

AGENDA
GIG HARBOR LODGING TAX ADVISORY COMMITTEE
Thursday, September 3, 2026 - 1:30 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. APPROVAL OF MINUTES:** June 11, 2026; July 23, 2026
- III. DISCUSSION ITEMS**
 - A. Review Lodging Tax Grant Applications: Operations, Events, Direct Marketing Organization
- IV. ADJOURN**



CITY OF GIG HARBOR 2027 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$30,000.00
For operations of tourism related organizations during the 2027
calendar year.

APPLICATION DEADLINE: Friday, August 21, 2026

For application assistance please contact cityclerk@gigharborwa.gov.

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: Cell 253 432 9454 - GHB 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

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

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

Application Questions

1. Describe your tourism-related operations. List the functions of your organization and describe why tourists will travel to Gig Harbor because of your organization.

Gig Harbor BoatShop manages and interprets the historic Eddon Boatyard for the community. The National Trust for Historic Preservation defines 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 due to the authentic and historic boatyard site being utilized for its original boatbuilding purpose.

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 and interprets 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 October 2026 program is scheduled for 4 and potentially 6 days in October. As of this writing we have has 3 participants signed up from over 50 miles away, California, Texas and New Mexico. Typically participants from a distance will stay in Gig Harbor. Historically at least half our Crew School participants are from over 50 miles away.

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. Scheduled for May, June (two participants from Oregon and one from Seattle), September of 2026.

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. **As of August 12, 2026: of 316 renters 72 participants were from over 50 miles away (most from out of state) and 29 people were from outside west Pierce County but within 50 miles.** The livery season has nearly a month left at this writing. The rental boat usage increases each year, as does the number of renters that are from over 50 miles away.

Salish-100 Cruise Event (July 19) - Every year Gig Harbor BoatShop hosts Port Townsend based Northwest Maritime Center’s Salish-100 Cruise event’s July overnight stop in Gig Harbor. In 2026 we served dinner and offer good cheer to approximately 100 Salish-100 participants at

the Eddon Boatyard. Some participants sleep aboard their smallcraft, however many are too small to sleep aboard, so we know that some prefer local lodging.

Oar Making – Spring, Summer & Fall offerings. Our current participant is from Bellevue, WA.

Annual Auction (May), Presentations (Year-round), Music at the BoatShop (Year-round) & Launching Events (Spring, Summer, Fall) – We know that a percentage of attendees that participate in these activities are from out of town. We track addresses through reservations and payment information. We don't track their lodging choices. Our last *Music at the BoatShop* musicians did mention that they booked a hotel room on 8/6/26.

Shoulder Season Initiative - In 2026 leaders of the Gig Harbor BoatShop, Harbor History Museum and Harbor WildWatch are planning to launch coordinated activities for shoulder seasons at their respective sites or on the downtown waterfront that will offer a menu of activities for a weekend or two days. This initiative is intended to draw people to Gig Harbor for a night or two and to highlight our organization's programming. (Note: We anticipate that this initiative will increase overnight stays but have not yet calculated the estimated that number).

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. - Does the applicant demonstrate how the organization will bring visitors between November and April? - Does the applicant demonstrate how the organization will bring overnight guests?	25	
Visitors during summer months - The city understands there still need to be projects/events during the summer months - Does the applicant demonstrate how the organization will bring visitors? - Does the applicant demonstrate how the organization will bring overnight guests?	15	

2. Have you requested LTAC funds previously?

Yes ☒ or No ☐

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

We do not specifically track out-of-town tourists, especially at no-fee events, however in the past the City's geo tracking service calculated a percentage that we had previously estimated

from accumulated anecdotal and address information that we do collect. We do have addresses associated with our paid programs and events so we know who is from 50 miles away but do not track their lodging choices.

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. No significant launching events are scheduled for 2026. However in 2027 we anticipate two potential launching events. One being the 16' purse seine skiff we are building for the seiner *Veteran* and the second the Poulsbo Boat that is being restored for the livery (classic boat rentals). 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 success?	25	
The city is also looking for new projects/events in the Harbor that bring jobs and/or partner with local businesses Are local businesses involved/partnering on this project/event?	15	

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

BoatShop events and programming are intended to have broad appeal throughout age ranges. Few offerings have a specific local-only appeal. We don't so much target tourists as they tend to find the BoatShop through program offerings such as our classic boat rentals, *Veteran* charters, hands-on skill programs and a desire to visit the historic Eddon Boatyard site.

As a sample, the BoatShop target audience ranges from preschool aged to retirees; e.g. we offer a holiday toy boatbuilding program for preschool and elementary aged children, and we have a similar activity for elementary aged children during Summer Camps. Older folks often participate, with younger family members, in programs like *Family Boat Building* and the *Community Boat Restoration Program*. Young adults and teens tend towards programs such as 4-day *Crew School* and our 4-day *Maritime Skills for Teens Summer Camp*. All ages participate in our *Classic Boat Livery* (boat rentals) and 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 soon to be finished 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 the intention of encouraging our community and our guests to come and explore and enjoy the historic Eddon Boatyard on Gig Harbor's working waterfront and by designing in-the-shop and on-the-water maritime events and programs informed by working waterfront heritage past and present.

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*, *Key Peninsula News*, regionally distributed press releases, and more.

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

Predicted overall attendance at your proposed event:	1500
Predicted number of attendees travelling more than 50 miles one-way for the event:	150
Predicted number of attendees from out of state:	75
Predicted number of attendees staying overnight in paid accommodations:	100
Predicted number of paid lodging nights:	100

What methodology did you use to calculate the estimates?

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

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

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

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

We have coordinated with the Maritime Inn (within walking distance), who generously provided a Crew School discount. We hope to continue that relationship. We have added the Maritime Inn to our Crew School outreach and would add lodging options to the 3 organization (GHB, HWW, HHM) Shoulder Season Initiative marketing package.

When asked generally about lodging for other programs or events we list off the hotel options 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	

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.

Awarded Government and Non-Government Grants

Government

03/18/2026 The City of Gig Harbor 4500 Government

TOTAL Government Grants received - \$44,415.00

Non-Government

4230 Foundation and Trust Grants

04/07/2026 Bamford Foundation \$9,000.00

04/17/2026 Meacham, Chuck & Charli (The Meacham Foundation) \$700.00

05/29/2026 Whisper Foundation. \$10,000.00

07/15/2026 Bhandarkar, Dileep & Ann (Bhandarkar Family Giving Fund) \$100.00

07/31/2026 Greater Tacoma Community Foundation \$5,000.00

TOTAL for 4230 Foundation and Trust Grants received - \$24,800.00

Pending Government and Non-Government Grants

WSHS, Heritage Capital Projects Fund request - \$234,930.00

ArtsFund, Community Accelerator Grant request - \$25,000.00

Rotary Club of Gig Harbor - \$20,000

TOTAL for Pending Grants - \$279,930.00

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 Attached BoatShop Budget)

For the past few cycles we have asked for 15% of our projected budget. For the 2026 cycle the request was at \$44,415.00 (\$39,000 awarded). For 2027 15% of the BoatShop projected budget would be \$66,000. We are reducing our 2027 request to \$30,000. Please see **Note** in **Question 12**.

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

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

General operating expenses: e.g. supplementing - staffing and program leader compensation, marketing costs, new program and event creation and costs, 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. "What will we cut?" Hopefully nothing. We look to LTAC funds as an important part of the budget for sustaining and growing our deliverables – and to help our City/Community grow downtown activity and vitality.

NOTE: We understand that the 2027 LTAC available funding is \$259,000 less (\$530,000) than the amount available for the 2026 cycle (\$789,000). An approximate 33% reduction from 2026.

Rather than ask for 15% of our budget as we have done for recent LTAC funding cycles (\$44,415 for 2026) and a percentage that would amount to \$66,000 for 2027, we are asking for \$30,000, a roughly a 33% reduction from our 2026 request. We view our 2027 request as even handed & fair given the available funding.

There are many components and organizations that contribute to a successful tourism outcome for our Maritime City. A determination that just one group is deserving of funding, as has been proposed, at the expense of others is to determine that there is but one group that contributes to a successful tourism outcome. That determination, regardless of intention, is the antithesis of what we feel is an effort to draw guests to our Maritime City by all our programming and event producing organizations. A high tide should float all boats. A low tide should continue to float all boats, not beach them all except for one.

It may also be worth reviewing the following RCW. All our anchor organizations such as the BoatShop, HHM, HWW, DWA, and other LTAC applicants engage in: (a), (b), (c) (or (d)):

RCW 67.28.1816 Lodging tax—Tourism promotion. (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- (a) Tourism marketing;
- (b) The marketing and operations of special events and festivals designed to attract tourists;
- (c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- (d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

CERTIFICATION

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

- I am proposing a tourism-related service for 2027 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: *Guy Hoppen*

Date: 8/21/2026

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by August 21, 2026. The lodging tax advisory committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit your application digitally to cityclerk@gigharborwa.gov or mail to:

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

Please direct questions to 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.

SAMPLE EVENT BUDGET

Projected Income

Entry fees	\$2500	
Workshop fees	\$5000	
LTAC Grant	<u>\$6000</u>	
	\$11,500	total projected income

Projected Expenses

Venue rental	\$2500	
Awards	\$3000	
Workshop presenters	\$2500	
Marketing/Promotion: Collateral (design; printing)	\$1000	
Marketing/Promotion: Public radio; print ads;	<u>\$2500</u>	
Social media boosts		
	\$11,500	total projected expenses



GIG HARBOR BOATSHOP Projected Budget 2027

Projected Revenue

Store Sales	\$33,000
Memberships	\$16,000
Non-Gov't Grants	\$70,000
Gov't Grants	\$30,000*
Individual Donations	\$65,000
Annual Auction	\$95,000
In-Kind Donations	\$3,600
Annual Appeal	\$40,000
Program Fees	\$35,000
Livery (Boat Rentals)	\$7,500
Donated Vessel Sales	\$20,000*
Boat Build, Repair & Restorations	\$5,000
Music at the BoatShop	\$8,000
Eddon Boatyard House Rentals	\$8,600
<u>Misc</u>	<u>\$2,000</u>
2027 Total Projected Income	\$438,700

Projected Expenses

Staff & Contractor Pay and Payroll Taxes	\$195,000
Program and Event Expenses	\$47,300
Insurance	\$15,000
Marketing	\$13,500
Office Supplies, Postage, Printing	\$4,600
Utilities (Phone, Internet, Electricity, etc.)	\$15,500
Veteran (Maintenance, Moorage, etc.)	\$45,000
Marine Railway	\$50,000
<u>Taxes, Permits, Licenses, Org Memberships</u>	<u>\$9,000</u>
2027 Total Projected Expense	\$394,900

Note:

*Gov't Grants - We have applied for a HCPF 2026 grant of \$234,930.

*Donated Vessel Sales – We sold a donated vessel for \$92,500 in 2026.

Each of these would skew the projected budget for 2027 if granted or repeated.



CITY OF GIG HARBOR 2027 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 35,000
For operations of tourism related organizations during the 2027 calendar year.

APPLICATION DEADLINE: Friday, August 21, 2026

For application assistance please contact cityclerk@gigharborwa.gov.

Organization/Agency Name: Harbor WildWatch

Event Name: Marine Life Center: Operations & Eco-tourism Programming

Event Date(s): Year-round (this application focuses on shoulder-season only)

Contact Name and Title: Lindsey Stover, Executive Director

Mailing Address: 3207 Harborview Drive, Gig Harbor, WA 98335

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

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

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

Attachments included at end of application narrative.

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.*

Harbor WildWatch operates the Marine Life Center (MLC) in the historic Skansie Brothers House in the heart of Gig Harbor's waterfront district. The free, year-round attraction gives visitors an experience uniquely connected to this place: the opportunity to meet and learn about the animals living beneath the surface of the Salish Sea.

The MLC features 1,000 gallons of marine aquaria filled with local marine life, touch tanks, microscopes, marine mammal specimens, and rotating exhibits from plankton to sharks. Visitors can also participate in animal feedings, science experiments, story time, and other guided experiences. Since reopening as the dedicated MLC in 2024, attendance has grown from 17,170 visitors in 2024 to 22,809 in 2025.

The MLC also serves as the anchor for Harbor WildWatch's larger suite of Gig Harbor eco-tourism experiences, including waterfront walks, marine mammal programs, salmon tours, Pier Into the Night, wildlife viewing, and guided marine ecology experiences. Together, these programs give visitors something essential to a well-rounded Gig Harbor trip: a way to experience not only the city's picturesque waterfront, shops, restaurants, maritime history, and working waterfront, but the living Salish Sea itself.

Our data demonstrates that these experiences do more than serve tourists who happen to already be here - they directly attract visitors to Gig Harbor:

- 22,809 people visited the MLC in 2025, up 33% from 2024 and more than double 2023 visitation;
- 4,562 MLC visitors traveled more than 50 miles to visit in 2025; and
- Our 2024 Port of Seattle-supported eco-tourism campaign documented 2,503 out-of-state visitors participating in Harbor WildWatch eco-tourism activities, representing 26% of tracked visitors.

These results demonstrate both growing demand for the MLC itself and Harbor WildWatch's ability to reach audiences well beyond the local community.

For 2027, we are concentrating our \$35,000 LTAC request exclusively on Gig Harbor's shoulder season: January-April and October-December. LTAC funding will maintain consistent MLC operating hours while supporting expanded daytime and evening programming designed to turn eco-tourism interest into longer visits and overnight stays, while a separately funded Port of Seattle campaign will support expanded tourism marketing.

Daytime experiences will include MLC visits, dock walks, salmon tours, marine mammal programs, and other hands-on activities. Evening experiences will include established programs such as Pier Into the Night, along with expanded offerings such as octopus viewing, bioluminescence talks, and other seasonal eco-tourism experiences.

Additionally, we will coordinate programming with the Harbor History Museum and Gig Harbor BoatShop, allowing visitors to combine marine life, maritime history, and boatbuilding with downtown dining, shopping, evening activities, and lodging. The strategy is simple: give visitors a reason to choose Gig Harbor, and then give them enough to experience that they choose to stay.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. - Does the applicant demonstrate how the organization will bring visitors between November and April? - Does the applicant demonstrate how the organization will bring overnight guests?	25	
Visitors during summer months - The city understands there still need to be projects/events during the summer months - Does the applicant demonstrate how the organization will bring visitors? - Does the applicant demonstrate how the organization will bring overnight guests?	15	

2. Have you requested LTAC funds previously?

Yes ☒ or No ☐

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

Harbor WildWatch has more than a decade of data demonstrating our ability to attract visitors to downtown Gig Harbor - and recent investments in the MLC and tourism marketing have accelerated that growth.

Tourism Measure	2023	2024	2025
MLC attendance	10,317	17,170	22,809
Visitors traveling 50+ miles	2,063*	3,434	4,562
Out-of-state/out-of-country visitors	413*	687	912
Paid overnight visitors	165*	275	365
Estimated lodging nights	330*	549*	730*

**Prior-year visitor-origin and lodging figures were estimated using Harbor WildWatch's historical LTAC methodology. 2024-25 visitor counts reflect updated tracking; lodging nights remain estimated.*

The trend is significant. MLC attendance increased 66% from 2023 to 2024, then another 33% in 2025. In just two years, annual visitation increased 121%, from 10,317 to 22,809. At the same time, the number of visitors traveling more than 50 miles more than doubled between 2023 and 2025.

Harbor WildWatch has also demonstrated that targeted tourism marketing can directly increase non-local visitation. With support from the Port of Seattle in 2024, we launched a campaign specifically designed to inspire travelers to seek out Gig Harbor-area marine and nature experiences.

We produced 103 destination-focused videos, generating more than 2.9 million views, while also improving in-house tourism webpages, distributing regional rack cards, and offering 96 guided eco-tourism tours attended by 1,522 people. Twenty-one percent of those guided-tour participants came from outside Washington, while 37% traveled over 50 miles to attend.

Most importantly, our visitor tracking documented 2,503 out-of-state visitors participating in Harbor WildWatch eco-tourism activities, accounting for 26% of tracked visitors and representing a 116% increase from 2023. Those visitors came from across the country and world. Our leading U.S. markets included California (517), Oregon (313), Texas (171), Arizona (119), and Florida (98), while international visitors included travelers from Mexico, Germany, Finland, Malaysia, France, and many other countries.

