



LODGING TAX ADVISORY COMMITTEE

OCTOBER 12, 2021 SPECIAL MEETING AGENDA

DATE: October 12, 2021
TIME: 12:00 PM
LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Agenda

- Discuss distribution for 22 applicants in 2022 LTAC grant applications
- Vote on LTAC recommendations

Adjourn

Next Regular Meeting: November 11, 2021



LODGING TAX ADVISORY COMMITTEE

OCTOBER 2021 MEETING AGENDA

DATE: October 7, 2021
TIME: 11:00 AM – 1:00 PM
LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Call to Order

- Review and Approval of September minutes
- Review 2022 LTAC grant applications
 - o 22 Applicants
- Update: VisitGigHarborWA
 - o Digital – launched on 8/29, fall ads went live on 10/1
 - o Los Angeles, SF Bay Area, Salt Lake City as largest markets as of now
 - o MPI ad running to encourage meeting planner inquiries and destination recognition
- Potential:
 - o Skating rink interest continues, to be sponsored
 - o Interest in S'mores stations for downtown – buy kits from Harbor General, set up fire tables from Pacific FireTables (Fox Island), Heritage partnership?
- Content development – photography, video, drone, etc.
 - o Wild Human
 - o Nick Balera
- Digital Kiosk – A Live Promo update / back on-line
- Production of brochure updates & new art / updates for tear-off map on the way

Adjourn

Next Regular Meeting: November 11, 2021



2022 LTAC APPLICATION PACKET

Gig Harbor Senior Center	Shamrockin' the Harbor	1,500	fundraising fun run in March, occurs in need period - falls under
PTSD Foundation	2022 Events - see description	20,000	four annual events - Race for a Soldier, Swing for a Soldier, Pull for a Soldier and Prayer Breakfast.
Greater Gig Harbor Foundation	2022 Cider Swig	7,500	Annual event in the fall - drive thru for past two years. Located at
Gig Harbor Boat Shop	2022 BoatShop Operations	12,000	Data for 2019, 2020 and 2021 attendance available through
Crescent Valley Lavender Farm	2022 Summer operations	16,100	New location. Funding for season of activities - concerts, classes, etc. Future wedding venue.
Greater Gig Harbor Foundation	Rattle Dem Bones	1,500	Annual Halloween bike ride event under GGHF.
Dunagan Brewing	Celtic Music Festival	15,000	New brewery on Westside, event occurs in March - need period.
South Sound Pickleball Club	SS Pickleball Tourney	14,000	Event at Sehmel Park, looking for funding for staff t-shirts, software,
Harbor History Museum	Operations/Exhibit	20,000	Funding to cover new exhibits in 2022
GH Sportsman Club	Sea Food Shoot	6,136	Highest # of lodging room nights in application, fall event, shoulder season. Attracts expert audience for prize.
Rotary North	Gallop in Gertie Half Marathon	20,000	Established 1/2 Marathon event with regional draw.
Harbor WildWatch	SVIC Operations	20,000	Established partnership for operation of the Skansie Visitors and
Harbor WildWatch	Chum Fest	5,000	Event in fall, funding dependent. Did not occur in 2021.
Asia Pacific Cultural Center	Korean ChuSeok Festival	20,000	300-400 local attendees, room nights not assured, weather dependent event, only source of funding if not fully funded by city.
Gig Harbor Arts Center	Sister Cities / Heritage Day	5,000	New event, addresses new need, good tie-in with restoration of Puyallup language and heritage focus for property above Donkey
Metropolitan Glass	Crow Moon Interactive Art Exhibit	20,000	Draw for regional tourism in a need period (spring), tie-in with cultural heritage, potential for tribe publicity as well - cannot take place if not fully funded. From the team behind Tacoma's popular Monkeyshines.
GH Canoe and Kayak Racing Team	Paddlers Cup	16,025	April - need period, interest + strong marketing
GH Canoe and Kayak Racing Team	Narrows Challenge	17,045	October - need period, first event took place in 2021.
Peninsula Art League	Open Juried Art Show	6,000	Summer - hasn't occurred for two years
Peninsula Art League	Summer Arts Festival	4,000	Summer - hasn't occurred for two years
Downtown Waterfront Alliance	Farmers Market	20,000	Proven draw for regional tourism and long-standing partnership
Gig Harbor Film Festival	2022 Festival	20,000	Event has not been able to take place for 2020 or 2021. Content secured and ready to go for 2022.
	TOTAL	286,806	



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 1,500

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Gig Harbor Senior Center

Event Name (if applicable): **Shamrockin' the Harbor**

Contact Name and Title: Joyce Schultz, Gig Harbor Senior Center Board Chair

Mailing Address: 7191 Wagner Way, Suite 102 City: Gig Harbor State: WA Zip: 98335

Phone: 253.514.6338 x 106 Email Address: jschultz_ghsc@gigharborfoundation.org

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2022 and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: 9/26/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

Despite the COVID-19 pandemic keeping people away from gyms and group fitness classes, running shows no signs of slowing down. According to Strava's 2020 Year in Sport report, 55% of runners on the exercise-tracking app hit a new personal record in their 5K, 10K, half-marathon and marathon distances in 2020. We have conducted a 6-month analysis of possible events to both help raise funds for our community's only senior center while simultaneously bringing people to Gig Harbor for a great day of fun.

Runners enter events to attain a sense of completion. They enjoy the training, camaraderie and competition organized runs provide. Runners look for new terrains to conquer and places to run – and what would be a more beautiful run than through Gig Harbor. Shamrockin' the Harbor, to be held on Saturday, March 9, 2022, is the first annual St. Patrick's Day run, organized and sponsored by GHSC with support from some of our community's most well known and respected running coaches, and runners alike.

2. (Some of the estimates in question #2 are required by State law). As this is the GHSC's first annual Shamrockin' the Harbor event, statistics are not known; thus best estimates are provided

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	250-300
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	50
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	10
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	30

e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	15
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	25

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

4. What methodology did you use to calculate the estimates?

We utilized actual numbers from similar for similar running events in the immediate region. For example, the annual Tacoma St. Paddy's Day run had approximately 300 total runners in 2020. Permission to Start Dreaming in 2021 had approximately 275 runners.

5. Describe the prior success of your event/activity/facility in attracting tourists.

Shamrockin' the Harbor is the inaugural annual run sponsored by the Gig Harbor Senior Center, a program of the Greater Gig Harbor Foundation which has successfully organized, marketed and run numerous events over the past decade or more that have together regularly brought tourists from around the region to our community (e.g., Cider Swig, Basket Brigade, The Green Gig, Cider Makers Dinner).

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

Harbor Home Rentals is our first lodging partner/host, though we will be working to develop other partnerships, with the goal of providing runners and their friends/families to join them for the weekend in Gig Harbor.

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

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

8. Describe how you will promote your event/activity/facility to attract tourists.

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

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc.)?

Shamrockin's inaugural run will also seek support from national, regional and local businesses sponsors, as well as private donations. We have initiated our sponsorship work and have already received interest from MultiCare, CHI Franciscan, South Sound Running, Route 16 Running and Walking. Net proceeds will support the Gig Harbor Senior Center in many ways.

12. What is the overall budget for your event/activity/facility? \$7,109

What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? See attached event budget. The total request is 21% of the overall 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?

Lodging Tax funding is essential to the success of Shamrockin' the Harbor and our ability to support marketing outside our immediate community. With Lodging Tax fund support, marketing regions will include the Greater Seattle area and north, east across the Cascades into Idaho and south beyond Portland.

Don your best Irish and join in Shamrock'n the Harbor. The new family-friendly run/walk event encourages all ages to get seriously Irish while jiggging and celebrating the natural beauty of our peninsula community. Run, walk or skip along your Shamrock'n journey!

Our goal is to become the "go to" St. Patrick's Day run offering runners, walkers, and strollers alike a unique experience in our beautiful community.

Without support from the Lodging Tax fund, our marketing efforts will be limited. Limitations on our reach and capacity to engage a larger audience will negatively affect our ability to bring in people from outside the greater Gig Harbor area.



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$20,000

\$20,000 MAXIMUM REQUEST AMOUNT

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Organization/Agency Name: Permission To Start Dreaming Foundation _____

Event Name (if applicable): See below

Contact Name and Title: Leslie Mayne, Founder

Mailing Address: 3733 Rosedale Street NW, Suite 100.

City: Gig Harbor

State: WA Zip: 98335

Phone: 253-432-0036 _____

Email Address: Lesliem@ptsdfoundation.org _____

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- | | |
|---|---|
| ☒ Application plus Supplemental Questions | ☒ W-9 (with organization name & address) |
| ☒ Copy of Non-Profit Registration | ☒ Itemized budget (event/non-event related operation or capital facility) |

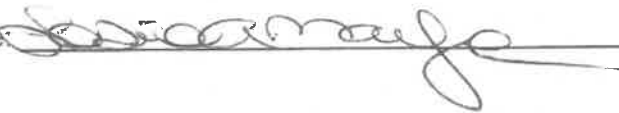
CERTIFICATION

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: 9/27/21

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

2. (Some of the estimates in question #2 are required by State law)

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

a. Overall attendance at your proposed activity/facility	4,800
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	1,000
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	150
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	175
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	150
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	150

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

4. What methodology did you use to calculate the estimates?

The projected attendance is based on 2021 events: Swing for a Soldier, Prayer Breakfast, Race for a Soldier and Pull for a Soldier which were all held in person this year. We project a 25% increase in attendance for all the events in 2022. Additionally, we plan to hold quarterly Training in Moral Trauma workshops that will likely have 200 each in attendance.

5. Describe the prior success of your event/activity/facility in attracting tourists.

These events raise the funds to allow us to keep our programs running and shine a light on other organizations that serve veterans and first responders. The events – the Prayer Breakfast, Race for a Soldier, Swing for a Soldier, and Pull for a Soldier – also serve to galvanize a community in support of what this foundation is doing. The Foundation has gained the reputation on sponsoring quality events and this year, especially we were able to revitalize the community after a very challenging 18 months.

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

Best Western Wesley Inn – the hotel hosts the workshops, staging area for the Race for A Soldier volunteer check in and race packet pick up and the RFAS Expo and all related activities.

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

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

8. Describe how you will promote your event/activity/facility to attract tourists.

We have a strong social media presence which has been successful in the past several years in drawing attendance to the events. We also use signage throughout the community to advertise the events that is supported by the local sponsors.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

No

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget).

The Foundation 2021 operating budget is \$977,643, this increase over last year is a result of the full operation of the Warrior PATHH program. For 7 months of the year. The event income is used to offset a considerable amount of those expenses. Our request of \$20,000 is 2% of our annual 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?

Despite the challenges of these past two years, we have been encouraged by the attendance at our 2021 events. We have sought and received funds from various revenue sources including private donors, businesses, event sponsors, entrance fees and foundation grants. We focus on requesting general operations (unrestricted) funds to allow us the flexibility to use the funds where we need them. We would use these general operations funds to offset the loss or reduction of Lodging Tax Funds if that should occur. Lodging Tax Funding will be an excellent supplement to our funding strategy, allowing us to continue offering our critically needed program services like the Huddle: monthly support groups, training workshops, PATHH (Progressive and Alternative Training for Healing Heroes program) along with the other resources we offer to the community.

Permission To Start Dreaming Foundation
Budget Overview: FY_2021 - FY21 P&L Clas
January - December 2021

	Foundation	PATHH	Programs	Pull for a Soldier
Revenue				
4200 PTSD INCOME				
4240 Direct Public Support	600.00			
4000 Sales Income-merchandise	1,800.00			
4005 Business Contributions	42,000.00			
4010 Sponsor Contributions			20,000.00	10,000.00
4015 Gifts in Kind - Goods				5,500.00
4020 Individual Contributions	46,000.00		22,000.00	6,000.00
4025 Entrance Fee			17,600.00	13,000.00
Total 4240 Direct Public Support	\$ 90,400.00	\$ 0.00	\$ 59,600.00	\$ 34,500.00
Total 4200 PTSD INCOME	\$ 90,400.00	\$ 0.00	\$ 59,600.00	\$ 34,500.00
4300 PATHH Grant Income		350,000.00		
Total Revenue	\$ 90,400.00	\$ 350,000.00	\$ 59,600.00	\$ 34,500.00
Gross Profit	\$ 90,400.00	\$ 350,000.00	\$ 59,600.00	\$ 34,500.00
Expenditures				
5100 Fundraising Expenses				
5105 Awards / Prizes				100.00
5110 Facility Rental				
5115 Equipment Rental				
5120 Participant meals				
5125 Shirts & Printing				
5126 Retail Products for resale	5,000.00			
5130 Event Expense-give aways	200.00			2,000.00
5135 Bank/CC/Pay Pal Fees	1,500.00		1,311.00	500.00
5145 Payroll Expense	18,534.00		42,121.00	
5150 Advertising & Marketing	7,300.00			
5155 Office Expense	7,753.86			100.00
5160 Professional Services	1,500.00			
5165 Dues & Subscriptions	4,500.00			
5170 Postage, Mailing Services	650.00			
Total 5100 Fundraising Expenses	\$ 46,937.86	\$ 0.00	\$ 43,432.00	\$ 2,700.00
5200 Program Expense				10,500.00
5205 Insurance - Liability, E and O	3,500.00	1,400.00		
5210 CRM - donation software	9,888.00			
5215 Advertising & Marketing	3,500.00	3,500.00		1,000.00
5217 Telephone		1,750.00		
5218 Information Technology	1,800.00			
5220 Postage, Mailing & Printing				
5225 Office Expense		13,300.00	13,917.00	
5227 Supplies		4,550.00		

5228 Cleaning		4,900.00			
5236 Travel and Meetings	5,000.00	21,000.00		100.00	
5237 Automobile exp	5,000.00	4,550.00			
Total 5236 Travel and Meetings	\$ 10,000.00	\$ 25,550.00	\$ 0.00	\$ 100.00	
5241 Meals		26,250.00			
5242 Community Outreach	1,000.00				
5243 Prayer Breakfast			30,000.00		
Total 5242 Community Outreach	\$ 1,000.00	\$ 0.00	\$ 30,000.00	\$ 0.00	
5244 Gifts		18,340.00			
5246 Therapies		2,800.00			
5247 Huddle			4,800.00		
5248 PNW PATHH Startup Expenses			26,000.00		
5249 Workshops			15,000.00		
5250 Payroll Expense		15,400.00	30,636.00		
5260 Independant Contractors					
5265 Miguel Galeana					
5266 Vol Coordinator					
5267 Consultant					
5268 Bonus for Race Directors					
5269 PATHH GUIDE		195,300.00			
Total 5260 Independant Contractors	\$ 0.00	\$ 195,300.00	\$ 0.00	\$ 0.00	
5272 PATHH Rent		80,500.00			
5290 Professional Services					
5295 Event Expenses		38,500.00	36,000.00		
Total 5200 Program Expense	\$ 29,688.00	\$ 432,040.00	\$ 156,353.00	\$ 11,600.00	
6000 ADMIN EXPENSES					
6005 Advertising & Marketing	200.00				
6010 Office Expense	18,700.92				
6015 Professional Services	2,500.00				
6020 Accounting and Tax	10,000.00				
6025 Legal Fees	325.00				
Total 6015 Professional Services	\$ 12,825.00	\$ 0.00	\$ 0.00	\$ 0.00	
6040 Event Expense	350.00				
6045 Payroll Expense	52,526.00				
Total 6000 ADMIN EXPENSES	\$ 84,601.92	\$ 0.00	\$ 0.00	\$ 0.00	
Total Expenditures	\$ 161,227.78	\$ 432,040.00	\$ 199,785.00	\$ 14,300.00	
Net Operating Revenue	-\$ 70,827.78	-\$ 82,040.00	-\$ 140,185.00	\$ 20,200.00	
Other Revenue					
9010 PPP Loan Income	29,261.00				
Total Other Revenue	\$ 29,261.00	\$ 0.00	\$ 0.00	\$ 0.00	
Net Other Revenue	\$ 29,261.00	\$ 0.00	\$ 0.00	\$ 0.00	
Net Revenue	-\$ 41,566.78	-\$ 82,040.00	-\$ 140,185.00	\$ 20,200.00	

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Race for a Soldier	Swing for a Soldier	TOTAL
		0.00
		600.00
1,000.00		2,800.00
2,000.00		44,000.00
50,000.00	133,600.00	213,600.00
15,000.00		20,500.00
15,000.00		89,000.00
89,000.00	65,000.00	184,600.00
\$ 172,000.00	\$ 198,600.00	\$ 555,100.00
\$ 172,000.00	\$ 198,600.00	\$ 555,100.00
		350,000.00
\$ 172,000.00	\$ 198,600.00	\$ 905,100.00
\$ 172,000.00	\$ 198,600.00	\$ 905,100.00
		0.00
	1,500.00	1,600.00
	37,440.00	37,440.00
17,000.00		17,000.00
1,000.00		1,000.00
25,000.00		25,000.00
	5,000.00	10,000.00
5,000.00	15,000.00	22,200.00
1,500.00	3,500.00	8,311.00
		60,655.00
	1,000.00	8,300.00
		7,853.86
		1,500.00
		4,500.00
	150.00	800.00
\$ 49,500.00	\$ 63,590.00	\$ 206,159.86
		10,500.00
	5,000.00	9,900.00
		9,888.00
8,000.00		16,000.00
		1,750.00
		1,800.00
1,000.00		1,000.00
		27,217.00
		4,550.00

				4,900.00
	200.00			26,300.00
				9,550.00
\$	200.00	\$	0.00	\$ 35,850.00
				26,250.00
				1,000.00
				30,000.00
\$	0.00	\$	0.00	\$ 31,000.00
				18,340.00
				2,800.00
				4,800.00
				26,000.00
				15,000.00
				46,036.00
				0.00
	6,500.00			6,500.00
	3,000.00			3,000.00
	5,000.00			5,000.00
	7,000.00			7,000.00
				195,300.00
\$	21,500.00	\$	0.00	\$ 216,800.00
				80,500.00
	5,000.00			5,000.00
	16,500.00			91,000.00
\$	52,200.00	\$	5,000.00	\$ 686,881.00
				0.00
				200.00
				18,700.92
				2,500.00
				10,000.00
				325.00
\$	0.00	\$	0.00	\$ 12,825.00
				350.00
				52,526.00
\$	0.00	\$	0.00	\$ 84,601.92
\$	101,700.00	\$	68,590.00	\$ 977,642.78
\$	70,300.00	\$	130,010.00	-\$ 72,542.78
				29,261.00
\$	0.00	\$	0.00	\$ 29,261.00
\$	0.00	\$	0.00	\$ 29,261.00
\$	70,300.00	\$	130,010.00	-\$ 43,281.78



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$7,500

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Greater Gig Harbor Foundation

Event Name (if applicable): Cider Swig

Contact Name and Title: Dr. Julie Ann Gustanski, Cider Swig Event Chair

Mailing Address: 7191 Wagner Way, Suite 102 City: Gig Harbor State: WA Zip: 98335

Phone: 253-514-6338

Email Address: jgustanski@gigharborfoundation.org

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: 9/26/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

The 9th annual CIDER SWIG (aka Greater Peninsula Cider Festival) is scheduled to take place on September 24, 2022 with a projected overall attendance of 3,000 people. This event attracts cider enthusiasts and others who love the craft beverage market and will travel from a radius of over 500 miles to attend this event.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	1,000
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	400
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	125
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	60
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	40
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	55

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

4. What methodology did you use to calculate the estimates?

The estimates provided are based on actual information collected through historical attendance at both live Cider Swig and the 2020 & 2021 pandemic modified event.

5. Describe the prior success of your event/activity/facility in attracting tourists.

2021 marked the 8th year of the Cider Swig Festival and through COVID we were still able to attract people from outside of the South Puget Sound and more than 2 hours drive time distance. While 2020 and 2021 we a unique in how we were able to carry out the festival we still ensured we were able to in order to raise funds for the grant program in which Cider Swig profits go to. That said, a historically one-day festival with more than 4,000 participants – including festival goers, cider makers, food trucks, and other vendors – we are excited for 2022 and the festival coming back to life.

About 17% of the attendees have been from the greater Gig Harbor and Key Peninsula region, 20% from greater Pierce County area, 22% from greater Seattle Metro area, 11% from other Washington state areas, with the balance from OR, CA, MT, NV, WY, ID, HI, and other states as far away as NY.

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

Going into 2022 we are excited that Cider Swig will be brough back to its true festival and we look forward to working with area hotels and B&B's to create accommodation packages.

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

The event is targeted to an audience from the Greater Pacific Northwest which includes and is not limited to Washington Oregon, California, and Idaho. Attendees have joined us from as far afield as Canada. Festival goers flock to his event annually to sample and purchase regionally produced ciders, while enjoying a relaxing day of food, music, and fun. There are children's activities as well, including face painting and apple launching games, making this a family-friendly festival.

8. Describe how you will promote your event/activity/facility to attract tourists.

This event is publicized across every type of media. We publicize on local radio and television, regional and local calendars, social media, magazines, newspapers, and local businesses, such as restaurants, bars, wineries, bed and breakfasts and local hotels. Participating cideries from across the Greater Pacific Northwest also contribute to our advertising. Printed rack cards and posters are distributed throughout the area, including Washington State Ferry ports and local train stations. We also maintain a current list of past attendees who receive early notification of the event.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

The all-volunteer committee that produces this event each year, solicits funding support from many local and regional sources. Past sponsors have included CenturyLink, Dave Krogel Web Development, DPI Print, Gig Harbor Living Local, Kohl's, LLG Catering, Mt. Townsend Creamery, MultiCare, Olalla Winery, Olympic Property Group, Peninsula Gateway, Pierce Conservation District, Pioneer Coffee, Print Solutions, Resource Dimensions, Taylor Shellfish, Tacoma News Tribune, Tides Tavern, Cutter's Point Coffee, Round Table, and Uptown Gig Harbor. Participating cideries have also contributed in-kind product donations.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

Total budget is \$50,405.00. This request is for \$7,500, which is 14.8% of the overall budget. Please see attached budget detail.

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?

