	\$ 75,000.00
Equipments/Furnitruer/Accessories	\$ 15,000.00
Utilities	\$ 50,000.00
Board	\$ 7,500.00
Building Management-supplies, etc	\$ 50,000.00
Business Expenses	\$ 17,000.00
Community Relations	\$ 110,000.00
Staff/Volunteer Training	\$ 20,000.00
<b>Total Expense:</b>	<b>\$ 3,577,500.00</b>

Access/Loss	\$ 420,214.00
DOH HEAL Pass-through grant	<b>\$ (410,000.00)</b>
True Access/Loss	\$ 10,214.00

# KOREAN CHUSEOK FAMILY FESTIVAL

5th Annual APCC Korean ChuSeok Festival • Gig Harbor

September 27, 2025 • 11 am - 4 pm

Skansie Brothers Park and Netshed  
3211 Harborview Drive, Gig Harbor

9th Annual APCC Korean ChuSeok Festival • Tacoma

October 4, 2025 • 11 am - 4 pm

APCC - 4851 South Tacoma Way, Tacoma



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

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



EunYoung Kang



Jin Um



Suk-young Lee



Ryeong-ah Kim



Yeeun Lim



Morado Group



ASIA  
PACIFIC  
CULTURAL  
CENTER  
253.383.3900  
APCC96.ORG  
SINCE 1996



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





# Asia Pacific Cultural Center

## 4th Annual Korean Chuseok Festival - Gig Harbor

September 21, 2024



Main Stage Cultural Performances, Demonstrations, Guest Speakers, and Presentations



Hands-on Cultural Booths and Arts & Crafts



Vendors and Resource Booths



**CITY OF GIG HARBOR  
2026 LODGING TAX FUNDING APPLICATION**

**Lodging Tax Funds Requested: \$ \$15,500**  
**For events held during the 2026 calendar year.**

**APPLICATION DEADLINE: Thursday, September 4, 2025**

*For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or [cityclerk@gigharborwa.gov](mailto:cityclerk@gigharborwa.gov) prior to Friday, August 29.*

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

Event Name: Gig Harbor Paddlers Cup and the Narrows Challenge

Event Date(s): April 25-26, 2026 (Paddlers Cup) October 3, 2026 (Narrows Challenge)

Contact Name and Title: Cara Cantonwine, Team Administrator

Mailing Address: GHCKRT PO BOX 1097

City: Gig Harbor State: WA Zip Code: 98335

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

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

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

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

# Application Questions

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

**PADDLERS CUP:**

2026 marks the 13th Annual Gig Harbor Paddlers Cup, scheduled for April 18–19 at Skansie Park and Ancich Park. This signature waterfront festival continues to be a regional highlight, drawing athletes and spectators from across Western Washington, Oregon, and as far away as Montana. The event showcases both individual paddlers and teams, many of whom extend their visit by staying overnight between Saturday’s races and Sunday’s dragon boat competition—bringing valuable overnight stays and added tourism revenue to Gig Harbor in the shoulder season.

Saturday features competitive 2k, 5k, and 10k races alongside the crowd-favorite 100m sprint “knock-off” races. Friends, families, and visitors enjoy the lively atmosphere, food and vendor offerings, and the charm of the harbor’s waterfront businesses. Sunday centers on the highly anticipated dragon boat races, which energize the harbor with colorful teams and cheering fans, while the Stand Up Paddleboard “Challenge” course at Ancich Park adds to the excitement. This two-day format encourages out-of-town athletes and their supporters to spend the entire weekend in Gig Harbor, contributing to restaurants, lodging, and retail businesses.

As in prior years, we’ll also host an Ancich Park Open House on Sunday morning, blending event participants with the broader public and inviting community partners to showcase their work. This free offering creates a welcoming environment for residents and visitors alike, ensuring the Paddlers Cup continues to celebrate Gig Harbor’s unique maritime culture while driving measurable tourism benefits. Past community partners include the Harbor History Museum and the Gig Harbor Chamber of Commerce, with support from the Gig Harbor Waterfront Alliance.

**NARROWS CHALLENGE:**

The Narrows Challenge continues to showcase the thrill of open-water racing for human-powered craft. In 2026, paddlers will once again test their skills on a course that highlights both the beauty and the challenges of Gig Harbor’s natural setting. Athletes will compete in kayaks, surfskis, stand up paddleboards, outrigger canoes, and other craft, navigating dynamic open-water conditions as they travel from the harbor entrance south toward the iconic Narrows Bridge before executing buoy turns and returning to the finish.