Together, these results demonstrate a clear progression: investment in the MLC has dramatically increased visitation, while targeted eco-tourism marketing has expanded our reach far beyond Gig Harbor. Harbor WildWatch has proven that it can both create tourism experiences people want to visit and successfully attract non-local audiences to experience them.

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 Are local businesses involved/partnering on this project/event?	15	

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

Our primary 2027 audience is regional and out-of-state eco-tourists traveling 50+ miles who are looking for an easy one- or two-night Pacific Northwest getaway, with particular emphasis on travel between October and April.

Regionally, this includes families, couples, friend groups, retirees, wildlife enthusiasts, and outdoor travelers from greater Seattle and the Eastside, southwest Washington, the Olympic Peninsula, north Puget Sound, Portland, and British Columbia.

Our own visitor data also identify proven out-of-state markets, particularly California, Oregon, Texas, Arizona, and Florida. These results allow our 2026-2027 Port of Seattle-supported campaign to target audiences that have already demonstrated interest in Gig Harbor-area eco-tourism.

A second important audience is the out-of-state traveler already visiting the Seattle region. Through social media, YouTube, and Washington State Ferries advertising, we can introduce these travelers to Gig Harbor before and during their trip and position the city as an easy addition to - or overnight extension of - a Seattle-area vacation.

Our experiences are particularly well suited to this market because they complement Gig Harbor's other tourism assets rather than compete with them. A visitor can pair an MLC visit or dock walk with the Harbor History Museum, Gig Harbor BoatShop, downtown shopping, waterfront dining, breweries, and an evening Harbor WildWatch program.

Our target is therefore not simply a "MLC visitor." It is a Gig Harbor visitor whose interest in wildlife and the Salish Sea influences their decision to choose Gig Harbor - and whose visit generates activity throughout the broader tourism economy.

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

In 2027, Harbor WildWatch will pair the City's LTAC investment with a separately funded \$30,000 Port of Seattle tourism marketing campaign specifically designed to attract regional and out-of-state travelers to Gig Harbor-area eco-tourism experiences.

Rather than marketing the MLC as a stand-alone attraction, our strategy will market Gig Harbor as an itinerary - using Harbor WildWatch's marine experiences as a hook that connects visitors with lodging, dining, shopping, maritime attractions, and other activities throughout the waterfront.

Our "Meet Me at the Salish Sea" campaign will use four primary strategies:

Targeted social media: Short-form tourism videos distributed through TikTok, Instagram Reels, Facebook, YouTube Shorts, and partner channels will showcase wildlife

encounters, the MLC, seasonal experiences, and reasons to visit Gig Harbor. Paid promotion will specifically reach out-of-state and trip-planning audiences.

YouTube eco-trip guides: Longer, searchable videos will help prospective visitors move from inspiration to planning. Content will feature family weekends, couples' getaways, rainy-day activities, wildlife experiences, and shoulder-season itineraries - showing visitors how to combine Harbor WildWatch programming with other Gig Harbor attractions.

Washington State Ferries advertising: New onboard and terminal placements will reach travelers already moving through the Puget Sound region, including visitors exploring beyond Seattle after arriving through Seattle-Tacoma International Airport. Ads will promote Gig Harbor's shoulder-season eco-tourism opportunities and use trackable QR codes to direct travelers to in-house trip-planning pages.

Visitor itineraries and partner promotion: Dedicated in-house tourism landing pages will combine Harbor WildWatch experiences with Gig Harbor lodging, restaurants, shopping, Harbor History Museum, Gig Harbor BoatShop, and other waterfront activities. Harbor WildWatch will work with Visit Gig Harbor, the Gig Harbor Waterfront Alliance, local hotels, downtown businesses, and regional tourism partners to distribute and cross-promote these itineraries.

This approach builds on a marketing model that has already demonstrated its ability to reach non-local audiences. In 2027, however, we will take the strategy one step further: rather than simply marketing individual eco-tourism activities, we will use those experiences to market a complete Gig Harbor getaway.

Our visitor-conversion strategy is: Inspire travelers with Gig Harbor's wildlife -> help them plan their trip -> connect them with multiple activities -> promote local food, shopping and lodging -> give them a reason to stay overnight.

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

Harbor WildWatch projects that the MLC will welcome approximately 24,000 visitors during 2027, generating tourism and overnight stays throughout the year. Because this LTAC request specifically supports January–April and October–December, we have also separated the projected impact of those seven shoulder-season months:

**YR = year-round; SS = Shoulder-season*

YR vs. SS*

Predicted overall attendance at your proposed event:	24,000 / 12,000
Predicted number of attendees travelling more than 50 miles one-way for the event:	4,800 / 2,400
Predicted number of attendees from out of state:	960 / 480

Predicted number of attendees staying overnight in paid accommodations:	385 / 190
Predicted number of paid lodging nights:	770 / 380

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:** These projections are based on Harbor WildWatch's historical visitor tracking and are intentionally conservative. In 2025, the MLC welcomed 22,809 visitors; 4,562 traveled more than 50 miles, 912 came from out of state or country, and 365 stayed in paid accommodations, generating an estimated 730 lodging nights.

The full-year projection assumes modest growth to approximately 24,000 visitors in 2027 and applies approximately our historical visitor-origin and lodging rates. The shoulder-season projection is intentionally conservative at 12,000 visitors, while recognizing that the 2027 strategy is specifically designed to increase the proportion of shoulder-season visitors who travel from outside the region and stay overnight.

Expanded evening programming, coordinated activities with the Harbor History Museum and Gig Harbor BoatShop, hotel partnerships, visitor itineraries, and Port-supported tourism marketing will give visitors more reasons to extend a day trip into an overnight stay. Trackable links and QR codes used in our digital and Washington State Ferries advertising will provide an additional measure of how tourism marketing converts into trip-planning activity.

Together, these tools will allow Harbor WildWatch to measure not only how many people participate, but whether our programming influenced their decision to travel to Gig Harbor and stay overnight.

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?

Harbor WildWatch does not have an exclusive host hotel because our goal is to generate overnight stays throughout Gig Harbor's lodging sector. However, support from the Port of Seattle will allow us to intentionally incorporate local lodging into our 2027 tourism marketing campaign.

Through our Port-supported campaign, in-house tourism landing pages and social media content will feature sample one- and two-night itineraries connecting our programming with local lodging, dining, shopping, the Harbor History Museum, Gig Harbor BoatShop, and other waterfront experiences.

We hope to leverage this campaign with Visit Gig Harbor, local hoteliers, and the Gig Harbor Waterfront Alliance for cross-promotion, special shoulder-season rates or packages, trackable booking codes, and other opportunities to convert program participants into overnight guests. Rather than simply telling visitors where they can stay, our goal is to build the overnight stay directly into the experience we are marketing.

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. Harbor WildWatch maintains a diversified funding model that includes grants, private donations, corporate sponsorships, memberships, program revenue, and substantial volunteer support. This is crucial to operating a sustainable organization.

Most relevant to this proposal, Harbor WildWatch has secured \$20,000 from the Port of Seattle toward a \$30,000 "Meet Me at the Salish Sea" tourism marketing campaign running from May 2026 through November 2027. The campaign includes targeted digital advertising, tourism content creation, Washington State Ferries advertising, YouTube eco-trip guides, and visitor itinerary/landing-page development, with funding partners providing the remaining \$10,000. Additional MLC operations are supported through private donations, corporate sponsorships, grants, memberships, and in-kind volunteer service. Currently pending applications include: Milgard Foundation (\$20,000) and the Russell Family Foundation (\$20,000). Current secured funding include: Names Foundation (\$50,000), MEM Foundation (\$20,000), and a \$25,000 pledge from two individual local donors.

Together, these funding sources allow the LTAC's \$35,000 investment to leverage a much larger tourism and operational effort rather than carrying the full cost of the MLC or its tourism promotion. Port of Seattle funding helps us reach and attract visitors. City of Gig Harbor LTAC funding helps ensure there are compelling shoulder-season experiences waiting for them when they arrive.

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)?

2027 Harbor WildWatch organizational budget: \$550,000

2027 MLC annual operating budget: \$150,000

Shoulder-season project budget: \$75,000

City of Gig Harbor LTAC request: \$35,000

Unlike previous applications requesting support for year-round MLC operations, Harbor WildWatch is intentionally limiting its 2027 LTAC request to costs associated with January-April and October-December. We recognize that available Lodging Tax revenue is constrained this funding cycle. For that reason, Harbor WildWatch has reduced its request from \$50,000 in 2026 to \$35,000 in 2027 - a 30% reduction - and concentrated the City's investment on the months when increased tourism can have the greatest impact.

The \$35,000 request represents approximately 6% of Harbor WildWatch's total organizational budget, 23% of the annual MLC operating budget, and 47% of the specific shoulder-season project budget. The remaining shoulder-season costs, as well as all MLC expenses outside the LTAC-supported months, will be supported through

Harbor WildWatch's other grants, donations, sponsorships, memberships, program revenue, and volunteer support.

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

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

The requested \$35,000 will support \$30,000 in staff time and \$5,000 in operating expenses necessary to keep the MLC open and deliver tourism programming during January-April and October-December 2027.

The MLC is not a passive exhibit space: trained staff and volunteers maintain living marine animals, interpret exhibits, engage visitors, and deliver the experiences that make Harbor WildWatch an active tourism attraction. Staff time will support regular public MLC hours; daytime and evening shoulder-season eco-tourism programming; animal care and visitor interpretation; and coordination of collaborative programming with the Harbor History Museum, Gig Harbor BoatShop, Visit Gig Harbor, Waterfront Alliance, lodging partners, and other tourism businesses. Operating support will help cover the utilities and facility expenses required to maintain a live-animal public attraction.

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 full \$35,000 is not available, our first reduction would be the frequency of expanded evening and special tourism programs. More significant reductions would require Harbor WildWatch to reconsider MLC operating hours during January-April and October-December. Currently, the MLC operates Wednesday-Sunday from 11-6pm year-round. A change to those hours would have a direct impact on the broader tourism strategy.

The MLC is particularly valuable during Gig Harbor's shoulder season because it is a reliable, weather-independent waterfront attraction. Rain, cold temperatures, or an early winter sunset do not prevent a family from visiting the MLC, seeing an octopus, participating in a marine program, and then continuing to a restaurant, shop, museum, or hotel.

At the same time, Harbor WildWatch has already secured substantial outside investment to market these experiences. Our \$30,000 Port of Seattle-supported

campaign will reach regional and out-of-state travelers through social media, YouTube, trip-planning content, and Washington State Ferries advertising through November 2027. The greatest return on that marketing investment occurs when a prospective visitor sees something compelling and finds robust programming available when they decide to come.

LTAC funding closes that loop. It allows Harbor WildWatch to maintain the MLC as a dependable shoulder-season attraction while developing the daytime and evening programming necessary to transform a single visit into a fuller Gig Harbor itinerary. The City's investment is therefore not simply helping keep the doors of the MLC open. It is helping Gig Harbor offer something visitors increasingly seek: an authentic experience connected to the place they are visiting.

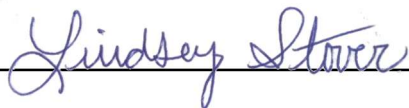
Harbor WildWatch provides the connection to the living Salish Sea. The Harbor History Museum provides the community's history. The Gig Harbor BoatShop connects visitors to its maritime heritage. Downtown businesses provide the food, shopping, and hospitality. Local hotels make it possible to stay. Together, those experiences create a destination worth traveling for - even in February!

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

CERTIFICATION

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

- I am proposing a tourism-related service for 2027 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: 08/21/2026

Harbor WildWatch Marine Life Center				
2027 Operating Expenses (January 1 - December 31, 2027)				
		Shoulder Season (Jan-April & Oct-Dec)	Non-Shoulder Season (May-Sept)	Total MLC Budget (year-round)
Projected Income				
	City of GH LTAC	\$ 35,000.00	\$ -	\$ 35,000.00
	Other Grant Applications	\$ -	\$ 35,000.00	\$ 35,000.00
	Individual Donations	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
	Corporate Sponsors	\$ 10,000.00	\$ 5,000.00	\$ 15,000.00
	In-Kind Volunteer Services	\$ 20,000.00	\$ 25,000.00	\$ 45,000.00
		\$ 75,000.00	\$ 75,000.00	\$ 150,000.00
Projected Expenses				
	Staff Time (to maintain & deliver expanded programs)	\$ 40,000.00	\$ 40,000.00	\$ 80,000.00
	Equipment (to maintain & deliver programs)	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
	Marketing & Admin (to promote eco-tourism)	\$ 20,000.00	\$ 10,000.00	\$ 30,000.00
	Operating Expenses (phone, internet, electricity, etc.)	\$ 10,000.00	\$ 20,000.00	\$ 30,000.00
	Totals	\$ 75,000.00	\$ 75,000.00	\$ 150,000.00
	LTAC Covered Expenses	\$ 30,000.00	Staff Time	
		\$ 5,000.00	Operating Expenses	
		\$ 35,000.00		
	LTAC request % of total project budget:	23%		
	LTAC request % of shoulder-season budget:	47%		

Harbor WildWatch	
Proposed Budget	
January - December 2027	
	Budget 2027 PROPOSED
Revenue	
4000 Contribution Revenue	
4100 Contributions	
4110 Individual	130,000
4120 Corporate	25,000
4130 Annual Drive	20,000
4140 Fundraising Signature Event	100,000
Total 4140 Fundraising Signature Event	\$ 100,000
4160 In-Kind Professional Services	6,500
Total 4100 Contributions	\$ 281,500
4200 Grants	
4210 Foundation	85,000
4220 Other Districts	11,000
4230 Government	
4231 City	50,000
4232 County	80,000
4233 State	2,000
4234 Federal	0
Total 4230 Government	\$ 132,000
Total 4200 Grants	\$ 228,000
Total 4000 Contribution Revenue	\$ 509,500
4300 Membership	
4310 Steward Club	7,500
4320 Volunteer Fees	5,000
Total 4300 Membership	\$ 12,500
4400 Program Revenue	
4410 Program & Workshop Fees	10,000
4420 Social Media Program Donations	10,000
4430 Pay As You Will In Person Programs	5,000
4810 Fiscal Agent Admin Fee Revenue	3,750
Total 4400 Program Revenue	\$ 28,750
4900 Uncategorized Revenue	
Total Revenue	\$ 550,750
Gross Profit	\$ 550,750

Expenditures	
5000 Salaries & Wages	
5100 Salary Employees	115,000
5200 Hourly Wage Employees	200,000
5300 Seasonal Employees	30,000
5510 Payroll Tax	25,000
5520 Staff Insurance	20,000
5540 Professional Development	2,000
Total 5000 Salaries & Wages	\$ 392,000
5500 Benefits	7,600
6000 Professional Fees	
650 Consultant/Specialist	5,000
660 Naturalist	5,000
Total 6100 Program Specialists	\$ 10,000
6200 Accounting	13,500
6400 Other	8,000
Total 6000 Professional Fees	\$ 31,500
7000 Program Expenses	
7100 Program & Resource Materials	15,000
Total 7100 Program & Resource Materials	\$ 15,000
7200 Program Equipment	15,000
7300 Cell Phone for Programs	2,000
7400 Speaker Honoraria	750
7520 Volunteer Training	300
7530 Clothing	2,000
7540 Awards & Appreciation	500
Total 7500 Volunteer Expenses	\$ 2,800
Total 7000 Program Expenses	\$ 35,550
8000 Administrative expenses	
8100 Credit Card Processing Fees	500
8200 Licenses, fees, permits	300
8250 Insurance	2,500
8300 Website	2,000
8350 Software & Subscriptions	2,500
8400 Small office equipment	250
8450 Payroll Processing Fees	1,500
8500 Conferences & Meetings	5,000
8550 Mileage & Tolls	4,000
8600 Office supplies	250
8650 Postage	700
8700 Printing & Copying	700
8750 Connecting memberships	750
Total 8000 Administrative expenses	\$ 20,950
9000 Marketing & Advertising	25,000
9100 Fundraising Expenses	
9110 Signature Event	18,000
9120 Meals with donors	500
9130 Donor Appreciation Events	1,000
Total 9100 Fundraising Expenses	\$ 19,500
Occupancy Expenses	
765 Cleaning	2,500
960 Internet & Phone Service	6,000
962 Electric & Gas	10,000
965 Office rent	1
Total Occupancy Expenses	\$ 18,501
Total Expenditures	\$ 550,601
Net Operating Revenue	\$ 149



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

a direct result of your proposed tourism-related service, provide estimated numbers for:	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	Totals
Overall Attendance (actual)	22,809	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>													
Attendance, 50+ Miles, Actual (actual)	4,562	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>													
Attendance, Out of State/Out of Country, Actual (actual)	912	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>													
Attendance, Paid for Overnight Lodging, Actual (actual)	365	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>													
Attendance, Did Not Pay for Overnight Lodging, Actual (estimated)	22,444	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>													
Paid Lodging Nights, Actual (estimated)	730	549	330	244	172	10	410	331	203	197	160	64	1,791
<i>Total number of lodging nights associated with this activity.</i>													
LTAC Grant Amount Awarded	\$ 27,000	\$ 27,000	\$ 20,000	\$ 20,000	\$ 11,000	\$ 15,000	\$ 5,000	\$ 5,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,500	\$111,500
Cost per visitor	1.18	\$ 1.57	\$ 1.94	\$ 2.63	\$ 2.05	\$ 49.18	\$ 0.39	\$ 0.48	\$ 0.31	\$ 0.33	\$ 0.40	\$ 1.24	\$ 1.99
Cost per overnight lodger	\$ 73.97	\$ 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
Prepared by Lindsey Stover - 03/03/2026



CITY OF GIG HARBOR 2027 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 50,000
For operations of tourism related organizations during the 2027 calendar year.