Funding from the Lodging Tax will be greatly needed to help with promotion and publicity. Without that funding, GGHF will take on the entire cost of all publicity, which negatively affects the budget for the event. All funds raised after paying expenses contribute to funding the Lu Winsor Environmental Grant, which provides funding for projects benefiting our local watershed.

Cider Swig - September 24, 2022

PROJECTED TOTAL	\$ 50,405.00
------------------------	---------------------

EVENT NAME		PROJECTED SUBTOTAL
Venue	SUBTOTAL	\$ 11,500.00
Location Rental		\$ 1,850.00
Tents/Equipment Rental		\$ 2,500.00
Tables / Chairs		\$ 975.00
AV Equipment/Sound Tech Support		\$ 500.00
Signage/Banners		\$ 500.00
Fire Extinguishers and First Aid		\$ 125.00
Fencing		\$ 350.00
Parking		\$ 2,000.00
Entertainment/Live Music		\$ 1,500.00
Safety/Security/Enforcement		\$ 1,200.00
Volunteer Support	SUBTOTAL	\$ 1,500.00
Food		\$ 300.00
Beverage		\$ 150.00
T-Shirts		\$ 425.00
Thank Yous		\$ 100.00
Event Documentation	SUBTOTAL	\$ 350.00
Photographer/Videographer		\$ 350.00
Vendors & Vendor Services	SUBTOTAL	\$ 28,375.00
Ice		\$ 650.00
Tents/Tables		\$ 500.00
Electricity/Generator		\$ 450.00
Wristbands		\$ 100.00
Information Packets		\$ 75.00
Product		\$ 24,800.00
Marketing Ticket Comps		\$ 1,800.00
Website and Ticketing Services	SUBTOTAL	\$ 450.00
Ticketing sales platform/fees		\$ 450.00
Marketing	SUBTOTAL	\$ 1,150.00
Email Marketing		\$ 120.00
Banners/Signs		\$ 400.00
Posters and Rack cards		\$ 500.00
Postage / Shipping		\$ 130.00
Advertising	SUBTOTAL	\$ 2,330.00
Online		\$ 180.00
On-screen		\$ 900.00
Print Media		\$ 800.00
Radio		\$ 350.00
Web site / Event app		\$ 100.00
Sponsors	SUBTOTAL	\$ 2,240.00
Outreach, Communication and Printing		\$ 250.00
Complimentary Passes / Tickets		\$ 1,540.00
Event Banners/Thank Yous		\$ 450.00
Logistics	SUBTOTAL	\$ 735.00
Insurance		\$ 135.00
Permits		\$ 600.00
Other	SUBTOTAL	\$ 1,250.00
Trash/Recycling		\$ 180.00
Porta-Potties		\$ 400.00
Misc. Disinfecting / Cleaners		\$ 100.00
Cool Truck		\$ 180.00
Hot-Spots		\$ 240.00
Charging station		\$ 150.00



Secretary of State
Kim Wignar

Corporations and Charities Division
PO Box 40234
Olympia, WA 98504
Tel 360.725.0378

11/30/2020

GREATER GIG HARBOR FOUNDATION
7191 WAGNER WAY STE 102
GIG HARBOR WA 98335-6909

Registration Number: 2001725
Organization Name: GREATER GIG HARBOR FOUNDATION

Dear GREATER GIG HARBOR FOUNDATION,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

CHARITABLE ORGANIZATION RENEWAL

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs to file online, conduct searches, and receive status updates.

Additional information:

Report any changes to your information online at www.sos.wa.gov/ccfs

Make sure all solicitations include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100.

Submit each commercial fundraiser contract, also available online at www.sos.wa.gov/ccfs before fundraising begins.

Determine if the organization is a "trustee" as defined under the Charitable Trust Act, RCW 11.110.020. If so, it may be subject to the Act and required to register as a "charitable trust."

Visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the organization wishes to take part in the CFD.

Please contact our office at charities@sos.wa.gov or (360) 725-0378 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps



Filed
Secretary of State
State of Washington
Date Filed: 11/30/2020
Effective Date: 11/30/2020
Registration No: 2001725

Charity Renewal

ORGANIZATION INFORMATION

Organization Name:

GREATER GIG HARBOR FOUNDATION

Registration Number :

2001725

Also known as Names:

Name

GIG HARBOR BASKET BRIGADE

GGHF CURIOUS BY NATURE SCHOOL

GGHF ENVIROCORPS

PENMET FOUNDATION

GGHF STUDENTS OF DISTINCTION PROGRAM

GIG HARBOR SENIOR CENTER

FRIENDS OF HARBOR HILL ENVIRONMENTAL SANCTUARY

Purpose/Mission of the Organization:

THE GREATER GIG HARBOR FOUNDATION WORKS TO STRENGTHEN OUR GREATER GIG HARBOR AND KEY PENINSULAS COMMUNITY THROUGH COLLABORATIVE ENGAGEMENT TO BUILD, BRIDGE AND ENRICH THE REGION BY RAISING FUNDING, ADVOCATING FOR AND PROVIDING SUPPORT TO HELP MEET DIVERSE NEEDS IN FIVE CORE AREAS - ARTS AND CULTURE, EDUCATION, ENVIRONMENT, RECREATION AND SOCIAL CAPITAL - ALL ESSENTIAL TO SUPPORTING VIBRANT, HEALTHY AND SUSTAINABLE COMMUNITIES.

FEIN Number:

43-2108429

Federal Tax-Exempt Status:

Yes

Federal Status Type:

501(c)(3)

UBI Number:

602 611 092

Is this Charitable Organization associated with any Corporation or LLC?-

No

CONTACT INFORMATION

Organization Email:

AGUSTANSKI@GIGHARBORFOUNDATION.ORG

Confirm Organization Email:

AGUSTANSKI@GIGHARBORFOUNDATION.ORG

Organization Website:
Is Foreign Contact:
No
Country Code:
1
Phone Number:
2532238003
Ext:
103
Mailing Address:
7191 WAGNER WAY STE 102, GIG HARBOR, WA, 98335-6909, USA
Street Address:
7191 WAGNER WAY STE 102, PIERCE COUNTY, GIG HARBOR, WA, 98335-6909, USA
Do you use any other addresses for Solicitation -
No

FINANCIAL INFORMATION

Accounting year beginning date:
01/01/2019
Accounting year ending date:
12/31/2019
Beginning Gross Assets:
\$147,536.00
Ending Gross Assets:
\$226,085.00
Revenue
Gross Contributions from Solicitations:
\$462,876.00
Gross Revenue from All Other sources:
\$417,710.00
Total Dollar Value of Gross Receipts:
\$880,586.00
Expenses
Gross Expenditures from Program Services:
\$746,103.00
Total Gross from All Expenditures:
\$753,892.00
Percent to Program Services:
99%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2018	12/31/2018	\$180,932.00	\$611,525.00	\$504,271.00	\$571,807.00	\$147,536.00	88%
01/01/2017	12/31/2017	\$156,348.00	\$580,163.00	\$429,642.00	\$490,919.00	\$180,932.00	87%

Solicitation Comments:

THE MAJORITY OF ALL FUNDS RAISED ARE THROUGH ACTUAL PROVISION OF SERVICES TO THE COMMUNITY, RATHER THAN DIRECT SOLICITATION.

Did the Organization solicit or collect contributions in WA during the accounting year reported?- **Yes**

- Email
- Entertainment/Special Events
- Newspaper/Magazine/Publication
- Personal Contact

Is the Organization registered to solicit outside of WA?- Yes

- WASHINGTON

Does the Organization pay any of its officers or employees?- Yes

First Name	Last Name
ODETTE	ALINA
DEBORAH	TONEY
ARIEL	GUSTANSKI

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
JULIE ANN	GUSTANSKI	PRESIDENT EMERITUS	2532238003	7191 WAGNER WAY NW STE 101, GIG HARBOR, WA, 98335-6909, UNITED STATES
JUDSON	MORRIS	PRESIDENT	2535146338	7191 WAGNER WAY NW STE 101, GIG HARBOR, WA, 98335-6909, UNITED STATES
ROBERT B.	RIGONI	SECRETARY / VICE PRESIDENT	2535146338	7191 WAGNER WAY NW STE 101, GIG HARBOR, WA, 98335-6909, UNITED STATES
KEN	ENDO	TREASURER	2535146338	7191 WAGNER WAY NW STE 101, GIG HARBOR, WA, 98335-6909, UNITED STATES

FINANCIAL PREPARER

Person or Business that Prepares, Reviews or Audits Financial Information:

Type:

INDIVIDUAL

First Name:

KEN

Last Name:

ENDO

Title:

TREASURER

Address:

7191 WAGNER WAY STE 102, GIG HARBOR, WA, 98335-6909, USA

LEGAL INFORMATION

Do you have any Legal Actions? - No

COMMERCIAL FUNDRAISERS

Does the Organization use one or more Commercial Fundraisers to solicit contributions in WA?- No

RETURN ADDRESS FOR THIS FILING

Attention:

Email:

Address:

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

SIGNATURE/ ATTESTATION

First Name:

CYNTHIA

Last Name:

NELSON

Date:

11/30/2020

Phone Number:

253-223-8003



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$12,000.00

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Gig Harbor BoatShop

Event Name (if applicable): N/A

Contact Name and Title: Nicole Jones-Vogel, Community Development Director

Mailing Address: 3805 Harborview Drive

City: Gig Harbor

State: WA Zip: 98332

Phone: 253.857.9344

Email Address: Nicole@gigharborboatshop.org and Info@gigharborboatshop.org

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☒ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- | | |
|---|---|
| ☒ Application plus Supplemental Questions | ☒ W-9 (with organization name & address) |
| ☒ Copy of Non-Profit Registration | ☒ Itemized budget (event/non-event related operation or capital facility) |

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: 9/26/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- **If an activity, list the name, date(s), and projected overall attendance.**
- **If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.**
- **Describe why tourists will travel to Gig Harbor to attend your activity/facility.**

Over the course of the past several years, the Gig Harbor BoatShop has been honing our programming, offerings, active space, and our mobile asset F/V Veteran. The hands-on experience that some of our visitors would normally receive has been impacted by the global pandemic; this past year we have been reimagining some of our offerings and providing for an on-line or take-home experience. With this approach to a more internet-based presence, we have reached a larger net of interested individuals, from all over the world.

The BoatShop is in the process of updating the organizational Strategic Plan, which is anticipated to identify new goals and expand programming as many items in the current Plan have been met or are underway – with one in particular, the marine railways project. In partnership with the City and the Port of Tacoma the final pieces of the railways will come into place over the next few weeks. The launching of the railway program and the upcoming completion of the Boatyard House, the BoatShop is requesting operational funds to expedite the implementation of and to set a foundation for the citizens, community, and larger region to be able to interact with these new assets. In addition to current programming, the BoatShop anticipates the implementation of marine railway programming sometime in 2022 including boat restoration and repair which will provide key educational opportunities and internships, and ultimately community events for completed vessel project launchings.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	5,400
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	895
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	740
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	740
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	445
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	670

3. Have you requested LTAC funds previously?

- a. For a different event? Yes ☒ or No ☐
- i. If "Yes", was it approved by LTAC? Yes ☒ or No ☐
- b. For the same event? Yes ☐ or No ☒
- i. If "Yes", was it approved by LTAC? Yes ☐ or No ☐

4. What methodology did you use to calculate the estimates?

No new significant data was available; therefore, the estimates that are provided were those extrapolated from 2019 data collected from the Gig Harbor BoatShop.

That information includes the following data from visits to the Eddon Boatyard or *Veteran*:

- Guests are invited to provide their contact information if they wish.
- Program participants for registered activities provide their contact information.
- Our website provides geographic data analytics.

5. Describe the prior success of your event/activity/facility in attracting tourists.

The Gig Harbor BoatShop offers unique experiences – with a rich history of boat building. The 2021 summer season included weekly free tours of *Veteran* at the Farmer's Market at Skansie Park. Offering free dock-side tours during the extremely busy and visible farmer's market was done in coordination with the Skansie Netshed Foundation for cross-pollination of visitor experiences. This modification from earlier years resulted in highest number of tours of *Veteran* at Jerisich dock.

In previous years, the BoatShop has participated in Sip & Stroll, Girls' Night Out, Maritime Gig Festival, and taken *Veteran* to nearby Wooden Boat Festivals. These events have boosted visitors and as more people become familiar with the unique experience provided by the BoatShop, there will continue to be an upward projection of tourist visits.

6. Is there a host hotel/lodging for your event (Yes ☐ or N/A ☒)? If Yes, list the host hotel/lodging.

The BoatShop is not proposing an event for this LTAC grant cycle.

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

The BoatShop's target audience is any and all people who live or visit the greater Puget Sound Region. The boating community is a frequent visitor of the Harbor, the rich historic presence, and community programming there is a level of interest in this place from all demographics.

8. Describe how you will promote your event/activity/facility to attract tourists.

The BoatShop uses social media, word of mouth, rack cards, BoatShop-hosted events, operating out of a public space (Eddon Park), website, and participates in larger community events to offer a glimpse into the culture of a working waterfront.

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.

The BoatShop is not applying for Lodging Tax funds from any other communities.

10. Are you applying for other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

There are currently not any grant applications being sought for operational expenses from the City of Gig Harbor.

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

There are currently not any grant applications being sought for operational expenses from other granting sources.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

The 2020 annual operating budget is approximately \$133,000 – a fifty-percent reduction from 2018. The request from LTAC is roughly 11% percentage of the overall budget. If 2022 were to rebound, allowing the BoatShop to run typical programs, the \$12,000 grant request would make up approximately five percent of the operating budget.

Volunteers fill a critical role in meeting program objectives and the organization's mission. While volunteer efforts are not shown in the attached budget, they are integral to the success of the BoatShop's programs.

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

LTAC funds are critical for the BoatShop to meet its mission in the manner our community expects and deserves. The Boatyard, as a strong component of Gig Harbor's historic working waterfront, is up against some logistical challenges with the roadway construction occurring currently and continuing into 2022. While we expect to provide the same programming and operational efforts; however, they may be rolled out more slowly without funding from LTAC.



2022 City of Gig Harbor Lodging Tax Fund Application
Itemized Budget
September 26, 2021

Description	Amount
Part-time Staff Hourly Wage (\$20/hour; 50 hours/month)	\$12,000
Total Operating Budget Request	\$12,000



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 16,100

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Crescent Valley Lavender Farm Inc.

Event Name (if applicable): Gig Harbor Lavender Festival

Contact Name and Title: Glenn Lieber Owner Farmer

Mailing Address: 11501 Crescent Valley DR NW City: Gig Harbor State: WA Zip: 98332

Phone: 253 293 7506 / 949 813 4356 Email Address: CVLfarm@gmail.com

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☒ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☐ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☒ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☐ W-9 (with organization name & address)
- ☐ Copy of Non-Profit Registration
- ☐ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: Glenn Liebner

Date: 9/26/21

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- **If an activity, list the name, date(s), and projected overall attendance.**
- **If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.**
- **Describe why tourists will travel to Gig Harbor to attend your activity/facility.**

Crescent Valley Lavender Farm is proposing to increase signage and advertising, promoting our farm, and partnering with local businesses for the 2022 lavender season (June 1, 2022 to August, 1, 2020). Crescent Valley Lavender Farm opened June 1, 2021, and we averaged 100 people visiting the farm daily. The 2021 Crescent Valley Lavender Farm did not advertise this opening formally. The farm was represented by the Liebert family working the Thursday, Gig Harbor Waterfront farmer's market. This was the main strategy related to advertising the farm. In addition, the farm put out Facebook marketing blasts announcing u-cut lavender. Crescent Valley Lavender Farm also advertised on Yelp, Pierce County Farms, Instagram, and the farm had several visitors that blogged about the farm, such as "CityScapes and Beyond: Memoires in Gig Harbor; Lavender Farm and & Narrows Park Beach scene," (<https://cityscapesandbeyond.com/tag/crescent-valley-lavender-farm/>).

Data collection related to tourist attendance was not structured, however, it was clear most of the visitors were from out of town and/or visiting family.

These numbers are estimates due to Crescent Valley Lavender averaged approximately 100 people/day during the lavender session.

2. (Some of the estimates in question #2 are required by State law)

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

a. Overall attendance at your proposed activity/facility	200-300 plus per day weekends
--	--

b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	Unknown
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	Unknown
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	Unknown
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	Unknown
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	Unknown

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

4. What methodology did you use to calculate the estimates?

Moving forward, Crescent Valley Lavender Farm will employ a greeter who will collect data regarding the number of individuals attending the farm, the attendee's addresses, whether they will be lodging in Gig Harbor, as well as where they are lodging.

5. Describe the prior success of your event/activity/facility in attracting tourists.

The 2021 Crescent Valley Lavender Farm attendants communicated they had learned of the U-Cut lavender on Facebook, and by "Googling" events/activities in Gig Harbor. Roughly over half of the visitors were from out of town, and many of those visitors were from out of state. The states identified were Florida, North Carolina, Texas, Arizona, Tennessee, Wisconsin, California, Maryland, Utah, Idaho, and Oregon. The farm also had visitors from Puerto Rico, China, Japan, and Philippines.

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

We on connecting with hotels/lodges to promote their businesses and will drive business to local hotels/logs via our advertisements, www.crescentvalleylavenderfarm.com, and in our farm gift shop and the on-line shop (Shopify).

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

During the 2021 Crescent Valley Lavender Farm season, the individuals visiting the farm were varied. The attendees were diverse. Visitors included traveling medical providers, tourists, wedding planners, and local Washingtonians.

8. Describe how you will promote your event/activity/facility to attract tourists.

Strategies to promote the 2022 Crescent Valley Lavender Farm Lavender season:

- 1). Gig Harbor City Guide "Things to Do"
- 2). Facebook advertising
- 3). Gig Harbor Local Living (2 month ad)
- 4). 253 Lifestyle Magazine (2 month ad)
- 5). Seattle Met Magazine (1 month ad)
- 6). Nextdoor Ad
- 7). Banner to hang in downtown Gig Harbor
- 7). Signage posted in Tacoma and Gig Harbor
- 7). Signage posted at Gig Harbor Waterfront Farmer's Market
- 8). Flyers handed out a Gig Harbor Waterfront Farmer's Market
- 9). Widening Pierce County Trolley route to drop visitors off at Farm on Crescent Valley Drive NW
- 10). Sponsor live performances every Saturday (8 total)
- 11). Staffing for 8 weekends (5 people) assisting with parking, tours, U-Cut lavender, education and wreath making

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.

Does not apply

9. Are you applying for other grant sources from the City of Gig Harbor (Yes ☐ or No ☐)?

To be determined

10. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

- 1). Farmer's COVID Relief received (\$1,000/one time)

11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

1). Facebook	\$300.00
2). Nextdoor	\$200.00
3). Trade magazines	\$1,700.00
4). Staff (5 people)	\$9,600.00
5). Signage and Banners	\$1,500.00
6). Flyers	\$500.00
7). Bands (local)	\$2,000.00

Total: \$16,100

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 full funding is not received, we will look at modifying the reach of advertising, days the farm is open and limiting the number of visitors to the farm. Crescent Valley Lavender Farm decided to have a "soft open" in 2021 due to staffing limitations. Crescent Valley Lavender Farm's business can grow exponentially, however, the cost of the business start-up has bridled the farm's growth. Funding from this initiative could help Crescent Valley Lavender Farm become a unique destination for Gig Harbor and beyond. Finally, I am In process of submitting a wedding venue destination, which will require lodging in town for the guests.



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 1,500

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Greater Gig Harbor Foundation – Recreation

Event Name (if applicable): Rattle Dem Bones Halloween Bike Ride & Costume Contest

Contact Name and Title: Marlene Druker, Recreation CAB Chair / Ariel Gustanski, GGHF COO

Mailing Address: 7191 Wagner Way, Suite 102 City: Gig Harbor State: WA Zip: 98335

Phone: 253.514.6338 x 105

Email Address: mpuratich@centurytel.net / agustanski@gigharborfoundation.org

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2022 and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

Despite the COVID-19 pandemic keeping people away from gyms and group fitness classes, running shows no signs of slowing down. According to Strava's 2020 Year in Sport report, 55% of runners on the exercise-tracking app hit a new personal record in their 5K, 10K, half-marathon and marathon distances in 2020. We have conducted a 6-month analysis of possible events to both help raise funds for our community's only senior center while simultaneously bringing people to Gig Harbor for a great day of fun.

2. (Some of the estimates in question #2 are required by State law).

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	250
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	25
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	15
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	20
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	15
f. Number of paid lodging room nights resulting from your proposed activity/facility (<i>example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights</i>)	20

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☐

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

4. What methodology did you use to calculate the estimates?

Estimates were calculated in part based on the initial RDB Halloween Ride event in 2019 and familiarity with regional cycling, cycle clubs, and cyclists. Due to Covid-19, we did not hold the event in 2020. RDB2021 will offer additional insights and we expect that most participants will be fairly local. But with support from the LTAC fund in 2022, we will be able to expand our advertising and our audience.

5. Describe the prior success of your event/activity/facility in attracting tourists.

In the past, most people who traveled in for the event from other cities did so because they heard about it through word of mouth and/or were friends or acquaintances of organizers or other cyclists. 2021 will be the second time we are doing this event. We hope that everyone has a great time again and wants to return for Rattle Dem Bones every fall - with friends!

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

The city's tourism site and lodging listings are linked on our event web site. In 2019, The Best Western, which is across the street from our location, had a room block for our guests linked on our web site. We would like to continue this relationship for 2022, as well as build upon it with other lodging/accommodation services.

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

Rattle Dem Bones is a "something for everyone" event. Our "mini-monster" ride is geared towards families and casual bike riders. The challenge routes ("Monster Hills" and "Son of Monster") are meant for more serious cyclists who enjoy exploring scenic routes on organized, supported group rides. We hope that groups of friends and families will want to make this Halloween ride a destination event - similar to Portland's "Worst Day of the Year Ride" - which also involves a costume contest and a shorter route for people out for fun and a longer, hillier one for more athletic types. (<http://worstdayride.com/>)

8. Describe how you will promote your event/activity/facility to attract tourists.

Our marketing will include known cycling clubs throughout Washington, with a focus on the greater Seattle area and north, east across the Cascades and south beyond Portland. More locally, we will ask area businesses to place banners/signs/posters/fliers in their storefronts or on community bulletin boards, listing the ride on every online calendar we can find, advertising at other area regional rides, putting posters or fliers up at cycle shops in the Seattle/Bremerton/Tacoma/Olympia radius, email marketing blasts, Facebook and other social media posts, area radio, newspapers and other local/regional print media, and a large street banner in cooperation with the City.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc.)?

