

AGENDA
GIG HARBOR LODGING TAX ADVISORY COMMITTEE
Thursday, July 23, 2026 - 12:00 p.m.
Executive Conference Room

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

- I. CALL TO ORDER / ROLL CALL**
- II. DISCUSSION ITEMS**
 - A. Review Direct Marketing Organization Services Applications
- III. ADJOURN**



CITY OF GIG HARBOR 2027-2028 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ \$520,000 2027 /\$520,000 2028

For tourism-related direct marketing operations during the 2027-2028
calendar years.

APPLICATION DEADLINE: FRIDAY, MAY 29, 2026

For application assistance please contact Assistant City Clerk Tiffany Aliment at
(253) 851-6137 or cityclerk@gigharborwa.gov.

Organization/Agency Name: Gig Harbor Peninsula Area Chamber of Commerce

Contact Name and Title: Rosalyn Rochac-Finnegan, Tourism Director

Mailing Address: PO Box 102

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-851-6865 Email Address: marketing@visitgigharbor.com

Name & Email address of person authorized to contract with the city for grant funding (if
different than above): Miriam Battson, mbattson@gigharborchamber.com

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

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

Application Questions

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

Visit Gig Harbor operates as the official destination marketing organization for Gig Harbor under the Gig Harbor Peninsula Area Chamber of Commerce and is responsible for year-round tourism promotion, destination marketing, visitor services, event support, and strategic tourism development efforts designed to increase overnight visitation, visitor spending, and economic activity within the City of Gig Harbor. Despite operating with one dedicated tourism employee, Visit Gig Harbor leverages strategic partnerships, Chamber support staff, interns, volunteers, regional collaborations, and professional agency support through [JayRay](#) to maximize the impact of lodging tax investments and deliver measurable tourism marketing initiatives that support local businesses and the visitor economy.

Visit Gig Harbor manages multiple integrated tourism campaigns and destination initiatives annually, including the “Escape to Wonder” and “A World Apart” destination branding campaigns, seasonal tourism campaigns, holiday visitation promotions, shoulder-season marketing initiatives, culinary tourism promotion through the Eat & Drink campaign, and responsible travel messaging designed to encourage sustainable visitation to Gig Harbor’s waterfront and commercial districts. These campaigns are strategically developed to position Gig Harbor as a premier Pacific Northwest waterfront destination and drive regional travel demand that supports local lodging, dining, retail, and tourism-related businesses.

Visit Gig Harbor directly produces major tourism-driving events including Summer Sounds at Skansie Brothers Park (July–August) and the Fools Run 5K (April), both of which attract visitors from outside the Gig Harbor area and contribute to increased visitor spending, restaurant activity, retail traffic, and lodging occupancy. In addition, Visit Gig Harbor co-produces and supports numerous community tourism initiatives and destination events throughout the year in partnership with organizations including the Gig Harbor Waterfront Alliance (walking tours, 250th celebration, Holidays in the Harbor), Harbor History Museum, Harbor WildWatch (spring/winter), Uptown Gig Harbor, Gig Harbor Film Festival (September), and Peninsula Art League (July). These partnerships expand visitor experiences, encourage overnight stays, and support year-round economic activity throughout the city.

Tourists travel to Gig Harbor because of its unique combination of waterfront experiences, maritime heritage, culinary tourism, arts and culture, boutique shopping, outdoor recreation, seasonal programming, and regional weekend getaway appeal. Visit Gig Harbor’s tourism marketing efforts are focused on increasing overnight visitation and extending visitor stays through sports tourism, waterfront tourism, culinary tourism, shoulder-season campaigns, holiday programming, and destination experiences that generate economic benefits for Gig Harbor businesses and lodging providers.

Visit Gig Harbor also produces major visitor-facing tourism publications annually, including the Visitor & Relocation Guide with a circulation of 45,000 copies annually and the Eat & Drink Guide with a circulation of approximately 5,000 copies annually. These publications are strategically distributed through hotels and lodging properties, the visitor center, local businesses, Washington State Ferries terminals, SEA Airport, regional visitor centers, events and festivals, relocation packets, trade shows, and throughout the Tacoma and Seattle markets to convert regional travelers into overnight visitors and increase visitor spending within Gig Harbor.