APPLICATION DEADLINE: Friday, August 21, 2026

For application assistance please contact cityclerk@gigharborwa.gov.

Organization/Agency Name: Harbor History Museum

Event Name: Marketing & Exhibits

Event Date(s): 2027: Focus on Winter and Fall

Contact Name and Title: Stephanie Lile, Director

Mailing Address: PO Box 744

City: Gig Harbor State: WA Zip Code: 98335

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

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

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

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

Application Questions

1. Describe your tourism-related operations. *List the functions of your organization and describe why tourists will travel to Gig Harbor because of your organization.*

The Harbor History Museum consistently ranks in the “Top Five Things to do in Gig Harbor.” From national publications to travel blogs, the museum is frequently recognized as one of the most interesting and professional community museums in the region. We work hard for that status, serving thousands of visitors, ranging from distant countries to local residents. People come here for our award-winning exhibits, exemplary preservation work, and family-friendly programs.

In 2025, we welcomed 10,797 visitors to the museum from 38 states and 11 countries. Most visitors stayed at the museum an average of 1.75 hours. Using the standard economic impact calculator provided by the Americans for the Arts (average \$34 in local spending per visitor), our 2025 visitors infused the Gig Harbor community with over \$367,098 in local spending while our grant was just \$63,000. That’s more than a 400% return on lodging tax fund investment.

To date in 2026, visitor counts are at 22 states and 6 countries with a total of 7,230 visitors. That’s a running community ROI of \$197,676 on a \$70,000 grant.

In addition to our visitor service, we market the museum and the Gig Harbor community in a wide range of target market publications. From ads in Wooden Boat Magazine highlighting the new Maritime Gallery, Shenandoah, and Thunderbird #1, to the regional Museum Guide and CroatiaFest program, we reach over 100,000 readers, encouraging them to visit Gig Harbor. These targeted advertising channels introduce Gig Harbor to a wide range of visitors and complement our other low-budget/big-impact marketing strategies such as the Pierce County Library Pass program and Museums for All (a nationwide program that grants free admission to SNAP/EBT card holders).

The museum is open all year long with consistent open hours. During the October shoulder season, we offer cemetery tours and various programs in addition to our regular open hours. The cemetery tours feature a different cemetery each year. Last year, we featured Artondale Cemetery while this year we’ll feature Cromwell Cemetery. These tours take place on two Sundays in October and are a great way for locals and tourists to get a feel for the local mysteries and characters that make our community unique.

In 2027, we’re working to partner with other anchor organizations such as Gig Harbor BoatShop and Harbor WildWatch, to offer weekend getaways and focused experience packages. This may include a visit to the museum, a concert at the BoatShop, Pier Into the Night with Harbor WildWatch, and a Cemetery Tour along with a one or two-night stay. These types of packages benefit numerous community businesses and organizations.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. - Does the applicant demonstrate how the organization will bring visitors between November and April? - Does the applicant demonstrate how the organization will bring overnight guests?	25	
Visitors during summer months - The city understands there still need to be projects/events during the summer months - Does the applicant demonstrate how the organization will bring visitors? - Does the applicant demonstrate how the organization will bring overnight guests?	15	

2. Have you requested LTAC funds previously?

Yes ☒ or No ☐

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

Interestingly, the vast majority of people who sign our guestbook say that they discovered the museum while walking by. This is largely attributed to the new signage on our maritime gallery and the wonderful walking path between Austin and Donkey Creek parks. However, we strategically build audiences through ad placement, participation in high-profile events such as the Port Townsend Wooden Boat Festival and Seattle Times Best Sunday Magazine, and special promotions such as the NW Museum Guide that is distributed to over 100,000 families across the Puget Sound region.

Over the three preceding years, we've been delighted to serve more than 32,000 visitors, at an average of 10,717 per year for 2023-2025. Our visitors have a meaningful experience at the museum, spending an average of 1.5 hours per person exploring exhibits and touring the Shenandoah. In the last year alone, we've had visitors come here from as far away as Denmark, England, and Norway to see the Narrows Bridge exhibits.

More than half of our visitors are from out of town. In 2025, for example, 63% of our visitors came from outside of Gig Harbor. We attribute that to strategic advertising, but most of all, quality of experience once on site.

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 Are local businesses involved/partnering on this project/event?	15	

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

We serve everyone. But our most common visitors are people above 50 and children under 12. When we place ads in specific publications, we are targeting people with similar interests to those we offer, such as wooden boat preservation, proven museum goes from 30-100 miles away, and people with specific cultural and artistic interests. Our two strongest visitor groups are family groups (parents and children as well as grandparents and grandchildren), and adult travelers. Many adult travelers come to Gig Harbor by boat and walk to the museum. Others discover the museum through programs we participate in such as the North American Reciprocal Museum Association and the regional Museum Guide.

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

In 2027, we will be expanding our marketing efforts in partnership with other local anchor organizations to offer tourists more “packages” and suggestions for how to spend 2-3 days in Gig Harbor during the shoulder seasons. We will also continue our strategic advertising and editorial placements to reach potential audiences in the 30-200 mile away range. These include such publications (print and digital) as *Seattle’s Child*, NW Museum Guide, and *Wooden Boat* magazine.

In addition to advertising, our events and special exhibits are promoted to a wide range of audiences. For example, our current exhibition “The Hostess with the Mostest: The Art of Making Much with What’s at Hand” is a nationally relevant exhibit that has been promoted to women’s groups nationwide. In 2027, we will be creating an innovative open storage exhibit (nicknamed the Objectology Lab) that will be promoted throughout the West Coast. With more than 2,000 objects on view, the exhibit will attract anyone who is fascinated by the show “Mysteries at the Museum.”

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

Predicted overall attendance at your proposed event:	10,000
--	--------

Predicted number of attendees travelling more than 50 miles one-way for the event:	6,300
Predicted number of attendees from out of state:	4,000
Predicted number of attendees staying overnight in paid accommodations:	1,000
Predicted number of paid lodging nights:	1,000

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:**

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

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

We promote all lodging options and will include lodging information in the new package opportunities for folks from out of town. We also have a mini-visitor info center in our lobby where hotels and other Gig Harbor based organizations and businesses can place materials for visitor promotion and pick-up.

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.

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.

Because we rely entirely on grants, donations, and sponsorships, we seek out grants from a variety of sources. These are all on the 2026-27 docket for application.

1. Community Accelerator Grant – Arts Fund
 - a. Applied for, awaiting notice
2. Pierce County Landmarks and Historic Preservation Commission
 - a. Applied for and approved
3. Gig Harbor Rotary Foundation
 - a. Pending application for 2027
4. Sound Credit Union
 - a. Application pending
5. Gig Harbor Garden Tour
 - a. Pending application

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

Our budget is \$550,000 for 2026 and we estimate it to be \$581,800 in 2027. The 2027 Lodging Tax grant request amount of \$50,000 represents just 9% of our total 2027 operating budget. It is a reduction from the 2026 approved amount of \$70,000.

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

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

LTAC funds cover marketing/promotions, public exhibits, and visitor services. In some cases, those special promotions result in free admission or memberships.

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 helps us ensure both the quality of visit experience and the means to reach key audiences. If LTAC funds are reduced, it will have a direct impact on our Visitor Services. We'd use LTAC funds to support our marketing/promotion and exhibits while seeking other support for Visitor Services. With strong marketing and promotions, we're hopeful that admission fees would cover the cost of front desk staff as well as restroom supplies and cleaning.

Please note that it's important not to underestimate the impact that recipient organizations have on bringing tourists to the area. These organizations have dedicated audiences, often of significant means, that are different than audiences often targeted by DMOs.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

CERTIFICATION

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

- I am proposing a tourism-related service for 2027 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the City; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: _____  _____ Date: _____ 8/21/26 _____

HHM PROJECT BUDGET

Projected Income

Admission	\$5,000	
Other Project Grants	\$2,000	
LTAC Grant	<u>\$50,000</u>	
	\$57,000	total projected income

Projected Expenses

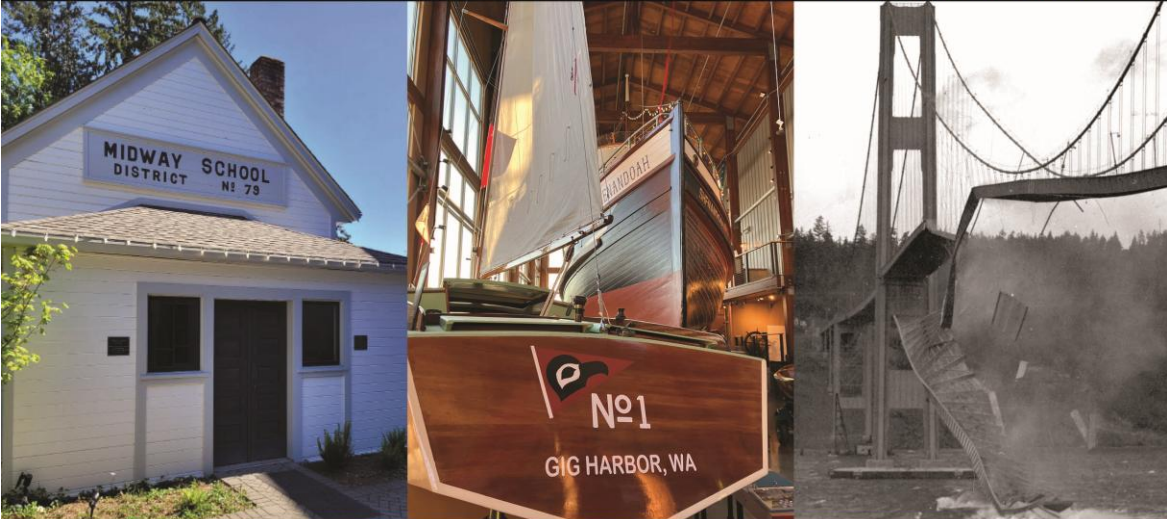
Exhibits	\$15,000	
Visitor Services	\$27,000	
Marketing/Promotion: Collateral (design; printing)	\$5,000	
Marketing/Promotion: Public radio; print ads;	<u>\$10,000</u>	
Social media boosts		
	\$57,000	total projected expenses

Total estimated HHM Budget for 2027 = \$581,800

LTAC Percent of 2027 budget = 9%

2026 HHM ADVERTISING SAMPLE

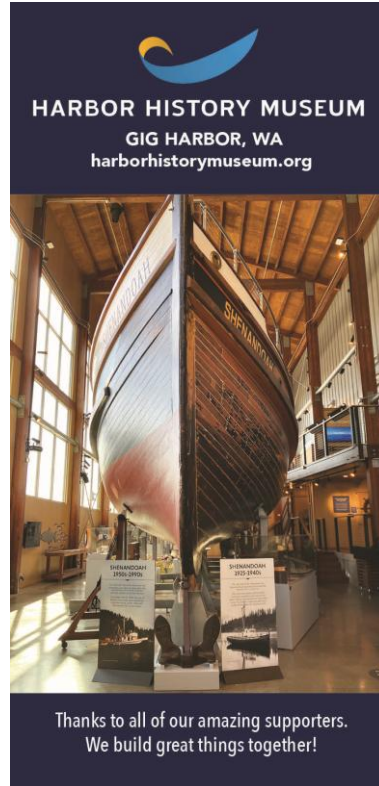
HARBOR HISTORY MUSEUM
ON THE WATERFRONT IN GIG HARBOR, WA
www.harborhistorymuseum.org



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

Northwest Museum Guide – Distributed throughout Western Washington.

2026 HHM ADVERTISING SAMPLER



Harbor History Museum targeted advertising includes:
Special Exhibition promotions for social media and print; General museum promotions to Seattle/statewide audiences; Family focused advertising; and targeted advertising connected to local community history.

These ads were in (clockwise, top left to right) Social Media FB & Instagram; Seattle Times, Seattle's Child, and CroatiaFest print program. Additional ad listings were in the *Encore Museum Guide* and local publication *New Neighbors*.

Distribution and readership numbers for all ads combined are an estimated 70,000 for print circulation and over 120,000 for digital.

HANDS ON CHILDREN'S MUSEUM

THE DETAILS
Website: hoom.org/
Address: 434 Jefferson St. NE Olympia, WA 98501
Hours: Monday-Saturday 9 a.m.-5 p.m.; Sunday 10 a.m.-5 p.m.
Cost: General (\$2 min.-4 years) \$10-\$5; Seniors (\$5+) \$10-\$5; Military (w/valid ID) \$17-\$5
Free/Discounted Days: On the first Friday of the month, 4-8 p.m., admission is just \$3. Access admission is available every day. \$3 each with BBT/BBQ, Eagle Health, WIC, Free/Reduced School Lunch Program, or a Foster Family license for guests with the qualify, appointment by WICCA.
Special Events: Summer Splash (June-Aug), Sea Bath (Oct), Hoop Years (Dec), 31, Arctic Adventures (Jan), Spring Break (April)
Summer Camp: hoom.org/summercamp
After-School/Weekend Classes: Check website
Programs for schools/homeschoolers: Field Trips available
Family-Friendly Features: Dresscode, Sensory-Friendly Hour, Sundays, Sensory-Friendly Room Saturdays and Sundays
Museum Café: Yes

What kids will love:
Over 100 exciting exhibits in 10 beautiful galleries. Half-acre outdoor play area. Year-round activities, games, and special events. Don't miss Summer Splash! Festival of Fun with animal encounters, visiting artists, and special activities June - Aug.

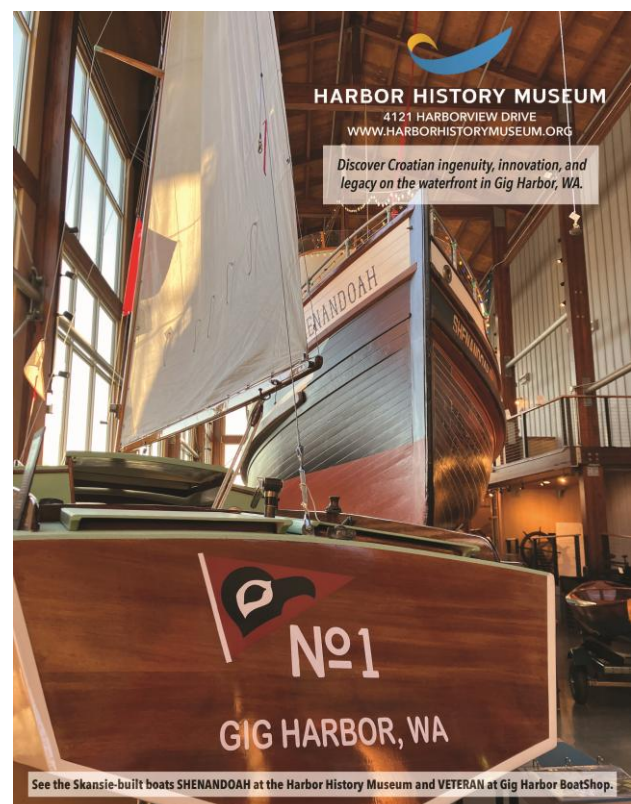
What parents will love:
Washington's award-winning museum on Olympia's waterfront. Sea Bay Plaza with 250' interactive stream. Near downtown, Farmers Market, and Percival Landing. Clean and beautiful. Fresh foods, in the Play Day Café. Featured in several Sluggo videos.