In 2019 and again in 2021, Rattle Dem Bones has had sponsorship support from various area business and individuals. Planning for 2022 will begin in November following the 2021 Rattle Dem Bones ride.

Sponsorships help to cover the event operating expenses (e.g., permits, supplies, etc.) as well as provide direct support to the Community Recreation Fund, which helps provide support to area organizations to enable all youth to participate, regardless of their family's ability to pay for fees, equipment, etc. Proceeds, after expenses, benefit the Community Recreation Fund. We also rely extensively on "in-kind" donations for goods and services, and on volunteer labor. In-kind donations have not been included in our overall budget - a conservative estimate of their value is an additional \$5,000.

12. What is the overall budget for your event/activity/facility? \$3,529

What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? Please see attached event budget. The requested amount is 28.7% of the overall 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?

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



Corporations and Charities Division
PO Box 40234
Olympia, WA 98504
Tel 360.725.0378

11/30/2020

GREATER GIG HARBOR FOUNDATION
7191 WAGNER WAY STE 102
GIG HARBOR WA 98335-6909

Registration Number: 2001725
Organization Name: GREATER GIG HARBOR FOUNDATION

Dear GREATER GIG HARBOR FOUNDATION,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

CHARITABLE ORGANIZATION RENEWAL

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs to file online, conduct searches, and receive status updates.

Additional information:

Report any changes to your information online at www.sos.wa.gov/ccfs

Make sure all solicitations include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100.

Submit each commercial fundraiser contract, also available online at www.sos.wa.gov/ccfs before fundraising begins.

Determine if the organization is a "trustee" as defined under the Charitable Trust Act, RCW 11.110.020. If so, it may be subject to the Act and required to register as a "charitable trust."

Visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the organization wishes to take part in the CFD.

Please contact our office at charities@sos.wa.gov or (360) 725-0378 if you have any questions.

Sincerely,

Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 15,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Dunagan Brewing Inc. UBI 603493039

Event Name (if applicable): Gig Harbor Celtic Music Festival

Contact Name and Title: Jessie Dunagan

Mailing Address: 3222 56th st. City: Gig Harbor State: Wa Zip: 98335

Phone: 253-226-9829

Email Address: dunaganbrewing@yahoo.com

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☐ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☐ W-9 (with organization name & address)
- ☐ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- **If an activity, list the name, date(s), and projected overall attendance.**
- **If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.**
- **Describe why tourists will travel to Gig Harbor to attend your activity/facility.**

March 17th through 19th 2022 (During Saint Patrick's Day)

Overall Attendance is projected to be 1500

2. (Some of the estimates in question #2 are required by State law)

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

a. Overall attendance at your proposed activity/facility	1500
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	1000
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	100
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	500
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	300
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	150

3. Have you requested LTAC funds previously?

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

- i. If "Yes", was it approved by LTAC? Yes ☐ or No ☐
- b. For the same event? Yes ☐ or No ☐
- i. If "Yes", was it approved by LTAC? Yes ☐ or No ☐

4. What methodology did you use to calculate the estimates?

Co-Ownership of Dunagan Brewing Inc. is part of "Gig Harbor Film Festival" Familiarity is also with the Ocean Shores Galway Bay Music Festival. We have also being in business (Dunagan Brewing Inc) since 2015 with annual attendance for our Saint Patrick's Day events. Talks with the INN at GIG Harbor on room bookings during Mid-March time frame.

5. Describe the prior success of your event/activity/facility in attracting tourists.

We have had annual community events since 2015 (in Tacoma) for Christmas and Saint Patrick's Day. Each one of these events have brought tourism to the area.

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

*The INN at GIG Harbor (3211 56th St, Gig Harbor, WA 98335)
This Hotel is across the street from our property.*

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

18-70 years old. Men and woman of all origins from Gig Harbor and the surrounding 100 mile region. Out of state attendees are expected. They can fly into gig Harbor air field and shuttle to the next adjacent Inn at Gig Harbor Hotel.

8. Describe how you will promote your event/activity/facility to attract tourists.

Adds in local papers, physical posters, online marketing

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?
No

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

\$30,000 total overall budget
Gig Harbor Lodging Tax Fund = \$15,000

Itemized budget

Advertising - \$5000
Security/Facility accommodations - \$5000
Food/Beverage - \$5000
Entertainment - \$10000
Planning/Compliance – \$5000
TOTAL = \$30,000

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 market the event as "Saint Patrick's Festival at Dunagan Irish Pub & Brewery" instead of "Gig Harbor Celtic Music Festival" We would cut some funding for advertisement and some entertainment costs. We own the facility and parking lot at Gig Harbor parcel 0221177050

The Gig Harbor Lodging Tax Fund is essential to spread the word to outlying areas of Gig Harbor. The funds will attract attendees from surrounding cities and states and create a grander event than we would be able to achieve alone.

Dunagan Brewing Inc.
3222 56th St
Gig Harbor, WA 98335
Parcel 0221177050

Unemployment Insurance. – Active

Tax Registration – Active

Microbrewery #82991 – Active

Spirits/Beer/Wine Restaurant Lounge +
#82991 –Active
Industrial Insurance. – Active

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

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Organization/Agency Name: South Sound Pickleball Club
Event Name (if applicable): SSPC Pickleball Tournament
Contact Name and Title: Kenneth Lee: President of SSPC
Mailing Address: 14118 Goodrich Dr. NW City: Gig Harbor State: WA Zip: 98329
Phone: 253-670-0965 Email Address: mickandken@comcast.net

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☐ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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

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

Signature: _____

Date: _____

Sept 27, 2021

-Supplemental Questions-

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

- SSPC Pickleball Tournament : Date is TBD and dependent on funding approval. It is a 4 day event. Expecting over 350 people.
 - Cost to be shared: Rental of facility (~\$3000); Workers (~\$6000); Appraisal for workers (\$2000); Software rental and advertisement (\$1500); Signage and ads (\$1000); Wifi connection (\$500).
 - It would be run at Seaham Homestead Park.
 - We ran a tournament before here in Gig Harbor so we know we can attract the players.

2. (Some of the estimates in question #2 are required by State law)

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

a. Overall attendance at your proposed activity/facility	>300
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	>50 ?
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	>25 ?
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	>25 ?
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	>20 ?
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	2 days <i>Tournament is over 4 days</i>

3. Have you requested LTAC funds previously?

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

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

5. Describe the prior success of your event/activity/facility in attracting tourists.

— We also ran pickleball tournaments in Centralia^{wa} with about 600 players and had over 350 players registered for tournament in Lacey, WA

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

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

Mostly Gig Harbor and surrounding areas, We have had people from Oregon, AZ and even Canada.

8. Describe how you will promote your event/activity/facility to attract tourists.

We have a facebook page and also can use websites WA Pickleball and pickleball-tournaments.com

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)? No

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget) 100% or as close as we can get it.

SSPC Pickleball tournament: 4 day event; 100% requested from Lodging Tax Fund.

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 probably will not do the tournament without funding.



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 20,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Harbor History Museum

Event Name (if applicable): Operations/Exhibits in a Tourism Serving Facility

Contact Name and Title: Stephanie Lile

Mailing Address: PO Box 744 City: Gig Harbor State: WA Zip: 98335

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

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2022 and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____ 9/25/21 _____

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	5500
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	620
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	580
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	594
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	297
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	Est 150+/- over the course of year

3. Have you requested LTAC funds previously?

- a. For a different event? Yes ☒ or No ☐
- i. If "Yes", was it approved by LTAC? Yes ☒ or No ☐
- b. For the same event? Yes ☐ or No ☒
- i. If "Yes", was it approved by LTAC? Yes ☐ or No ☒

4. What methodology did you use to calculate the estimates?

Our zip code report for 2021. Totals include visitors from 38 states.

5. Describe the prior success of your event/activity/facility in attracting tourists.

In 2019 we served more than 10,000 visitors from 43 states. We expect that 2022 will see some rise in visitation over 2021, pending COVID status. We are also currently conducting a promotion campaign to areas 30-70 miles away which should have some effect into the fall and winter months. As an indoor facility, we are able to draw visitors year-round.

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

We promote all lodging options in our area.

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

Our target audience ranges from children and families to travelers from afar and residents new to town. Many of our out-of-town guests are here visiting family or taking a short trip from somewhere else in the state. Since more than half of our visitors are from out of the local area, we work hard to reach those audiences and encourage them to visit for multiple days.

8. Describe how you will promote your event/activity/facility to attract tourists.

These funds will directly support our 2022 exhibitions and related programs. With each exhibit, we do combined marketing in social media, online, and print. By creating exhibitions that are both unique to our area and intriguing to out-of-town visitors, we expect to draw numerous tourists to the museum.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☐)?

Not specifically. To clarify, we are due to renew the agreement for city support of free museum admission and we have a pending ask for city support of our Maritime Gallery project to match the state grant recently received. Neither would have an impact on or replace LTAC funding.

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

No

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

Organizational Budget \$352,000 in 2021 = LTAC request is 5.6% of total organizational 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 Harbor History Museum must raise its entire budget every year. We have no dedicated funding source that assures our monthly operations or program support. Lodging Tax funding has the potential to make a significant difference in what we can accomplish in terms of open hours for the public, marketing, and special exhibitions. At just 5.6% of our total budget, not securing Lodging Tax would require us to eliminate one or more of our special exhibits and cut marketing to out-of-town visitors—who make up approximately one half of all our visitors and generate significant revenue for our community.

14. (Added information): How will LTAC Funds be used?

Funds from LTAC would be used specifically to cover the aspect of our operations related directly to special exhibitions. We will be creating four new exhibits for 2022, including “Little Boats,” “Practical Agriculture,” “Signs of the Times,” and a special feature, “I Spy the Secret Museum.” We are also hoping to host “Illuminations: The Lantern Slides of Edward Curtis” in conjunction with Native American Heritage Month. These exhibits will feature some rarely seen items in our collection.

“Little Boats” will feature small vessels built locally as well as toy and model boats found in our collection.

“Practical Agriculture” is based on a 1912 Agricultural Chart that hangs in our Midway Schoolhouse. This exhibit will also coincide with the national conference for the American Living History and Farm Museum conference this spring hosted by Fort Nisqually.

“Signs of the Times” features signs saved from local Gig Harbor businesses over the last few decades. Many visitors will recognize one of the original hand-painted tides Tavern signs and delight in the owl-shaped “Hoots Construction” sign.

“I Spy: The Secret Museum” is a fun exhibit based on the concept of the popular I Spy books but with a local twist: all of the objects will be from the Harbor History Museum collection.

“Illuminations: The Lantern Slides of Edward Curtis” features the little-known or seen lantern slides taken by Edward S. Curtis as part of his 20-volume *North American Indian*.

BUDGET

ITEM DESCRIPTION	AMOUNT	NOTES
Exhibit – Little Boats Jan-March 2022	\$3900	Production, Marketing, Installation
Exhibit – Practical Agriculture Jan – June 2022	\$3676	Production, Marketing, Installation
Exhibit – Signs of the Times February-September 2022	\$1275	Production, Marketing, Installation
Exhibit – I Spy the Secret Museum – April – August 2022	\$14,900	Production, Marketing, Installation
Exhibit – Illuminations November – December 2022	\$1500	Production, Marketing, Installation
TOTAL	\$25,251	HHM covers costs over \$20,000

Marketing is done via social media, print, conference sponsorship, press releases, and regional marketing channels.

Exhibits are “shoulder season” driven since the museum is a great winter destination.



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$6,136.00

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

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

Event Name (if applicable): P.I.T.A Fall Classic: GHSC Sea Food Shoot

Contact Name and Title: Terry Holm, GHSC President

Mailing Address: 9721 Burnham Drive NW City: Gig Harbor State: WA Zip: 98359

Phone: 360-621-1911

Email Address: holmt56ghsc@q.com

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☐ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2022 and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: _____

Date: _____

TERRY S. HOLM
GHSC PRESIDENT

9/26/21

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

<u>NAME</u>	<u>DATE</u>	<u>PROJECTED ATTENDANCE</u>
P.I.T.A. Fall Classic "GHSC Sea Food Shoot"	September 2022	100

Annual Pacific International Trap Association (PITA): GHSC "Sea Food Shoot"

For over forty years GHSC has hosted this trap shooting competition every September with approximately 100 participants and their families. The participants compete for three days. They and their families tour Gig Harbor taking advantage of retail outlets, restaurants, and hotels in the city. In the past we have partnered with up to two hotels in Gig Harbor to offer discounts to our participants.

Additionally, we host another one-day weekend event for the Pacific International Trap Association attended by approximately 80 participants and their families and take advantage of all that they city has to offer.

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

Sea Food Trap Shoot:

The Sea Food Trap Shoot is advertised and marketed in the sponsoring organizations' publications and on their websites. These events have been held at GHSC in previous years and have been consistently well attended.

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

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	100
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	45
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	5
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	45
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	30
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	90

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

4. What methodology did you use to calculate the estimates?

GHSC event chairpersons and staff checked their records to come up with estimates for the number of: people competing / attending the Sea Food Shoot; the number of miles/hours traveled; the number of overnight stays, and; the number of paid accommodations (hotel/motel/bed-breakfast) in Gig Harbor during the Sea Food Shoot.

5. Describe the prior success of your event/activity/facility in attracting tourists.

As stated above, for over forty years we have held the Sea Food Trap Shoot competition every September with approximately 100 participants and their families. The participants compete for three-days. They and their families tour Gig harbor taking advantage of retail outlets, restaurants, and hotels in the city. In the past we have partnered with up to two hotels in Gig Harbor to offer discounts to our participants.

The P.I.T.A. Fall Classis is concurrently held at nine trap clubs in the Pacific Northwest, Canada, and Western U.S. Currently, GHSC has higher trap shooter participation numbers than any of the other eight hosting trap clubs, including clubs in Alaska, British Columbia, California, Idaho, Nevada, and Oregon

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

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

Our target audience is primarily made up of trap shooters from the Western U.S. The demographics are men, women, and young people. Our club attracts a wide cross-section of participants.

8. Describe how you will promote your event/activity/facility to attract tourists.

The Sea Food Shoot is advertised in the trap shooting magazines and newsletters. (e.g. Pacific International Trap Association and other trap shooting organizations).

GHSC includes the Sea Food Shoot on our Web Page as a "special event" for members and non-members to see. We also put up signage advertising the event all around our Club property.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc.)?

No.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget). Our Grant Request is \$6,136, or one-half of our event expenses.

See attached Estimated Special Event Financial Budget Detail

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?

Given that the club was closed for a substantial period in 2020 and 2021 due to Covid 19 normally expected revenue was reduced to \$0 for a total of 12 months during these years. GHSC hosting costs and participant costs and participation fees would be significantly increased without the requested grant funds. This will lead to reduced overall participation and reduced revenue throughout the city during this event.

ESTIMATED SPECIAL EVENT FINANCIAL BUDGET DETAIL

Pacific International Trapshooters Association Fall Classic: Gig Harbor Sportsman's Club Sea Food Shoot

Date: Sept 2022

Event Type:

PITA

Name: Sea Food Shoot

Shooting

Shoot Director:

John Cheyney & Tom Lovrovich

Range Master:

TBD

Shoot Pattern Plan Submitted

City Notification

Kitchen

Open:

Yes

Closed:

Total Revenue:

INCOME

1 Total money in, including targets, options, PITA fees, etc.

2 Donations

3 RV Parking

4 Practice Trap

5

6

INCOME COMMENTS:

Incomes listed are estimates. We will be asking for donations to support a Youth Shoot

EXPENSES**TARGETS:**

ESTIMATED:	Trap 1	Trap 2	Trap 3	Trap 4	Trap 5
ENDING NUMBERS	475,800	1,252,900	853,000	764,000	727,000
STARTING NUMBERS	468,000	1,245,000	846,300	757,500	725,000
	7800	7900	6700	6500	2000

	Targets: Direct & Burden Cost		Total Targets Cost	Grant Request
Total Targets:	30,900	\$ 0.169	\$ 5,222.10	\$ 2,611.05

AWARDS / PRIZES CASH PAYOUT

Check for PITA Fees

Options Paid out

including cashier fee	\$ 6,400.00	\$ 3,200.00
-----------------------	-------------	--------------------

Clams, Oysters, Salmon	\$ -	
Promotion, Advertising	\$ 50.00	\$ 25.00
Trophies	\$ 100.00	\$ 50.00
Trap Labor	\$ 200.00	\$ 100.00
Dinner Expense	<u>\$ 300.00</u>	\$ 150.00

TOTAL EXPENSES

\$ 12,272.10

\$ 6,136.05

EXPENSE COMMENTS:

Expense amounts are estimated. It is anticipated that clams, oysters, salmon & corn

ESTIMATED GROSS EXCESS

	All Straight Trap
:	TBD

TBD

\$
\$ 12,700.00

\$ 150.00
\$ 80.00
\$ 250.00

Total Income	\$ 13,180.00
---------------------	---------------------

oting Program

Amount:

**TOTAL GRANT \$ REQUESTED
EQUALS ONE-HALF OF OUR EVENT EXPENSES**

will be donated, minimizing dinner expenses

TOTAL EXPENSES \$ **12,272.10**

INCOME: \$ 907.90



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 20,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Rotary Club of Gig Harbor North Foundation

Event Name (if applicable): Galloping Gertie Half Marathon, 10k and 5k runs

Contact Name and Title: Robert Anderson Rotary North Foundation
Chairperson

Mailing Address: 5720 122nd St. City: Gig Harbor, WA. Zip: 98332

Phone: 253-753-3013

Email Address: bobtanderson@me.com

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: Robert T Anderson Date: 9-9-2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.
-

Galloping Gertie Half Marathon will be scheduled in August 2022 with an increased participation of 700-1000 runners with the support of this grant. The run has been successful for ten years before Covid hit in 2020. Our 2019 run attracted 526 runners with 91 coming from out of state and 4 from out of country. We believe advertising and promotion will significantly increase the number of runners. All profits go to children's charities, including Communities In Schools Peninsula, Food Backpacks4Kids, Children's Home Society Peninsula, and Opal House, a Montessori School for Mayan Youth in Guatemala.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	700
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	450
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	150
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	125

e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	80
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	100

3. Have you requested LTAC funds previously?

- a. For a different event? Yes ☐ or No ☒
- i. If "Yes", was it approved by LTAC? Yes ☐ or No ☐
- b. For the same event? Yes ☐ or No ☐
- i. If "Yes", was it approved by LTAC? Yes ☐ or No ☐

4. What methodology did you use to calculate the estimates?

Used estimates from 2019 run with a new goal of 700-1000 runners.

5. Describe the prior success of your event/activity/facility in attracting tourists.

The event is in its eleventh year. Generally, our focus has been on traditional runners without advertising. 2019 had 526 runners. 95 came from out of state or out of country. 44% ran half marathon, 30% ran 10 K and 26% ran 5 K.

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

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

90% of runners are 20 years old or older. 66% of them were women. Youngest was 4 and oldest was 82.

8. Describe how you will promote your event/activity/facility to attract tourists.

We will target Rotary Clubs in District 5020. That includes 4,400 members in Western Washington and Vancouver Island, BC. We will provide a special rate for cross country athletes. We will advertise to Native Americans in Washington State. We will develop Facebook advertising in Portland, Spokane, Seattle and Vancouver, Canada.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?
We will continue to seek local sponsors for the race.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

13. The budget for our most successful run in 2019 is attached. We experienced losses in 2020, but continued to provide Children's Charities locally and in Guatemala with \$19,000. We believe a major advertising and promotion effort for 2022 can increase our income by \$25,000 and have a continuing benefit each following year.

If our \$20,000 grant proposal is successful, it would represent 24% of our projected income.

14. 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?

As noted, the Galloping Gertie Half Marathon has been Rotary Club of Gig Harbor North Foundation's primary fundraiser for more than ten years. Galloping Gertie will continue without the Lodging Tax Support. However, we would need to eliminate our additional advertising and promotion effort that would benefit the race, Children's Charities, and Gig Harbor businesses for years to come.

Rotary Foundation of Gig Harbor North Club

2019 GALLOPING GERTIE

2022 Budget Estimate

Income

2019 GG Registration	36,006	54,000	
2019 Sponsorships	14,150	30,000	
Total 2019 Galloping Gertie Income	50,156		84,000

Expenses

Promotional Ads & awards	100	10,000
Pre-race day activities	0	10,000
Race Management	9,600	10,000
Shirts & Medals	3,065	7,700
GG Chip Timing	2,315	4,500
Miscellaneous	2,397	2,000
Honey Buckets	1,612	3,000
Photography	1,335	2,000
Police & Traffic	1,200	1,500
Permits & Licenses	931	1,000
Course Measurements	800	800
Food	434	750
Storage	550	600
U Haul	370	400
Square Space	238	400
Bibs	180	360
Garbage	43	100

Total 2019 Galloping Gertie Expenses	25,170	55,110
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All profits go to support children's programs locally and in Guatemala:

Communities In Schools Peninsula, Food Backpacks4Kids, Children's Home Society and Opal House, a non-profit Montessori School in Guatemala.



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 20,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Harbor WildWatch

Event Name (if applicable): _____

Contact Name and Title: Lindsey Stover, Executive Director

Mailing Address: 3207 Harborview Drive City: Gig Harbor State: WA Zip: 98335

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

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☒ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____

Lindsey Stover

Date: 9/14/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

Opened in August 2014, the Skansie Visitor & Interpretive Center (SVIC) provides visitors with the opportunity to learn what the City of Gig Harbor offers. Operated through a unique partnership between Harbor WildWatch (HWW) and the City of Gig Harbor Tourism Department, visitors of all ages are welcomed by a friendly volunteer who provides information on local shopping, dining, lodging, events and other services available in the Gig Harbor community. As an added bonus, visitors are also invited to explore the unique exhibits offered at this historic waterfront location, including a 100-gallon marine touch-tank; augmented reality sandbox; animal skull display featuring a juvenile gray whale; live underwater video stream of Gig Harbor Bay; and microscope station. Environmental education programs are also offered at this facility including STEM workshops for kids and guided walking tours for adults. Appropriate for all ages, the SVIC is the gateway for visitors who want to explore the Gig Harbor community and learn why we are called the 'Maritime City'.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	10,000-12,000
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	2,000-4,000
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	1,000-3,000
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	1,000-3,000
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	1,000
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	250

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

4. What methodology did you use to calculate the estimates?

Since we were closed for most of 2020 and part of 2021, we utilized the Visitor Center Log-in Sheets and Guest Book from 2019 to calculate these estimates.

