

AGENDA
GIG HARBOR LODGING TAX ADVISORY COMMITTEE MEETING
Tuesday - September 13, 2022
3:30 - 5:30 p.m.

Virtual Meeting Link: <https://zoom.us/j/93352757315>

Call-in: (253) 215-8782 Meeting ID: 933 5275 7315

- 1. Call To Order/Roll Call**
- 2. Overview Of Application Review Process - City Clerk Josh Stecker**
- 3. Review Of Lodging Tax Grant Applications**

Documents:

2023 LODGING TAX GRANT APPLICATION SUMMARY.PDF
ASIA PACIFIC CULTURAL CENTER - KOREAN CHUSEOK FESTIVAL.PDF
DOWNTOWN WATERFRONT ALLIANCE - GIRLS NIGHT OUT.PDF
DOWNTOWN WATERFRONT ALLIANCE - WATERFRONT FARMERS
MARKET.PDF
DUNAGAN BREWING - GIG HARBOR CELTIC MUSIC FESTIVAL.PDF
GIG HARBOR BOATSHOP - 2023 OPERATIONS.PDF
GIG HARBOR CANOE AND KAYAK RACING TEAM - 2023 PADDLERS
CUP.PDF
GIG HARBOR FILM FESTIVAL - 2023 FILM FESTIVAL.PDF
GIG HARBOR KIWANIS - VETERANS DAY CELEBRATION.PDF
GIG HARBOR QUILTERS - 2023 QUILTS AHOY.PDF
GIG HARBOR ROTARY - 2023 GALLOPING GERTIE.PDF
GIG HARBOR SENIOR CENTER - SHAMROCKN THE HARBOR.PDF
GIG HARBOR SPORTSMANS CLUB - 2023 SEA FOOD SHOOT.PDF
GIG HARBOR YC JUNIOR SAIL - 2023 SAIL CAMP.PDF
GREATER GIG HARBOR FOUNDATION - RATTLE DEM BONES.PDF
GREATER GIG HARBOR FOUNDATION - SUMMER SIPS.PDF
HARBOR HISTORY MUSEUM - 2023 MARKETING, EXHIBITS AND
OPERATIONS.PDF
HARBOR WILDWATCH - 2023 OPERATIONS.PDF
KEY PENINSULA FARM COUNCIL - KEY PENINSULA FARM TOUR.PDF
PENINSULA ART LEAGUE - 2023 OPEN JURIED SHOW.PDF
PENINSULA ART LEAGUE - 2023 SUMMER ART FESTIVAL.PDF
PERMISSION TO START DREAMING FOUNDATION - RACE FOR A
SOLDIER.PDF
CITY OF GIG HARBOR - TOURISM DEPARTMENT OPERATIONS AND
MARKETING.PDF

4. Adjourn

This meeting may also be viewed live in the Executive Conference Room at the Civic Center. Attendees at the Civic Center will not be able to comment during the meeting. All participants will be engaging in the meeting via Zoom.

Applicant	Event/Activity	Amount Requested	Amount Funded in 2022	2023 Amount Recommended by LTAC
Asia Pacific Cultural Center	Korean Chuseok Festival	\$10,200.00	\$5,000.00	
City of Gig Harbor	Operations	\$552,915.00	\$495,000.00	
Downtown Waterfront Association	Waterfront Farmers Market	\$20,000.00	\$17,000.00	
Downtown Waterfront Association	Girls Night Out	\$10,000.00	N/A	
Gig Harbor BoatShop	2023 Operations	\$25,000.00	\$2,000.00	
Gig Harbor Canoe and Kayak Racing Team	2023 Paddlers Cup	\$12,000.00	\$5,000.00	
Gig Harbor Film Festival	2023 Film Festival	\$25,000.00	\$16,000.00	
Gig Harbor Kiwanis	Veterans Day Celebration	\$10,000.00	N/A	
Gig Harbor Quilters	Quilts Ahoy 2023	\$5,000.00	N/A	
Gig Harbor Senior Center	Shamrock'n the Harbor Run and Walk	\$2,500.00	\$500.00	
Gig Harbor Sportsman's Club	Sea Food Shoot	\$5,000.00	\$4,500.00	
Gig Harbor Yacht Club Junior Sail Program	2023 Sail Camp and Narrows Race Team	\$19,580.00	N/A	
Greater Gig Harbor Foundation	Rattle Dem Bones	\$2,000.00	\$1,000.00	
Greater Gig Harbor Foundation	Summer Sips (formerly Cider Swig)	\$6,000.00	\$5,000.00	
Harbor History Museum	Marketing, Exhibits and Operations	\$163,380.00	\$11,500.00	
Harbor WildWatch	2023 SVIC Operations	\$30,000.00	\$11,000.00	
Key Peninsula Farm Council	Key Peninsula Farm Tour	\$10,000.00	N/A	
One Love Foundation	Gig Harbor Celtic Music Festival	\$10,000.00	\$6,000.00	
Peninsula Art League	2023 Summer Art Festival	\$5,000.00	\$4,000.00	
Peninsula Art League	Open Juried Show	\$6,000.00	\$3,000.00	
Permission to Start Dreaming Foundation	Prayer Breakfast & Race for a Soldier	\$30,000.00	\$15,000.00	
Rotary Club of Gig Harbor Foundation	Galloping Gertie	\$10,000.00	\$8,000.00	
	TOTALS	\$969,575.00	\$620,000.00	\$0.00