HARBOR HISTORY MUSEUM

THE DETAILS
Website: harborhistorymuseum.org
Address: 4121 Harborview Drive, Gig Harbor, WA 98323
Hours: Wed-Sat 12 p.m.-5 p.m.; Summer Saturdays 10 a.m.-5 p.m.
Cost: \$5 kids 5 and up, \$10 Seniors
Free/Discounted Days: 2nd Sunday of the Month
Special Events: New Maritime Gallery with seaplane board, Soften Fishing boat.
Summer Camp: Check our website for updates
After-School/Weekend Classes: No
Programs for schools/homeschoolers: Yes, check our website for details
Family-Friendly Features: Family-friendly exhibits and local interpretive trails
Museum Café: Nearby cafes and parks

What kids will love:
The one-room Midway Schoolhouse, Shenandoah Fishing boat, and annual round-robin games.

What parents will love:
Kid-friendly exhibits and activities; parent/interpretering local history mysteries.



HHM		2027 Operating Budget	2027	2026	2025
DRAFT		Priorities: Special Exhibit, complete main gallery updates, promotions.			
INCOME			27 BUDGET	26 BUDGET	25 BUDGET
	OTHER INCOME	COVID RELIEF/RECOVERY ACT FUNDS*		0	0
4010	OPERATING	SCHOOL PROGRAMS	12,000	10,000	10,000
4021	OPERATING	PRESENTATIONS & WORKSHOPS (PP)	3000	3000	2,500
4025	OPERATING	ADMISSIONS	40,000	65,000	14,000
4026	OPERATING	DONATION BOX	6000	6000	10,000
4030	OPERATING	COLLECTIONS/IMAGE-RESEARCH	3000	3000	3000
4110	DEVELOPMENT	MEMBERSHIP	30,000	30000	23000
4210	FUNDRAISING	CORPORATE SPONSORSHIPS	20,000	15,000	16,000
4221	FUNDRAISING	CONTRIBUTIONS/UNRESTRICTED	65,000	65000	50,000
4222	FUNDRAISING	CONTRIBUTIONS/ANNUAL FUND	70,000	60000	95,000
4223	FUNDRAISING	CONTRIBUTIONS/RESTRICTED	60,000	17600	20,500
4224	FUNDRAISING	CONTRIBUTIONS/LEGACY GIFTS	5000	5000	3000
4230	FUNDRAISING	CONTRIBUTIONS/BRICK-BENCH	3000	2500	1500
4240	FUNDRAISING	EVENTS	100,000	100,000	75,000
4251	FUNDRAISING	GRANTS (public/govt)	85,000	78,500	87,000
4252	FUNDRAISING	GRANTS (private)	35,000	50500	25,000
4311	OTHER INCOME	DOOR STORE RENTAL	7800	7200	7200
4312	OTHER INCOME	FACILITY & PARKING LOT RENTAL	20,000	20,000	12,300
NA	PROJECT INCOME	CAPITAL PROJECT	0	0	25,000
4400	MUSEUM STORE	MUSEUM STORE	30,000	30,000	26,500
5000	OPERATING	MUSEUM STORE (COGS)	-13,000	-13300	-12,000
TOTAL INCOME			581800	555000	494500
EXPENSES				2026	2025
6010	OPERATING	SCHOOL PROGRAMS	500	500	500
6020	OPERATING	PUBLIC PROGRAMS	2750	1000	1500
6030	OPERATING	MUSEUM EXHIBITS	15,000	10000	10,000
6040	OPERATING	COLLECTIONS	2000	7000	4000
6110	DEVELOPMENT	MEMBERSHIP/VOLUNTEERS	600	1500	1500
6200	FUNDRAISING	CORPORATE SPONSORSHIPS	250	500	2500
6205	FUNDRAISING	ADVOCACY	500	1000	0
6220	FUNDRAISING	CONTRIBUTIONS/ENDOWMENT	200	0	0
6221	FUNDRAISING	DONOR APPRECIATION	4000	4000	0
6240	FUNDRAISING	EVENTS (HISTORY ROCKS)	20,000	20000	15,000
6310	FACILITIES	DOOR STORE RENTAL	500	500	500
6313	FACILITIES	PARKING LOT MAINTENANCE	500	1,500	1500
6400	ADMINISTRATION	ADMINSTRATION	80,000	75,000	70,000
6415	OPERATING	PROMOTIONS/MARKETING	15,000	10,000	15,000
6500	PROF. SERVICES	PROFESSIONAL SERVICES	35,000	32,000	32,000
6600	FACILITY	CARE & MAINTENANCE	65,000	60,000	50,500
6800	WAGES & BENEFITS	WAGES & BENEFITS	340,000	330,500	290,000
TOTAL EXPENSE			581800	555000	494500

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

GIG HARBOR PENINSULA HISTORICAL SOCIETY

2 Business name/disregarded entity name, if different from above

HARBOR HISTORY MUSEUM

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:

- ☐ Individual/sole proprietor or single-member LLC
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶ **NON-PROFIT CORPORATION exempt under IRS code 501-c-3**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)

PO BOX 744

6 City, state, and ZIP code

GIG HARBOR, WA 98335

Requester's name and address (optional)

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number

____ - ____ - ____

or

Employer identification number

2 3 - 7 4 4 0 3 3 0

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign
Here

Signature of
U.S. person ▶

Stephanie J. Cole

Date ▶

7/23/24

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



CITY OF GIG HARBOR 2027 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$100,000

**For operations of tourism related organizations during the 2027
calendar year.**

APPLICATION DEADLINE: Friday, August 21, 2026

For application assistance please contact cityclerk@gigharborwa.gov.

Organization/Agency Name: Gig Harbor Waterfront Alliance

Event Name: Continuous - Year Round

Event Date(s): Continuous - Year Round

Contact Name and Title: Clare Dunis, 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): NA

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.*

EXECUTIVE SUMMARY: THE DESTINATION MANAGEMENT ENGINE

As the certified Main Street America organization, the Alliance provides inclusive, district-wide stewardship across the entire 1.5-mile historic waterfront corridor. Our stewardship spans from the historic shoreline into the active watersheet, supporting commercial retail, dining, and working boatyards alongside maritime non-profits such as the Skansie Netshed Foundation, Gig Harbor Junior Sail, and the Gig Harbor Canoe & Kayak Racing Team.

Corridor-Wide Amplification & Civic Partnerships

Our digital network and street-level activations serve as a high-yield community megaphone for the entire district. We actively cross-promote signature tourism draws, creating a connected corridor that encourages visitors to extend their stay and explore:

- **Gig Harbor Canoe & Kayak Racing Team:** Amplifying high-impact regional draws including the Paddlers Cup and Narrows Challenge.
- **Harbor WildWatch:** Driving visitor traffic to the Skansie Visitor & Interpretive Center and Marine Life Center. Actively drive awareness in partnership with our Walking Tours.
- **Gig Harbor BoatShop:** Promoting working boatyard preservation, traditional boatbuilding, and wooden boat workshops.
- **Permission to Start Dreaming Foundation:** Mobilizing community support and foot traffic for regional events like the Race for a Soldier.
- **Skansie Netshed Foundation:** Financially and physically supporting events like Croatia Day and Fishermen Feed the World. Actively drive awareness in partnership with our Walking Tours and sharing stipends.

Under **RCW 67.28**, Washington law explicitly designates lodging taxes to fund both promotion and the physical operations of tourism-serving facilities. While broad destination marketing builds regional awareness, the Alliance provides the on-the-ground management, physical amenities, wayfinding, merchant coordination, and volunteer capital that convert visitor interest into direct local spending and paid overnight stays.

Operating under dual accreditation with **Main Street America** and **Washington Main Street**, the Alliance executes across three core pillars: **Signature Event Execution**,

Heritage Storytelling & Business Promotion, and Strategic Destination Stewardship.

I. Active Operations & Infrastructure Expansions

The Alliance consistently expands its operational scope to introduce high-yield visitor assets without inflating municipal funding requests:

- **State Creative District Coordination:** Serving as the Lead Administrative and Fiscal Entity directing strategic planning for the state-designated Heritage Hub & Uptown Creative District. Funded through the Alliance's operating budget, we are leading a comprehensive planning process to author a 3-to-5-year Master Plan bridging the waterfront and Uptown commercial nodes into a unified cultural corridor with a view to achieve ArtsWA State Creative District accreditation.
- **"Swig the Gig" Libations Passport:** Soft-launched in May 2026 (100 passports) and expanding to a 500-passport release on September 1. These high-grade physical keepsake booklets (\$25) guide self-guided tasting adventures across 16 merchant stops (including Tides Tavern, For the Love of Spice, Cuvee, The Midway, and Devoted Kiss Cafe), rewarding completed passports with custom commemorative merchandise featuring the iconic fisherman statue memorial located at Jerisich welcome plaza.
- **"Waterfront Insider" Loyalty Program:** An active digital visitor rewards program powered by Open Rewards, capturing real-time spending data and incentivizing repeat patronization of district businesses on target for full launch this Fall 2026 (following a soft launch summer test phase).
- **America 250 / July 4th Civic Leadership:** Co-led multi-agency planning and execution with the Chamber, City, YMCA, and PenMet Parks. Activated Skansie Brothers Park for 4,000–4,500 attendees and coordinated the community Fingerprint Flag, now permanently displayed at the Civic Center.
- **Physical Wayfinding, Amenities, & Boater Engagement:**
 - Micro-Mobility: Designed, funded and to be installed by end of August custom commercial bike racks on Pioneer Way to encourage cycling visitors to park and explore the district and storefronts on foot.
 - District Wayfinding Maps: Refreshed biannually, printed, and distributed the official Waterfront Map across regional hotel lobbies, community card racks, the Visitor Center, and merchant counters.
 - Water-Side Dock Signage (Active Project): Securing property owner permissions to install historic dockside signage orienting visiting boaters to dining and retail amenities.

- PNW Boaters Guide App Integration: Established custom geofence around Gig Harbor waters, delivering automated welcome notifications and merchant directories to arriving boaters to capture "liquid tourism."

II. Seasonal Tourism Activations & Year-Round Portfolio

- **Summer Anchors (Peak Regional Draw):** The **Waterfront Farmers Market** (a 15-week agricultural anchor drawing over 45,000 visitors and driving \$493K+ in 2026 YTD vendor commerce) and **Chalk the Harbor & Art Walk** (engaging 4,000+ attendees with pro murals, glassblowing, and community street art).
- **Shoulder-Season Expansion (September – November & March – May):** Targeted activations engineered to drive foot traffic during travel lulls, including the **Fall Farmers Market Pilot** (4 Tuesday evenings in September), **Autumn Sip & Stroll** (650 ticketed craft beverage enthusiasts), **Shop the Harbor** (holiday retail kickoff driving premium per-customer spend), **Holidays in the Harbor & Holiday Village** (month-long shopping trail and Santa vignettes), and **Chowderfest & Restaurant Week** (1,100 participants dining across waterfront restaurants in March).
- **Off-Season & Quiet-Period Activations (December – February):** Year-round **Pints, Myths & Maritime Spirits Walking Tours**, tailored **Custom Yacht Club Tour Recruitment** (driving off-peak marina moorage and dining), and a newly incubated **February Quiet-Period Pilot Event** currently in development with our Promotions Committee to generate winter lodging demand.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. ● Does the applicant demonstrate how the organization will bring visitors between November and April? ● Does the applicant demonstrate how the organization will bring overnight guests?	25	
Visitors during summer months - The city understands there still need to be projects/events during the summer months ● Does the applicant demonstrate how the organization will bring visitors? ● Does the applicant demonstrate how the organization will bring overnight guests?	15	

2. Have you requested LTAC funds previously?

Yes ☒ or No ☐

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

Attracting visitors and championing local merchants are two halves of a single economic engine: a destination is only as vibrant as the small businesses that anchor it. By collaborating directly with our merchants, property owners, and civic partners, we transform the historic waterfront into an active, walkable, and culturally immersive destination. This collaborative model has allowed the Alliance to achieve historic milestones in visitor engagement while directly driving small-business profitability, private-sector co-investment, and job creation across the district.

I. Track Record of Project Success & Trajectory of Growth

The Alliance has a data-backed track record of attracting high-value regional tourists, cultivating deep business partnerships, and generating significant economic return on investment for the City of Gig Harbor. Rather than presenting a static baseline, our operations demonstrate a clear, highly disciplined trajectory of year-over-year tourism growth. By systematically re-engineering events, expanding wayfinding, and introducing innovative, off-season activations (like the Swig the Gig passport), the Alliance is actively accelerating foot traffic and overnight lodging stays.

Across our comprehensive year-round portfolio, the Alliance expanded total visitor engagement from **63,289 documented attendees in 2025** to an estimated **68,810 in 2026**, and is projecting **81,020 total participants and 3,202 paid lodging nights in 2027** (+18% YoY growth). Please see our attached ([Appendix A](#)) **2027 Tourism Performance & Growth Matrix** for complete event-by-event actuals, methodology, and targets.

Proven Growth Track Record:

A. Marquee Tourism Anchors & Shoulder Season Growth

- **Waterfront Farmers Market:** Our flagship summer operation at Skansie Brothers Park welcomed **51,558 attendees** over our 15-week season in 2025, generating **\$649,235.67 in direct vendor sales** in 2025.
- **Documented Direct Merchant Impact (\$1.1M+ Baseline):** In 2025, the Alliance generated over \$1.1 Million in verified, on-the-ground retail and vendor sales across just the two specific programs where direct sales tracking was deployed (the Farmers Market and Shop the Harbor). Because GHWA does not yet deploy merchant POS tracking across our full program portfolio (such as Sip & Strolls,

Chowderfest, or Chalk the Harbor), this \$1.1M represents a conservative baseline floor of our true annual retail and hospitality impact.

- **2026 Summer Pace:** This economic engine is operating at peak momentum. Over the first 13 weeks of our 2026 season, the Market has welcomed 33,838 documented visitors and generated \$493,321.52 in direct sales—averaging \$38,063.38 weekly in direct agricultural and craft commerce. Despite losing significant operating hours during a mid-season severe lightning event, the market demonstrated exceptional loyalty: per-capita visitor spend increased to \$14.58 per attendee (up from \$12.59 in 2025), with single-day sales peaking at \$45,037.68 on July 9th.
- **Shoulder-Season & Off-Peak Activations:** The Alliance successfully drives high-intent visitors during the shoulder months when travel naturally slows. This includes Chowderfest & Restaurant Week (expanding from 500 culinary tourists in 2025 to 950 in 2026, and projecting 1,100 in 2027), Sip & Stroll (650 regional beverage enthusiasts), and Shop the Harbor (750–850 high-discretionary shoppers).
- **Statewide Conference Recruitment:** In 2025, the Alliance successfully bid on, secured, and hosted the Washington State Department of Archaeology and Historic Preservation PLACES Conference. This major win brought more than 400 preservation, planning, and development professionals to Gig Harbor for a multi-day mid-week event, directly filling room blocks across the Maritime Inn, Waterfront Inn, Best Western Wesley Inn, and The Inn at Gig Harbor.

B. Multi-Agency Alignment

When the City invests in cultural anchors like Harbor WildWatch, the Gig Harbor BoatShop, or the Film Festival, these organizations draw passionate niche audiences to specific harbor nodes. The Alliance provides a corridor-wide connective tissue - through walking tours, *Swig the Gig* passports, and district maps - that guides those visitors across the waterfront to explore, experience, dine, shop, and book overnight stays.