5. Describe the prior success of your event/activity/facility in attracting tourists.

HWW has been operating the SVIC since the summer of 2014 with great success. In the past seven years, we have upgraded our exhibits to high-tech science activities that attract visitors from neighboring communities for day trips and provide an unexpected experience for travelers beyond Washington State. With the assistance of the City Tourism Department, we have attracted and trained 30+ volunteers who act as ambassadors to the City. Each year, our attendance has steadily increased with expanded promotion inside and outside the Gig Harbor community. In total, we have welcomed over 45,000 walk-in visitors to the SVIC! ✓

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

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

The target tourist audience for the SVIC is general in nature. We welcome visitors of all ages, locations and demographics. Based on our visitor log, people from all over the state, country and world have visited the SVIC – from Bellingham to New Zealand. For our exhibits and special programs, we target families with children between the ages of 5-14 years of age. Guided walking tours are geared towards adults with disposable incomes ages 35-65.

8. Describe how you will promote your event/activity/facility to attract tourists.

Several avenues are utilized to promote the SVIC and special activities including rack cards distributed at outside HWW events throughout Pierce, Kitsap and Mason counties; print advertising in regional publications, social media posts with 340,000+ followers; and promotion on the HWW website with average 1,000 impressions per month.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

Yes. We are currently in the process of requesting Corporate Sponsorships from the local business community and donations from individuals to cover the remaining portion of the SVIC budget.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

The overall budget for the operation of the SVIC is \$39,110 for 2022. We are requesting 51% of this total budget from the LTAC. The increased cost compared to 2021 is due to HWW staff taking over many of the coordination responsibilities previously provided by the City.

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 funding is essential to the success of this proposal because it allows us to provide the highest quality service to visitors entering the City of Gig Harbor. The addition of a high-tech interpretive center to the visitor center with self-guided exhibits, unique guided activities and well-trained volunteers ensures that we put our best foot forward when visitors come to our city. If we do not receive full funding for this request, we will eliminate several items from this proposal. This may include the extra 200 hours we are open during the year outside of our Skansie House lease requirements, special programs that attract visitors (i.e. Science Saturdays); interaction with boaters during the summer hours, expanded training for SVIC volunteers on HWW exhibits through video tutorials, participation in Volunteer Appreciation events, and additional promotion for SVIC open hours and activities through social media, newsletters, print advertising and the HWW website.



HARBOR WILDWATCH

Skansie Visitor & Interpretive Center

2022 Operating Budget

	Unit	Cost/unit	Total	
Staff Time				
Education Director	200	\$ 28.00	\$ 5,600.00	
Science Specialist	200	\$ 28.00	\$ 5,600.00	
Executive Director	400	\$ 35.00	\$ 14,000.00	\$ 25,200.00
Supplies & Materials				
HP Laptop	1	\$ 600.00	\$ 600.00	
Microscope	1	\$ 900.00	\$ 900.00	
Microscope replacement bulbs	4	\$ 30.00	\$ 120.00	
Reflective Sand	4	\$ 30.00	\$ 120.00	
Skull Replicas (various)	2	\$ 60.00	\$ 120.00	
Aquarium Supplies (food, filter, etc.)	6	\$ 25.00	\$ 150.00	
Rack Cards	1000	\$ 0.50	\$ 500.00	
Printing (fliers, worksheets)	1000	\$ 0.30	\$ 300.00	
Printer Ink	8	\$ 115.00	\$ 920.00	
Lightbulbs	5	\$ 15.00	\$ 75.00	
Cleaning supplies	24	\$ 20.00	\$ 480.00	
Toilet Paper/Paper Towels	12	\$ 20.00	\$ 240.00	
Paint & Supplies	4	\$ 50.00	\$ 200.00	
Orca exhibit supplies	4	\$ 100.00	\$ 400.00	
Batteries	4	\$ 25.00	\$ 100.00	\$ 5,225.00
Other				
Print Advertising	4	\$ 200.00	\$ 800.00	
Postcards	10	\$ 50.00	\$ 500.00	
Social Media Boosting	5	\$ 25.00	\$ 125.00	
Signage	4	\$ 90.00	\$ 360.00	
Electricity	12	\$ 130.00	\$ 1,560.00	
Internet	12	\$ 200.00	\$ 2,400.00	
Garbage & recycling	12	\$ 45.00	\$ 540.00	
Insurance	12	\$ 120.00	\$ 1,440.00	
Cleaning Services	12	\$ 80.00	\$ 960.00	\$ 8,685.00

Total Project Cost \$ 39,110.00

LTAC Request \$ 20,000.00

% of Total Request 51%

2022 SVIC Income Sources

Individual Donations	\$ 11,610.00
LTAC Grant	\$ 20,000.00
Corporate Sponsorship	\$ 7,500.00
	<u>\$ 39,110.00</u>



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$\$5,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Harbor WildWatch

Event Name (if applicable): Donkey Creek Chum Festival

Contact Name and Title: Lindsey Stover, Executive Director

Mailing Address: 3207 Harborview Drive City: Gig Harbor State: WA Zip: 98335

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

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☐ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____

Lindsey Stover

Date: 9/14/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

Each November, the greater Gig Harbor community celebrates the return of salmon to our local waters at the Donkey Creek Chum Festival. The goal is to bring people together to promote sustainability, sound environmental stewardship, preservation of our maritime history and culture, responsible recreation, habitat preservation, and shoreline restoration. In 2015, Harbor WildWatch was asked to take over the coordination of this event from the City and has since expanded the activities and promotion to make it a regional festival. These activities include guided walking tours, underwater viewing of spawning salmon, touch-tanks, kayak and dragon boat races, art exhibition, face-painting, and informational booths. After a closure due to COVID-19, HWW will revamp the traditional Chum Festival to a new and improved 2-day format in 2022 that is designed to attract more overnight tourists to Gig Harbor during the shoulder season.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	1,000-3,000
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	500-1,000
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	100-150
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	250-500
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	50-100
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	15-25 paid rooms on Saturday

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

4. What methodology did you use to calculate the estimates?

We used event surveys from prior Chum Festival events (2015-2019) to calculate these estimates. This is when HWW took over the coordination of this event from the City of Gig Harbor.

5. Describe the prior success of your event/activity/facility in attracting tourists.

HWW has been operating the Donkey Creek Chum Festival since 2015 with great success. We have an average of 20 vendors participate each year and attract between 800-1500 attendees annually. We saw an increase in attendees by 2 in 2019 with the addition of a live underwater camera of the creek, face painting, art exhibit, and expanded promotion. We are confident that a 2-day format will bring a record number of attendees from outside areas with unique hands-on activities and increased promotion.

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

No. We promote all lodging facilities in Gig Harbor.

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

The target tourist audience for the Chum Festival is general in nature. We welcome attendees of all ages, locations, and demographics. Based on past events, people from all over the Pierce County attend Chum Festival, as well as Kitsap, Mason, and Thurston Counties. We hope to attract people from Eastern WA in 2022, as well as Oregon and Idaho. The activities and vendors at Chum Festival will cater to families with children between the ages of 5-14 years of age as well as adults with disposable incomes ages 35-65.

8. Describe how you will promote your event/activity/facility to attract tourists.

Several avenues are utilized to promote the Chum Festival including rack cards distributed at outside HWW events throughout Pierce and Kitsap counties; print advertising in regional publications, social media posts and boosting with 340,000+ followers; and promotion on the HWW website with an average of 1,000 impressions per month.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

Not for this event. We are requesting funds from the LTAC for the operations of the Skansie Visitor & Interpretive Center.

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

Yes – Corporate Sponsors, individual donors, and vendor fees.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

The overall budget for the 2022 Donkey Creek Chum Festival is \$11,511. We are requesting 43% of this total budget from the LTAC.

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 funding is essential to the success of this proposal because it allows for the complete revamp of the Donkey Creek Chum Festival. Because of COVID-19, we have not been able to hold this festival for the past two years. We are taking this opportunity to reformat the event to make it more mission driven, interactive, and more attractive people from outside the Gig Harbor community. If we do not receive full funding for this request, the festival will default to the same format that has been used for years. We will also eliminate the majority of the advertising and printing services used to promote the event.

DONKEYCREEK Chum FESTIVAL

Donkey Creek Chum Festival

2022 Operating Budget

	Unit	Cost/unit	Total	
Staff Time				
Education Director	50	\$ 28.00	\$ 1,400.00	
Science Specialist	50	\$ 28.00	\$ 1,400.00	
Executive Director	100	\$ 35.00	\$ 3,500.00	\$ 6,300.00
Supplies & Materials				
Event Passport Card	1000	\$ 1.00	\$ 1,000.00	
Rack Cards	1000	\$ 0.50	\$ 500.00	
Printing (fliers, worksheets)	500	\$ 0.30	\$ 150.00	
Updated Banner	1	\$ 1,500.00	\$ 1,500.00	
Printer Ink	1	\$ 115.00	\$ 115.00	
Face Painting Supplies	1	\$ 85.00	\$ 85.00	
Batteries	2	\$ 25.00	\$ 50.00	\$ 3,400.00
Other				
Print Advertising	4	\$ 200.00	\$ 800.00	
Salmon Postcards	5	\$ 50.00	\$ 250.00	
Social Media Boosting	5	\$ 25.00	\$ 125.00	
Signage	4	\$ 50.00	\$ 200.00	
Special Events Permit	1	\$ 120.00	\$ 120.00	
Encroachment Permit	1	\$ 50.00	\$ 50.00	
Fire Permit	1	\$ 66.00	\$ 66.00	
Live Musician	1	\$ 200.00	\$ 200.00	\$ 1,811.00

Total Project Cost \$ 11,511.00

LTAC Request \$ 5,000.00

% of Total Request 43%

2022 Chum Fest Income Sources

Individual Donations	\$ 3,011.00
LTAC Grant	\$ 5,000.00
Vendor Fees	\$ 500.00
Corporate Sponsorship	\$ 3,000.00
	<u>\$ 11,511.00</u>



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$20,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Asia Pacific Cultural Center

Event Name (if applicable): APCC Korean ChuSeok Festival 2022

Contact Name and Title: Faaluaina Pritchard

Mailing Address: 4851 S. Tacoma Way City: Tacoma State: WA Zip: 98409

Phone: 253-383-3900

Email Address: faaluaina@asiapacificculturalcenter.org

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- | | |
|---|---|
| ☐ Application plus Supplemental Questions | ☒ W-9 (with organization name & address) |
| ☒ Copy of Non-Profit Registration | ☒ Itemized budget (event/non-event related operation or capital facility) |

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: _____  _____ Date: September 24, 2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

Asia Pacific Cultural Center's 2022 ChuSeok Festival, Gig Harbor

In the Korean language, ChuSeok means "autumn eve," and is the name of the traditional harvest moon festival that is celebrated worldwide every fall. The 2022 ChuSeok Korean Festival, Gig Harbor, will take place in October, and will be the second time APCC has presented the Festival at Skansie Brother's Park and Netshed. The day-long festivities, entertainment, and fun will include Samulnori drum dances, paper lotus flower making, Korean musical instruments, delicious food, and lots of fanfare! Our ChuSeok Festival is the perfect opportunity for tourists and locals alike to gather and experience truly unique entertainment while they learn a little about the fascinating culture of the United State's closest Asian ally. Tourists already travel far and wide to attend our annual ChuSeok Festival in Tacoma (now in its sixth year). We're confident that with the right publicity and advertising, the Gig Harbor Festival will draw hundreds of attendees who will be happy to enjoy this cultural event without the chore of crossing the Narrows Bridge. APCC looks forward to continuing to host this event for the benefit of Gig Harbor's hospitality businesses and residents.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	300-400
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	50-100
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	50-75

d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	20-50
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	20-50
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	20-50

3. Have you requested LTAC funds previously?

- a. For a different event? **Yes** ☐ or **No** ☒
 - i. If "Yes", was it approved by LTAC? **Yes** ☐ or **No** ☐
- b. For the same event? **Yes** ☒ or **No** ☐
 - i. If "Yes", was it approved by LTAC? **Yes** ☐ or **No** ☐

4. What methodology did you use to calculate the estimates?

In 2022, the APCC ChuSeok Festival will celebrate its sixth year of performances at Tacoma's Asia Pacific Cultural Center. These six years of data, plus data collected during our 25 years of experience producing other large events, gives us confidence that we can estimate how far our attendees will travel, their mode of transportation, and where they stay when they travel to our events. Last year's ChuSeok Festival had 2,000-2,500 attendees, with travel statistics similar to what we used in our estimate. 2022 will be the second year we have held the Festival in Gig Harbor's Skansie Brother's Park, and we are using a conservative estimate that the event will attract 300-400 attendees.

5. Describe the prior success of your event/activity/facility in attracting tourists.

APCC has been a big part of the local community for 25 years, and we have been producing cultural events since the founding of the organization. Our Cultural Center attracts more than 50,000 visitors per year, and that numbers continues to grow. During the COVID-19 pandemic, we pivoted our presentations to use a virtual platform so that we could continue to showcase the 47 countries and cultures that we represent. We produces X number of events virtually in 2020 because we felt this continuity was important. These cultural presentations received more than 40,000 viewers from the throughout the United States and the World. Our signature event, The Annual New Year Celebration, takes place in one day at the Tacoma Dome Exhibition Hall and typically attracts more than 10,000 people.

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

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

The Gig Harbor ChuSeok Festival is marketed to people who enjoy cultural entertainment, dance, and music performance. We specifically target the populations of King, Kitsap, Thurston, and Pierce counties, and know that our online advertising and VIP invitations reach a national and International audience. As momentum continues to build and the Gig Harbor ChuSeok Festival becomes an annual event that our audience anticipates and plans for, we expect to attract an increasing number of out of town and international tourists who will spend their tourist dollars lodging, dining, and shopping in Gig Harbor.

8. Describe how you will promote your event/activity/facility to attract tourists.

We have had considerable success advertising this Festival with multimedia and print ads using newspapers, magazines, radio, websites, Facebook, and YouTube. We currently have nearly 10,000 Facebook followers who often share our event announcements among their own friends and followers.

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.

Not for this event.

10. Are you applying for other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)? The

This festival has had long-time support from the Consul Generals of the Republic of Korea in Seattle. We also count on donations from local Korean-owned small business owners, financial support from individual donors, and we receive generous in-kind donations of time from numerous volunteers.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

The budget for the APCC ChuSeok Festival in Gig Harbor is \$20,000. (Itemized budget 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?

For our 2021 Gig Harbor Festival, APCC was only able to compensate performers and presenters with a minimal honorarium. For the 2022 event, we plan to compensate them more fairly for their time, effort, and transportation costs. If we do not receive this funding, we will have to reevaluate whether we can continue presenting this event, or we may need to scale back to presenting only our Tacoma-based ChuSeok event. We feel that it is important to present interesting and enjoyable cultural events that will draw tourists to Gig Harbor, benefiting your businesses and residents. We hope that you agree and can help to fund this event.

APCC 2022 ChuSeok Festival. GH Budget

EXPENSE		BUDGET AMOUNT
Staff wages		\$ 5,000
Equipment		\$ 3,000
Food, Beverages & Supplies		\$ 5,000
Hotel Accommodations/Airfare		\$ 5,000
Advertising/Marketing		\$ 2,000
Total Expenses		\$ 20,000

APCC and City of Gig Harbor's First Annual ...

KOREAN CHUSEOK FESTIVAL

Saturday, September 18, 2021 • 11am to 4pm

Skansie Brothers Park and Netshed
3211 Harborview Dr, Gig Harbor, WA 98335

Fun family event celebrating a traditional Korean holiday.

- Traditional performances on stage
- Korean Kimchi demonstration
- Taste traditional Chu Seok rice cakes
- Learn how to make a Lotus Lantern
- Write your name in Korean
- Face painting of Korean motifs for children and adults



**Sept. 18th
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주 시애틀 대한민국 총영사관

APCC'S 5TH ANNUAL CHUSEOK KOREAN FESTIVAL

SEPTEMBER 25TH, 2021

SATURDAY • 11 AM TO 4 PM

4851 SOUTH TACOMA WAY TACOMA, WA 98409

A FREE TRADITIONAL KOREAN HARVEST MOON FESTIVAL.

FUN FOR THE WHOLE FAMILY

ENTERTAINMENT • FOOD • VENDORS



주 시애틀 대한민국 총영사관



TACOMA
VENUES & EVENTS



**Sept. 25th
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EXECUTIVE DIRECTOR

Faaluaina (Lua) Pritchard,

BOARD OF DIRECTORS 2021

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APCC Founder and Artist

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Center for Spiritual Living

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Jeff Brown Architecture

Pam Roach
Former State Senator



ChuSeok, honoring yesterday, and building tomorrow!

The unprecedented pandemic allowed us to only present our ChuSeok Festival virtually in 2020. This year, we are very happy to present ChuSeok 2021 in an outdoor setting, in person for the public.

2021 is the 5th year for the ChuSeok Moon Festival celebration with Asia Pacific Cultural Center. This year, we were asked to bring the APCC ChuSeok Festival to the City of Gig Harbor, where I have lived for the past 31 years.

As many changes are occurring around us, the City of Gig Harbor embraces cultural diversity, and they want to share this Korean cultural Festival with their community members. APCC is delighted to share the traditional Korean holidays in this entertaining, family-friendly endeavor.

We appreciate the effort of many volunteers who have dedicated themselves to preparing for this event in the City of Gig Harbor, and we thank all the supporters who helped us to put together this annual event at APCC. I especially want to thank our Korean Consulate Seattle for their interest and meaningful support.

We would not have been able to bring the ChuSeok Moon Festival to share with all of you without the support of the following sponsors of this year's event:

Consulate General of the Republic of Korea Seattle
Domo Sushi
Gig Harbor-Port Orchard AAPI Community Group
Vandeberg, Johnson & Gandara, LLP
Costa Lowry & Dageenaski Family and Cosmetic Dentistry
Warrior Life Martial Arts
Hi-Tech Cleaners
Camille Total Salon
Yang's Nursery & Botanical Gardens
KAC-WA
GCOOP USA
GLOBAL PLATFORM SOLUTION (GPS)
Korean American Chamber of Commerce
Pierce County Health Department
Korean American Artists Association of WA
Media Support:
Radio Hankook, KBS-WA Cultural Art

Thank you all for coming. We hope you will enjoy Gig Harbor's first APCC ChuSeok Moon Festival, and the 5th ChuSeok Festival at APCC.

Patsy Surh O'Connell
Founder/President/ Event Chair
Asia Pacific Cultural Center



PROCLAMATION OF THE MAYOR OF THE CITY OF GIG HARBOR

WHEREAS, every community should be united by their diversity; and

WHEREAS, the Greater Gig Harbor community should have the opportunity to share, learn, and celebrate the unique cultural traditions of friends and neighbors; and

WHEREAS, we now join together to recognize the social contributions of the Asian Pacific Cultural Center and their efforts to bring the first annual Korean ChuSeok Festival to our community;

NOW, THEREFORE, I, Kit Kuhn, Mayor of the City of Gig Harbor, hereby declare September 18, 2021 a celebration of the

KOREAN CHUSEOK FESTIVAL

in the City of Gig Harbor and encourage all citizens to join me in celebrating this day.

In Witness Whereof, I have hereunto set my hand and caused the Seal of the City of Gig Harbor to be affixed this 27th day of August, 2021.

Kit Kuhn

Kit Kuhn, Mayor

August 27, 2021

Date





Denny Heck
Lieutenant Governor



On behalf of the people of Washington state, I am honored to welcome you to the inaugural Chuseok, Korean Harvest Moon Festival presented by the Asia Pacific Cultural Center in Gig Harbor. For over two decades, the Asia Pacific Cultural Center has been doing amazing work, highlighting the diversity of the AAPI community in Washington, and the rich contributions Asian Pacific Washingtonians make that enrich the social, cultural, and economic fabric of our great state.

Today's Chuseok celebration highlights the beautiful country of the Republic of Korea and is about sharing the many vibrant aspects of Korean culture with others across the Puget Sound. Through food, dance, song, craft, and fellowship, this celebration allows for individuals and families alike to experience and expand their understanding and appreciation of the Korean community here in Washington.

I am so thankful to have the honor of serving as your Lieutenant Governor, and I look forward to another year of in-person celebrations. I wish you all a prosperous event.

Denny Heck

Lieutenant Governor

President of the Senate
Chairman, Committee on Rules

220 Legislative Building
416 Sid Snyder Ave SW
PO Box 40400
Olympia, WA 98504-0400



Recycled

Phone: (360) 786-7700
FAX: (360) 786-7749
Email: Denny.Heck@ltgov.wa.gov

United States Senate

WASHINGTON, DC 20510-4704

September 18th & 25th, 2021

Asia Pacific Cultural Center
4851 South Tacoma Way
Tacoma, WA 98409



Dear Friends,

What an honor it is to be invited to the Asia Pacific Cultural Center's (APCC) celebration of Chuseok, the Korean Harvest Moon Festival. The fifth annual celebration of this beloved event in Tacoma represents APCC's unwavering dedication to embracing the rich diversity and vibrant cultural backgrounds that make up our wonderful state. And how exciting it is to see this enthusiasm and love for community spread to Gig Harbor, where the celebration of this festival is being held for the first time!

I would like to extend my sincerest thanks to the Asia Pacific Cultural Center for hosting these events and showcasing so beautifully the importance of Korean culture and heritage. Honoring this in Pierce County where there is such a strong Korean-American community allows us to demonstrate the ever-expanding space we hold to learn from and celebrate cultures all around the world. I am deeply saddened to be unable to join in on the festivities but I am beyond thankful for the gracious invitation and wish you all a safe and joyous celebration.