This event attracts a highly skilled field from across the West Coast, bolstering Gig Harbor’s reputation as a premier destination for paddlesport competition. In recent years, the Narrows Challenge has welcomed racers from multiple states and even Canada, with a strong portion of participants traveling more than 50 miles to attend. Their presence not only elevates the competition but also brings measurable economic impact through overnight stays, dining, and shopping.

With continued support from the City of Gig Harbor’s lodging tax, the Narrows Challenge will continue to grow as both a competitive event and an economic driver, drawing visitors who come for the race and leave with a lasting impression of the community’s hospitality, natural beauty, and passion for water sports.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<p><b>Visitors during shoulder season or winter</b> - 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"> <li>• Does the applicant demonstrate how the event will bring visitors between November and April?</li> <li>• Does the applicant demonstrate how the event will bring overnight guests?</li> </ul>	25	
<b>--- OR ---</b>		
<p><b>Visitors during summer months</b> - The city understands there still need to be projects/events during the summer months</p> <ul style="list-style-type: none"> <li>• Does the applicant demonstrate how the event will bring visitors?</li> <li>• Does the applicant demonstrate how the event bring overnight guests?</li> </ul>	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 X or No**

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

**PADDLERS CUP:**

With support from the City of Gig Harbor and more than forty-five local sponsors, vendors, and community partners, the 12th annual Gig Harbor Paddlers Cup in 2025 was a resounding success! We exceeded our previously set record number of individual paddlers on Saturday, with 152 registered participants. Again, we had to stop running our online ads in the last couple of weeks, as we surpassed the number of registration shirts we had ordered - a good problem to have!

The Paddlers Cup also featured more vendors than in previous years, highlighting local artisans, kayak dealers, a local food vendor, and nonprofit organizations, creating a strong connection between the event and the local business community. The Dragon Boat races were especially impactful, with many participating teams representing local businesses and nonprofits, building camaraderie while attracting their families, employees, and supporters to downtown Gig Harbor. Spectators from across the region came to cheer, shop, and dine, while many visiting athletes and their families stayed overnight to enjoy both Saturday and Sunday's races, generating hotel bookings and extended visits in town. Favorable weather further encouraged pedestrian activity, creating a lively atmosphere that benefited both event vendors and downtown businesses.

**—> 19 self reported hotel or vacation home stays on our survey (not all registrants answered the survey question) in 2025**

**—> 65 registered participants, or 42% of total participants traveled greater than 50 miles away from Gig Harbor for the 2025 Gig Harbor Paddlers Cup**

### **NARROWS CHALLENGE:**

The first four Narrows Challenge events have now demonstrated a strong and growing interest in open water navigational races that demand skill and experience. Participants from across the Pacific Northwest, including Canada, were drawn to the unique challenges presented by the Narrows. In 2024, the event attracted 80 registered athletes, with 55% of attendees traveling more than 50 miles to participate - up from 38.6% in 2023, a clear indicator of the event's regional and tourism appeal.

Recognizing the need to support less experienced paddlers, we added a 5K shoreline course in 2023, which proved highly successful in expanding participation. This beginner-friendly option allowed more athletes to race, while the 10K and 20K courses continued to challenge elite paddlers, many of whom shared glowing feedback.

The Narrows Challenge continues to put Gig Harbor on the map as a destination for world-class open water racing. With its dramatic and unparalleled location, it offers an experience unlike anywhere else. Many participants now plan their fall travel around this event, often bringing friends and family along, further growing its tourism impact. We are seeing even more interest from the Stand Up Paddleboard community in particular, with the national governing body expressing interest in hosting their National Sprint competition here as a result of their participation in Paddlers Cup and Narrows Challenge. Looking ahead, we anticipate continued increases in overnight stays and local spending, as both athletes and spectators return year after year.

In 2026, the event will again include free, public water safety demonstrations before the race, along with post-race entertainment designed to celebrate the athletes while connecting participants and visitors with local businesses and organizations.

**—> 44 of 80 Registered Athletes, or 55%, came from greater than 50 miles away.**

**—> 14 Registered Athletes came from out of state.**

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
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"> <li>• Are local businesses involved/partnering on this project/event?</li> </ul>	15	

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

**PADDLERS CUP:**

For the 2026 Paddlers Cup, we will continue to attract paddlers—along with their friends and families—from around the region. Our advertising will specifically target known teams and affiliates in Bellingham, Bothell, and Canada, as well as regional clubs that focus on stand-up paddleboarding and paracanoes. We will once again welcome participants of all ages and skill levels. Dragon Boat teams will be recruited through outreach to local Gig Harbor businesses and organizations, fostering strong community involvement and bringing new groups to experience our waterfront.