Direct Merchant Partnerships & Co-Investment

A. Catalyzing Private Reinvestment

Through our Small Business Grant Program, we awarded \$18,000 in direct grants to 12 local businesses and cultural anchors (in 2025), supporting direct visitor activations, beautification and lighting projects. We typically require a minimum 25% match for these grants, though several recipients invested more.

- Catalyzing Storefront Improvements: Our direct grants funded historic signage at *Invitation Bookshop*; exterior facade and pedestrian lighting improvements at *Gig Harbor Fly Shop*, *Tickled Pink*, *Haven*, and *Direction Apparel*; and lighting improvements at the *Church of the Nazarene*.
- Partnering on Community Events: These grants also directly supported critical partner-led tourism events, including *Croatia Day* (hosted by the Skansie Netshed Foundation, this year Fishermen Feed the World) and *Photos with Santa* at 7 Seas.

More broadly, the Alliance acts as a powerful community unifier and coordinator that builds market confidence necessary for private-sector reinvestment. The presence of a highly active, well-managed Main Street district creates an economic climate where property and business owners reinvest their own capital. In 2025, total private building improvements across the historic district reached \$1,450,573.

These private investments spanned tenant improvements, facade restorations, essential structural work (such as the major deck repairs at Tides Tavern), roof replacements, and new commercial signage. This represents a highly leveraged multiplier of over \$77 in private physical improvements for every \$1 the Alliance distributed in small business grants.

B. Creative Merchant Revenue

Our commitment to our merchants' bottom lines is reflected in creative product development. Last year, the Alliance designed the custom "I ❤️ GH" visual brand, creating stickers, tote bags, and custom playing cards. Originally launched as an exclusive gift for our Shop the Harbor attendees, these playing cards have evolved into a highly successful B2B partnership:

- We sell the playing card decks wholesale to district retailers for \$4.50, allowing them to retail them to visitors at \$12.50.
- This hands local merchants healthy profit margin, and directly converts community pride and visitor enthusiasm into small-business economic vitality.
- This is paired with an on-demand e-commerce store that allows local love, regional fans and out-of-state visitors to purchase custom merchandise year-round, turning tourists into mobile brand ambassadors.

C. Physical Placemaking & Volunteer Labor

- The Finholm Gateway Lighting Project: The Alliance served as the community unifier and coordinator and co-funding partner to install cohesive, year-round roofline track lighting at the northern entrance of the historic district. By coordinating 4 private property owners, the City, and a professional lighting firm,

this design intervention directly benefits 10 active waterfront businesses. It has transformed a dark entry corridor into a beautifully illuminated, welcoming gateway, making the district feel safer, highly walkable, and commercially viable for evening trade during the dark winter months.

- **Massive Volunteer Matching Support:** Our operations are powered by a deeply committed community. In 2025 the Alliance mobilized over 300+ volunteers and 3,032 cumulative volunteer hours to district stewardship (watering summer flower baskets, supporting the Farmers Market, pop-up cleanups, and community events). Calculated at the Independent Sector's standard valuation for Washington State (\$39.68/hour), this represents over \$120,000 in donated, uncompensated matching labor injected directly into the city's tourism and placemaking infrastructure.

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 • Are local businesses involved/partnering on this project/event?	15	

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

The Alliance designs district activations to engage regional travelers beyond the 50-mile radius, drive multi-day stays, and support local merchants. To ensure our programming directly addresses real visitor motivations, our Promotions Committee is newly utilizing a human-centered framework centered around **four core visitor personas**:

- **1. "Greg & Linda" (The Empty-Nest Date-Night & Cultural Travelers):** Mature couples and regional travelers seeking experiential weekend getaways with fine dining, craft beverage walks, and boutique shopping. *Key activations:* Autumn/Spring Sip & Strolls, Chowderfest & Restaurant Week, Shop the Harbor, and the self-guided *Swig the Gig* libations trail.
- **2. "Sarah & Elliott" (The Young Family Regional Day-Trippers):** Regional parents with children (ages 2–8) balancing family schedules and seeking accessible, low-stress outdoor fun. *Key activations:* Waterfront Farmers Market, Chalk the Harbor, Trick or Treat, and the Holiday Gnome Hunt, supported by clear parking and stroller navigation guides.

- **3. "Evelyn" (The Active Heritage & Daytime Explorer):** Active seniors, retirees, and maritime enthusiasts who value scenic walking environments, heritage storytelling, and independent local retail. *Key activations:* Year-round *Pints, Myths & Maritime Spirits* walking tours, Summer Flower Baskets, and custom yacht club itineraries.
- **4. "Leo" (The Next-Gen & Visual Storyteller):** Young adults and digital-native travelers drawn to aesthetic, shareable cultural moments. *Key activations:* Interactive chalk murals, mobile glassblowing, and illuminated evening gateways shared organically through short-form video.

Strategy for Regional Draw (>50 Miles) & Overnight Lodging Across these four personas, the Alliance's 2027 portfolio is engineered to attract **11,919 attendees traveling >50 miles** and generate **3,202 paid lodging nights** through three ongoing initiatives:

1. **Shoulder-Season Lodging Alignment:** Partnering with local boutique inns and hotels to cross-promote ticketed events with overnight stay packages.
2. **Waterfront-to-Uptown Cultural Corridor:** Serving as Lead Administrative Entity for the State-Designated Creative District, connecting the historic shoreline with Uptown retail and entertainment to extend multi-day visitor dwell time.
3. **Off-Season Pilot Incubation:** Developing an annually rotating winter pilot event in early 2027 to generate foot traffic and hotel occupancy during the quietest travel months.

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

By leveraging owned digital assets (web, email, and social media) alongside physical placemaking and direct hospitality partnerships, the Alliance achieves institutional promotional scale without advertising spend. In 2026, the Alliance optimized this into a Multi-Brand Digital Network, generating nearly **2 Million organic impressions and over 40,500 active customer interactions annually** (see [Appendix C](#) for granular analytics breakdown).

Our 2027 promotional strategy is executed across four high-performance channels:

Channel 1: High-Engagement Digital Web Network (83,700+ Views)

Comprising GHDWA.org and our dedicated Waterfront Farmers Market web platform. Over the last 365 days, our web estate generated **83,779 page views, 57,877 sessions, and 50,772 unique visitors** through 100% organic search and direct links. Visitor dwell time is exceptional—averaging **2m 41s on GHDWA.org** (nearly triple the

sector benchmark) and peaking at **11m 43s during Chalk the Harbor**, proving visitors actively use our site as a real-time street navigation guide.

Channel 2: The "Inbox Authority" Email Megaphone (B2C)

Our weekly *Waterfront Weekly* newsletter reaches **5,000+ active subscribers** (residents, regional day-trippers, and repeat weekend visitors). It maintains an industry-leading **75% to 80%+ open rate** (vs. under 25% sector average), delivering over **161,200 direct touchpoints annually** to mobilize high-intent visitors for weekend dining, retail promotions, and signature events at near-zero distribution cost.

Channel 3: Multi-Brand Organic Social Media Network (1.96M Impressions)

We manage distinct media portfolios for our primary Gig Harbor Waterfront Alliance brand (lifestyle, heritage, and district merchants) and our Farmers Market brand (culinary and agricultural tourism). Together, they delivered **1.96 Million organic impressions, 226,000+ unique reach**, and **40,500+ active engagements** in the past year. Video content alone logged **648 total watch hours** (27 days of continuous viewer attention) celebrating Gig Harbor, achieved with zero ad spend.

Channel 4: Coordinated Hospitality, Wayfinding, & Place-Based Marketing

We bridge digital interest into physical foot traffic:

- **Host Hotel Partnerships:** Active packaging and directory promotions for local lodging partners (Maritime Inn, Waterfront Inn, Best Western Wesley Inn, and The Inn at Gig Harbor) to drive paid overnight stays.
- **Official Waterfront Map & Visitor Guides:** Biannual distribution of our official print map across hotel lobbies, marinas, the Visitor Center, and merchant counters, alongside 1,250+ copies of our curated *Harbor Holiday Gift Guide*.
- **Physical & Digital Dispersal:** Curating district aesthetics (Summer Floral Baskets, lamppost banners, bike racks) and self-guided programs (*Swig the Gig* libations trail and *Waterfront Insider* digital rewards) to guide visitors across the entire 1.5-mile corridor.

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

Please see [Appendix D](#) for a complete view of counts by each event/program. The following represents total estimated attendance and visitors across all of our programs in 2027.

Predicted overall attendance at your proposed event:	81,020
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Predicted number of attendees travelling more than 50 miles one-way for the event:	11,919
Predicted number of attendees from out of state:	3,895
Predicted number of attendees staying overnight in paid accommodations:	6,404
Predicted number of paid lodging nights:	3,202

What methodology did you use to calculate the estimates?

Please refer to [Appendix D](#) for a complete view of count method by each event/program

- ☒ **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?

Host Hotel Partnerships & Participating Lodging Providers

Yes. The Gig Harbor Waterfront Alliance (GHWA) actively partners with Gig Harbor's premier local lodging providers to support overnight tourism around our signature events, seasonal campaigns, and regional conferences. Our primary participating accommodations include:

- The Maritime Inn (historic boutique hotel located directly on the downtown waterfront corridor)
- The Waterfront Inn (scenic boutique lodging directly on the waterfront shoreline)
- The Best Western Plus Wesley Inn & Suites (family-run hotel near the district)
- The Inn at Gig Harbor (located near Uptown and Galaxy Theatres, ideal for mid-week conference blocks)

We also actively promote and list on our website directories;

- Arabella's Guesthouse & Marina
- GH Marina Guesthouse & Suite Dreams
- Harborside Boatel

For all applicable events (such as *Sip & Stroll*, *Shop the Harbor*, *Chowderfest*, and major mid-week conferences), we collaborate directly with local hoteliers to coordinate dedicated room blocks and discounted event rates, and customized overnight packages.

Promoting Gig Harbor Hotels Across Multi-Channel Marketing

The Alliance is committed to featuring and prioritizing local hotels across our platforms. Our promotional strategy is designed to ensure that overnight lodging options are placed directly in front of visitors at every stage of their trip planning.

1. Event Websites & Digital Platforms: We maintain dedicated lodging directories, travel packages, and direct booking links on event landing pages, making overnight stay planning seamless for out-of-town registrants.
2. Biannual Waterfront Map & Visitor Guide: We feature local lodging partners on our official physical map. Distributed directly to local hotel lobbies, marinas, the Visitor Center, and waterfront merchant counters to orient tourists on foot.

By systematically embedding local lodging options into our promotional ecosystem, the Alliance ensures that events convert into lodging revenues, generating cross-sector economic return.

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.

The Alliance operates a highly diversified funding model to ensure long-term organizational sustainability and reduce reliance on any single source. While traditional economic vitality and operational grants are limited, the Alliance aggressively pursues private sponsorships, earned event income, and specialized program grants to fund our tourism and placemaking initiatives.

Our non-municipal funding portfolio for the 2027 operations cycle includes the following secured, pending, and anticipated sources:

1. Private Corporate Sponsorships & Event Contributions (Pledged & In-Progress)

- 2027 Budget Target: \$97,450
- Status: Active/In-Progress. In our previous full cycle, the Alliance secured financial partnerships from 23 local and regional business sponsors. We will launch our 2027 Sponsorship Guide outreach in October to lock in commitments from key community partners.

2. Earned Event Revenue, Participant & Vendor Fees (Projected)

- 2027 Budget Target: \$136,065 (comprising \$33,750 in merchant/vendor fees and \$99,475 in participant fees, food, drink, and merchandise sales)
- Status: Projected. This revenue is generated directly from ticket sales for our marquee events (eg Sip & Stroll, Chowderfest), and vendor booth fees from our 15-week summer Farmers Market operations.

3. Annual Fundraiser, Community Auctions & Raffles (Projected)

- 2027 Budget Target: \$20,000
- Status: Projected. Our annual fundraiser, Anchored Here, brings together local businesses, civic leaders, and residents. This event's net revenues are directly

reinvested into our Small Business Grant program to catalyze physical storefront improvements, activation events, signage, safety and beautification projects.

4. Local Government Grants (Awarded 2026, TBD 2027)

- 2027 Budget Target: \$3,500 (Creative Endeavor Grant to help support Chalk the Harbor)
- Status: TBD

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)?

Please see [Appendix B](#) for our complete balanced budget and functional allocation breakdown. An executive overview is provided below:

Overall Organization Budget

- Total 2027 Projected Operating Budget: \$488,515

Percentage Requested from LTAC

- LTAC Funding Requested: \$100,000
- Percentage of Overall Budget: 20.47%
- Non-LTAC Leverage: 79.53% (\$388,515) of Alliance operations is independently funded through corporate sponsorships (\$97,450), earned revenues (\$136,065), fundraiser (\$20,000), partnership program & grants (\$14,200) and B&O tax credits (\$113,000).

State Tax Recapture Leverage (Main Street Tax Credit Incentive Program)

The cornerstone of the Alliance's matching leverage is our participation in the Washington State Main Street Tax Credit Incentive Program (RCW 82.73):

- 75% State Credit: Under state law, businesses contributing to certified Main Street programs receive a 75% credit against their state B&O or Public Utility Tax (PUT) liability.
- Keeping Tax Dollars in Gig Harbor: The Alliance actively facilitates this program to capture state tax liabilities from local businesses that would otherwise go to Olympia, redirecting up to \$213,000 annually back into Gig Harbor to maintain, beautify, and activate our historic waterfront.
- Matching Multiplier: When the City invests \$100,000 in LTAC funds, that public investment is backed by a \$388,515 non-LTAC operational engine funded largely through outside state tax credits and private capital. This means every municipal dollar is matched by over \$3.89 of non-municipal funds, representing a high-leverage economic win for the municipality.

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

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

The requested \$100,000 in Lodging Tax funding will be utilized strictly for eligible tourism marketing, non-event promotion, and operational stewardship expenses in accordance with state law under RCW 67.28. These funds are directly mapped to our 2027 Master Operational Budget and are structured across three primary, highly regulated categories:

I. Direct Tourism Operations & Program Management (\$75,500)

This covers the professional downtown management, volunteer coordination, and direct execution labor associated with physically building, setting up, and managing our six primary seasonal visitor anchors:

- The Waterfront Farmers Market & Fall Pilot: Setting up, managing, and staffing our 15-week summer market and new 4-week Tuesday evening fall pilot, which serves as a premier regional draw and business incubator.
- Chalk the Harbor & Waterfront Art Walk: Coordinating pro-muralists, street chalking competitions, and mobile glassblowing logistics.
- Shop the Harbor: Organizing our pre-holiday merchant-activation trail.
- Holidays in the Harbor: Managing our Cookies & Cocoa civic event, coordinating our festive Gnome Hunt, and setting up the historic Ancich Netshed Santa photo vignettes.
- Sip & Stroll: Licensing, security, and merchant coordination for our high-demand fall and spring beverage strolls.

This allocation also directly supports the professional management hours required to coordinate our robust network of 320+ active volunteers and track their 3,000+ logged service hours (delivering \$120,000+ uncompensated matching labor value back to Gig Harbor).

II. District Marketing, Collateral & Digital Promotions (\$15,500)

This covers the graphic design, professional printing, and digital platforms required to showcase and navigate our 1.5-mile corridor to regional and out-of-state travelers:

- Biannual Waterfront Map & Visitor Guide: Designing, printing, and distributing the official physical map, which is placed directly in local hotel lobbies, marinas, the visitor center, and merchant counters to orient tourists on foot.
- "Swig the Gig" Libations Passport: Producing the physical, high-quality passport booklets designed to guide visitors across 16 local tasting rooms and restaurants.

- Multi-Brand Digital Infrastructure: Maintenance and hosting fees for GHDWA.org and our Waterfront Farmers Market web platform (which captured a combined 83,779 unique web views last year with an average session read-time of over 2 minutes and 30 seconds), alongside our weekly public newsletter megaphone (reaching 5,000+ active subscribers with a 75% to 80%+ open rate)

III. Physical Placemaking, Wayfinding & District Aesthetics (\$9,000)

This covers the direct procurement, logistical, and material expenses required to maintain the physical beauty, walkability, and maritime brand of our historic business district:

- Summer Flower Basket Program: Coordinating and hanging the gorgeous flower displays that decorate Pioneer Way from May through August, maintaining the physical scenic charm that makes the harbor so marketable.
- Wayfinding: Coordinating design, fabrication, and installation to extend wayfinding signage inviting "liquid tourism" boaters and visitors on foot to extend their exploration of our cultural assets and local retail and dining corridor.