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 10,200
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Asia Pacific Cultural Center

Event Name (if applicable): 7th Annual Korean Chuseok Festival

Contact Name and Title: Faaluaina Pritchard, Executive Director

Mailing Address: 4851 South Tacoma Way

City: Tacoma State: WA Zip Code: 98409

Phone: (253) 383-3900 Email Address: faaluaina@asiapacificculturalcenter.org

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

APCC is proud to present our 7th Annual Korean Chuseok Festival, a free, family-friendly event featuring various traditional and contemporary Korean dance, music, special presentations, and hands-on activities showcasing Korean culture. This is a two-day event at the APCC Building in Tacoma on September 23, 2023, and at Skanzie Brothers Park in Gig Harbor the following day on September 24, 2023. The Harvest Moon Festival, or Chuseok, is one of Korea's most cherished holidays, and APCC is honored to celebrate this festival with the community.

There are over 68,000 people of Korean descent living in Washington State. APCC's goal is to share, teach about, and engage people in the diverse Asia Pacific cultures, and our Annual Korean Chuseok Festival is one way we are able to achieve this. This is an opportunity for people to see and experience Korean art and culture first hand, and this is an opportunity for Korean people to show the pride in their heritage and showcase their culture with a large audience.

The audience will be treated to exciting Samulnori drum and dancing, musicians playing stringed instruments like the Gayageum, traditional customs and ceremonies, and other exciting cultural demonstrations. We will work with new as well as past performing groups, such as the Miyoung Seoul Margolis Dance Collective, the Mun Dance Team, Koreana Angel, and others. There will be many vendors and cultural booths for people to visit and delicious, authentic Korean food to taste.

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

We expect many out-of-state dignitaries as well as VIPs from the Korean community. In years past, many elected officials from throughout Washington State attended. At the 6th Annual Korean Chuseok Festival next month in September, many State Representatives, Mayors, Councilmembers, and other officials have confirmed to attend as our honored guests and guest speakers. It is important for our elected officials understand and experience the culture, and next year we will again invite many of them to attend.

APCC is a 501(c)(3) non-profit organization whose mission is to “bridge communities and generations through arts, culture, education, and business”. Our founders created APCC in 1996 to represent 47 Asia Pacific countries and cultures to promote the greater awareness, understanding, and inclusion of the history, traditions, culture, and heritage of the Asia Pacific people. The 7th Annual Korean Chuseok Festival is a way APCC honors and celebrates the Asia Pacific people and helps the community embrace the diversity in our region.

Attached with this application is a handout with photos from our 5th Annual Korean Chuseok Festival in 2021 to help illustrate the kinds of activities we offer at this event.

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

Overall attendance at your proposed event:	1000
Number of attendees staying overnight in paid accommodations:	50
Number of attendees travelling more than 50 miles one-way for the event:	500
Number of attendees from another state/country:	20

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

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

- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

4. Have you requested LTAC funds previously?

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

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

b. *For the same event?* Yes ☐ or No ☒

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

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

For years, we held the Annual Korean Chuseok Festival at the APCC building with a great turnout of people from all over the region and out of state, with attendance of 500 or more and growing each year up until the Pandemic. Then we did a virtual 4th Annual Korean Chuseok Festival in 2020 with a week filled with daily activities live-streamed, reaching hundreds of people each day. With some of the restrictions lifted, we had an outdoor event last year in 2021 at the grounds of APCC with masking and social distancing as required, and hundreds of people came out to attend. In response to greater demand as well as our organization's desire to bring this cultural event outside of Tacoma, we decided to expand to a second city. For this year, we are pleased to say that we added a second day of Chuseok festivities in Gig Harbor, scheduled for September 11, 2022.