**NARROWS CHALLENGE:**

For the 2026 Narrows Challenge, we will once again draw paddlers—along with their friends and families—from across the region. Our outreach will actively engage regional clubs along the West Coast that specialize in surfski and open water paddling. We anticipate continued growth in participation from the Stand Up Paddleboard (SUP) community, supported by the fun SUP technical course we are refining each year since its debut at the 2023 Paddlers Cup. This course is designed to expand the event’s appeal and attract a wider range of paddling enthusiasts to Gig Harbor.

A new event “pavilion” with vendors and activities at Skansie Park debuting at the October 11, 2025 event will encourage more spectating at the event and provide more opportunities for engagement between tourists, our local community and local businesses and organizations. We plan to continuing offering this enhanced event experience at the 2026 event as well.

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

**For Both Events**

With continued support from Gig Harbor’s LTAC grant, we will promote the Gig Harbor Paddlers Cup and Narrows Challenge through a multi-channel approach designed to reach both local audiences and visitors from across the region. Our marketing plan includes digital ads, print posters, rack cards placed in local businesses, direct mail

postcards, community newspaper coverage, broadcast listings, and the iconic Harborview Drive street banner.

In recent years, our targeted online campaigns in partnership with in-kind sponsor Site Altitude have proven highly effective in building awareness and driving participation. For 2026, we will expand on these successes by integrating fresh content, stronger geographic targeting, and storytelling that highlights the visitor experience—lodging, dining, and recreation in Gig Harbor—in addition to the races themselves. These strategies will help ensure our message reaches new paddlers and returning participants alike, keeping Gig Harbor top-of-mind as both a racing destination and a weekend getaway.

**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: 195 NC: 125
Predicted number of attendees from out of state:	PC: 35 NC: 45
Predicted number of attendees staying overnight in paid accommodations:	PC: 80 NC: 90
Predicted number of paid lodging nights:	PC: 1-2 NC: 1-2

**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.

- 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  or No X)? If yes, list the host hotel/lodging. Will you feature Gig Harbor hotels in your marketing materials?**

*While we did not have a formal partnership with any specific hotel for the 2025 Gig Harbor Paddlers Cup, we do have a lodging section on our website that includes our previous hotel partner, the Best Western PLUS Wesley Inn & Suites, as well as the Inn at Gig Harbor and the Maritime Inn. [www.gigharborpaddlerscup.com/event-info/lodging](http://www.gigharborpaddlerscup.com/event-info/lodging)*

*The Narrows Challenge has an accommodations section of the website that includes a large list of hotels, inns, and boat houses, as well as a list of local restaurants and bars. [www.narrowschallenge.com/#accommodations](http://www.narrowschallenge.com/#accommodations)*

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 X)? 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 or Narrows Challenge events; however, we will be pursuing additional sponsors from local businesses for both events. Nothing has been formally committed for the 2026 events at this time.

**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:** \$32,700; 34% requested from LTAC  
**Narrows Challenge:** \$16,250; 28% requested from LTAC  
**Combined Events:** \$48,725; 32% requested from LTAC

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>Financial considerations</b> 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?**

Lodging Tax support plays a vital role in growing the reach and visibility of both the Gig Harbor Paddlers Cup and the Narrows Challenge. These funds allow us to connect with new audiences while continuing to engage the dedicated paddling communities who return year after year. Our long-term vision is to establish these races as signature West Coast paddling events, drawing athletes, families, and visitors to Gig Harbor.

With this investment, we will build on proven marketing strategies while introducing fresh elements: dynamic video storytelling, eye-catching graphics, targeted digital outreach, and polished print pieces that inspire both participation and travel. By showcasing the energy of race day alongside the welcoming charm of Gig Harbor, our

promotions will encourage athletes and their supporters to extend their stay, explore the town, and return in future years.

Should funding be reduced, we will concentrate resources on the most cost-effective channels—digital and print ads—while safeguarding the quality of the participant and visitor experience. Our focus remains clear: delivering exceptional events that elevate Gig Harbor as both a competitive paddling hub and a destination worth discovering.