Visit Gig Harbor expanded destination visibility through strategic advertising placements at SEA Airport, generating approximately 5 million quarterly impressions and increasing exposure to regional and out-of-state travelers within the Seattle-Tacoma travel corridor.

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

Yes ☒ or **No** ☐

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

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

Visit Gig Harbor’s tourism marketing efforts have demonstrated measurable success in increasing destination visibility, visitor engagement, and economic activity that supports Gig Harbor’s hospitality, retail, dining, and tourism-related business sectors. Through coordinated destination branding, strategic partnerships, regional advertising campaigns, and tourism programming, Visit Gig Harbor has continued to strengthen Gig Harbor’s position as a premier waterfront destination within the Pacific Northwest.

Digital tourism marketing efforts have generated significant engagement and regional reach. In 2025, VisitGigHarbor.com recorded approximately 67,000 active users and more than 314,000 tracked engagement events, reflecting strong visitor interest and engagement with Gig Harbor tourism content, events, lodging, dining, and visitor experiences. Visit Gig Harbor also maintains active social media audiences across Facebook and Instagram and communicates regularly with approximately 2,800 email subscribers through tourism-focused newsletters and visitor communications designed to promote visitation and local spending.

Visit Gig Harbor’s tourism 2025 campaigns have received regional and national recognition, helping elevate the visibility of Gig Harbor within competitive travel markets. The “Escape to Wonder” campaign received a Platinum Viddy Award and was recognized with an Honorable Mention in the Washington State Tourism Marketing Awards. Gig Harbor tourism efforts and destination content were also featured in Travel + Leisure, further expanding regional and national destination awareness.

Tourism marketing efforts have included strategic advertising placements and partnerships with Conde Nast, Expedia, Bon Appétit, Northwest Travel & Life, Showcase Media, SEA Airport advertising initiatives, and targeted digital advertising campaigns focused on attracting regional travelers and overnight visitors. These efforts help position Gig Harbor as a desirable waterfront getaway destination for leisure travelers, culinary tourists, sports tourism participants, and shoulder-season visitors.

Visit Gig Harbor’s tourism publications continue to provide strong visitor conversion and destination awareness. The Visitor & Relocation Guide distributes approximately 45,000 copies annually, while the Eat & Drink Guide distributes approximately 5,000 copies annually through lodging properties, SEA Airport, regional visitor centers, Washington State Ferries terminals, trade shows, local businesses, and visitor-serving locations throughout the Tacoma and Seattle markets. Regional tourism visibility was further expanded through strategic SEA Airport advertising placements reaching approximately 5 million quarterly impressions, helping position Gig Harbor as a desirable Pacific Northwest waterfront destination for regional and out-of-state travelers.

Local lodging properties, restaurants, retailers, and tourism-related businesses have reported increased visitor traffic, restaurant activity, shoulder-season visitation, and lodging occupancy associated with major tourism events and destination marketing campaigns. Signature tourism initiatives such as Summer Sounds, waterfront tourism promotion, culinary tourism initiatives, seasonal marketing campaigns, and sports tourism efforts continue to generate visitor spending and contribute to the economic vitality of Gig Harbor's business community.

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

Visit Gig Harbor targets regional leisure travelers, overnight visitors, and experience-driven consumers seeking authentic waterfront destination experiences within the Pacific Northwest. Primary target markets include the Seattle metropolitan area, Tacoma/Pierce County, Western Washington, and regional drive markets throughout the Pacific Northwest. Marketing efforts also target travelers utilizing SEA Airport, Washington State Ferries, and regional tourism corridors.

Target audiences include couples, families, culinary travelers, outdoor recreation enthusiasts, sports tourism participants, arts and culture visitors, and affluent leisure travelers seeking weekend getaway experiences and overnight stays. Visit Gig Harbor's tourism marketing efforts are designed to attract visitors who value waterfront experiences, maritime heritage, locally owned businesses, boutique shopping, culinary experiences, seasonal events, and outdoor recreation opportunities.