Congratulations on two wonderful events. Happy Chuseok!

Sincerely,

A stylized, handwritten signature of the name "Patty" in black ink.

Patty Murray
United States Senator

2930 WETMORE AVENUE
SUITE 903
EVERETT, WA 98201-4107
(425) 259-6515

2988 JACKSON FEDERAL BUILDING
915 2ND AVENUE
SEATTLE, WA 98174-1003
(206) 553-5545

601 WEST MAIN AVENUE
SUITE 1213
SPOKANE, WA 99201-0613
(509) 624-9515

950 PACIFIC AVENUE
SUITE 650
TACOMA, WA 98402-4400
(253) 572-3636

THE MARSHALL HOUSE
1323 OFFICER'S ROW
VANCOUVER, WA 98661-3855
(360) 696-7797

402 EAST YAKIMA AVENUE
SUITE 390
YAKIMA, WA 98901-2760
(509) 453-7402

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e-mail: <http://murray.senate.gov/email>
Internet: <http://murray.senate.gov>

MARIA CANTWELL
WASHINGTON



United States Senate
WASHINGTON, D. C. 20510

September 18th, 2021

Asia Pacific Cultural Center
4851 S Tacoma Way
Tacoma, WA 98409



Dear Friends,

It is my pleasure to welcome you to the inaugural Chuseok Festival in Gig Harbor! I am thrilled that the Asia Pacific Cultural Center is expanding their celebration of the Korean Harvest Moon Festival to the City of Gig Harbor.

I thank the Asia Pacific Cultural Center for organizing this showcase of Korean culture, food and art as we honor the Korean heritage of our many Washingtonians and recognize them for their contributions to our state. The Korean community is a valued part of the diverse array of cultures, and I'm so grateful to have the opportunity to welcome you to this year's festival.

I wish you all a happy Chuseok, and a wonderful event.

Sincerely,

A handwritten signature in blue ink that reads "Maria Cantwell".

Maria Cantwell
United States Senator





Office of the
COUNTY EXECUTIVE



GREETINGS FROM PIERCE COUNTY ***Fifth Annual Chuseok Korean Festival***

Annyeonghaseyo! On behalf of Pierce County, I send a warm welcome to the members and guests who will be celebrating the Asia Pacific Cultural Center's Fifth Annual Chuseok Korean Festival on September 25, 2021.

I would also like to thank the Asia Pacific Cultural Center for its commitment to the mission of bridging communities and generations through culture, arts, education and business. Chuseok (Korean Thanksgiving), is one of Korea's most cherished holidays and I'm excited for this celebration as you gather with family and friends to welcome Autumn.

Pierce County sends best wishes for a wonderful Chuseok.

추석 잘 지 내세요.

Sincerely,

A blue ink signature of Bruce F. Dammeier.

Bruce F. Dammeier
Pierce County Executive



U.S. HOUSE OF REPRESENTATIVES WASHINGTON, DC

September 18, 2021

Friends,

I am honored and excited to welcome you to the Asia Pacific Cultural Center's 5th Annual Chuseok Festival. While weather prevented some of today's planned activities in Gig Harbor, the full spirit of the celebration endures as we look ahead toward autumn.

Our region is home to diverse cultures that strengthen our communal bonds and enable our economic success. This diversity enriches our everyday experience, be it with inspiring art, a delicious meal, or the opportunity to learn something new. The Korean community is a testament to that all.

I applaud the APCC, event organizers, and sponsors for bringing together a group for Chuseok that spans multiple generations and an even greater number of backgrounds. Your efforts promote a better understanding of one another and an appreciation of what makes Gig Harbor, Tacoma, and all of Washington state so special.

Indeed, today's Chuseok Festival is just one example among countless of APCC's service to the community through its cultural programs, classes, and youth-focused work. Congratulations on the incredible work today and all that is to come.



DEREK KILMER
6TH DISTRICT, WASHINGTON

Sincerely,

A handwritten signature in black ink, appearing to read "Derek Kilmer".

Derek Kilmer
Member of Congress

CONGRESSWOMAN MARILYN STRICKLAND
10TH DISTRICT, WASHINGTON

HOUSE ARMED SERVICES COMMITTEE
SUBCOMMITTEE ON MILITARY PERSONNEL
SUBCOMMITTEE ON READINESS
HOUSE COMMITTEE ON
TRANSPORTATION & INFRASTRUCTURE
SUBCOMMITTEE ON HIGHWAYS AND TRANSIT
SUBCOMMITTEE ON RAILROADS, PIPELINES
AND HAZARDOUS MATERIALS (VICE CHAIR)

U.S. House of Representatives
Washington, DC 20515



September 18, 2021

To the Korean Chuseok Festival,

Thank you so much for allowing me to contribute to your Chuseok Event Book. Personally, Chuseok is one of my favorite Korean holidays. I fondly remember taking this special time of the year to reconnect with family and friends. Even while growing up in the United States, my family and I used this holiday to celebrate Korean culture and our heritage.

Over the past year and a half, many of us have struggled to be with one another due to the ongoing pandemic. That is why it is so important we have the chance to celebrate Chuseok today so that we can be close to one another, taking a moment to celebrate our families and remember our ancestors.

As we look towards the fall, let us continue to grow stronger bonds between one another, help those in our community, and take additional opportunities to celebrate our shared Korean culture.

행복한 추석 되세요

Sincerely,

Congresswoman Marilyn Strickland
Member of Congress

1004 Longworth House Office Building • Washington, DC 20515



City of Tacoma

Mayor Victoria Woodards



GREETINGS FROM THE MAYOR

I am delighted to extend this letter of greeting for the Asia Pacific Cultural Center's 5th Annual ChuSeok Korean Festival. The diversity of the people and cultures throughout Tacoma and across our region are a source of our community's vitality and strength, and I am proud to have this traditional Korean Harvest Moon Festival taking place right here in our city.

This celebration promises to offer a rich cultural experience with performance, food, services, and hands-on activities that celebrate Korean heritage and will draw attendees from throughout the Puget Sound Region. For those who prefer, the live event can also be attended virtually, making access safe and convenient for all. Events like this put Tacoma on the map as a destination in the Puget Sound, and I thank the Asia Pacific Cultural Center for being a valued Tacoma institution and for hosting the celebration in our community. I welcome all attendees to this event and hope you enjoy every moment of this festive event!

Yours in Service,

A handwritten signature in cursive script that reads "Victoria R. Woodards". The ink is dark and the signature is fluid.

Victoria R. Woodards
Mayor, City of Tacoma



Don Anderson
Mayor

Jason Whalen
Deputy Mayor

Mary Moss
Councilmember

Michael D. Brandstetter
Councilmember

Patti Belle
Councilmember

Linda Farmer
Councilmember

Paul Bocchi
Councilmember

John J. Caulfield
City Manager

September 14, 2021



Greetings & Welcome:

On behalf of the City of Lakewood, I extend my best wishes to the Asia Pacific Cultural Center on the occasion of your 5th Annual Chuseok Korean Festival.

This festival provides a wonderful introduction to Korean culture and is a welcome addition to the South Sound. The positive influences of the Asia Pacific region are abundantly evident not only in the City of Lakewood, but also the surrounding communities. Showcasing different cultures from this region through programs like the Chuseok Festival encourages education and understanding of other cultures and countries and highlights the rich tapestry of our diverse community.

The Asia Pacific Cultural Center is to be commended on its many contributions to this region. Congratulations on your outstanding program and event!

Sincerely,

Don Anderson
Mayor
City of Lakewood

6000 Main Street SW Lakewood, WA 98499-5027 (253) 589-2489
www.cityoflakewood.us

**APCC Gig Harbor Chu Seok Festival,
Saturday, September 18, 11:00 AM–4:00 PM
Jerisich Dock & Skansie Brothers Park**

대한민국(Republic of Korea)

The Korean Peninsula (한반도) at the center of Northeast Asia lies between China in the west and Japan in the east.

Our forefathers have created many creative things, which represent Korea now in five thousand years of its history. For instance, which Kimchi we eat every day has been eaten for over 500 years. It is well credited now as a well-being food. Hun-min-jung-eum, the printed Korean alphabet is well known for its scientific invention, along with its inventor King Sejong's love toward his people. There are many greatest legacies of our ancestor in the world.

And we, who live this day, have made a miracle. South Korea and we has overcome many difficulties after the Korean War and achieved prosperity. Now Korea is taking a leading position in the field of modern high-tech industries of the world.



태극기(Tae-geuk-gi)

Taegeukgi was first made in 1882 as a national flag of the Joseon Dynasty to express the unity of the military and civilians under the orders of Emperor Gojong. The name was changed to the current Taegeukgi during the Japanese colonial period and the Provisional Government of the Republic of Korea.



흰바탕(white background)

The white color of the Tae-geuk-gi symbolizes brightness and purity. Our people have loved peace since ancient times.

태극문양(Tae-geuk Pattern)

The circle is divided into two parts, red is Yin (woman) and blue is Yang (man), intertwined with smooth ripple curves. This means that yin and yang harmonize to complement each other in Korean Culture.

4괘 (4 trigrams)

The 4 trigrams called Geon, Gam, Gon, and Li surround the Tae-geuk.

Each signifies the four seasons, the four elements, and the four directions. The 4 trigrams represent the change advancement

Special thanks to Eunice Kim Setiawan for her time and effort to bring the first time this APCC Chu Seok to the City of Gig Harbor in 2021.

Volunteers for Gig Harbor:

Caroline Yang and Eric, Peter Fraser, Tyler Hwang, Dan Brown, Rini and Terri Ng, Martin Setiawan, Aiah Ferrer, Amy and Tim Gates, Joy Stanford, Sandra Trout

Master of Ceremony - Angela Shin

Angela Shin is a Gig Harbor resident for over 10 years and a proud graduate of Gig Harbor High School. Her family is made up of first- and second-generation immigrants from South Korea and they are small business owners in the community. She recently graduated from the University of Washington Seattle, where she grew close to her Korean Roots, serving in various leadership roles including as the President of the UW Korean American Association, the largest in the PNW. She's excited to share about her culture and why Chuseok means so much to her.



PERFORMERS

Blake Nelson is 11 years old (will be 12 on Sept. 7). He began piano lessons at 6 years of age. He studied with Sally Casey of Gig Harbor for two years, and has been studying with Dr. Oksana Ejokina of Pacific Lutheran University since 2019. At age 8, he began his violin studies with Mary Manning of Gig Harbor. Blake enjoys all genres of music, computer games, soccer, hiking, and traveling.



Alyssa Costa is 19 years old and she loves all kinds of art. Painting, music, and martial arts are her main hobbies. She loves composing music and her main instrument is piano. She is also a first degree black belt and instructor for Karate, and is currently applying for Temple University based in Japan.



Master Henry Yi, Tae Kwon Do - Founder of the Grandmaster Yi Brothers Tae Kwon Do gym, a "life skills school" in Port Orchard, WA. Background: 9th Degree Black Belt in Tae Kwon Do. Former three-time Tae Kwon Do World Champion. Starred with international movie star Jackie Chan in the movie "Snake and the Crane Arts of Shaolin" and "Death First." Former member of the South Korean Secret Service and taught for over 40 years in the United States. He is Chairman of the Washington State Tae Kwon Do Federation. <https://gmyi-tkd.com>



Thunder and Wind was formed for enjoyment and excitement about the Korean Traditional drum's rhythmic sound. They perform with classical and K-Pop music.



Gig Harbor Chu Seok Program

Saturday, September 18, 11:00 AM – 4:00 PM

11:00 AM	Opening with Sanmaru Pungmul Pae Playing Gilnori, Yeongnam Nongak representing music of Gyeongsang province.
11:20 AM	MC Angela Shin APCC President Patsy Surh O'Connell – Gig Harbor Opportunity Gig Harbor Mayor Kit Kuhn – Welcoming Korea Vice Consul – Korean Chu Seok Congressman Derek Kilmer – Welcoming Congressman Marilyn Strickland – Welcoming
12:00 Noon	Mun Dance Team – Sogo Chum
12:15	Grand Master Yi Tae Kwon Do Team
12:45 – 1:30	Break Time (Seoul Bowl Lunch Food Truck)
1:30	Mun Dance Team – Namhan Sansung
2:00	Alyssa Costa – Acoustic Piano – Kiss the Rain by Yiruma Blake Nelson – Violin – Beethoven Sonata No.8, 3rd Movement, Rondo Allegro
2:15	Miyoung Margolis Dance Collective Team – The tree, Seo-Nang Goddess, Moonlight Sonata, The Bird in Love, The flower, So-Hwa's Dress
2:35	The Kompany, Next Level – Icy by ITZY, Lilac by IU, Dolphin by OH MY GIRL, Who U are by Kang Daniel, No Rules by TXT
3:00	Mun Dance Team – Traditional Korean Dance
3:30	Miyoung Margolis Dance Collective Team – Love Song, Eternal Bride, Red Knot, We are Flowers Part I, II
4:00	Thunder and Wind – Korean Drumming – Electric Romeo, Beethoven Virus, Amor Party, Bang Bang Bang, Kangnam Style
FREE HANDS-ON ACTIVITIES	
11:00-4:00	Soonja Kramer from Somisa Korean Buddhist Temple – Lotus Lantern Making Sun Watkins - Name in Korean Calligraphy Korean Artists Members(KAAW) – Face painting Sun Lee, Eunice Team – Song Pyun rice-cake tasting (FREE)

추석 (Chuseok)

Chu-seok is one of Korea's main holidays. Chuseok falls on August 15th in the lunar calendar. On Chuseok most Koreans go to their hometown to spend time with families. The most important event of the day is to offer worship ceremony to honor their ancestors early in the morning. The types of food served for ceremony in each region are slightly different, but the main items are the same. Carefully prepared with fresh grains and vegetables foods are placed on the ceremonial table. Then families visit and care for their ancestor's graves. Village elders gather to play nong-ak percussion instruments and women do the gang-gang-sul-lae dance in the evening. There is a tradition of making a wish while looking at the big round moon. Song-pyeon (송편) is the representative food of Chuseok. A group of family members sit around together at a table and make it. Flattened small amounts of dough are made from this year's rice flour and filled with stuffing called So(소), then rolled and pinched into a pretty half moon shape. Grown-ups say that you need to make the Songpyeon beautifully to get married and have a pretty daughter. Various ingredients such as red beans, chestnuts, mung beans, sesame, etc. can be used to make So(소). When steamed on pine needles it produces a pleasing aroma and provides an antibacterial effect.



**5th Annual Korean Chu Seok Festival
Saturday, September 25, 11:00AM-5:00PM
Asia Pacific Cultural Center**



MASTER OF CEREMONIES - CHERYL LEE

Cheryl Lee is an Attorney in the Business and Real Estate Practice groups at Helsell Fetterman, a law firm serving businesses, organizations and individuals in the Pacific Northwest for the past 28 years. After an 11 year career as an engineer with Boeing Commercial Airplane Company, two-term service on the Shoreline City Council, and an 11 year career in Business and Marketing with Microsoft, Cheryl embarked yet on another challenge. Cheryl resigned from Microsoft in 2013 to pursue her law degree. She graduated from University of Washington School of Law in 2016.

Cheryl also received her BS in Mechanical Engineering and an MBA from the University of Washington. Cheryl Lee's personal mission in life is to make a difference in the lives of those around her. As the youngest Asian American elected to office in Washington State (1997), Cheryl served two terms on the Shoreline City Council helping to incorporate the city and to oversee the establishment of its first police department. Selected by Seattle Times Editorial Board as one of "Six New Rising Stars of the Next Generation" in the Puget Sound Region, Cheryl has also received numerous awards for her work in the community including Northwest Asian Weekly Foundation's "Living Pioneer Award" and "Women Empowered", International Examiner's "Community Voices Award", Korean- American Profession Society's "Community Service Award" and the South Korean President's Medal of Commendation for her work in advancing the causes of Korean-Americans. Cheryl has provided service and leadership to community service and empowerment organizations in the Puget Sound region for over 25 years. She currently serves on the board of Shoreline Community College Foundation, Korean Community Service Center and KAC-WA and actively serves the education department of her church.

PERFORMERS

Sanmaru Pungmul Pae

Sanmaru Pungmul Pae is an amateur-performing group that explores Korean culture through traditional Korean Folk Music. We enjoy learning and sharing the rhythms of percussion instruments: Jing, Buk, Janggo and Kkwanenggwari.



Miyoung Margolis Dance Collective

MMDC is performing arts Dance Company based in Seattle, WA. We present original contemporary fusion pieces inspired by Korean Folklore, with a focus on blending the styles and cultures of our members. All stories are told by a diverse cast of talented dancers with a passion to share their art.

Kang-Hee Lim, Christie Lee, Parmida Ziaei, Tatiana Linardopoulou, Stephanie Su, Miyoung Margolis, Sandy Flores, Jae-Won Moon, Venus Volante, Ben Chi, Claudia Chang (Junior Dancer)



Maria Mun

Maria Dance Group is an interest group of women in greater Seattle area dedicated to enjoy and flourish Korean culture through dance.

Performers: Maria Mun, Sunny Hwang, Kyung A Cho, Myung Ae Ho, Cecilia Kim, Kyung A Ko, Christina Kim



Haegum Player Miyong Pak



Next Level Crew

Next Level Crew is a K-Pop dance cover team, formed in May 2021. We are a collective diversity that was connected through our shared love and passion for dance and K-Pop. The set of songs chosen are inspired by iconic summer hits, and with summer ending, we want to end it with a bang and keep the energy alive.



Master Cho Ki Seung, TAE KWON DO

Cho KI Seung Tae Kwon Do is located in Lynnwood. Since 1995 for 26 years he volunteered for small and big events in WA State, including yearly Sea fair Parade. He is very proud of Korean traditional martial arts, and through this genre he believes he could be the ambassador of Korean Tae Kwon Do.



Thunder and Wind Director Raymond Lee

Traditional Korean drum sounds and rhythms add fun and excitement to classical music or K-Pop.



Man Sung Art Performance Team

Leading all the participants for traditional Chu Seok dance "Gang Gang Suele"



Demonstrations during Break 1:30 PM-2:30 PM:

K-Beauty – How To by Mi Suk Lee

Song Pyun Making by Sun Lee Kendal



Yuni Cobb - KWA Volunteer Committee Chair

Chef and Event Planner for over 30 years -Culinary Institute of America graduate

Jung Ok Kim – Julla Bukdo Food Specialist, Owner of Kapgiwan

Recognized by the UNESCO creative food place by 2020 Junjoo City, Julla Bukdo province. She founded Kim Jung Ok Food Country in 2013, participated Korea/Japan World Cup in 2002, and started Kapgi Won in 1988.



*Korean Food booth by Yuni Cobb and Junjoo Food Specialist Jung Ok Kim from Korea
Known for the best Bibimpap in Korea, the best Restaurant Owner from Junjoo will give you opportunity to taste original Bibimpap at the 5th Annual APCC Chu Seok!

Volunteers:

We couldn't bring the Korean Chu Seok Festival to our community without many dedicated annual volunteers. The APCC very much appreciates the meaningful support of the following:

Director: Patsy Surh O'Connell

Manager: Myung Soo Song, Sue Hong

Sunny Hwang, Jae Hyuk Lee, Myo Hee Hall, Sun Watkins, Chun Sweet, Min Moon, Susan Kim, Yuni Cobb, and Korean Artists Association members.

APCC 5th Chu Seok Festival

Saturday, September 25, 11:00 AM – 5:00 PM

Asia Pacific Cultural Center

- 10:45 AM** **Sanmaru Pungmul Pae– Playing Gilnori, Yeongnam Nongak representing music of Gyeongsang province.**
- 11:00 AM** **MC Cheryl Lee –Welcoming**
Tacoma Mayor Victoria Woodard – Welcoming
Korean Cultural Consul Junsik Kim– Welcoming
Pierce County Executive Bruce Dannmire – Welcoming
- 11:30** **Cha Rae – Lee Jae Hyuk – Participation requested**
- 12:00** **Mun Dance Team – Sogo Chum**
- 12:30** **Miyong Pak - Korean Haegum solo**
- 12:45** **Alyssa Costa – Kiss the Rain by Yiruma**
Blake Nelson – Beethoven’s Sonata No.8 3rd mvmt, Rondo Allegro
- 1:00-2:00** **Break**
Demonstrations:
K-Beauty Demo – Mi Suk Lee
Song Pyun making – Sun Lee Kendall
- 2:00** **Mun Dance Team – Namhan Sansung**
- 2:30** **Miyoung Margolies Dance Collective – The Tree, Seo-Nang Goddess, Moonlight Sonata, The Bird in Love, The Flower, So-Hwa’s Dress**
- 3:00** **Cho Ki Sung Tae Kwon Do**
- 3:20** **The Kompany, NEXT LEVEL CREEW – Icy by ITZY, Lilac by IU, Dolphin by OH MY GIRL, Hello Future by NCT DREAM, Blue Hour by TXT**
- 3:40** **Miyoung Margolis Dance Collective – Love Song, Eternal Bride, Red Knot, We are Flowers Part I, II**
- 4:00** **Thunder & Wind – Electric Romeo, Beethoven Virus, Amor Party, Bang Bang Bang, Kangnam Style**
- 4:30** **Gang Gang Suele – Man Sung Art Performance Team**
- 5:00** **End**

Participating Sponsor and Vendor Booths

Korean Instruments – Matthew Benushka
Korean Dress-up – Chun Sweet
Photo-Op – Min Moon
Lotus Lantern making – Myo Hee Hall
Name in Korean – Sun Watkins
Korean Kyubang Art – Susan Kim
Face Painting – Korean Artists Members (KAAW)
GCOOP USA
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GLOBAL PLATFORM SOLUTION (GPS)
Korean American Chamber of Commerce
Pierce County Health Department (<http://www.tpchd.org/>)
Korean American Artists Association of WA (<http://www.kaaw.net/>)

common k-pop words and phrases.

affection.