APCC has decades of experience and a history of success in putting together Asia Pacific ethnic festivals and cultural celebrations, with attendance in the hundreds and even thousands for our large annual events from all over the Greater Puget Sound and beyond. With the City of Gig Harbor's support, we know we will be able to attract tourists to the city and proudly showcase the Korean culture with fun and exciting activities for all ages.

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 7th Annual Korean Chuseok Festival provides a great public benefit by not only providing enrichment and engagement in Korean culture and arts, but also by addressing the issues of cultural awareness, understanding, inclusion, and acceptance, and embracing the diversity in the greater community of which we are all a part. While much of our audience will be from the Asia Pacific community, especially the Korean, community throughout the region, our goal is to teach and engage people of all backgrounds in learning about the Asia Pacific culture, and we are proud to offer this Festival in the spirit of sharing and welcomeness.

For our large annual events every year, people travel from throughout the Pacific Northwest and beyond to attend, and we expect that it will be no different next year for our 7th Annual Korean Chuseok Festival. The Festival will attract many visitors – all ethnicities and all ages – who are interested in sharing in and learning about Korean culture. Because the event features Korean culture, it will appeal especially to Koreans in the region. Korean festivals are not offered very often, so people will travel from far away to attend and enjoy authentic food, participate in authentic traditional Korean activities, and be among their community. They will feel at home with the customs and traditions that they long for while being away from the land of their ancestors. In Washington, more than 983,000 people are Asian or Pacific Islander. Asia Pacific people are willing to travel many miles to participate and enjoy large cultural events such as the Annual Korean Chuseok Festival, to eat authentic ethnic foods, see traditional dances, and participate in cultural games, crafts and activities no matter how far away the event might be.

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

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

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

Our Executive Director Mrs. Lua Pritchard, will provide the oversight and management of the event with the assistance from our Cultural Program Manager. Mrs. Pritchard has

three decades of culture and arts programming experience as well as community outreach to underserved communities, as a former APCC Board Member and with her current work as APCC's Executive Director since 2010. She will also oversee the work that APCC's marketing team will do to promote the event, especially for bringing tourists to Gig Harbor.

As an example of the advertising we do to promote the event, we have attached an event poster for this year's 6th Annual Korean Chuseok Festival (2022).

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

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

At least 6 months before our event, we will apply for grants and sponsorships for the 7th Annual Korean Chuseok Festival in 2023. Next month, is our 6th Annual Korean Chuseok Festival for 2022 and we received funding from the ArtsWA ReVive Washington grant as well as funding from several sponsors including: Radio Hankook, Boo Ha Korean Grocery, Shin Shin Enterprise Inc., Korean Music Association, New York Life, Bank of Hope, Korean American Chamber of Commerce of Washington State, and many others. These sponsors have supported our event for several years, and we are confident that they will support our event for 2023.

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

The overall project budget for the 7th Annual Korean Chuseok Festival is \$17,000, and we are requesting 60% or \$10,200 from the City of Gig Harbor Lodging Tax Fund. The project budget is attached.

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

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

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

Full funding from the City of Gig Harbor Lodging Tax and Tourism Fund will be an important part of the success of the 7th Annual Korean Chuseok Festival. The City's investment in this event will improve tourism for the City, benefitting businesses and improving the image of Gig Harbor as a multi-cultural destination while showing the City's commitment to the Asia Pacific community. If full funding is not received, it will certainly place more pressure on APCC to find alternatives to fill the funding gap without cutting any items from the budget. While it would put more burden on our staff and volunteers, we would make every effort to solicit additional funding from other sponsors and would likely rely more heavily on in-kind support for many items.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: August 30, 2022



7th Annual Korean Chuseok Festival 2023 Project Budget

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

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

Korean ChuSeok Festival

The 6th APCC Korean ChuSeok Festival at Asia Pacific Cultural Center

September 10, 2022 • Saturday, 11 am - 4 pm

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

The 2nd APCC Korean ChuSeok Festival in Gig Harbor, WA

September 11, 2022 • Sunday, 11 am - 4 pm

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

FREE EVENT for the whole family

Join us for a fun filled day of 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