Demographic targets generally include adults ages 30–65+, middle to upper-income households, and travelers seeking high-quality destination experiences within a short regional travel radius. Marketing efforts are focused on converting day-trip visitors into overnight guests and encouraging extended stays that support local lodging, dining, retail, and tourism-related businesses.

Visit Gig Harbor also places a strong emphasis on attracting shoulder-season visitors and year-round tourism activity to support economic stability for local businesses beyond peak summer travel periods. Sports tourism, culinary tourism, waterfront tourism, and seasonal campaigns are strategically utilized to increase overnight visitation and strengthen economic activity throughout the calendar year.

We find that these targets bring travelers from California, Arizona, Oregon and Texas.

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

Visit Gig Harbor utilizes an integrated tourism marketing strategy designed to increase overnight visitation, extend visitor stays, and support the economic vitality of Gig Harbor's hospitality, retail, dining, and tourism-related business sectors. Marketing efforts combine digital advertising, destination branding, tourism publications, media relations, strategic partnerships, and visitor-focused storytelling to position Gig Harbor as a premier Pacific Northwest waterfront destination.

Tourism promotion efforts include destination website management, search engine optimization (SEO), paid digital advertising campaigns, social media marketing, email marketing, tourism video production, professional photography, and seasonal tourism campaigns. Visit Gig Harbor will continue to utilize the award-winning "Escape to Wonder" and "A World Apart" destination branding campaigns to promote

waterfront experiences, culinary tourism, arts and culture, sports tourism, holiday visitation, and shoulder-season travel opportunities.

Visit Gig Harbor will continue producing and distributing the Visitor & Relocation Guide and Eat & Drink Guide through hotels and lodging properties, visitor centers, Washington State Ferries terminals, SEA Airport, regional tourism centers, local businesses, trade shows, and visitor-serving locations throughout the Tacoma and Seattle markets. These publications are designed to encourage overnight stays, visitor spending, and extended exploration of Gig Harbor businesses and attractions.

Marketing efforts will also include strategic advertising placements and tourism partnerships with regional and national media outlets including Conde Nast, Expedia, Bon Appétit, Northwest Travel & Life, Showcase Media, and SEA Airport advertising opportunities. Visit Gig Harbor will continue collaborating with regional tourism organizations, local lodging providers, and community partners to leverage tourism marketing resources and maximize destination visibility.

Visit Gig Harbor will continue utilizing data-driven tourism marketing strategies, regional visitor analytics, website performance metrics, and visitor engagement data to evaluate campaign effectiveness and optimize marketing investments designed to increase tourism-related economic activity and overnight visitation.

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

Predicted number of people travelling more than 50 miles one-way to visit your facility or because of your marketing:	300,000
Predicted number of people visiting from out of state to visit your facility or because of your marketing:	125,000
Predicted number of people staying overnight in paid accommodations to visit your facility or because of your marketing:	50,000

What methodology did you use to calculate the estimates?

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

participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☒ **Other:**
Website analytics, Datafy visitor origin and geolocation reporting, lodging partner feedback, tourism publication distribution metrics, event attendance estimates, digital engagement analytics, social media performance data, and regional tourism marketing performance indicators.

These numbers align with:

- 5M SEA Airport impressions
- Expedia hotel conversions
- Conde Nast campaigns
- USA Today placements
- Showcase impressions
- Datafy visitation data
- Overnight trip percentages
- Regional tourism growth

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

We have explored this with the county, and it is not a viable option.

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

Visit Gig Harbor actively pursues outside funding opportunities, sponsorships, strategic partnerships, and cooperative marketing efforts in order to maximize the impact of public lodging tax investments and responsibly leverage additional tourism marketing resources that support the local visitor economy.

For the 2025 funding cycle, Visit Gig Harbor successfully secured multiple competitive tourism-related grants that supported destination marketing, tourism research, and visitor engagement initiatives designed to increase overnight visitation and economic activity within Gig Harbor.

Grant funding received included:

- Washington State Tourism Marketing Grant – \$20,000 (2025)
Funding supported destination marketing initiatives, tourism promotion, photography, and video production efforts associated with Visit Gig Harbor’s award-winning tourism campaigns. These Washington State Tourism funds are no longer anticipated to be available for the foreseeable future.