<b>SCORING CRITERIA</b>	<b>Points Possible</b>	<b>INTERNAL USE Points Awarded</b>
<b>TOTAL POINTS</b>	145	

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**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 event for 2026 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: September 2, 2025

Gig Harbor Paddlers Cup   2026 Budget		Narrows Challenge   2026 Budget	
<b>Projected Income</b>		<b>Projected Income</b>	
Registration Fees	\$12,250	Registration Fees	\$6,000
Vendor Fees	\$950	Vendor Fees*	\$250
Sponsorships	\$8,500	Sponsorships	\$1,500
LTAC Grant	\$11,000	LTAC Grant	\$4,500
Total	\$32,700	Total	\$12,250
<b>Projected Expenses</b>		<b>Projected Expenses</b>	
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
<b>Total Requested from LTAC</b>	<b>\$11,000</b>	<b>Total Requested from LTAC</b>	<b>\$4,500</b>
Total Financial Impact of Paddlers Cup as projected:	\$11,900	Total Financial Impact of Narrows Challenge as projected	-\$3,775
Profit share to the Gig Harbor Dragons:	\$750		
Estimated Trailering fee for Nationals and Trials*:	\$22,000		
<b>Amount left to fundraise by other means:</b>	<b>\$10,850</b>	*Adding new vendor experience in 2025, keeping fees low for first two years to encourage participation	
*Nationals is most likely going to take place in Ohio this year, increasing our trailering costs for that event back to the \$20,000+ level; however, it is likely that trials will be in Seattle, so trailering costs for that will be minimal			

**GHCKRT 2025 OPERATING BUDGET (OCT24-SEP25)**

**Income**

Group	Rate	Current No.	Projected No.	Inc. Current	Inc. Projected
<i>Group 1</i>	\$207.00	21	22	\$52,164.00	\$54,648.00
<i>Group 2</i>	\$187.00	16	16	\$35,904.00	\$35,904.00
<i>Group 3</i>	\$167.00	11	18	\$22,044.00	\$36,072.00
<i>Masters</i>	\$92.00	19	18	\$20,976.00	\$19,872.00
<i>OC6</i>	\$92.00	10	15	\$5,520.00	\$8,280.00
<i>Rec</i>	\$120.00	0	5	\$0.00	\$7,200.00
<i>Total Team Members</i>		77	94		
<b>Total Dues Income</b>				<b>\$136,608.00</b>	<b>\$161,976.00</b>

**Maintenance & Storage Fees**

	Fee	Number		
Annual	\$75.00	94		\$5,775.00
Monthly	\$0.00	Net Shed	94	\$0.00
		<i>Summer Camp</i>		\$14,640.00
		<i>Clinic/ Camp</i>		\$6,540.00
		<i>Development team</i>		\$5,550.00

<b>Subtotal Income</b>	<b>169,113.00</b>	<b>195,756.00</b>
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**Expenses**

**Personnel Wages**

Coach	Rate	Hrs Week	Weeks Paid	Hours Year	
Alyson	25.00	30.0	48	1440	36,000.00
Sadie	18.00	35.0	50	1750	31,500.00
Tod	17.50	15.0	48	720	12,600.00
Dimitri	17.50	17.0	48	816	14,280.00
Scott	17.50	5.0	48	240	4,200.00
New - Rec	16.28	15.0	48	720	11,721.60
New - Intern	16.28	5.0	48	240	3,907.20
Henry-Maint.	16.28	5.0	48	240	3,907.20
Aiden-Maint.	16.28	5.0	48	240	3,907.20
Total Wages					122,023.20
This covers all taxes, including L&I Taxes (9%)					10,982.09
Prof Dev/Train					2,000.00
L&I Payment					0.00
Guest Coach					1,000.00
<b>Subtotal Personnel Expenses</b>					<b>136,005.29</b>

**Administrative**

Professional Services / bookkeep	3,000.00
Website / SmartWaiver	0.00
Utilities	3,000.00
Licns / Reg / Mmbrshp / Ins.	8,000.00
QB / Square / Software Fees	5,500.00
Printing / Postage / Supplies	100.00
Team Events / Fun	2,000.00
<b>Subtotal Admin</b>	<b>21,600.00</b>

**Facility & Equipment**

Maintenance & Repair	6,000.00
Gas / Tolls	2,000.00
Supplies	4,000.00
4 Chase Boats Paired Moorage	\$500
Net Shed	\$1,591
<b>Subtotal Facility &amp; Equipment</b>	<b>37,096.20</b>

**Fixed Asset Purchases**

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

**Total Expense Breakdown**

Staffing/personnel	136,005.29
Admin	21,600.00
Facility/equipment	37,096.20
Fixed asset purchases	10,000.00

Subtotal Expenses 194,701.49

Proposed	Contingency			
	0%	3%	5%	10%
	\$0	\$5,541	\$9,235	\$18,470
<b>Income</b>	\$195,756	\$195,756	\$195,756	\$195,756
<b>Expenses</b>	\$194,701	\$200,243	\$203,937	\$213,172
<b>Net</b>	<b>\$1,055</b>	<b>-\$4,487</b>	<b>-\$8,181</b>	<b>-\$17,416</b>