사랑해 [sa-rang-nae] i love you.	보고 싶어 [bo-go-ship-o] i miss you.
돌아와 [do-ra-wa] come back.	니가 그리워 [ni-ga gri-wo] i miss you. (more poetic)
두근두근 [du-gun-du-gun] *throbbing*	떠나지 마 [ddeo-na-ji-ma] dont leave.

sadness.

눈물이 자꾸 나 [nun-mul-i ja-kku-na] tears keep flowing	미안해 [mi-an-hae] sorry
외로워 [woe-ro-wo] lonely	마음이 아파 [ma-eum-i appa] heartbroken
슬퍼 [seul-peo] sad	하지 마 [ha-ji-ma] dont do it

body parts.

심장 [shim-jang] heart	마음 [ma-eum] mind, heart
가슴 [ka-seum] chest, heart	눈 [nun] eye

time.

항상 [hang-sang] always	평생 [pyeong-saeng] lifetime
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misc.

자꾸 [ja-kko] continuously, repeatedly	너무 [neo-mu] a lot, very, too much	하늘 [ha-neul] sky	세상 [se-sang] world
다시 [da-shi] again	행복 [haeng-bok] happiness	바보 [ba-bo] stupid	괜찮아 [kwaen-chan-a] (im) okay

아직도 [a-jik-do] still	이젠 [i-jen] now (from now on)
오늘도 [o-neul-do] even today	영원히 [yeong-won-hi] forever
매일 [mae-il] every day	하루 [ha-ru] (one) day

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appearance.

모습 [mo-seup] appearance	바보처럼 [ba-bo-cheol-cheom] like an idiot
noun + 같다 [ka-tta] like (noun)	아름다워 [a-reum-da-wo] beautiful

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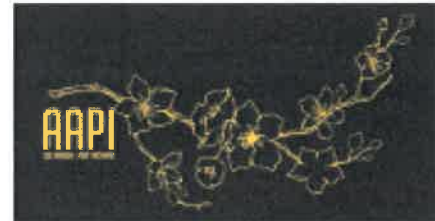
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Media Support





2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$5,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: __Gig Harbor Arts Center Alliance 501c(3)

Event Name (if applicable): Gig Harbor -Key Peninsula Heritage Day Festival 2022

Contact Name and Title: Mark Hoppen, Director

Mailing Address: 8133 Shirley Avenue

City: Gig Harbor, WA. Zip: 98332

Phone: 253 279-2415

Email Address: hoppenm@gmail.com

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

CERTIFICATION

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

- Gig Harbor Arts Center Alliance is proposing a tourism-related service for 2022 and can provide evidence and reporting to support a rise in tourism 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.

- Signature: M. E. Wagoner Date: 9-24-21

Page 2

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	500
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	100
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	6
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	30
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	30
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	40

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☐

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

4. What methodology did you use to calculate the estimates?

We tried to use the most conservative estimates because no similar event has been held in Washington State. While different communities have had a celebration of their one ethnic base, this may be the first event to seek broad input including the Puyallup Tribe of Indians. We hope to encourage all citizens of Gig Harbor and Key Peninsula to learn about and celebrate their heritage.

5. Describe the prior success of your event/activity/facility in attracting tourists.

This event is being planned and developed for the first time. Its long-term potential could be compared to other festivals being held in Gig Harbor. The historic Penn Center Heritage Festival, located on St. Helena Island, South Carolina, is expecting between 8,000—10,000 visitors for this year's celebration.

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

We expect all lodging entities, including B&Bs will benefit.

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

Attendees will mostly include Gig Harbor Peninsula and Key Peninsula residents, although we expect established ethnic communities will outreach for this event.

8. Describe how you will promote your event/activity/facility to attract tourists.

We will target ethnic organizations and Rotary Clubs through District 5020 and 5030 (North Seattle, Bellevue through Woodland near Vancouver to Port Hardy and Port McNeill on Vancouver Island), 4,400 Rotary members in Western Washington and Vancouver Island, BC. We will advertise to Native Americans in Washington State. And we will reach out to communities where there is a strong Norwegian or Croatian base, as well as other established ethnic groups on the Peninsula, including the Swedish, Korean and Japanese communities.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

We will seek sponsorship from the local Heritage Distillery, Heritage Bank, local restaurants and other entities. We will seek support from local Rotary Clubs, Kiwanis Club and other service clubs as well as the Chamber of Commerce. *We have already secured \$3000 from the Kingdom of Norway for a preliminary winter event this year.*

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

Supplies & Materials	\$400
Rentals	\$600
Personnel	\$4,000
Production Costs	\$1,000
Travel	\$500
Marketing and promotion	\$3,500
 Total	 \$10,000
 Amount of grant request.	 \$5,000

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 Advisory Committee recommendation and City Council approval of funding provides essential seed money to provide confidence that a Heritage Day Festival can happen. It demonstrates community-wide support for the idea. In subsequent years, this event may trend toward self-support, as well as being a market for art and goods.



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 20,000.00

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Metropolitan Glass, Inc.

Event Name (if applicable): Gig Harbor Mid-Winter Glow "The Glow:

Contact Name and Title__Diane Hansen, Artist

Mailing Address: 747 South Fawcett

City: Tacoma

State: WA Zip: 98402

Phone: 253-222-0716

Email Address: Diane@dianehansen.com

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☐ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☐ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☐ Copy of Non-Profit Registration
- ☐ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: Diane M. Hansen

Date: 9/21/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- **If an activity, list the name, date(s), and projected overall attendance.**
- **If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.**
- **Describe why tourists will travel to Gig Harbor to attend your activity/facility.**

Winter is a magical time in the Pacific Northwest where oftentimes it is quite pleasant to be outdoors. I am proposing a social distant, expandable activity to get people outdoors, exploring all that Gig Harbor has to offer. The first annual "Harbor Glow" will be a three week event which begins in early March, and continues until the Spring Equinox, which signals the end of winter. The Harbor Glow will begin on March 1st and end on March 20, 2022. 600+ blown glass floats, embossed with a custom stamp will be hidden around Gig Harbor. The work will be trickled out to encourage multiple tourism opportunities. Anticipated audience will be 500-1000 attendees over the 3 week period. Artist will work with and encourage businesses to add colored lights in a marine colors to add a welcoming look and encourage tourists to stroll Gig Harbor. Possible expansion with a lighted boat parade or illuminated watercraft in the harbor to kick-off or end the Harbor Glow period.

600-800 glass floats which will be stamped with a custom glow-in-the-dark medallion will be hidden throughout Gig Harbor. This is a socially distant event which is safe for anticipated Covid concerns. Light festivals are becoming very popular in the winter to attract tourists. Artist will work with businesses, parks, museums and cultural entities along with volunteers to create a magical, glowing scavenger hunt and glowing winter event.

*Safety and supply chain issues have affected the glass business as well. Safety protocols affect our output capabilities. Artist can guarantee 600 floats (\$24,000 retail value) and up to 800 pieces dependent on circumstances at the time of production.

2. (Some of the estimates in question #2 are required by State law)

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

a. Overall attendance at your proposed activity/facility -Attendance estimate of 500-1000 attendees.	
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility Estimated attendees traveling to Gig Harbor: 100+	
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state Unable to quantify.	
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area Assumption of 100+ to stay overnight	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area Anticipate that all attendees will stay in paid accommodations .	
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights) 25 paid rooms on Friday nights, 50 paid rooms on Saturday nights.	

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

4. What methodology did you use to calculate the estimates?

Artist has created sustained glass treasure hunts for over 18 years, and extrapolated from that data.

5. Describe the prior success of your event/activity/facility in attracting tourists.

There are large communities of individuals that follow glass treasure hunts. They are extremely popular and command large audiences.

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

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

The Gig Harbor Glow targets all community members including children, families, elderly, disabled, and teens.

8. Describe how you will promote your event/activity/facility to attract tourists.

By partnering with the tourism department and engaging local businesses. Press releases, social media, etc.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)? None

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

Overall budget: \$15,000.00 to produce between 600-800 custom glass floats distribution, \$5000 administrative fees

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?

If not fully funded, event cannot occur.

September 24, 2021

To whom it may concern:

Metropolitan Glass, Inc. Dba Diane Hansen is a for-profit Corporation.

Thank you,

Diane Hansen

Diane Hansen
Metropolitan Glass, Inc
747 South Fawcett, Suite B
Tacoma, WA 98402
253-222-0716



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 17,045

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: *Gig Harbor Canoe and Kayak Racing Team (GHCKRT)*

Event Name (if applicable): *Paddlers Cup*

Contact Name and Title: *Kathleen North, Lead Contact. Michael Kitching, Secretary*

Mailing Address: *P.O. Box 1097* City: *Gig Harbor* State: *WA* Zip: *98335-1097*

Phone: *Kathleen: 253-720-3214, Mike: 253-432-6400* Email Address: knorth@ghckrt.com
mitching@ghckrt.com

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☐ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☐ Application plus Supplemental Questions
- ☐ W-9 (with organization name & address)
- ☐ Copy of Non-Profit Registration
- ☐ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: //signed, Michael R. Kitching//

Date: 09/20/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

The Paddlers Cup is a popular annual event that gets enthusiasts of Canoe and Kayak paddling into Gig Harbor for the weekend of 23-24 Apr 2022, with a projected overall attendance of 450 participants. These people will dine and drink in local Gig Harbor establishments. They will travel to Gig Harbor to attend the Paddlers Cup because the GHCKRT has received international recognition as a training site for US National and Olympic Canoe and Kayak athletes.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	450
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	70
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	20
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	60
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	25
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	20

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☐

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

4. What methodology did you use to calculate the estimates?

Historical numbers from past events.

5. Describe the prior success of your event/activity/facility in attracting tourists.

The last time we held the Paddlers Cup in 2019 it was widely attended by paddling enthusiasts from the State of Washington, as well as some from Oregon and British Columbia.

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

However, local hotels ARE listed on the Paddlers Cup website. Hotel reservation is up to the individual attendee.

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

Paddlers, family members, and fans. Kayak, Canoe, Dragon Boats, Stand Up Paddleboards, and Paracanoes. Paddle enthusiasts of all ages and skill levels.

8. Describe how you will promote your event/activity/facility to attract tourists.

Mostly through our Paddlers Cup website and Facebook page. We also have rack cards to be distributed to local businesses, as well as posters and a banner to hang on Harborview Drive.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☐)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

No. But there are businesses and individuals who sponsor the event in exchange for advertising on our website and event T-shirts.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-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?

We would reduce our advertising and promotion for the event, which could lead to lower attendance. We would use old signage vs. purchasing new signage and banners, which is worn and in need of replacement.

2022 Expenses	
Paddlers Cup Event T-Shirts	\$2,305.82
Racing Bibs & Fastners	\$258.92
Trophies/Medals (Cross Narrows & Inner Harbor)	\$651.75
Smart Waiver	
RaceHub (Timing)	\$116.15
Photographer	
PA System	
Event Coordinator fee	\$2,500.00
Drone	
Video Production (Est. - Ryan Warrey)	\$230.00
Internet Connectivity (in kind sponsor)	
Chase Boat Fuel	\$500.00
safety whistles	\$41.12
prone paddle board numbers	\$56.22

[illegible]

Dragon Boat T-shirts	\$2,952.71
TDBA Dragon Boat Rental	\$2,070.00
	\$327.75
Dragon boat travel	
ACA Additional Insured Certificates (Dragon Boats, City)	\$60.00
ACA \$5 Insurance fee: 200 dragon boat pp + 35 Sat registrants =235pp	\$1,175

Visors & Hats from JL Racing	\$750.82
Volunteer Food provided by Thrivent	
RedPodium/WePay/Square Credit Card Processing Fees	

\$50.00 Special Event Permit City of Gig Harbor	\$50.00
\$100 hung/\$30 encroachment	\$100.00
\$100 hung/\$30 encroachment	\$30.00
ACA Banner Insurance	\$20.00
Special Event encroachment	\$30.00
GHPD (Safety)	\$780.00

GH Explorers (Sat Night dragon boat protection)	\$400.00
	\$17,045.12

STATE of WASHINGTON



SECRETARY of STATE

I, **SAM REED**, Secretary of State of the State of Washington and custodian of its seal,

hereby issue this

CERTIFICATE OF INCORPORATION

to

GIG HARBOR CANOE/KAYAK RACING TEAM

A Washington Non-Profit Corporation. Articles of Incorporation were filed for record in this office on the date indicated below

UBI Number: 602 251 113

Date: November 22, 2002



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

Sam Reed, Secretary of State



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 16,025

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: *Gig Harbor Canoe and Kayak Racing Team (GHCKRT)*
Event Name (if applicable): *The Narrows Challenge*
Contact Name and Title: *Tod Cole, Lead Contact. Michael Kitching, Secretary*
Mailing Address: *P.O. Box 1097 City: Gig Harbor State: WA Zip: 98335-1097*
Phone: *Tod: 253-777-9615, Mike: 253-432-6400* Email Address: coachtod@ghckrt.com
mitching@ghckrt.com

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☐ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☐ Application plus Supplemental Questions
- ☐ W-9 (with organization name & address)
- ☐ Copy of Non-Profit Registration
- ☐ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: //signed, Michael R. Kitching//

Date: 09/20/2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

The Narrows Challenge is a popular annual event that will get enthusiasts of Canoe, Kayak, Dragonboat, SUP, and paracanoe paddling into Gig Harbor for the weekend of 15 Oct 2022, with a projected overall attendance of 130 participants. These people will dine and drink in local Gig Harbor establishments. They will travel to Gig Harbor to attend the Narrows Challenge because the GHCKRT has received national recognition as a training site for US National and Olympic Canoe and Kayak athletes.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	130
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	40-50
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	5
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	40-50
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	20-25
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	45

3. Have you requested LTAC funds previously?

- a. For a different event? ☐ Yes ☐ or No ☐
 - i. If "Yes", was it approved by LTAC? ☐ Yes ☐ or No ☐
- b. For the same event? ☐ Yes ☐ or No ☐
 - i. If "Yes", was it approved by LTAC? ☐ Yes ☐ or No ☐

4. What methodology did you use to calculate the estimates?

Historical numbers from past events, Paddler's Cup and The Narrows Challenge.

5. Describe the prior success of your event/activity/facility in attracting tourists.

The last time we held the Paddler's Cup in 2019 it was widely attended by paddling enthusiasts from the State of Washington, as well as some from Oregon and British Columbia. The Narrows Challenge attracts 80-100 people.

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

However, local hotels ARE listed on the Narrows Challenge website. Hotel reservation is up to the individual attendee.

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

Paddlers, family members, and fans. Open water races usually draw adults who bring their families along to spectate.

8. Describe how you will promote your event/activity/facility to attract tourists.

Presented to the Downtown Waterfront Alliance Board. We will work with them, the Chamber of Commerce, the paper, and various open water organizations. We have also established a website.

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 other grant sources from the City of Gig Harbor (Yes ☐ or ☐No ☐)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

No. But there are businesses and individuals who sponsor the event in exchange for advertising.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

We are asking for 100% coverage of the 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?

We would eliminate livestreaming video event coverage over the internet, resulting in a loss of a national/international audience.

Narrows Challenge 2022
Projected as of 9/14/21

Income	Each	Total
Registration Fee (Estimated @ 80 participants)	\$ 35.00	\$ 2,800.00
GH Tourism Grant		\$ 9,000.00
Title Sponsor		\$ 2,500.00
Secondary Sponsor		\$ 1,000.00
Turciary Sponsor		\$ 750.00
Local Business Sponsorships - Time 3	\$ 250.00	\$ 750.00
Total:		\$ 16,800.00

Expenses	Each	Total
Pacific Multisports - Registration Fee - @ 80	\$ 1.00	\$ 80.00
Pacific Multisports - Race Timing Tracker - @80	\$ 6.00	\$ 480.00
Pacific Multisports - Live Stream trackers - @ 80	\$ 5.00	\$ 400.00
Pacific Multisports - Travel Expense (per mile)	\$ 0.56	\$ 160.00
ACA Event Insurance Umbrella Coverage		\$ 30.00
ACA Insurance for each competitor	\$ 10.00	\$ 800.00
Prize Money to top finishers (Total Purse)		\$ 2,775.00
Medals/Trophies for 1st-3rd in each division		\$ 300.00
Purchase Gift Cards from Downtown Waterfron All.		\$ 950.00
HiViz Hats w/ Logo & Gig Harbor - Competitors/Vols	\$ 17.00	\$ 1,700.00
Live Stream Event Technical - YouTube/FaceBook		\$ 2,500.00
Live Stream Announcer		\$ 425.00
Event Photographer		\$ 500.00
Web Hosting		\$ 60.00
Web page design		\$ -
Social Media Advertising		\$ 460.00
Harborview Dr Street Banner - Design,Print,Permit		\$ 570.00
Narrows Challenge logo design		\$ -
Narrows Challenge Poster & Rack Card Design		\$ -
Narrows Challenge Posters & Rack Cards Printing		\$ 285.00
Gig Harbor Marina - Event space		\$ 1,250.00
Race Director		\$ 1,700.00
Asst. Event Director/Marketing		\$ 600.00
Total:		\$ 16,025.00

Projected Income		\$ 16,800.00
Projected Expenses		\$ 16,025.00
Difference:		\$ 775.00

STATE of WASHINGTON



SECRETARY of STATE

I, **SAM REED**, Secretary of State of the State of Washington and custodian of its seal,

hereby issue this

CERTIFICATE OF INCORPORATION

to

GIG HARBOR CANOE/KAYAK RACING TEAM

A Washington Non-Profit Corporation. Articles of Incorporation were filed for record in this office on the date indicated below

UBI Number: 602 251 113

Date: November 22, 2002



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Sam Reed, Secretary of State



Lodging Tax Funds Requested: \$6000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

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Organization/Agency Name: **Peninsula Art League**

Event Name (if applicable): **Open Juried Show and Art Workshop**

Contact Name and Title: **Ketty Lane, Treasurer**

Mailing Address: **P.O. Box 1422**

City: **Gig Harbor** State: **WA** Zip: **98359**

Phone: **(323) 376-9420**

Email Address: **kettylane@comcast.net**

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- | | |
|---|---|
| ☒ Application plus Supplemental Questions | ☐ W-9 (with organization name & address) |
| ☒ Copy of Non-Profit Registration | ☒ Itemized budget (event/non-event related operation or capital facility) |

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: Ketty Lane

Date: September 25, 2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

The Peninsula Art League will sponsor the 20th Annual Open Juried Show in October, November of 2022. This annual art competition and exhibit will be held at the Harbor History Museum. PAL anticipates more than 300 entries to the show from artists throughout the United States and Canada. The Open Juried Show will feature 100 works of art chosen by a noted artist. Prizes awarded to entrants in the 2022 Open Juried Show include \$6,000 in monetary rewards and gift certificates. In addition to the art show, PAL hosts a three-day workshop featuring a nationally known artist, also serving as juror for the OJS. These workshops attract participants from all over the United States and Canada.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	1000
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	300
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	50
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	100
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	100
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	100

3. Have you requested LTAC funds previously?

a. For a different event? **Yes**

i. If "Yes", was it approved by LTAC? **Yes**

ii.

b. For the same event? **Yes**

i. If "Yes", was it approved by LTAC? **Yes**

4. What methodology did you use to calculate the estimates?

The OJS exhibit is held at the Harbor History Museum, a beautiful venue manned by volunteers who encourage all visitors to sign in. This gives us an idea of attendance at the visit. We also hold a People's Choice award during the exhibit which encourage visitors to vote for their favorite. These numbers help us gauge attendance at the show.

5. Describe the prior success of your event/activity/facility in attracting tourists.

Gig Harbor is already well known throughout the region as a destination due to the historic downtown waterfront and its stunning views. Through promotion of the OJS, PAL offers additional reasons to visit Gig Harbor, its galleries, shops and restaurants. Our juried show also attracts artists from other states and Canada. Our 3 day workshop participants will stay in local lodging as well. Workshop participants also bring family members who will be seeking additional tourist opportunities from fishing, golfing, sailing, etc.

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

We are not currently partnering with a specific hotel/lodging in the area but we hope to do so in the future.

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

Partnering with the Harbor History Museum encourages an even larger audience as attendees seek cultural opportunities while they visit Gig Harbor. Within walking distance to parks, restaurants and shops, the OJS attracts tourists with leisure time and disposable income. Art based tourism has been established as a major incentive and attraction.

8. Describe how you will promote your event/activity/facility to attract tourists.

Currently, we have had a very limited marketing budget to promote this event, using press releases, calendars, printed posters and rack cards. With this grant, we can expand our advertising to a regional level through radio, print and social media promotion. We are working to cross-pollinate this event with other Northwest arts organizations.

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

10. Are you applying for other grant sources from the City of Gig Harbor (NO)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

NO

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-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?

Peninsula Art League's Open Juried Show has attracted accomplished artists throughout the area, state and region. We rely on promotion to continue to grow our show and provide cultural activities to the Gig Harbor community. Our current budget limits PAL's ability to reach a greater audience for the OJS and Workshop. As we try to grow our OJS, attracting even more artists and respected jurors, we need to expand our advertising efforts, partner with local venues such as the Harbor History Museum and our vital waterfront community to provide a true culturally enhanced event. For the weeks that the OJS is available, we hope to organize additional cultural opportunities in our community that will attract diverse visitors. Our limited budget does not allow us to consider these opportunities.