- Washington State Tourism Research & Data Grant – \$17,077.25 (2025, no match required)
Funding supported tourism research, visitor analytics, geolocation data, and economic impact analysis tools used to better understand visitor behavior, target regional tourism markets, and improve tourism marketing effectiveness. These Washington State Tourism funds are also no longer anticipated to be available for the foreseeable future.
- Port of Seattle Tourism Marketing Grant – \$12,500 (2026, 2:1 match requirement)
Funding supports regional tourism marketing and destination visibility efforts designed to attract visitors traveling through the Seattle-Tacoma travel corridor and increase awareness of Gig Harbor as a premier waterfront destination.

Visit Gig Harbor also leverages partnerships with local businesses, lodging providers, sponsors, regional tourism organizations, and community stakeholders to expand tourism marketing reach and maximize return on investment for public tourism funding. Strategic partnerships and cooperative efforts allow Visit Gig Harbor to extend destination visibility beyond what would otherwise be possible through local funding alone.

In addition to grant opportunities, Visit Gig Harbor works closely with community sponsors, tourism partners, and destination stakeholders to support tourism-driving events, visitor publications, marketing initiatives, and year-round tourism promotion efforts that contribute to the economic vitality of Gig Harbor's hospitality, retail, dining, and tourism sectors.

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

See attached budget. Like everyone, we have experienced increases in expenses for print, advertising, staffing, etc. We also looked at the Visitor & Relocation Guide and have determined that it is now ~60% Tourism so have adjusted the budget accordingly. We changed the % after our contract was signed for 2025/2026.

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

Shown in Budget

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

This is a difficult question to answer as it would substantially kill the momentum that has been made over the previous years of promoting Visit Gig Harbor. We did take a \$40k/year reduction in the 2025/2026 contract which had a negative impact on the Chamber. In 2026 we adjusted and gave less monetary support and moved to more in-kind support for events that have a tourism impact.

Should the need arise to reduce our proposed budget activity, our focus would remain on the marketing efforts that bring people into the area (web, digital advertising, print advertising, publications, travel writers, DMO partners, etc.). We would need to reduce the quantity of visitor/relocation guides printed and distributed both within and outside of Gig Harbor. Other

activities that would need to be considered for the chopping block include: Eat & Drink Guides, Summer Sounds, Holidays in the Harbor, Fool's Run, sponsorships to various organizations for tourism expenses, Visit Gig Harbor swag, wages, etc.

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 2027-2028 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: *Rosalyn Rochac-Finnegan*
Miriam Battson Date: 5/26/2026
5/29/2026

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by May 29, 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 or mailed to:

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

For questions, call 253-851-6137 or email 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.

Internal Revenue Service
District Director

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: August 4, 1998

Gig Harbor Peninsula Area Chamber
of Commerce
3302 Harborview Drive 2
Gig Harbor, WA 98332-2126

Person to Contact:

Carol Kraft

Telephone Number:

513-241-5199

Fax Number:

513-684-5936

Federal Identification Number:

91-1124614

Dear Sir or Madam:

This is in response to your request for affirmation of your organization's exempt status.

In April 1982, we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(6) of the Internal Revenue Code. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$200 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays \$50 or more during a calendar quarter if, during the current or preceding calendar year, it had one or more employees at any time in each of 20 calendar weeks or it paid wages of \$1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

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

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

FILED

JAN 2 1990

SECRETARY OF STATE
STATE OF WASHINGTON

ARTICLES OF INCORPORATION
of
GIG HARBOR PENINSULA AREA
CHAMBER OF COMMERCE

The undersigned, acting as the incorporators of a corporation under the provisions of the Washington Nonprofit Corporation Act (Revised Code of Washington 24.03), adopt the following Articles of Incorporation for such corporation.

Article I

Name: The name of the corporation shall be GIG HARBOR PENINSULA AREA CHAMBER OF COMMERCE.

Article II

Duration: The duration of the corporation shall be perpetual.