By systematically applying LTAC funds to these highly leveraged operational and promotional lines, the Alliance guarantees that our historic waterfront remains vibrant, beautifully maintained, and commercially thriving 365 days a year, maximizing the direct economic spillover into our local lodging, retail, and dining sectors.

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?

Protecting the Physical "Product" of Gig Harbor

Lodging Tax funding is essential because it sustains the physical destination that makes Gig Harbor a marketable tourism product. While regional advertising acts as the megaphone, our walkable historic waterfront, maritime heritage assets, small businesses, and community activations are the actual physical product visitors come to experience. Under RCW 67.28, Washington law recognizes that a thriving tourism economy requires operational investment in tourism-serving facilities and downtown management alongside promotional marketing. Without active district stewardship, seasonal beautification, and street-level coordination, regional ad campaigns will have an increasingly hollow destination to promote.

Specific Consequences of a Funding Reduction

Because the Alliance operates an exceptionally lean, high-leverage model supported by over 300 volunteers and 3,000+ annual service hours, any material reduction to our \$100,000 operational baseline cannot be absorbed through administrative overhead. It would force immediate, visible programmatic curtailments:

- Scaling Back Shoulder-Season & Winter Activations: To balance a reduced allocation, we would be faced with tough choices to eliminate or sharply curtail

off-peak activations—such as our new Fall Market, the decentralized Holiday Village trail, or the newly planned February quiet-season event. This would directly soften restaurant, retail, and lodging revenues during the months when local merchants need municipal tourism support the most.

- Deferring Physical Placemaking & Wayfinding: Planned capital and placemaking enhancements—including “linger longer” amenities, additional pedestrian signage, and historic interpretive markers—would be delayed or canceled.
- Constraining Creative District Administrative Capacity: As the Lead Administrative and Fiscal Entity advancing the State-Designated Creative District application and Master Plan development, funding reductions would severely strain our staff capacity to execute the plan, align stakeholders, and secure final ArtsWA state designation for Gig Harbor.
- Forfeiting State Tax Leverage: Squeezing the Alliance’s operational baseline puts our Washington Main Street and Main Street America accreditations at risk, threatening our ability to facilitate the Main Street Tax Credit Incentive Program (MSTCIP)—which currently recaptures up to \$213,000 annually in state B&O tax liability to reinvest directly back into Gig Harbor.

Investing the full \$100,000 historical baseline in the Alliance ensures that Gig Harbor’s historic waterfront remains vibrant, beautifully maintained, and commercially thriving 365 days a year—yielding over 3,200 paid lodging nights and matching every municipal dollar with \$3.89 in outside private and state capital.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	160	

CERTIFICATION

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

- I am proposing a tourism-related service for 2027 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: 08/21/2026 _____

Appendix A: Multi-Year Tourism Performance & Growth Trajectory Matrix

The following side-by-side matrix compiles our official, state-reported 2025 actuals, our 2026 full-year estimated actuals, and our targeted 2027 projections. It demonstrates that the Alliance is actively and systematically expanding the city's tourism footprint:

Event / Program Name	2025 Actuals	2026 Est. Actuals	2027 Targets	YoY Growth (26→27)	Direct Strategic Catalyst & Growth Drivers
Waterfront Farmers Market	51,558	46,000	55,000	+20%	Re-aligned summer marketing and expanded regional culinary promotion.
Fall Farmers Market Pilot	0	2,800	3,400	+21%	4-week Tuesday evening September extension near B's Bagels to capture peak local harvest.
Chalk the Harbor & Art Walk	3,500	4,000	5,000	+25%	Expanding the community art installation, pro-chalk artist mural showcases & potential literary arts.
Holidays in the Harbor	3,750	4,500	4,800	+7%	Month-long campaign featuring Gnome Hunt, Cookies & Cocoa, and Holiday Village, Gift Guide & Santa photos.
Shop the Harbor (Nov)	680	750	850	+13%	Saturday high-yield re-format driving record-high average retail spend per shopper.
Sip & Stroll (Oct)	500	650	650	0%	Capping event size at a self-sustained 650 tickets to preserve high-value merchant intimacy.

Trick or Treat (Oct 31)	2,200	2,600	2,800	+8%	Collaborative high-traffic neighborhood activation supporting district retailers.
New event under development (Feb)	0	0	700	+100%	Launching a brand-new off-season event specifically for February quiet-period.
Chowderfest & Rest. Week	500	950	1,100	+16%	Expanding premier spring culinary activation, bringing regional foodies to dining establishments.
Waterfront Walking Tours	600	1,250	1,500	+20%	Expanding guided heritage tours year-round to drive off-peak pedestrian trade.
Swig the Gig Passport	0	1,000	1,600	+60%	Full rollover of our gamified physical booklet passport across 16 local tasting stops.
July 4th (beyond America 250)	0	4,250	3,500	-18%	Right-sizing post-milestone attendance targets to high-retention baselines.
Custom Yacht Club Tours	0	60	120	+100%	Custom-designed itineraries and walking tours to capture cruising clubs during shoulder seasons.
TOTAL DISTRICT FOOTPRINT	63,289	68,810	81,020	+18%	Rigorous, multi-year economic engine bringing sustainable tourism to Gig Harbor.

Appendix B: 2027 Operational Budget & Functional Expense Summary

GIG HARBOR WATERFRONT ALLIANCE (GHWA)				
2027 ANNUAL OPERATIONAL BUDGET & FUNCTIONAL EXPENSE SUMMARY				
Total Projected Budget: \$488,515 City LTAC Request: \$100,000 (20.47%) Non-Municipal Match: 79.53% (\$388,515)				
I. PROJECTED REVENUES & MATCHING FUNDING SOURCES				
Funding Category / Revenue Source	Reference Code	Projected Amount	% of Total	Strategic Context & Economic Leverage
Main Street B&O Tax Credit Recapture (MSTCIP)	RCW 82.73	\$113,000	23.13%	Direct state B&O tax liability recaptured to fund local downtown development
City of Gig Harbor LTAC Operations Grant	RCW 67.28	\$100,000	20.47%	Subject of this grant application (baseline funding for district ops & tourism)
Earned Event Registration & Ticket Fees	Acct 44200	\$99,475	20.36%	Sip & Stroll, Chowderfest, Shop the Harbor ticketed participation
Private Corporate & Merchant Sponsorships	Acct 43000	\$97,450	19.95%	23+ private commercial banking, corporate, and merchant partners
Farmers Market & Event Vendor Fees	Acct 44100	\$33,750	6.91%	Booth fees from 15-week summer market & 4-week fall extension
Annual Gala, Community Auctions & Raffles	Acct 49420/30	\$20,000	4.09%	Anchored Here annual fundraiser reinvested into small business grants
Wonderfront Partnership & Private Contributions	Acct 45100	\$10,700	2.19%	Dedicated recurring community and stakeholder partnership program
Food, Drink, Merchandise Sales & Program Income	Acct 44300/490	\$7,640	1.56%	I ♥ GH merchandise, playing card wholesale margins, program receipts
Local Government Program Grant (Creative Endeavors)	Acct 44532	\$3,500	0.72%	City of Gig Harbor grant supporting Chalk the Harbor art activations
Interest Earned & Miscellaneous Revenues	Acct 52000	\$3,000	0.61%	Operational interest and minor miscellaneous receipts
TOTAL PROJECTED 2027 REVENUE		\$488,515	100.00%	100% Balanced Operational Intake (79.5% Non-Municipal Match)
II. FUNCTIONAL EXPENSES: FULLY LOADED PROGRAM DELIVERY VS. CORE STEWARDSHIP				
Functional Expense Pillar & Program Activity	Direct Vendor / COGS	Allocated Staff Labor	Total Fully Loaded Cost	% of Total Budget
1. SIGNATURE TOURISM EVENTS & SHOULDER-SEASON ACTIVATIONS				
High-yield draws: Sip & Stroll, Shop the Harbor, Chalk the Harbor, Chowderfest, Holidays, July 4th, Trick or Treat, Feb Pilot	\$77,413	\$61,997	\$139,410	28.50%
2. FLAGSHIP REGIONAL TOURISM ANCHORS (FARMERS MARKET & FALL PILOT)				
15-week Skansie Park summer market (\$493K+ vendor sales) & 4-week Tuesday evening September fall harvest extension	\$24,524	\$31,674	\$56,198	11.50%
3. STRATEGIC STEWARDSHIP, PLACEMAKING, HERITAGE & WAYFINDING				
Small business grants (\$1.45M private match), walking tours, Swig the Gig trail, floral baskets, banners, maps, dock signage	\$58,916	\$47,086	\$106,002	21.70%
4. CORE DISTRICT MANAGEMENT, GOVERNANCE & CIVIC COORDINATION				
Dual Main Street accreditations, MSTCIP administration (up to \$213K recapture), Creative District master planning, CPA, insurance, ops	\$0	\$186,441	\$186,441	38.20%
TOTAL PROJECTED 2027 FUNCTIONAL EXPENDITURES	\$160,853	\$140,757	\$488,051	100.00%
III. BOTTOM-LINE BALANCING & MUNICIPAL LEVERAGE RATIOS				
Net Projected 2027 Operating Surplus		\$464.00	Conservative balanced operating reserve	
City of Gig Harbor LTAC Request		\$100,000.00	Historical operational baseline (2022+ proven level)	
Non-LTAC Matching Funds Injected by Alliance		\$388,515.00	79.53% self-funded through sponsorships, B&O credits, and fees	
Direct Municipal Matching Multiplier		3.89x	For every \$1.00 City LTAC investment, GHWA injects \$3.89 outside funds	
Cost per Projected Paid Lodging Night Generated		\$31.23	Based on 3,202 verified paid room nights generated across portfolio	

Appendix C: Digital Marketing & Promotional Analytics Summary

Supporting 2027 LTAC Operations Application | Period: 365-Day Trajectory

1. UNIFIED DIGITAL WEB NETWORK (GHDWA.ORG & FARMERS MARKET)

- Annual Traffic Summary: 83,779 Page Views | 57,877 Site Sessions | 50,772 Unique Visitors
- Primary Brand (GHDWA.org): 60,762 Page Views | 42,365 Sessions | 37,189 Unique Users
- Market Brand (waterfrontfarmersmarket.org): 23,017 Page Views | 15,512 Sessions | 13,583 Unique Users
- Benchmark Engagement: Average session duration is 2m 41s on GHDWA.org and 2m 22s on the Market platform (vs. standard tourism average of ~55 seconds).
- Event-Driven Traffic Spikes:
 - Chowderfest Ticket Launch (Feb 7): 1,292 page views in a single day (sold out in <48 hrs).
 - Shop the Harbor Campaign (Nov 12–15): 2,882 page views during pre-holiday registration.
 - Holidays in the Harbor (Dec 5–6): 1,847 page views for tree lighting and Santa scheduling.
 - Chalk the Harbor (Aug 15): 848 page views; record 11m 43s average dwell time (active on-street navigation).
 - Weekly Market Thursdays: 475 to 640 page views every Thursday during peak summer season.

2. DIRECT-TO-CONSUMER EMAIL MEGAPHONE ("WATERFRONT WEEKLY")

- Active Subscriber Base: 5,000+ verified local and regional subscribers.
- Open Rate Performance: Consistent 75% to 80%+ open rate (vs. national retail/tourism average of 21.3%).
- Annual Volume: 161,200+ direct email touchpoints delivered annually at \$0.00 incremental ad cost.

3. MULTI-BRAND ORGANIC SOCIAL MEDIA DASHBOARD (100% UNPAID REACH)

- Portfolio A: Primary GHWA Brand (1.64 Million Impressions)
 - Facebook: 858,300 Impressions | 143,816 Unique Reach | 14,600 Content Interactions | 135,500 3-sec Video Views | 648 Total Video Watch Hours (27 continuous days).

- Instagram: 782,100 Impressions | 40,100 Unique Accounts Reached | 20,500 Content Interactions.
- Portfolio B: Waterfront Farmers Market Brand (322,000 Impressions)
 - Facebook: 144,100 Impressions | 31,200 Unique Reach | 2,100 Interactions | 8,900 Profile Visits.
 - Instagram: 177,900 Impressions | 10,600 Unique Reach | 3,300 Interactions | 2,000 Profile Visits.
- Combined Social Footprint: 1,962,400 Organic Views | 40,500+ Active Community Interactions.

4. PLACE-BASED PRINT & HOSPITALITY COLLATERAL

- Official Waterfront Map & Visitor Guide: Biannual print run distributed to 4 hotel lobbies, guest marinas, the Visitor Center, community racks and 60+ storefronts.
- Harbor Holiday Gift Guide: 1,250+ targeted print guides distributed to event ticket holders, hotel desks, and retail counters.
- Physical Placemaking Assets: 56 Summer Floral Baskets, custom lamppost heritage banners, commercial bike racks, and upcoming dockside boater signage.

Appendix D: Event Attendance, Tourism & Lodging Night Detailed Analysis & Count Methods

2027 PROJECTED TOURISM PERFORMANCE TARGETS						
Event / Program Name	Target Quarter(s)	Projected Overall Attendance	Attendees Traveling >50 Miles	Attendees from Out of State	Attendees Staying Overnight	Paid Lodging Nights Generated
Waterfront Farmers Market	Q2 - Q3 (Jun-Aug)	55,000	8,250	2,750	4,400	2,200
Fall Farmers Market	Q3 (Sept)	3,400	272	85	78	39
Chalk the Harbor & Art Walk	Q3 (August 15)	5,000	475	150	200	100
Holidays in the Harbor (Dec / GN)	Q4 (December)	4,800	336	96	144	72
Shop the Harbor (Nov Kickoff)	Q4 (November)	850	102	34	68	34
Autumn Sip & Stroll	Q4 (October)	650	163	39	78	39
Trick or Treat	Q4 (October)	2,800	196	56	84	42
New Event	Q1 (February)	700	100	25	30	15
Chowderfest & Restaurant Week	Q1 (March)	1,100	132	44	132	66
Waterfront Walking Tours (Yr-Rd)	Year-Round	1,500	675	225	495	248
Swig the Gig	Year-Round	1,600	560	128	240	120
July 4th (America 250 in 2026)	Q3 (July)	3,500	553	263	350	175
Custom Yacht Club Tours (Marine)	Year-Round	120	105	0	105	53
TOTAL PROJECTIONS	Unified Annual Matrix	81,020	11,919	3,895	6,404	3,202

Methods Used to Calculate Attendance						
Event / Program Name	Direct Count	Indirect Count	Representative			
			Survey	Informal Survey	Structured Estimate	Other
Waterfront Farmers Market	x		x	x		
Fall Farmers Market	x		x	x		
Chalk the Harbor & Art Walk	x		x		x	
Holidays in the Harbor (Dec / GN)	x					
Shop the Harbor (Nov Kickoff)	x					
Autumn Sip & Stroll	x					
Trick or Treat		x			x	
New Event	x					
Chowderfest & Restaurant Week	x					
Waterfront Walking Tours (Yr-Rd)	x		x			
Swig the Gig	x		x			
Custom Yacht Club Tours (Marine)	x					



August 25, 2026

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

Re: City of Gig Harbor 2027 Lodging Tax Funding Application

Dear City of Gig Harbor,

We are so grateful to the City for your continued support of the Foundation. We are pleased to present our application for the City of Gig Harbor **2027 Lodging Tax Funding – Events** for the Permission to Start Dreaming.

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

Kind regards,

Kelsey Storset
Director of Development



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

TAX ID: 27-5251886

6659 Kimball Drive Suite E-502 Gig Harbor, WA 98335

PTSDFOUNDATION.ORG



CITY OF GIG HARBOR 2027 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$45,000
For events held during the 2027 calendar year.

APPLICATION DEADLINE: Friday, August 21, 2026

For application assistance please contact cityclerk@gigharborwa.gov.