SAF Peninsula Art League-Category Summary by Year-Summary-2021-09-12

Projected Budget

All Dates: 7/1/2016 - 9/12/2021

57 Categories

Category	7/1/16 - 12/31/16	1/1/17 - 12/31/17	1/1/18 - 12/31/18	1/1/19 - 12/31/19	2022 Projection	Average 2017-2019
INCOME	6,435.15	41,810.80	40,699.67	44,270.39	\$ 48,697.43	\$ 42,260.29
FESTIVAL INCOME	6,435.15	41,810.80	40,699.67	44,270.39	\$ 48,697.43	\$ 42,260.29
- Application Refund	0	0	0	0	\$ -	\$ -
- Booth Fees	0	4,395.00	1,695.00	3,430.00	\$ 3,773.00	\$ 3,173.33
- Cash Box	0	0	50	0	\$ -	\$ 16.67
- Donations	4,619.45	4,578.53	5,682.71	8,485.94	\$ 9,312.53	\$ 6,242.39
- Entertainment Refund	10	0	0	0	\$ -	\$ -
- Food Trucks	905.6	930	771	1,250.00	\$ 1,375.00	\$ 993.67
- Info Booth Sales	650.1	128	254	162	\$ 178.20	\$ 181.33
- Literary Corner	250	250	350	260	\$ 286.00	\$ 286.67
- Zapp	0	31,529.27	31,696.96	30,702.45	\$ 33,772.70	\$ 31,376.23
EXPENSE	-15,120.81	-19,576.51	-20,146.84	-19,783.60	\$ (21,761.96)	\$ (19,835.65)
FESTIVAL	-15,120.81	-19,576.51	-20,146.84	-19,783.60	\$ (21,761.96)	\$ (19,835.65)
- Banner	0	-184.5	-87.2	-165.4	\$ (181.84)	\$ (145.70)
- Booth Fees	0	0	-100	-520	\$ (572.00)	\$ (206.67)
- Cash Box	0	0	-50	0	\$ -	\$ (16.67)
- Copies	-106.71	-30.92	-73.76	-42.54	\$ (46.79)	\$ (49.08)
- Dumpster	-265.6	-294.57	-268.58	-311.87	\$ (343.06)	\$ (291.67)
- Entertainment	-680	-778.01	-700	-700	\$ (770.00)	\$ (726.00)
- Equipment	0	0	-814.48	-357.17	\$ (392.89)	\$ (390.55)
- Info Booth Sales	0	-50	0	0	\$ -	\$ (16.67)
- Insurance	0	-102.1	0	0	\$ -	\$ (34.03)
- Labor	-1,215.00	-1,099.44	-1,164.40	-1,368.30	\$ (1,505.13)	\$ (1,217.38)
- Meetings	0	0	-122.54	-153.1	\$ (168.41)	\$ (81.68)
- Misc Supplies	-292.13	-653.17	-948.82	-755.45	\$ (831.00)	\$ (785.81)
- Permit	-132.68	-256.82	-491	-415.88	\$ (457.47)	\$ (387.90)
- Postage	0	0	0	-15.44	\$ (16.98)	\$ (5.15)
- Poster Awards	0	-290	-336.18	-427.99	\$ (470.79)	\$ (352.06)
- Printing	-338.05	-404.43	-433.01	-319.02	\$ (350.82)	\$ (385.49)
- Publicity	-3,893.41	-5,398.00	-5,271.25	-6,129.61	\$ (6,742.57)	\$ (5,599.62)
- Refreshments	-221.74	-779.41	-315.54	-468.18	\$ (515.00)	\$ (521.04)
- Rental Furniture & Stage	-1,026.49	-282.95	-1,888.27	-1,018.11	\$ (1,119.92)	\$ (1,063.11)
- Sanl Cans	-1,112.10	-1,161.13	-805	-730	\$ (803.00)	\$ (908.71)
- Screening	0	-80.24	-82.78	0	\$ -	\$ (57.67)
- Security	-2,220.00	-2,025.00	-1,830.00	-1,435.00	\$ (1,578.50)	\$ (1,783.33)
- Shuttle	-3,615.00	-3,615.00	-3,935.00	-3,995.00	\$ (4,394.50)	\$ (3,848.33)
- Zapp	0	-2,050.62	-407.01	-455.54	\$ (501.09)	\$ (671.12)
NET Income	-8685.76	2234.29	20552.83	24486.79	\$ 26,935.47	\$ 22,424.64



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 4,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

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Organization/Agency Name: Peninsula Art League (PAL)

Event Name (if applicable): 2022 Summer Art Festival

Contact Name and Title: Ketty Lane, PAL Treasurer

Mailing Address: POBox 1422 City: Gig Harbor State: WA Zip: 98335

Phone: 323-376-9420 Email Address: kettylane@comcast.net

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

CERTIFICATION

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- I am proposing a tourism-related service for 2022, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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.

Type to enter text

Signature: Ketty Lane Date: September 25, 2021

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

PAL's Summer Art Festival will celebrate its 36th year in 2022 – after COVID-induced cancellations in 2020 and 2021. Since its beginning, the festival has been very popular with residents and tourists alike and, in the past, drew 10,000-15,000 visitors to the festival site each July. We know that many out-of-town visitors schedule their vacations to coincide with the event. Locals look forward to the opportunity to meet Northwest artists and craftspeople and purchase — or at least appreciate — the work of the participating artists (which usually number 125-130). It's a very unique, successful, family friendly event that draws a diverse audience every year.

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed <u>activity</u> /facility	10-15,000
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	500
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	300

d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	200
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	200
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	300

3. Have you requested LTAC funds previously?

- a. For a different event? Yes ☒ or No ☐
 - i. If "Yes", was it approved by LTAC? Yes ☒ or No ☐
- b. For the same event? Yes ☒ or No ☐
 - i. If "Yes", was it approved by LTAC? Yes ☐ or No ☒

4. What methodology did you use to calculate the estimates?

Estimates are based on previous events.

5. Describe the prior success of your event/activity/facility in attracting tourists.

The Art Festival brings artists, visitors and shoppers from throughout the Northwest. Many artists return year after year because they enjoy our town and our friendly citizens. Many visitors plan their vacations around the Festival and return each year. Out-of-town artists and visitors stay overnight for two – sometimes three – nights and eat at our restaurants during their stay. Family members who accompany the artists, and other out-of-town guests, look for other things to do in addition the festival.

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

In past years, we've made arrangements with local lodging facilities to offer special group rates to our artists and out-of-town visitors. We hope to re-establish those relationships in 2022.

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

In general, visitors to the Art Festival are artists, families and individuals with disposable income who appreciate arts and culture and/or art-based experiences. Artists from throughout the Northwest and beyond are juried into the festival. Visitors come primarily from the Northwest, though we know that some come from as far away as the east coast and southwest U.S.

8. Describe how you will promote your event/activity/facility to attract tourists

In addition to regionally distributed press releases, calendar listings, posters and rack cards, we utilize extensive social media outreach. We will also purchase sponsorships on local non-profit, community-supported radio stations whose coverage areas extend throughout Washington State and into Oregon and Idaho. We also cross-promote with other Northwest arts organizations. We anticipate that we will have good pre-event coverage in local newspapers and magazines promoting the event. Because the Festival has been

cancelled the past two years, we hope to increase our promotional budget to re-build awareness of the event and let people know that “the Gig Harbor Summer Art Festival is back.” Hence this grant request.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

We are not applying for grants from other sources. In the past, two local businesses have sponsored the festival, but because the event has been cancelled for two years due to COVID concerns, we can't assume that we will have sponsor support in 2022.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

Traditionally our budget is \$20-25,000. Because the festival has been cancelled for two years due to COVID concerns, we need to re-build awareness of the festival by increasing our promotional budget, as well as our outreach to regional artists to apply for the festival. Our request for \$4,000 is approximately 20 percent of our budget. (See attached budget for specifics.)

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?

Because the festival has been “away” for two years due to COVID concerns, we need to re-build awareness of the festival — to let artists and visitors alike know that the “Gig Harbor Summer Art Festival is Back” and encourage them to come to the festival and enjoy our town. Without LTAC funding we'll need to cut-back on our radio sponsorships and other possible paid advertising.

OJS PeninsulaArtLeague-Category Summary by Year-Summary-2021-09-12

Projected Budget

All Dates: 7/1/2016 - 9/12/2021

23 Categories

Category	7/1/16 - 12/31/16	1/1/17 - 12/31/17	1/1/18 - 12/31/18	1/1/19 - 12/31/19	Projection 2022	Average 2017-2019
INCOME	7,671.81	10,305.89	9,400.58	9,019.21	9,821.13	9,575.23
OPEN SHOW	3,270.81	4,384.49	4,375.58	3,289.21	3,618.13	4,019.76
- Donations	825	1,725.00	1,725.00	750	825	1400.00
- Handling Fees	360	440	80	120	132	213.33
- OJS	1,985.81	2,229.49	2,570.58	2,419.21	2,661.13	2,406.43
OPEN SHOW WORKSHOP	4,401.00	5,911.40	5,025.00	5,730.00	6,303.00	5,555.47
EXPENSE	-11,326.67	-8,826.11	-8,072.92	-8,125.43	-8,937.97	-8,341.49
OPEN SHOW EXPENSES	-8,649.97	-5,816.47	-5,422.06	-5,437.11	-5,980.82	-5,558.55
- Awards	-4,350.00	-4,100.00	-4,150.00	-3,825.00	-4,207.50	-4,025.00
- Damage Deposit	0	0	0	0	0	0.00
- Juror	-400	-400	-400	-400	-440	-400.00
- Postage	0	-13.16	0	0	0	-4.39
- Printing	-1,211.64	-788.58	-535.64	-516.3	-567.93	-613.51
- Publicity	-2,600.00	-435	-109.25	-605.81	-666.391	-383.35
- Reception	-49.45	0	-40.91	0	0	-13.64
- Supplies	-38.58	-79.73	-86.28	0	0	-55.33
- Venue	0	0	-100	-90	-99	-63.33
OPEN SHOW WORKSHOP EXPENSES	-2,676.70	-3,009.64	-2,650.86	-2,688.32	-2,957.15	-2,782.94
- Instructor	-2,600.00	-2,490.00	-2,165.00	-2,375.00	-2,612.50	-2,343.33
- Models	0	-380	0	0	0	-126.67
- Publicity	-5.73	-38.64	0	0	0	-13.21
- Refreshments	-83.95	-100	-90.86	-13.32	-14.652	-68.06
- Refund	0	0	-395	-200	-220	-188.33
- Supplies	-7.02	0	0	0	0	0.00
- Venue	0	0	0	-100	-110	-33.33
NET Income	-3654.86	1479.78	1327.66	883.78	883.16	1,233.74



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$20,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: Downtown Waterfront Alliance

Event Name (if applicable): Waterfront Farmers Market

Contact Name and Title: Heidi Gerling, Market Manager

Mailing Address: P.O. Box 771

City: Gig Harbor State: WA Zip: 98335

Phone: 253-514-0071

Email Address: marketmanager@ghhwa.org

Check all service categories that apply to this application:

- ☐ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☒ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____

9.21.24

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

Please see attachment A

2. (Some of the estimates in question #2 are required by State law)

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	Please see Attachment A
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	Please see Attachment B
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	Please see Attachment B
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	Please see Attachment B
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	Please see Attachment B
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	Please see Attachment B

3. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

4. What methodology did you use to calculate the estimates?

Please see Attachment B

5. Describe the prior success of your event/activity/facility in attracting tourists.

Please see Attachment C

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

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

Please see Attachment D

8. Describe how you will promote your event/activity/facility to attract tourists.

Please see Attachment E

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☒)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

For the 2021 Farmers Market, we applied for and received a grant from the Pierce County Department of Agriculture. This was an emergency COVID grant, and it is unlikely this funding source will be available for the 2022 season.

Funds will continue to be requested from other local sources as part of our Market Sponsorship Program. This has been difficult due to the negative impact COVID has had on local businesses.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

Please see Attachment F

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?

After careful evaluation of the Waterfront Farmers Market's upcoming 2022 budget based off of non-COVID operations, we would need to consider reducing funding for the following line items if requested funds are not received:

- Fresh Bucks Dollar Matching program for SNAP/EBT (Federal Food Stamp Program)
- Outreach Marketing focused on bringing in out-of-town visitors to the Market
- Volunteer and vendor support
- Market Manager attendance at Washington State Farmers Market Association annual and quarterly trainings
- Assistant Market Manager (contract employee)

Reduced funding of the above noted line items could conceivably result in the Market remaining at 2021 levels and would not allow for the growth and improvement the Market should attain to meet consumer expectations, sustainability, and community pride.

The Market is a project of the Downtown Waterfront Alliance. Monies from other Alliance projects may need to be re-allocated to operations of the Farmers Market, which could lessen the impact of those programs.

Supplemental Question 1

Describe your tourism-related activity/facility.

- **If an activity, list the name, date(s), and projected overall attendance.**
- **If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.**
- **Describe why tourists will travel to Gig Harbor to attend your activity/facility.**

The Waterfront Farmers Market is held in Skansie Brothers Park in downtown Gig Harbor, Thursdays, June thru mid- September. Pandemic regulations classify Farmers Markets as an “essential business,” and we were able to operate, albeit with restrictions. The Market opened for the 2021 season on June 3rd under Washington State Department of Health (WSDOH), Tacoma Pierce County Health Department (TPCHD), and Center for Disease Control, (CDC) Farmers Market COVID regulations. The regulations were partially lifted on June 30th and as a result the Market could now ease up on the required restrictions we had in place. We were able to lessen the 6-foot space between booths, remove the roped perimeter and eliminate the single entrance and exit points along with the one-way foot traffic mandate. Live music was again apart of the Market day.

In 2020, we projected 2021 attendance at approximately 16,000 visitors if the pandemic was still a factor. We achieved a 2021 attendance of nearly 30,000 visitors. If COVID remains in the equation, we estimate a 2022 attendance of 25,000 – 30,000 visitors and 35,000-40,000 if COVID is not in play.

During the pandemic the Waterfront Farmers Market brought some much sought-after normalcy to our community. While its primary function is to connect people with fresh and locally grown food, we also offer the attributes and activities that visitors from out of town are looking for in a market..

The University of Memphis did a study that was posted in the *Journal of Culinary Science & Technology*, on what motivates people to visit farmers markets. Fun, relaxation, escape, and family togetherness were the primary reasons for visitors to attend a market. The study revealed that quality food and a good shopping facility were the most important factors for improving visitor satisfaction. These factors can impact the cultivation of successful farmers market operations and contribute to tourism. The study also concluded that farmers markets are becoming a large part of the emerging agritourism and culinary tourism industries

The Waterfront Farmers Market excels in all these areas. We have cultivated a vibrant atmosphere that is a both a community gathering place as well as a must-see when visiting Gig Harbor. Chefs from Gig Harbor restaurants purchase items at the market to prepare for their menus and the Market enables tourists to learn more about the agricultural heritage of a region through our locally grown fresh produce and value-added food products.

Attachment A – Waterfront Farmers Market

Our “facility” is like no other! Being in the heart of Downtown Gig Harbor on Harborview Drive, we are in a prime walking location that is highly visible to anyone passing by. The Market is easily accessible by car, foot, bike, boat, and human-powered watercraft. Skansie Brothers Park is a bus and trolley stop for Pierce Transit vehicles. This allows for easy access on buses and the Trolley to the Market from hotels located outside of the Downtown Waterfront.

The Welcome Plaza provides great seating areas for Market patrons to eat prepared foods purchased in the Market, converse, or just observe the activity going on around them. Our rows of carefully vetted fresh produce, colorful flowers, sustainable seafood, and locally produced food products are nestled in a quintessential Northwest setting. Sailboats, kayakers and paddleboarders, green trees, glistening water, snow-capped mountains, curious harbor seals, and an occasional flyover from a bald eagle add an ambiance to the Market that is unmatched in our area. The Skansie Netshed opens its doors during the Market and brings Gig Harbor's fishing and boat building heritage alive, and The Gig Harbor Boatshop brings the 1926 Veteran to the Jerisich Dock.

Attachment B – Waterfront Farmers Market

Supplemental Question 2

As a direct result of your proposed tourism-related service or facility, provide an estimate of:	
a. Overall attendance at your proposed activity/facility	Please See Attachment A
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	See Below
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	See Below
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	See Below
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	See Below
f. Number of paid lodging room nights resulting from your proposed activity/facility (<i>example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights</i>)	See Below

Using the sampling of zip code data gathered at the Waterfront Farmers Market on August 12, 2021, the following percentages reflect a snapshot of the geographical origination of summer visitors to the Market:

Primary Area (three Gig Harbor and Fox Island Zip Codes) = 56.3%

Secondary Area (Peninsula, Port Orchard, West Tacoma, Lakewood, etc) = 14.8%

Tertiary Area (Pierce, Kitsap, Thurston and King Counties) = 1.6%

Other Western Washington = 8.6%

Other states = 16.4%

Other countries = 2.3%

One could assume from these percentages that visitors from the Primary, Secondary and Tertiary areas would not spend the night in Gig Harbor and instead be enjoying a day trip to our community. There would be potential for visitors from Other Western Washington, other states and other countries to spend the night in a local accommodation, or over 27% of our visitors. Using this data and calculating with the total number of attendees to the 2021 Farmers Market (28,943), one could guesstimate the *potential* for over 700 overnight guests spread out over the three-month market season.

Supplemental Question 5

Describe the prior success of your event/activity/facility in attracting tourists.

For 2021, the Market was able to operate a very successful season and offer the public a safe experience by implementing the mandated regulations given to us by the Washington State Department of Health, The Tacoma Pierce County Department of Health, Washington Labor and Industries, and The Center for Disease Control and easing those regulations when permitted to do so. Our 2021 attendance doubled from 2020 and in comparison to the non-COVID season of 2019, the attendance for 2021 increased over 2019 by 15%. The Market has seen continual growth each season since it's inaugural season of 2015.

We have proven that whether operating under pandemic guidelines or normal conditions, the Market creates an active public accessible space, that is the center of community life on Thursdays. We are a partner with other Gig Harbor organizations, businesses, events, and attractions that work together to bring value to those visiting and residing in Gig Harbor.

Supplemental Question 7

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

The targeted tourist audience for The Waterfront Farmers Market is incredibly diverse and far reaching. Given the wide variety of products and activities, the Market targets both families and individuals of all ages, genders, races, and socioeconomic statuses.

Our selection of produce, eggs, seafoods and food products allow for marketing efforts geared specifically to the food and agritourism industries, which in turn identifies the Market as destination retail.

The close proximity of the Market to public transportation stops leads to working with hotels to provide guests in their establishments with information about the Farmers Market. Thursdays had the highest ridership numbers on Gig Harbor Trolley. Pierce Transit attributes this to the Waterfront Farmers Market. A City survey at a past Seattle Boat Show indicated a Farmers Market as one of the top two reasons boaters visit a destination. The Jerisich Public Dock located at Skansie Brothers Park provides us with opportunities to market directly to yacht clubs and visiting boaters throughout the Puget Sound area.

The expanded children's program through Camp Toby in 2019, brought youth of all ages and their families to the Market on a weekly basis. While this program was suspended temporarily in 2020 and 2021 due to COVID, we are hopeful that we will be able to reinstate it in 2022.

The Market's SNAP/EBT and Fresh Bucks matching program allows for targeted marketing to families and individuals that use this federal assistance. This program has increased each year with more SNAP/EBT users taking advantage of the healthy options available at the Market.

Supplemental Question 8

Describe how you will promote your event/activity/facility to attract tourists.

Promotion within the Gig Harbor area includes:

- Advertisements in local publications, including the Gig Harbor Visitor Guide
- Banners on Downtown light poles
- Rack Cards and posters displayed in businesses throughout the community
- Specialized advertising in local hotels and accommodations
- Continued Partnership with the City of Gig Harbor and www.visitgigharborwa.com
- Social Media Promotion including a dedicated website, Facebook, Twitter and Instagram

Regional Promotion:

- Advertisements and listings on Pierce County Fresh publications (print and online)
- Print materials distributed throughout Washington State (Washington State Farmers Market Association Materials)
- Advertisement in the Gig Harbor Visitor Guide
- Focused mailings to Yacht Clubs throughout Puget Sound
- Press releases resulting in articles in multiple regional publications and online

Available Nationally

- Listings on the national USDA Farmers Market Guide (online)
- All social media promotions are available to view globally.

2022 Budget	Farmers Market With LTAC, Non-COVID	Farmers Market With LTAC, With COVID	Farmers Market W/O LTAC, Non-COVID
FARMERS MARKET INCOME			
Sponsorships	\$5,000.00	\$3,500.00	\$5,000.00
Government /Private Grant	\$20,000.00	\$20,000.00	\$0.00
Merchant & Vendor Fees	\$15,000.00	\$12,000.00	\$15,000.00
EBT Program Income	\$1,000.00	\$600.00	\$1,000.00
Total Income	\$41,000.00	\$36,100.00	\$21,000.00
FARMERS MARKET EXPENSES			
Event Marketing			
Advertising	\$2,500.00	\$2,500.00	\$750.00
Website and Social Media	\$3,000.00	\$3,000.00	\$1,000.00
Printing and Posters	\$2,000.00	\$2,000.00	\$1,500.00
Total Event Marketing	\$7,500.00	\$7,500.00	\$3,250.00
Event Operations			
Licenses and Permits	\$1,500.00	\$750.00	\$750.00
Entertainment Fees and Expenses	\$3,000.00	\$0.00	\$1,000.00
Vendor Supplies & Support	\$1,000.00	\$250.00	\$0.00
Volunteer Supplies & Support	\$1,000.00	\$500.00	\$0.00
General Supplies	\$2,000.00	\$2,000.00	\$1,000.00
COVID Safety Supplies	\$0.00	\$500.00	\$0.00
COVID Safety Signage	\$0.00	\$1,000.00	\$0.00
Memberships and Dues	\$500.00	\$500.00	\$350.00
EBT/SNAP Reimbursement	\$1,000.00	\$750.00	\$750.00
Freshbucks Reimbursement	\$1,000.00	\$750.00	\$0.00
Total Event Operations	\$11,000.00	\$7,000.00	\$3,850.00
Market Manager Payroll & Travel			
Payroll	\$21,000.00	\$21,000.00	\$21,000.00
Payroll Taxes	\$2,100.00	\$2,100.00	\$2,100.00
Annual State FM Conference	\$300.00	\$0.00	\$0.00
Travel/Accommodations	\$500.00	\$0.00	\$0.00
Total Manager Expenses	\$23,900.00	\$23,100.00	\$23,100.00
Other Staff			
Payroll	\$10,000.00	\$10,000.00	\$10,000.00
Payroll Taxes	\$1,000.00	\$1,000.00	\$1,000.00
Contract Employee	\$1,500.00	\$1,500.00	\$0.00
Total Manager Expenses	\$12,500.00	\$12,500.00	\$11,000.00
TOTAL FARMERS MARKET EXPENSES	\$54,900.00	\$50,100.00	\$41,200.00
FARMERS MARKET TOTAL INCOME	\$41,000.00	\$36,100.00	\$21,000.00
NET INCOME/LOSS	-\$13,900.00	-\$14,000.00	-\$20,200.00



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 20,000

\$20,000 MAXIMUM REQUEST AMOUNT

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

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

Event Name (if applicable): **2022 Gig Harbor Film Festival**

Contact Name and Title: **Chris Jones, Board President**

Mailing Address: **PO Box 127** City: **Gig Harbor** State: **WA** Zip **98335**

Phone: **253-851-3456**

Email Address: **director@gigharborfilmfestival.org**

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☐ Tourism marketing and special events by a municipality
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☐ Convention or visitors' bureau
- ☐ Destination marketing organization
- ☒ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☐ Municipality

Complete Application Packet Includes (check all that apply):

- | | |
|---|---|
| ☒ Application plus Supplemental Questions | ☒ W-9 (with organization name & address) |
| ☒ Copy of Non-Profit Registration | ☒ Itemized budget (event/non-event related operation or capital facility) |

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____

9/14/21

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

The Gig Harbor Film Festival will create a world-class film experience for visitors September 22-25, 2022. Tourists will travel to Gig Harbor to be fully immersed in a four-day experience that showcases engaging films, connection with filmgoers and filmmakers, and the natural splendor of our beautiful town.