Article III

Purpose: The purpose of this corporation is to advance the general welfare and prosperity of the Gig Harbor Peninsula Area so that its citizens and all areas of its business community shall prosper. All necessary means of promotion shall be provided and particular attention and emphasis shall be given to the economic, civil, commercial, industrial and educational interests of the area.

Article IV

Membership: The manner of election or appointments of members, their qualifications and rights including voting rights, shall be as set forth in the By-Laws of this corporation.

Article V

Registered Office and Agent: The address of the initial registered office of the corporation shall be 8803 State Road #16, Gig Harbor, Washington, and the mailing address shall be Post Office Box 1245, Gig Harbor, Washington 98335. The name of the initial registered agent of the corporation at such address shall be Connie Schick

Article VI

Number of Directors: The number of directors constituting the initial Board of Directors of the corporation shall be directors. The number of directors for the corporation may be increased from time to time as provided by the By-Laws provided that at no time shall the corporation have less than three (3) directors. The names and address of the persons who are to serve as the initial directors of the corporation are as follows:

Name	Address
Connie Schick	8803 State Road #16, Gig Harbor, WA 98
Keith Uddenberg	P. O. Box 444, Gig Harbor, WA 98335
Robert E. Hunt, Jr.	P. O. Box 107, Gig Harbor, WA 98335
Perry Culp	14 Morelands Dr. NW, Gig Harbor, WA 98
F. Michael Misner	P. O. Box 757, Gig Harbor, WA 98335

2027 Tourism Budget

	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	TOTAL Jan - Dec 2027
7000 DMO Tourism Expenses													
7000.1 Administrative Costs													
7000.11 Equipment and Facilities													
7000.111 Computer Software	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	9,000.00
7000.112 Repair & Maintenance	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	0.00	400.00
7000.113 Small Tools & Equipment	300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
7000.12 Supplies - Office Related													
7000.121 Office Supplies	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
7000.122 Postage	30.00	310.00	310.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	920.00
7000.123 Toner	0.00	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	400.00
7000.13 Rent													
7000.131 Improvements	0.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00
7000.132 Office	215.00	215.00	215.00	215.00	215.00	215.00	215.00	215.00	215.00	215.00	215.00	215.00	2,580.00
7000.133 Storage Rental	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	6,420.00
7000.14 Utilities													
7000.141 Electricity	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	720.00
7000.142 Garbage	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
7000.143 Water/Sewer	0.00	125.00	0.00	125.00	0.00	125.00	0.00	125.00	0.00	125.00	0.00	125.00	750.00
7000.15 Telephone/Internet													
7000.151 Local	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	2,520.00
Total 7000.1 Administrative Costs	2,150.00	2,355.00	2,230.00	1,975.00	1,950.00	2,575.00	1,850.00	2,075.00	1,950.00	1,975.00	1,950.00	2,075.00	25,110.00
7000.2 Advertising/Promotion													
7000.21 Co-Op Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7000.22 Digital Ads	5,000.00	0.00	0.00	0.00	15,000.00	0.00	0.00	0.00	2,000.00	0.00	2,000.00	0.00	24,000.00
7000.23 Experience Guides	0.00	5,000.00	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,414.00	17,414.00
7000.24 Google Ads	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
7000.25 Rack Cards/Signage													
7000.252 Rack Cards/Signage Distribution	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	45,600.00
7000.26 Print Ads	2,500.00	5,000.00	2,500.00	8,000.00	8,000.00	0.00	0.00	0.00	5,500.00	2,500.00	0.00	0.00	34,000.00
7000.27 Promotional Materials	0.00	0.00	300.00	1,500.00	0.00	0.00	0.00	0.00	1,500.00	0.00	0.00	0.00	3,300.00
7000.28 Social Media	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7000.29 Visitor Guide													
7000.291 Visitor Guide Creation	6,000.00	27,560.00	0.00	0.00	0.00	0.00	4,000.00	4,000.00	5,000.00	5,000.00	5,000.00	5,000.00	61,560.00
Total 7000.2 Advertising/Promotion	17,550.00	41,610.00	16,850.00	13,550.00	27,050.00	4,050.00	8,050.00	8,050.00	18,050.00	11,550.00	11,050.00	11,464.00	188,874.00
7000.3 Events													
7000.31 Wrap Around Event	5,000.00	1,000.00	1,000.00	0.00	4,000.00	0.00	5,000.00	0.00	0.00	12,000.00	20,000.00	0.00	48,000.00
7000.32 Summer Sounds	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	15,000.00	0.00	0.00	0.00	0.00	30,000.00
7000.33 Event Transportation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 7000.3 Events	5,000.00	1,000.00	1,000.00	0.00	4,000.00	0.00	20,000.00	15,000.00	0.00	12,000.00	20,000.00	0.00	78,000.00
7000.4 Insurance													
7000.41 Insurance Liability	0.00	0.00	0.00	360.00	360.00	360.00	360.00	360.00	360.00	0.00	0.00	0.00	2,160.00