Organization/Agency Name: Permission to Start Dreaming Foundation

Event Name: Permission to Start Dreaming Foundation – Annual Events

Event Date(s): Swing 7/9/2027, Race 9/12/2027, Pull 10/1/2027, Never Forget 11/19/2027

Contact Name and Title: Leslie Mayne, Founder

Mailing Address: 6659 Kimball Drive, Ste E-502

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-432-0036 Email Address: lesliem@ptsdfoundation.org

Name & Email address of person authorized to contract with the city for grant funding (if different than above): Kelsey Storset, Director of Development kelsey@ptsdfoundation.org

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

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

Application Questions

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

The Permission to Start Dreaming Foundation's mission is to empower veterans, service members, first responders, and their families to turn trauma into strength through innovative, supportive, and community-driven programs.

Our organization's mission is made possible thanks to annual community events. These impactful events bring visitors to Gig Harbor throughout the year, creating opportunities for overnight stays, dining, shopping, recreation, and other local spending. Participants, families, supporters, volunteers, and guests travel from outside the community to attend these events, with many extending their visits beyond the event itself. Together, Swing for a Soldier, Race for a Soldier, Pull for a Soldier, PATHH Alumni Summit, and Never Forget help generate visitor activity across multiple seasons, support local hospitality businesses, and showcase Gig Harbor as a welcoming destination for recreation, community, and meaningful experiences.

Gig Harbor is the home base of the Permission to Start Dreaming Foundation, and when accommodations are needed, **lodging in Gig Harbor is prioritized**. Our annual community events and monthly Warrior PATHH programming also bring outside contractors, facilitators, and program partners to the community, often requiring overnight stays and generating additional lodging and local economic activity.

Swing for a Soldier — July 9, 2027

- Attracts golfers and supporters from outside Gig Harbor, generating visitor spending on lodging, dining, fuel, and local businesses.
- Encourages overnight stays and showcases Gig Harbor as a summer destination for recreation, waterfront experiences, and leisure.

Race for a Soldier — September 12, 2027

- Attracts runners, families, volunteers, and spectators from outside Gig Harbor, generating lodging, dining, retail, and recreation spending.
- As a signature annual event, it encourages repeat visitation and positions Gig Harbor as a destination for active tourism.

Pull for a Soldier — October 1, 2027

- Attracts participants and supporters from outside Gig Harbor, driving lodging, dining, shopping, and recreation spending.
- Brings visitors to Gig Harbor during the fall shoulder season, helping extend tourism beyond the summer months.

PATHH Alumni Summit – November 12-14, 2027

- Brings PATHH alumni from outside the area, generating overnight stays and spending on lodging, dining, and local businesses.

Never Forget, A Morning of Hope & Remembrance — November 19, 2027

- Attracts visitors from outside Gig Harbor, generating lodging, dining, and local economic activity.
- Drives visitation during the November shoulder season while showcasing Gig Harbor as a community that honors service and welcomes visitors.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. • Does the applicant demonstrate how the event will bring visitors between November and April? • Does the applicant demonstrate how the event will bring overnight guests?	25	
--- OR ---		
Visitors during summer months - The city understands there still need to be projects/events during the summer months • Does the applicant demonstrate how the event will bring visitors? • Does the applicant demonstrate how the event bring overnight guests?	15	

2. Is your event a fundraiser?

Yes ☒ or No ☐

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

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

For the past 16 years, our events have a demonstrated history of attracting participants, families, supporters, speakers, volunteers, and contractors from outside the Gig Harbor area.

Many visitors require overnight accommodations and contribute to the local economy through lodging, dining, transportation, shopping, and recreation. As our events and programs continue to grow, they provide a consistent opportunity to bring new and returning visitors to Gig Harbor throughout the year.

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 • Are local businesses involved/partnering on this project/event?	15	

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

Attendees travel from throughout the Pacific Northwest and across the United States, including veterans, active-duty military, first responders, families, and community members. Our events attract a diverse range of ages, backgrounds, and demographics, with the family-friendly Race for a Soldier drawing particularly broad participation.

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

We will promote our events through local and regional outreach to the community, veterans, military, first responder, and related networks, along with digital marketing, social media, email campaigns, partner organizations, and event-specific websites. Promotion will highlight both the events and Gig Harbor as a destination, encouraging visitors to **travel, stay overnight, dine, and explore the community**. We will also leverage past participants and alumni networks to encourage repeat visitation and expand our reach to new audiences.

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

Predicted overall attendance at your proposed event:	5000 (approx. total from all events)
Predicted number of attendees travelling more than 50 miles one-way for the event:	2000 (approx.)
Predicted number of attendees from out of state:	500 (approx.)

Predicted number of attendees staying overnight in paid accommodations:	500 (approx.)
Predicted number of paid lodging nights:	500 (approx.)

What methodology did you use to calculate the estimates?

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

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

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

We recommend the Best Western Wesley Inn as preferred lodging. Best Western Wesley Inn has sponsored our events since the beginning and we are grateful. However, based on capacity, we also offer attendees additional lodging options 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, U.S. Dept. of Veterans Affairs, 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 Gypsy, 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 the attached simplified budget that reflects items that are specific to the Never Forget, Race for a Soldier, Pull for a Soldier, and Post-traumatic Growth educational events. 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.

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

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

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 any loss or reduction in Lodging Tax Funds, helping ensure continuity of our programs and services. LTAC funding is an important supplement to our overall funding strategy, allowing us to sustain critically needed programs such as Warrior Huddle monthly support groups, Matters of the Heart for spouses, Post-Traumatic Growth workshops, Warrior PATHH, and other resources that support veterans, service members, first responders, and their families.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

CERTIFICATION

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

- I am proposing a tourism-related event for 2027 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: Kelsey Storset

Date: 8/20/26

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by August 21, 2026. The lodging tax advisory committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit your application digitally to cityclerk@gigharborwa.gov or mail to:

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

Please direct questions to 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.

SAMPLE EVENT BUDGET

Projected Income

Entry fees	\$2500	
Workshop fees	\$5000	
LTAC Grant	<u>\$6000</u>	
	\$11,500	total projected income

Projected Expenses

Venue rental	\$2500	
Awards	\$3000	
Workshop presenters	\$2500	
Marketing/Promotion: Collateral (design; printing)	\$1000	
Marketing/Promotion: Public radio; print ads;	<u>\$2500</u>	
Social media boosts		
	\$11,500	total projected expenses

2027 PERMISSION TO START DREAMING PROJECTED EVENT BUDGET

2027 LTAC Grant Request

\$ 45,000

Projected Expense Budget	
Never Forget, A Morning of Hope & Remembrance	
Venue rental	\$5,000
Speaker Fees (incl. Travel & Accom.)	\$ 15,000*
Marketing/Promotion (Printing, Signage, Video)	\$2,500*
Sub Total	\$22,500
Post Traumatic Growth Training	
Venue rental	\$1,000
Speaker Fees	\$10,000*
Food & Beverage	\$1,500*
Marketing/Promotion (Printing, Signage)	\$2,500*
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)	\$ 3,500*
Sub Total	\$15,500
Pull for a Soldier	
Marketing/Promotions	\$2,000
Event Food/Entertainment/Operations	\$7,000
Total	\$62,500

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



CITY OF GIG HARBOR 2027 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 20,000
For events held during the 2027 calendar year.

APPLICATION DEADLINE: Friday, August 21, 2026

For application assistance please contact cityclerk@gigharborwa.gov.

Organization/Agency Name: Gig Harbor Canor & Kayak Racing Team (GHCKRT)

Event Name: Gig Harbor Paddlers Cup and The Narrows Challenge

Event Date(s): April 24-25 2027 (Paddlers Cup) October 9 (Narrows Challenge)

Contact Name and Title: Michael Kitching, Treasurer

Mailing Address: PO BOX 1097

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-444-2578 ext. 4 Email Address: mkitching@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: 2027 will mark the 14th Gig Harbor Paddlers Cup, scheduled for April 24–25 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 (SUP) “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, GHCKRT will 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, the Narrows Challenge was honored to be selected as the venue for the USA SUP Nationals, which expanded the event from one day to three days! The additional two days in 2026 significantly increased the lodging tax footprint for this event. As Treasurer I have already been involved in booking blocked hotel rooms for race officials, something which has not been done in past events. While we do not expect a similar expansion from one to three days in 2027, we definitely expect the profile of Narrows Challenge to be expanded exponentially in the community of paddlers in the Pacific Northwest, Nationally, and Internationally. As usual for the Narrows Challenge event, in 2027 paddlers will 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.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. - Does the applicant demonstrate how the event will bring visitors between November and April? - Does the applicant demonstrate how the event will bring overnight guests?	25	
--- OR ---		
Visitors during summer months - The city understands there still need to be projects/events during the summer months - Does the applicant demonstrate how the event will bring visitors? - Does the applicant demonstrate how the event bring overnight guests?	15	

2. Is your event a fundraiser?

Yes ☒ or No ☐

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

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

With support from the City of Gig Harbor and more than forty-five local sponsors, vendors, and community partners, the 13th annual Gig Harbor Paddlers Cup in 2026 was a resounding success! We met our previous number of individual paddlers on Saturday, with 142 registered participants.

The Paddlers Cup featured three new food vendors from years past, and continued highlighting local artisans, kayak dealers, and nonprofit organizations, creating a strong connection between the event and the local business community.

Particularly inspiring was the GHCKRT's decision to grant a free booth to the "Orca Girls," a pair of teenage girls highlighting the dangers to local Orca whales and engaging in a daily cold plunge for 365 days in a row posted on FaceBook, all to raise awareness (<https://www.facebook.com/twogirlstakeontheworld>)!

The Dragon Boat races were also 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.

—> 16 self-reported hotel or vacation home stays on our survey (not all registrants answered the survey question) in 2026

—> 62 registered participants, or 43% of total participants traveled greater than 50 miles away from Gig Harbor for the 2026 Gig Harbor Paddlers Cup

NARROWS CHALLENGE: The first five 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 2025, the event attracted 82 registered athletes, with 23% of attendees traveling more than 50 miles to participate, a clear indicator of the event's regional and tourism appeal. The need to support less experienced paddlers was continued, with a 5K shoreline course as well as the 10K and 20K courses that 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.

As hoped, the national governing body for Stand-Up Paddleboard (SUP) chose to hold their **National Competition HERE in Gig Harbor in 2026!** With the Best Western Wesley in Gig Harbor fully booked for the event dates of 18-20 Sep! 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, including a band in Skansie Park and a drone show put on by Harbor Ridge Middle School, designed to celebrate the athletes while connecting participants and visitors with local businesses and organizations.

—> **19 of 82 Registered Athletes, or 23%, came from greater than 50 miles away. Family members staying in Gig Harbor hotels are not included, but definitely increased local hotel occupancy and local spending.**

—> **13 Registered Athletes came from out of state.**

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 • Are local businesses involved/partnering on this project/event?	15	

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

PADDLERS CUP:

For the 2027 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 para-canoes. GHCKRT has re-invigorated its para-athlete program and is beginning to see increased participation in regular practices by para-athletes. 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 2027 Narrows Challenge, we will capitalize on the attention to the region gained by hosting the USA SUP Nationals at Narrows Challenge event, and expect increased interest from 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. The new event “pavilion” with vendors and activities at Skansie Park which debuted at the October 11, 2025 event encouraged more spectating at the event and provided more opportunities for engagement between tourists, our local community and local businesses and organizations. We expect the expanded event with band and drone show in 2026 will exponentially increase attendance in Sep 2026!

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 have proven highly effective in building awareness and driving participation. For 2027, 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: <i>*NC 2026 lodging nights will likely be 2-3 based on the increased size of the event, in excess of last year’s estimate.</i>	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.
- ☒ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

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

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

While we did not have a formal partnership with any specific hotel for the 2026 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.

The Narrows Challenge has a block of hotel rooms at the Wesley Inn which is fully booked! An accommodations section of the Narrows Challenge website includes a large list of hotels, inns, and boat houses, as well as a list of local restaurants and bars. 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 ☒)? 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 continue to receive sponsorships from local businesses and the Gig Harbor Chamber of Commerce.

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: \$16,750; 54% requested from LTAC

Combined Events: \$49,450; 40% requested from LTAC

See attached budgets below...

Gig Harbor Paddlers Cup 2027 Budget		Narrows Challenge 2027 Budget	
Projected Income		Projected Income	
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	\$9,000
Total	\$32,700	Total	\$16,750
Projected Expenses		Projected Expenses	
Venue Rental/Permit	\$500	Venue Rental/Permit	\$1,200
Awards	\$750	Awards	\$2,500
Participant Tee Shirts	\$6,000	Participant High Visibility Hats	\$2,200
Safety Boats & Safety supplies	\$1,000	Safety Boats	\$500
Participant Numbers & Supplies	\$750	Live Stream Technical Race	\$2,000
Timing System	\$1,000	Timing System	\$1,200
Dragon Boat Rental	\$3,500	Live Stream Announcer	\$425
ACA Insurance	\$1,000	ACA Insurance	\$1,000
Overnight Security	\$500	Website Development/Hosting	\$500
Police in the Harbor	\$800	Live Music	\$500
Marketing/Promotion - Print Materials	\$1,500	Marketing/Promotion Print Materials	\$1,250
Marketing/Promotion - Online/Social	\$2,000	Marketing/Promotion Online/Social	\$1,250
Marketing/Promotion - Print Ads	\$1,500	Marketing/Promotion Print Ads	\$1,500
Total	\$20,800	Total	\$16,025
Total Requested from LTAC	\$11,000	Total Requested from LTAC	\$9,000
Total Financial Impact of Paddlers Cup as projected:	\$11,900	Total Financial Impact of Narrows Challenge as projected	\$725
Profit share to the Gig Harbor Dragons:	\$2,550		

Estimated Trailering fee for Nationals and Trials*:	\$22,000		
Amount left to fundraise by other means:	\$10,850		
*Nationals location is yet undetermined, but will likely be Oklahoma, thus the \$22,000 figure for trailering is conservative.			

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

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

Please see attached budgets for both events.

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

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.

GHCKRT is currently hiring a Social Media Coordinator staff position to assist in marketing our programs with a focus on events like Paddlers Cup and Narrows Challenge as well as recruitment and growing the size of the GHCKRT.

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.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

CERTIFICATION

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

- I am proposing a tourism-related event for 2027 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: *Michael R. Kitching*

Date: 21 Aug 2026

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by August 21, 2026. The lodging tax advisory committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit your application digitally to cityclerk@gigharborwa.gov or mail to:

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

Please direct questions to 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.

SAMPLE EVENT BUDGET

Projected Income

Entry fees	\$2500	
Workshop fees	\$5000	
LTAC Grant	<u>\$6000</u>	
	\$11,500	total projected income

Projected Expenses

Venue rental	\$2500	
Awards	\$3000	
Workshop presenters	\$2500	
Marketing/Promotion: Collateral (design; printing)	\$1000	
Marketing/Promotion: Public radio; print ads;	<u>\$2500</u>	
Social media boosts		
	\$11,500	total projected expenses



CITY OF GIG HARBOR 2027 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$31,200
For events held during the 2027 calendar year.

APPLICATION DEADLINE: Friday, August 21, 2026

For application assistance please contact cityclerk@gigharborwa.gov.

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

Event Name: **Gig Harbor Film Festival**

Event Date(s): **September 23-26, 2027**

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.*

Event: Gig Harbor Film Festival

Dates: September 23-26, 2027

Location: Galaxy Theatres in Uptown Gig Harbor

Known as “Washington State’s Destination Film Festival,” the 2027 Gig Harbor Film Festival (GHFF) is a four-day destination film festival bringing filmmakers, industry professionals, and film lovers to Gig Harbor from throughout Washington, the Pacific Northwest, across the United States, and beyond. Held September 23-26, 2027, the GHFF features a curated selection of independent feature and short films, and documentaries, along with filmmaker Q&A sessions, workshops, parties, networking opportunities, and VIP experiences.

The Gig Harbor Film Festival gives visitors a compelling reason to travel to Gig Harbor and stay in the community for multiple days. Unlike a single-day event, the four-day GHFF encourages visitors to attend multiple screenings and events, dine locally, shop, explore the waterfront, and stay overnight in local lodging.