2. (Some of the estimates in question #2 are required by State law)

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

a. Overall attendance at your proposed activity/facility	3,000
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	200
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	125
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	100
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	100
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	300

3. Have you requested LTAC funds previously?

- a. For a different event? YesX or No ☐
 - i. If "Yes", was it approved by LTAC? YesX or No ☐
- b. For the same event? YesX or No ☐
 - i. If "Yes", was it approved by LTAC? YesX or No ☐

2022 Gig Harbor Film		Festival Operating Budget	
Revenue:			
	VIP tickets	\$325 each X 80	26,000
	Standard tickets	\$45 each x 600	27000
	Film Submission Fees	500 films	6800
	Sponsorship	Propel ?? others	15000
	LTAC contribution	City lodging Tax	25000
	Small VIP parties	2 x \$5K	10,000
	Morkill Condo		10,000
	Donors/Advertising		10000
	Raise the paddle	????? Guessing	12000
			141,800
Expenses:			
	Programming Director	Josh	12,000
	Festival Director		70000
	Payroll taxes		7000
	Theater Rental		18000
	Graphics	Print, theater bumper	3,500
	Awards		800
	Programs/printing		3,000
	Paid Advertising		2,000
	Food/Beverage	Heavy in-kind, Kawanis expenses	3,000
	Rent/In-Kind		15000
	Web hosting/udpates		2,500
	Permits & fees		300
	Supplies		4,000
	Merchant fees		2,000
	Office Utilities		6,000
	Insurance		1,800
	Misc		3000
			153900

Magazine and the *Alaska Beyond Magazine*, published by Alaska Airlines. In our strategy to increase overnight stays in Gig Harbor, the GHFF plans to advertise onscreen in independent film houses in Spokane, Bellingham and the Portland/Vancouver area, tapping into a similar demographic.

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

10. Are you applying for other grant sources from the City of Gig Harbor (Yes ☐ or No X)?

11. Lastly, are you applying or have you received grants/funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc.)?

The GHFF received a Nonprofit Community Recovery (NCR) grant through Arts-Fund in 2021 to help cover expenses due to financial hardship incurred by the COVID-19 pandemic.

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)

The overall budget for the GHFF is about \$154,000. The amount requested from LTAC is about 13% of the event 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 the Lodging Tax funding essential to the success of your proposal?

In order for the GHFF to grow and attract tourists who will come for multiple-night stays, our organization needs to be able to expand its advertising reach to a much larger geographical area. If full funding is not available, the GHFF would reduce the amount of advertising it has currently planned and continue to grow organically through social media and word-of-mouth.

In addition, the GHFF would not be able to grow operationally as needed to support the desired growth in tourist attendance. Lodging Tax funding is essential for the GHFF to maximize promotion of the City of Gig Harbor as a renowned and well-rounded tourist destination.

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

For many years, the GHFF has worked with local hotels and other hospitality partners to host our filmmakers and patrons. Host families also provide lodging in their homes for filmmakers. In 2018, Pleasure Craft Marina, The Inn at Gig Harbor, and Best Western Wesley Inn & Suites hosted many of our filmmakers. In 2019, there were several hotels that provided discounts for our patrons and many of our guests did stay at the Best Western Wesley Inn. In 2021, we had filmmakers, celebrities and out-of-town guests booked at the Maritime Inn, Wesley Inn, and the Inn at Gig Harbor. We expect to continue these lodging partnerships in 2022, bringing in filmgoers during the quieter shoulder season to boost tourism.

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

The target market for film festivals in general is age 55+, well-educated, with a minimum of a bachelor's degree. Household income is typically above \$100,000 annually. The typical festival attendee attends other festivals around the country and likes to travel. Another target market is millennials with an interest in film. These two patron target markets are broad enough to attract tourists to stay in the City of Gig Harbor for multiple-night stays, dine out, and enjoy the entire festival experience.

Our secondary target market is filmmakers. Typically, over 80 filmmakers from around the world attend the GHFF and are attracted to Gig Harbor for the quality of the venue, the chance to interact with filmmakers of a similar caliber, and the scenic beauty and warm welcome they receive here.

8. Describe how you will promote your event/activity/facility to attract tourists.

Digital marketing and social media will continue to be a direct focus of the GHFF's advertising campaign. Feedback received from other film festivals indicates that advertising in certain types of publications is also successful in reaching the typical festival demographic. To that end, in 2019 the GHFF ran an ad in *Portland Magazine*. Portland is well-known for its arts and culture scene. The GHFF will continue to run an ad on KCTS and do digital advertising on Crosscut.

If funded in 2022, the GHFF will expand its digital advertising north of Seattle with KING5 and east to Spokane with the *Spokesman Review*. Additional funding will also allow for ads in publications such as *Sunset Magazine*, *Northwest Travel*

2022 City of Gig Harbor Lodging Tax Fund Application Attachment

4. What methodology did you use to calculate the estimates?

Attendee information is gathered during the Gig Harbor Film Festival (GHFF) each year. The 2022 numbers are an estimate, based on the growth rate experienced in prior years and tickets pre-purchased for 2021. (The 2021 GHFF was delayed until 2022 due to the pandemic.) The attendee count is how many people watch a film during the festival. This represents about 750 unique individuals. Of the attendees, a certain amount are filmmakers. Most are from out of town, and most of those are from out of the state/country. The number of patrons coming from out of town was estimated based on predicted growth rates resulting from advertising efforts during a non-pandemic year. Surveys are used to determine where people are coming from, and data and statistics based on advertising platforms will be gathered during the 2022 event.

5. Describe the prior success of your event/activity/facility in attracting tourists.

The Gig Harbor Film Festival has been extremely successful over the last four years the event has been held. This success is due to the reputation the GHFF is gaining in the film festival world. It has to do with our beautiful location, the friendliness of our community and organization, and also with our exceptional venue, the Galaxy Theatre. Recently the focus has been on attracting local and regional participants through a broadening social media presence and some digital advertising outside of our immediate area.

There has also been a focus on attracting national and international filmmakers. In 2018 and 2019, with funding from the LTAC grant and the Arts Commission, the GHFF has been able to expand marketing efforts to the Portland market with paid placement as well as digital advertising. The GHFF also ran a television ad on KCTS for the 30 days leading up to the 2019 festival, and had digital advertising through Crosscut running for the same timeframe. Advertising on Film Freeway has also reached a larger audience of filmmakers. By working with our local hotels and other vendors, the GHFF will be able to measure the success of these marketing campaigns and identify who is attending, and where they are coming from.

4. What methodology did you use to calculate the estimates? ***Please see separate attachment for answers to questions 4 through 13.***

5. Describe the prior success of your event/activity/facility in attracting tourists.

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

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

8. Describe how you will promote your event/activity/facility to attract tourists.

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 other grant sources from the City of Gig Harbor (Yes ☐ or No ☐)?

11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?

12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event 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?



2022 CITY OF GIG HARBOR LODGING TAX FUND APPLICATION

Lodging Tax Funds Requested: \$ 490,993

DEADLINE FOR APPLICATIONS IS MONDAY, SEPT 27, 2021 at 10:00 AM

APPLICATION REVIEW IS AVAILABLE VIA COMMUNICATIONS@GIGHARBORWA.GOV ANY TIME PRIOR TO FRIDAY, SEPT 24 at 5PM. NO MODIFICATION OF APPLICATIONS WILL BE ALLOWED AFTER 9/27/21 at 10:00AM.

Organization/Agency Name: City of Gig Harbor

Event Name (if applicable): 2022 DMO, Administrative, Tourism Marketing & Events and Departmental Expenses

Contact Name and Title: Laura Pettitt, Communications & Tourism Director

Mailing Address: 3510 Grandview Street City: Gig Harbor State: WA Zip: 98335

Phone: 253-579-6158 Email Address: lpettitt@gigharborwa.gov

Check all service categories that apply to this application:

- ☒ Marketing and operations of special events and festivals designed to attract tourists by a nonprofit organization
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations (excluding capital expenditures, defined as money spent on acquiring or maintaining fixed assets, such as land, buildings, and equipment)
- ☒ Tourism marketing and special events by a municipality
- ☒ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality

Check which one of the following describes your agency:

- ☒ Convention or visitors' bureau
- ☒ Destination marketing organization
- ☐ Nonprofit (including main street organizations, lodging associations, or chambers of commerce)
- ☒ Municipality

Complete Application Packet Includes (check all that apply):

- ☒ Application plus Supplemental Questions
- ☒ W-9 (with organization name & address)
- ☐ Copy of Non-Profit Registration
- ☒ Itemized budget (event/non-event related operation or capital facility)

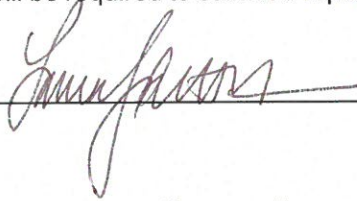
CERTIFICATION

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 2021, and can provide evidence and reporting to support a rise in tourism 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 a signed Request for Reimbursement form (or other form acceptable to the City) 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: _____

09/27/21

–Supplemental Questions–

1. Describe your tourism-related activity/facility.

- If an activity, list the name, date(s), and projected overall attendance.
- If a capital expenditure, list the projected impact to tourism to the greater Gig Harbor area, both short- and long-term.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

We continue to function as the DMO and CVB for the City of Gig Harbor. We also run the destination's tourism marketing campaigns for the benefit of all parties within the destination. We believe the cumulative effort of our dollars has a more powerful effect and contributes more than scattered efforts or ad campaigns, many of which would be duplicated efforts. City events include summer concerts and movies, the annual Skansie tree lighting, and may include a fall or holiday event as needed to draw traffic.

2. (Some of the estimates in question #2 are required by State law)

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

a. Overall attendance at your proposed activity/facility	827,658
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	78,187
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	109,839
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	109,839
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	109,839
f. Number of paid lodging room nights resulting from your proposed activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	28,665

3. Have you requested LTAC funds previously?

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

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

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

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

4. What methodology did you use to calculate the estimates?

Geofencing data from SeeSource/Datafy

5. Describe the prior success of your event/activity/facility in attracting tourists.

Despite quarantine and event cancellations in 2020 and 2021, destination interest has seen less slow down than anticipated. Concerts remain a high draw in the summer, movies in the park have gained traction. We continue to look to inventive marketing strategies, partnerships and evolving our marketing concepts to meet the challenges of the ongoing pandemic, while creating opportunities for regional travel interest and building the Gig Harbor brand.

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

Our hotels, short-term rentals and RV parks are all focus points for events and general tourism marketing. A secondary consideration is driving sales tax and patronization of downtown businesses.

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

Interestingly, we have always assumed our primary volume of audience is over 65 and affluent, or that we attract young families. Our data shows that we are skewing younger, to Gen X (45-54), in households of 1-2 people, earning approximately 100-150k in HHI per year. We will take this data into consideration, as well as focusing on the following vertical markets: romance, family, outdoor/active lifestyle, food & beverage and personality-driven stories and itineraries.

8. Describe how you will promote your event/activity/facility to attract tourists.

We will use a data-informed digital marketing campaign targeting our proven feeder markets and psychographics; utilizing our social media channels, new website, Google Ads, SEO and retargeting ads, along with an earned media (PR) campaign to host journalists to cover the destination and attributes in total. We will continue our partnerships with Visit Kitsap and Travel Tacoma, and focus in on publications that serve our proven audience, while also mirroring that proven psychographic in new formats and locations.

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 other grant sources from the City of Gig Harbor (Yes☐ or No☒)?

- 11. Lastly, are you applying or have you received grants / funds pledged from other sources for the project described here (including for-profit businesses, national sources, etc)?**

The Communications portion of the department is funded at 50% of the General Fund, while the Tourism portion is funded at 50% of the LTAC fund. This is a highly competitive cost for the operations of a CVB and DMO, along with administration of the tourism marketing campaign and LTAC grant funding, PR services, graphic design, creative and campaign measurement.

- 12. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)**

Line item budget 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?**

The budget includes items that we expect to be fully funded by sponsorships, partnerships or donations. While the total expenditure here is included at \$490,000, we anticipate to spend approximately \$375k.

2022 Proposed LTAC Grant - City of Gig Harbor Tourism Communications Department

2019 ACTUAL		2020 ACTUAL	2021 PROJECTED EOY SPEND	PROPOSED FOR 2022	BREAKDOWN (if divergent from previous years' spends)	
Salaries (Marketing, Information Services staff)						
	Salaries	78700	40,867	54200	78,637	2.0 Full time employees for 2021, up from 1.6 FTE - 1.0 FTE in 2021
	Overtime	500	646	4,200	1000	
	Personnel Benefits	31800	14,816	20600	40181	
ACTUAL: \$111000		ACTUAL:	PROJECTED: \$79,000	119,818		
Office & Operating Supplies		10,000	859	15,000	15,000	
ACTUAL: \$6784		ACTUAL: \$859	PROJECTED: \$15000	15,000		
Small Tools & Equipment						
		8000	6,534	2500	2500	Additional lenses + flash for Canon camera - spent 2000 in 21, upgrades as necessary (max 2500, may roll over to 2023)
					1000	Other - Misc
ACTUAL: \$1401		PROJECTED: \$2500		3,500		
Tourism – Professional Service						
	TRCVB	10000	10000	10000	10000	
	Visit Kitsap	5000	5000	5000	7000	renegotiated to include media database access, convention presence
	Tacoma South Sound Sports	5000		5000	0	this is on hold - potential to return in future years
	Swim - open water through TSSS or other	2000		0	0	
	SeeSource	0	6000	0	6000	geofencing / digital marketing + advertising background
	Graphic Design	0		8000	0	in-house for now
	Trolley		25000			
ACTUAL: \$37,342		ACTUAL: \$90230	PROJECTED: \$15,000	23,000		
Web/mobile/ eNews (hosting and maintenance)						
	Film production	5000	0	5000	0	this was not spent in 2019, 2020, 2021 -- potential to draw from reserve if awesome opportunity arises, better allocated to content creation.
	Photography	0	0	5000	2000	purchasing rights to existing local photographers' work
	Content Creation		0		23000	work with external partners on layouts for print + story curation (videos, interviews, photography)
	Social media seasonal promotion	20000		20000	0	see shift to digital advertising budget
ACTUAL: \$0		ACTUAL:	PROJECTED: \$0	25000		
Community Partnerships						
	Harbor History Museum	7500		7500	0	2021 now are considered in grant ask
	Gig Harbor Downtown Waterfront Alliance	5000		5000	0	2021 now are considered in grant ask
	Harbor WildWatch	2000		3000	0	Pending based on HWW response / 2021 now are considered in grant ask
ACTUAL: \$15,500		ACTUAL \$0	PROJECTED: \$0	0		
Communications (postage, phone +)						
		7000		7000	7000	USPS, Mktg share - Internet port/phones, PageFreezer
		3000	3000	3000	3000	Archive Social (req'd), AV Capture (req'd), Smarsh, SignUp Genius, Adobe Creative Cloud
	Mailing of Visitors Guides to GH ZIPS	0	0	0	20,000	Mailing VG - currently sourcing quotes
ACTUAL: \$6973.40		ACTUAL: \$22,186	PROJECTED: \$11,101	30,000		
Travel						
		2000	0	3000	0	2020 included Travel + Words Conference, not included for 2021
					2500	Seattle Boat Show Expenses
					450	General mileage reiumbursements
ACTUAL: \$2609		ACTUAL: \$52	PROJECTED: \$100	2950		
Advertising						
	Seattle Magazine + Meetings		0	16500	0	Shift to digital and e-mail promotions (weekender), target market off-season
	Meeting News Northwest	4300	0		0	N/A for 2022 - lack of response based on SeeSource data
	Experience WA Visitor Guide	6000	0	6500	0	Half-page in Experience WA guide - requested by LTAC - shift to 1/2 page in Visit Seattle guide in partnerhsip with Visit Bainbridge and Visit Kitsap
	Alaska Air	13000	0	13500	0	N/A for 2022 - publication folded
	Northwest Travel + Life		0	4500	0	N/a for 2022
	Premier Media (425, 425 Business), South Sound Business)	7000	0	7000	2000	2022 - Digital focus on South Sound Magazine
	Swarner Communications (social media)	2000	0	2000	1000	Social media campaigns to JBLM audience
	Peninsula Gateway		0	2500	1000	Summer Sounds ad campaign; Pending - would prefer to have a value-added campaign with several local media brands for this cost rather than one.
	Miscellaneous			15000	12000	Great deals, last-minute placements, need-based time segments, city map, etc.
	Sunset Magazine (e-campaign)		0		10000	Targeted travel email promotion to high-travel regions - WA, OR, CA + AZ
	Targeted digital campaign - SeeSource		0		30,000	Cross-web spend focused on ROI-based markets and target demographics
	Social Media Campaigns				3,500	Social campaigns and boosted posts on 3 channels (FB- Gig Harbor, WA; FB- Gig Harbor Guide; IG - Gig Harbor Guide)
	King and Pierce County Metro		0		10,000	Transit ads - "Kong" and "Fullback" transit ads for commuters - dependent on return to commute volume of the past
	MPI retargeting		0		4,000	run of site + retargeting ads to meetings page
	Visit Seattle Guide		0		2,250	partner with Kitsap and Bainbridge
	Google Ads				4,500	SEO rankings and retargeting
ACTUAL: \$46,060		ACTUAL: \$12,184	PROJECTED: \$30,500	80250		
Non-Profit promotion/advertising		8000	0			
ACTUAL: N/A		ACTUAL: \$0	PROJECTED: \$0			

2022 Proposed LTAC Grant - City of Gig Harbor Tourism Communications Department

Misc. (such as Waggoner, Chamber, Garden Tour)		5000	0		8500	Rack cards, tech upgrades, signage creation, dry cleaning of tablecloth, etc.
			ACTUAL: \$0		8500	
Operating Rentals & Leases		1200		1200	1200	AlivePromo (weather subscription - digital kiosk), Mrktg Share of Pitney Bowes
		ACTUAL: \$1200	ACTUAL: \$1614	PROJECTED: \$2,100	1200	
Tourism Misc.						
	Maps see above misc	2000			7500	Tear-off map update / art update in 2019??? Re-do for all in 2022.
	Certified Folder	7000			5000	Distribution on all ferries and at SeaTac - needs to be re-negotiated with self-publishing
	Conferences/Training		\$170			
	Allocation for Ancich Kayak Dock per Council			100,000		
		ACTUAL: ?	ACTUAL: \$170	PROJECTED: \$100,000	12500	
Printing		6000		8000	0	SEE MISC - Rack cards, meeting guides, extra Visitors' Guides - based on 2021 travel / virus status, otherwise, shift to digital and social
				20,000	33,000	Print Visitors Guide
		ACTUAL: ?	ACTUAL: \$0	PROJECTED: \$0	33000	
Memberships (WSAE, MPI, WTA, WFEA)		2100		2100	750	
	Training/Conferences					
	WSAE, MPI, Scenic WA, Tourism Day, TRCVB	1500		1500		
	Intgov't Professional	25000		25000	25000	Trolley + 20000 in sponsor funds
	Capital Expenditures	7000				
		ACTUAL: ?		PROJECTED: \$150	25750	
Signs (replacements and additions)						
		10000		10000	10000	Possible new signage at Stinson, Pioneer, Harbor Hill - Commit to production in 2021.
		ACTUAL: \$0		PROJECTED: \$0	10000	
Events						
	FunFlicks/Friday Family Fun Movie Nights			4000	4500	Movie Screen, projector, DVD player, sound and tech (6) - Double the production to include Donkey Creek Park movie date night on Thursdays
	SWANK/Friday Family Fun Movie Nights			2200	2500	Movies/ Movie Licenses (6) - Double the production to include Donkey Creek Park movie date night on Thursdays
	Pacific Stage Inc./Summer Sounds			12500	12500	Sound/Audio services
	Various Bands/Summer Sounds			10500	10500	Music in the Park
	GHPD overtime/Summer Sounds			1550	2000	Police Services
	Santa/Tree Lighting			300	350	Tree Lighting
	SESAC & ASCAP/Summer Sounds & Tree Lighting			450	450	Music in the Park rights
	Pacific Stage Inc./Tree Lighting			500	500	Sound/Audio services for tree lighting
	City Event Sponsorships			750	0	Garden Tour
	Film Festival			1500	1500	Film Festival
	Wheels and Wings			665	665	Wheels and Wings
		ACTUAL: \$26,415	ACTUAL: \$121	PROJECTED: \$1,000	35465	
					40000	in additional sponsorships for level-up of events.
Media Hosting						
	Budget for bringing in national media / activities or reimbursement for travel				6500	
		ACTUAL: ?	ACTUAL: \$0	PROJECTED: \$150	6500	
TOTAL	2019 ACTUAL: \$270,639.40	2020 ACTUAL: \$96,306	2021 PROJECTED: \$256,601			
		2020 BUDGET: \$378,600	2021 BUDGET: \$432,965		2022 BUDGET: \$490,933	