2027 Tourism Budget

	TOTAL												
	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	Jan - Dec 2027
Total 7000.4 Insurance	0.00	0.00	0.00	360.00	360.00	360.00	360.00	360.00	360.00	0.00	0.00	0.00	2,160.00
7000.5 Media Hosting	0.00	0.00	200.00	200.00	0.00	0.00	0.00	200.00	200.00	0.00	0.00	0.00	800.00
Total 7000.5 Media Hosting	0.00	0.00	200.00	200.00	0.00	0.00	0.00	200.00	200.00	0.00	0.00	0.00	800.00
7000.6 Professional Services													
7000.61 Accounting/Legal Services	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
7000.62 Cleaning Services	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	648.00
7000.63 Consultants	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	10,000.00
7000.64 Content Creation	500.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	500.00	0.00	0.00	2,000.00
7000.65 Data	450.00	450.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	0.00	0.00	0.00	15,900.00
7000.66 Memberships	500.00	1,000.00	0.00	0.00	0.00	0.00	0.00	750.00	1,100.00	0.00	0.00	0.00	3,350.00
7000.67 Training	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
7000.68 Video Production	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	500.00	0.00	3,000.00
Total 7000.6 Professional Services	1,804.00	7,804.00	854.00	854.00	354.00	1,354.00	354.00	1,604.00	21,954.00	1,354.00	854.00	354.00	39,498.00
7000.7 Travel Expenses													
7000.71 Conference Registration	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00	300.00	0.00	0.00	0.00	600.00
7000.72 Mileage	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	92.00	50.00	50.00	642.00
7000.73 Travel Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00	1,436.00	0.00	0.00	2,036.00
Total 7000.7 Travel Expenses	50.00	50.00	50.00	50.00	50.00	50.00	50.00	350.00	950.00	1,528.00	50.00	50.00	3,278.00
7000.8 Wages													
7000.81 Cell Phone	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	2,280.00
7000.82 Medical	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	9,600.00
7000.83 Payroll Taxes	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	14,400.00
7000.84 Wages	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	144,000.00
Total 7000.8 Wages	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	14,190.00	170,280.00
7000.9 Web/mobile/eNews (hosting & maint.)													
7000.91 Website Maintenance/Hosting	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
7000.92 Mobile App	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 7000.9 Web/mobile/eNews (hosting & maint.)	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
Total 7000 DMO Tourism Expenses	41,744.00	68,009.00	36,374.00	32,179.00	48,954.00	23,579.00	45,854.00	42,829.00	58,654.00	43,597.00	49,094.00	29,133.00	520,000.00