A significant attraction is the opportunity for audiences to experience independent films while interacting directly with the artists who create them. Visiting filmmakers participate in screenings, Q&A sessions, workshops, networking opportunities, and special events, creating an experience that cannot be replicated by simply watching a film at home or at a traditional movie theater.

Just as important, Gig Harbor itself is part of the film festival experience. The community's scenic waterfront, maritime character, restaurants, lodging, shopping, galleries, and recreational opportunities complement the GHFF and help turn attendance into a destination experience. The Gig Harbor Film Festival promotes both the event itself and Gig Harbor, encouraging visitors to experience the community before, between, and after festival activities.

The GHFF tourism impact extends beyond ticket sales. Out-of-area guests and visiting filmmakers generate spending at hotels and lodging partners, restaurants and coffee shops, retail businesses, transportation providers, and other local establishments. The four-day format creates particularly strong opportunities to generate overnight stays and multiple days of visitor spending. For example, the GHFF has booked the entire Waterfront Inn for out-of-state guests in 2026. They will be hosting a total of seven guests (panel and workshop presenters, GHFF staff) totaling 25 overnight visits.

LTAC funding will allow the GHFF to expand marketing beyond the immediate Gig Harbor area and specifically target audiences most likely to travel 50 miles or more, stay overnight, and make Gig Harbor part of their film festival experience.

The ultimate objective is larger than just increasing film festival attendance. It is to use the Gig Harbor Film Festival as a vehicle for bringing new visitors to Gig Harbor, increasing overnight stays and visitor spending, and strengthening Gig Harbor's reputation as a distinctive arts, culture, and waterfront destination in the Pacific Northwest.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
Visitors during shoulder season or winter - The city wants to place emphasis on projects that bring visitors during the seasons when fewer visitors normally come, namely November through April. - Does the applicant demonstrate how the event will bring visitors between November and April? - Does the applicant demonstrate how the event will bring overnight guests?	25	
--- OR ---		
Visitors during summer months - The city understands there still need to be projects/events during the summer months - Does the applicant demonstrate how the event will bring visitors? - Does the applicant demonstrate how the event bring overnight guests?	15	

2. Is your event a fundraiser?

Yes ☐ or No ☒

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

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

The GHFF has grown steadily since its founding in 2007, attracting more visitors to Gig Harbor every year. We still retain our status as a *Top 100 Best Reviewed Festival on Film Freeway* which is the online submission platform that filmmakers use. Today, we have 123 five-star reviews publicly available to film lovers from around the world; these endorsements encourage potential visitors to plan a trip to Gig Harbor.

In 2025, the GHFF experienced increased attendance as we hosted renowned designer Bob Mackie and his documentary for Opening Night festivities. (Both Bob Mackie and

producer Joe McFate stayed in two private Airbnb's for four days, enjoying the Gig Harbor Gondola, Devoted Kiss, and shopping at dolly mama!)

Of the 600+ guests that attended in 2025, 30% report attending from outside a 50-mile radius of Gig Harbor.

Through long-term relationships with local hospitality partners, the GHFF has created discounted room blocks and memorable experiences like the Gondola that encourage visitors to extend their stays in Gig Harbor. Current lodging partners include The Waterfront Inn, Best Western Wesley Inn & Suites, The Maritime Inn, the Inn at Gig Harbor, GH Marina and local vacation rentals.

The GHFF partners with many local businesses to produce the four-day event, the fundraising auction, and related year-round programming and events. In 2026, we partnered with 16 Sponsors, 5 Media Partners, 8 Community Partners, and 20 Supporting and In-Kind Sponsors. (Please see the current festival program online for more detail.)

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 Are local businesses involved/partnering on this project/event?	15	

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

The Gig Harbor Film Festival's primary tourist audience is film lovers, arts and culture enthusiasts, filmmakers, and experience-oriented travelers who live outside a 50-mile radius and are motivated to travel for distinctive cultural events.

Geographically, the GHFF targets visitors from throughout Washington and the greater Pacific Northwest, with particular emphasis on the Seattle–Bellevue–Everett metropolitan area, communities along the I-5 corridor, the Olympic Peninsula, and markets in Oregon and British Columbia. The GHFF also attracts filmmakers, guests, and dedicated independent-film audiences from across the United States, particularly the greater Los Angeles area.

Our primary tourism demographic includes adults ages 35-75, with strength among adults 50+, couples, empty nesters, retirees, arts patrons, and culturally engaged professionals. These visitors generally have discretionary income and are interested in combining

cultural experiences with dining, shopping, recreation, and travel. This makes Gig Harbor particularly attractive as a film festival destination.

A second important audience is the independent filmmaking community. Filmmakers, actors, producers, writers, and other industry professionals travel to Gig Harbor to screen their work, participate in filmmaker Q&As, attend workshops and networking opportunities, and connect directly with audiences and fellow filmmakers. Most of these guests travel significant distances and require overnight accommodations.

The GHFF's tourism marketing will place particular emphasis on audiences living 50 or more miles from Gig Harbor, because these visitors have the greatest potential to generate overnight lodging and incremental visitor spending. Digital advertising, social media, email marketing, public relations, magazine partnerships, filmmaker networks, arts and cultural organizations, and regional tourism partnerships will be used to reach these audiences.

The GHFF is especially well positioned to attract the growing market of travelers seeking authentic, experience-driven destinations. Visitors are not coming solely to watch films; they are coming for a multi-day experience that combines independent cinema with Gig Harbor's picturesque waterfront, maritime heritage, and small-town charm and friendliness.

Our goal is to convert that interest into measurable tourism impact by encouraging visitors to come earlier, stay longer, stay overnight, dine locally, shop locally, and explore Gig Harbor throughout their film festival visit. In doing so, the Gig Harbor Film Festival serves as both a cultural attraction and a destination-marketing vehicle for the community.

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

The Gig Harbor Film Festival has implemented a targeted, multi-channel destination marketing campaign designed specifically to reach potential visitors outside the immediate Gig Harbor area and motivate them to travel to Gig Harbor for the 2026 and 2027 events.

Our marketing strategy has positioned the event as "Washington State's Destination Film Festival," promoting not only the exceptional films and filmmaker experiences, but also Gig Harbor itself. Campaign messaging encourages visitors to "Come for the films. Stay for Gig Harbor." The goal is to convert film festival interest into overnight stays, longer visits, and increased spending at local hotels, restaurants, shops, galleries, and attractions.

Promotion includes:

- **Targeted digital advertising:** Paid social media, search, and digital advertising targets film lovers, arts and culture audiences, and experience-oriented travelers outside the immediate Gig Harbor market, particularly those living 50+ miles away.
- **Regional market outreach:** Advertising and public relations focuses on key drive markets including Tacoma, Seattle, Bellevue, Everett, Olympia, the Olympic Peninsula, Southwest Washington, Oregon, and other Pacific Northwest communities.
- **Film Festival digital channels:** GHFF's website, email database, social media platforms, and digital content promote GHFF programming alongside information about lodging, dining, shopping, recreation, and other reasons to extend a visit to Gig Harbor.
- **Filmmaker and industry networks:** Participating filmmakers are encouraged to promote their screenings to their own audiences and professional networks, extending the film festival's reach nationally and bringing additional visitors to Gig Harbor.
- **Earned media and public relations:** GHFF pursues regional media coverage, event calendars, arts and entertainment publications, podcasts, community radio, and other earned-media opportunities that reach potential visitors beyond the local community, including being featured as the Arts & Entertainment Sponsor of *Gig Harbor Now*. The GHFF also partners with *South Sound Magazine*, *West Sound Magazine* and *Showcase Magazine*.
- **Tourism and business partnerships:** The GHFF collaborates with local lodging properties, restaurants, businesses, and tourism partners to cross-promote the festival and encourage attendees to build a broader Gig Harbor experience around their visit. Please refer to gigharborfilm.org for a list of all sponsors and partners.
- **Destination-focused content:** Photography, video, social media, and other campaign materials will showcase Gig Harbor's waterfront, maritime character, dining, shopping, and recreational opportunities alongside GHFF programming.

Whenever possible, marketing will direct visitors to information that makes planning an overnight trip easy, including where to stay, where to eat, what to do, and how to experience Gig Harbor between festival screenings and events.

Success will be measured not only by attendance, but by tourism outcomes, including the geographic origin of attendees, visitors traveling 50+ miles, estimated overnight stays and lodging nights, and visitor spending.

Through this coordinated approach, the Gig Harbor Film Festival will use the appeal of independent film to introduce new audiences to Gig Harbor, encourage repeat visitation, and strengthen the community's reputation as a vibrant arts, culture, and waterfront destination.

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

Predicted overall attendance at your proposed event:	2,300
Predicted number of attendees travelling more than 50 miles one-way for the event:	300
Predicted number of attendees from out of state:	160
Predicted number of attendees staying overnight in paid accommodations:	95
Predicted number of paid lodging nights:	175

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:** We will be conducting a post-festival survey with GMA Research, a Bellevue-based firm serving the tourism, entertainment, and nonprofit sectors, including the Seattle International Film Festival.

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?

In June 2026, the GHFF shared a list of preferred lodging partners with 87 filmmaker teams worldwide (see Attachment A – LODGING PARTNERS). We recommended eight local lodging partners, helping refer filmmakers and their crews (usually 1-3 professionals) to Gig Harbor accommodations. This summer we booked the entire Waterfront Inn for four+ days for exclusive use for LA-based filmmakers. We intend to do the same in 2027.

The Best Western Wesley Inn & Suites, Maritime Inn, and The Inn at Gig Harbor are popular choices and receive prominent promotion in our GHFF program and website as Supporting and In-Kind Partners. These properties 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. (Please see our program at gigharborfilm.org for a complete list of host hotels.)

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.

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 2026. This year, we also welcomed six 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 2026 sponsors is available at 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 2027 GHFF is projected to be approximately \$316,000. The amount requested is \$31,200 (10%), a modest increase to reflect increased costs directly related to execution of the four-day event.

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

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

See attached 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 over the years. This grant is essential to the stability and continued growth of the GHFF. Support at the requested level for 2027 will enable us to maintain our status as a destination-worthy festival, still recognized as a *Top 100 Best Reviewed Festival* by filmmakers and film lovers on FilmFreeway.

A \$31,200 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 2026 LTAC funds, the GHFF was able to present additional films on Thursday, 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 2026 festival, catering partners included Fondi's, Ivar's, BBQ2U, Cutters Point, Greenhouse, Metropolitan Market 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.

SCORING CRITERIA	Points Possible	INTERNAL USE Points Awarded
TOTAL POINTS	145	

CERTIFICATION

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

- I am proposing a tourism-related event for 2027 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a professional services contract with the city; provide liability insurance for the duration of the contract naming the city as additional insured and, in an amount, determined by the city; and file for a permit to use city property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the city.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and an invoice has been submitted to the city.
- My agency will be required to submit a report documenting economic impact results in a format determined by the city.

Signature: Pamela Holt

Date: August 20, 2026

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by August 21, 2026. The lodging tax advisory committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit your application digitally to cityclerk@gigharborwa.gov or mail to:

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

Please direct questions to 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.

SAMPLE EVENT BUDGET

Projected Income

Entry fees	\$2500	
Workshop fees	\$5000	
LTAC Grant	<u>\$6000</u>	
	\$11,500	total projected income

Projected Expenses

Venue rental	\$2500	
Awards	\$3000	
Workshop presenters	\$2500	
Marketing/Promotion: Collateral (design; printing)	\$1000	
Marketing/Promotion: Public radio; print ads;	<u>\$2500</u>	
Social media boosts		
	\$11,500	total projected expenses

2027 Gig Harbor Film Festival Projected Operating Budget 8.19.26			
PROJECTED REVENUE			
	VIP Passes	\$500 ea x 50	\$25,000
	GA Passes	\$50 ea x 200	\$10,000
	Film Submission Fees	400 films	\$6,500
	Sponsorships		\$85,000
	LTAC for 2027		\$31,200
	Fundraiser		\$164,000
		TOTAL PROJECTED REVENUES	\$321,700
PROJECTED EXPENSES			
	Salaries		\$178,000
	Payroll Taxes		\$9,000
	Web Design & Hosting		\$3,000
	Permits & Fees		\$1,000
	Supplies		\$4,000
	Merchant Fees		\$3,000
	Insurance		\$6,000
	Misc.		\$2,000
	Theatre Rental		\$25,000
	Auction		\$38,000
	Technical Delivery		\$10,000
	Marketing		\$17,000
	Festival Parties & Events		\$20,000
		TOTAL PROJECTED EXPENSES	\$316,000



June 30, 2026

Hello Filmmakers,

Thank you for submitting your film to the Gig Harbor Film Festival. Congratulations, your film has been chosen as an Official Selection in the 2026 Gig Harbor Film Festival!

We will screen 87 incredible films in beautiful Gig Harbor on September 24-27, 2026. This year's creative talent blew us away and we are very excited about this expanded lineup! We are truly grateful that you share your craft with us.

Your GHFF Official Selection laurel is available upon request. Please feel free to share it on social media to promote your success. We encourage you to follow us on Facebook and Instagram using hashtags #gigharborfilmfestival and #GHFF26 so we can all see your fun festival posts! We will promote your film leading up to the festival and will gladly share any posts about the festival you tag us in.

ACTION REQUIRED FROM YOU

We would love to have you in attendance to represent your film in person and participate in the Q&A sessions. **Please let us know if you plan to attend by August 1.**

If you have a downloadable trailer, please let us know where it can be found by August 1. We will contact you soon to get your screener.

Please let us know if your film is a **Washington, U.S., or World Premiere by August 1** so that we can promote your film appropriately.

You will receive two VIP Passes in your filmmaker packet. **Please email the names of the two passholders to programming@gigharborfilm.org by August 1.** Please advise if you would like additional General Admission Passes and we will do our best to accommodate.

FESTIVAL WEEKEND

We will kick off on Thursday, September 24 with some fun film blocks the lead to our evening OPENING NIGHT FILM, the enthralling documentary ***The Big Cheese***. Prior to the 6:30pm screening, we will host a VIP cocktail party. We hope you can join us for the two private after-parties following the lively Q&A in the IMAX.

Films will run all day **Thursday, Friday, Saturday, and Sunday** on four screens in the luxurious Galaxy Theatres. As always, your film is shown twice to maximize exposure to our festivalgoers.

YOU will be the stars at the Meet the Filmmakers party hosted at a private home on Friday night! We'll wrap up the festival with the Awards Ceremony and mimosa breakfast on Sunday morning, September 27. We hope that you can join us as we recognize your talent amongst your peers.

The full film schedule will be listed on our website (gigharborfilm.org) August 10.

We will have space in the theatre lobby for any promotional posters, cards, buttons, stickers, etc. from your film that you'd like to give away. Please feel free to bring or send anything you'd like.

We look forward to meeting you in person and spending an exciting weekend enjoying great films and connections!

Cheers!

Josh

Josh Hope
Programming Director
programming@gigharborfilm.org

Pam

Pamela Holt
Executive Director
director@gigharborfilmfestival.org

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.

- **Best Western Wesley Inn & Suites** is a charming, family-run hotel that is close to downtown Gig Harbor and about 7 minutes from the Galaxy. Please call 253-858-9690 for discounted rates on the room block and mention that you are with the GHFF. <https://www.wesleyinn.com>
- **The Waterfront Inn** offers unbeatable views and comfort directly on the harbor in downtown Gig Harbor. This boutique property is offering discounted rates using the code GHFF20.
- **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>.
- **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>.
- Our local **Vacasa** representative is James Karrer who offers several larger vacation rentals including spacious waterfront options. He can be reached at james.karrer@vacasa.com or 206-229-7704.
- 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 for availability of Fleet Suites yachts. <https://gigharbormarina.com/lodging/>
- 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>.
- 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 \$31 and the shuttle drops off/picks up at the Inn at Gig Harbor. Shuttles leave SeaTac Airport at 20 minutes after the hour. Refer to the following website for more information: www.kitsapairporter.com. Please note that reservations cannot be made for the SeaTac to Gig Harbor portion of the trip — it is on a first-come, first-served basis.

LOCAL SHUTTLE

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



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* Date: 5/26/2026
Miriam Battson Date: 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

													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
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