2028 Tourism Budget

													TOTAL
	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28	Jan - Dec 2028
7000 DMO Tourism Expenses													
7000.1 Administrative Costs													
7000.11 Equipment and Facilities													
7000.111 Computer Software	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	9,000.00
7000.112 Repair & Maintenance	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	0.00	400.00
7000.113 Small Tools & Equipment	300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
7000.12 Supplies - Office Related													
7000.121 Office Supplies	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
7000.122 Postage	30.00	310.00	310.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	920.00
7000.123 Toner	0.00	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	0.00	0.00	100.00	400.00
7000.13 Rent													
7000.131 Improvements	0.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00
7000.132 Office	230.00	230.00	230.00	230.00	230.00	230.00	230.00	230.00	230.00	230.00	230.00	230.00	2,760.00
7000.133 Storage Rental	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	535.00	6,420.00
7000.14 Utilities													
7000.141 Electricity	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	60.00	720.00
7000.142 Garbage	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
7000.143 Water/Sewer	0.00	125.00	0.00	125.00	0.00	125.00	0.00	125.00	0.00	125.00	0.00	125.00	750.00
7000.15 Telephone/Internet													
7000.151 Local	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	210.00	2,520.00
Total 7000.1 Administrative Costs	2,165.00	2,370.00	2,245.00	1,990.00	1,965.00	2,590.00	1,865.00	2,090.00	1,965.00	1,990.00	1,965.00	2,090.00	25,290.00
7000.2 Advertising/Promotion													
7000.21 Co-Op Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7000.22 Digital Ads	5,000.00	0.00	0.00	0.00	15,000.00	0.00	0.00	0.00	2,000.00	0.00	2,000.00	0.00	24,000.00
7000.23 Experience Guides	0.00	5,000.00	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
7000.24 Google Ads	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
7000.25 Rack Cards/Signage													
7000.252 Rack Cards/Signage Distribution	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	3,800.00	45,600.00
7000.26 Print Ads	2,500.00	5,000.00	2,500.00	8,000.00	8,000.00	0.00	0.00	0.00	5,500.00	2,500.00	0.00	0.00	34,000.00
7000.27 Promotional Materials	0.00	0.00	300.00	1,500.00	0.00	0.00	0.00	0.00	1,500.00	0.00	0.00	0.00	3,300.00
7000.28 Social Media	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7000.29 Visitor Guide													
7000.291 Visitor Guide Creation	6,000.00	27,560.00	0.00	0.00	0.00	0.00	4,000.00	4,000.00	5,000.00	5,000.00	5,000.00	5,000.00	61,560.00
Total 7000.2 Advertising/Promotion	17,550.00	41,610.00	16,850.00	13,550.00	27,050.00	4,050.00	8,050.00	8,050.00	18,050.00	11,550.00	11,050.00	9,050.00	186,460.00
7000.3 Events													
7000.31 Wrap Around Event	3,000.00	0.00	0.00	0.00	3,000.00	0.00	3,000.00	0.00	0.00	10,000.00	20,000.00	434.00	39,434.00
7000.32 Summer Sounds	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	15,000.00	0.00	0.00	0.00	0.00	30,000.00
7000.33 Event Transportation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 7000.3 Events	3,000.00	0.00	0.00	0.00	3,000.00	0.00	18,000.00	15,000.00	0.00	10,000.00	20,000.00	434.00	69,434.00
7000.4 Insurance													
7000.41 Insurance Liability	0.00	0.00	0.00	360.00	360.00	360.00	360.00	360.00	360.00	0.00	0.00	0.00	2,160.00

2028 Tourism Budget

	TOTAL												
	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28	Jan - Dec 2028
Total 7000.4 Insurance	0.00	0.00	0.00	360.00	360.00	360.00	360.00	360.00	360.00	0.00	0.00	0.00	2,160.00
7000.5 Media Hosting	0.00	0.00	200.00	200.00	0.00	0.00	0.00	200.00	200.00	0.00	0.00	0.00	800.00
Total 7000.5 Media Hosting	0.00	0.00	200.00	200.00	0.00	0.00	0.00	200.00	200.00	0.00	0.00	0.00	800.00
7000.6 Professional Services													
7000.61 Accounting/Legal Services	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
7000.62 Cleaning Services	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	54.00	648.00
7000.63 Consultants	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	10,000.00
7000.64 Content Creation	500.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	500.00	0.00	0.00	2,000.00
7000.65 Data	450.00	450.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	0.00	0.00	0.00	15,900.00
7000.66 Memberships	500.00	1,000.00	0.00	0.00	0.00	0.00	0.00	750.00	1,100.00	0.00	0.00	0.00	3,350.00
7000.67 Training	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
7000.68 Video Production	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	500.00	0.00	3,000.00
Total 7000.6 Professional Services	1,804.00	7,804.00	854.00	854.00	354.00	1,354.00	354.00	1,604.00	21,954.00	1,354.00	854.00	354.00	39,498.00
7000.7 Travel Expenses													
7000.71 Conference Registration	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00	300.00	0.00	0.00	0.00	600.00
7000.72 Mileage	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	92.00	50.00	50.00	642.00
7000.73 Travel Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00	1,436.00	0.00	0.00	2,036.00
Total 7000.7 Travel Expenses	50.00	50.00	50.00	50.00	50.00	50.00	50.00	350.00	950.00	1,528.00	50.00	50.00	3,278.00
7000.8 Wages													
7000.81 Cell Phone	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	190.00	2,280.00
7000.82 Medical	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	9,600.00
7000.83 Payroll Taxes	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	15,600.00
7000.84 Wages	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	13,000.00	156,000.00
Total 7000.8 Wages	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	15,290.00	183,480.00
7000.9 Web/mobile/eNews (hosting & maint.)													
7000.91 Website Maintenance/Hosting	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	9,600.00
7000.92 Mobile App	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 7000.9 Web/mobile/eNews (hosting & maint.)	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	9,600.00
Total 7000 DMO Tourism Expenses	40,659.00	67,924.00	36,289.00	33,094.00	48,869.00	24,494.00	44,769.00	43,744.00	59,569.00	42,512.00	50,009.00	28,068.00	520,000.00

Gig Harbor Peninsula Area Chamber of Commerce

Profit and Loss
January-December, 2025

		Total
Income		
4010 DMO Tourism Funds		\$506,732.40
4040 Tourism Grant		\$37,077.25
4100 Advertising Income		\$66,620.00
4200 Membership Dues		\$180,115.00
4350 Sponsorship		\$168,990.99
4400 Registration		\$97,764.87
4500 Program Income		\$15,169.42
4700 Interest Income		23.44
4801 In Kind City Rent		19,200.00
4920 Pillars Program		\$3,200.00
DMO Tourism Sponsorship		10,000.00
Sales		2.47
Uncategorized Income		2,445.00
Total for Income		\$1,107,340.84
Gross Profit		\$1,107,340.84
Expenses		
5000 Advertising/Promotion		\$31,586.77
5100 Administrative Costs		\$208,151.69
5139 Contributions		310.00
5200 Dues/Fees/Subscriptions		\$16,775.94
5400 Mileage		68.60
5500 Insurance		\$5,376.99
5550 Website		\$8,558.35
5600 Professional Fees/Services		\$20,739.32
5700 Refreshments/Food/Meals		745.07
5800 Wages & Expenses		\$320,945.30
8400 Travel & Related Costs		\$24.50
8410 President		1,382.10
Total for 8400 Travel & Related Costs		\$1,406.60
Foundation GH		4,500.00
Unapplied Cash Bill Payment Expense		0.00
Total for Expenses		\$619,164.63
Net Operating Income		\$488,176.21

Gig Harbor Peninsula Area Chamber of Commerce

Profit and Loss
January-December, 2025

		Total
Other Income		
4910 Pillars Dues		\$10,280.00
4930 Pillars Group Reimbursement		-\$926.03
Total for Other Income		\$9,353.97
Other Expenses		
7000 DMO Tourism Expenses		
7000.10 Administrative Costs		\$23,850.03
7000.20 Advertising/Promotion		\$165,661.32
7000.30 Events		\$82,120.58
7000.40 Insurance		\$1,562.35
7000.50 Media Hosting		990.88
7000.60 Professional Services		\$85,394.76
7000.70 Travel Expenses		\$1,947.25
7000.80 Wages		\$159,062.79
7000.90 Web/mobile/eNews (hosting & Maintenance)		\$12,545.75
Total for 7000 DMO Tourism Expenses		\$533,135.71
8431 Other Non Operating Expense		
8432 Contributions		\$3,860.72
8438 Rent		\$549.00
8450 Chamber Monthly Fees		\$2,600.00
8460 Pillars Events/Meeting Reimbursement		\$3,166.48
Total for 8431 Other Non Operating Expense		\$10,176.20
Total for Other Expenses		\$543,311.91
Net Other Income		-\$533,957.94
Net Income		-\$45,781.73