Jason J Kim Photography



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



KOREAN AMERICAN CHAMBER OF
COMMERCE, WASHINGTON STATE
워싱턴주 한인 상공회의소



Shin Shin Enterprise Inc.
Boo Han Korean Grocery
Elina's K-Pop

SanMaRu
Mun Dance
Thunder and Wind

MiSuk Lee's K-Beauty
Han Yang Rice cake Factory
Korean Music Association

Pierce County Health Department
Korean American Coalition- Washington

Media
Support >





Asia Pacific Cultural Center 5th Annual Korean Chuseok Festival - Sep. 10, 2021



Samulnori Performance



Art Displays and Demonstration Booths



Miyoung Seoul Margolis Dance Collective



Traditional Korean Drumming

Traditional Korean Dance



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 10,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Gig Harbor Downtown Waterfront Alliance

Event Name (if applicable): 2023 Girls Night Out

Contact Name and Title: Josh Sherwin, Special Projects Coordinator

Mailing Address: P.O. Box 771

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-514-0071 Email Address: specialprojects@ghhwa.org

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

Girls Night Out Gig Harbor – Thursday, November 9, 2023

The annual, award-winning Girls Night Out with 1500 attendees is downtown Gig Harbor's largest shopping and dining event and is a primary fundraising event for the Downtown Waterfront Alliance. Between 40 and 50 downtown waterfront businesses will be participating in this fun day of shopping, dining and time with friends and family. Attendees are encouraged to bring their friends and join in the fun discovering what our downtown businesses have to offer while the "shop and dine from 10 to 9"! This is the best opportunity for people to learn about the shops and restaurants along the downtown waterfront. So often we have heard the comment, "Who knew this was here?!". It is the initial kick-off to the holiday shopping season and it encourages people to return and shop local for the holidays. The coupon book and event guide that each participant purchases contains a "come back and shop" coupon to encourage their return, which could result in an overnight stay for out-of-town participants.

While this is a very popular event for the local community, we know through conversations and zip code reviews that an estimated 20% of attendees come from out of town. Though some are friends and family that will stay in the private homes of their local connection, it is highly likely that some of those will stay in local accommodations.

The Gig Harbor Girls Night Out is the largest such event in all of the Main Street communities in Washington State. It is so successful that we received an Excellence on Main Award from the State Main Street Program for "Outstanding Promotional Event" in 2014. Additionally, we have offered multiple workshops on how to create a successful Girls Night Out event for communities across the state and at Main Street conferences. These presentations have created interest from outside of Gig Harbor and have resulted in out-of-town attendance, including staff and committee members from other Main Street organizations.

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

Overall attendance at your proposed event:	1500+
Number of attendees staying overnight in paid accommodations:	35
Number of attendees travelling more than 50 miles one-way for the event:	50
Number of attendees from another state/country:	25

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

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

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

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

Girls Night Out is a highly popular, annual event (with the exception of two Covid years) that attracts a minimum of 1,500 women to the downtown waterfront for a full day of shopping, dining, and spending time with friends. This event grew dramatically from its start-up 12 years ago with 250 attendees. We know through zip codes of participants that about 20% of the attendees come for the event from outside Gig Harbor zip codes, including Kitsap County, University Place, Tacoma, and other Pierce County locations, and beyond. We also know that this event has a huge impact on our downtown businesses. Total sales, not including restaurants (and some businesses who choose not to share revenue information), typically exceed \$175,000, a sizable one-day sum for our small businesses.

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.)

This is an event that draws primarily women of all ages, both locally and from around the region. It has become a tradition for some to invite friends and/or family from out of the area to come and share fun, special memories while supporting the downtown businesses. We know of at least one family that has extended family that even travels from literally across the country to attend.

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

Traditionally, our promotion has been through social media, press releases, and most especially word of mouth (personal invitations). Our social media reaches beyond Gig Harbor proper, which would explain why we have attendees from outside the Gig Harbor area.

Additionally, working with the local hoteliers and accommodations on potential packages would bring in tourists and help in the creation of overnight stays.

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

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

We have not yet applied for any other grants/funding for Girls Night Out 2023. In 2022 we applied for a Washington Festivals & Events Association/ArtsWA grant, which was earmarked funding for events that had been cancelled and lost funding during Covid. We have not yet been informed of the final dollar amount of this grant, but this is specifically for the 2022 event. We typically look for sponsors to help with transportation, cost of goodie bags, and coupon book expenses, but with the impact of Covid on our downtown businesses, this is not likely to generate the needed funding.

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

Please see attached budget.

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

The \$10,000 would mainly cover the cost of printing the all-important Coupon Book and Event Guide. This includes coupons that bring shoppers/diners back after the event for shopping during the holiday season. Remaining funds, if any, would be used for marketing and advertising pieces (rack cards, posters, etc.).

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

It is likely that we would not cut any elements out of the event since it is a long-standing event with high expectations from the attendees. In the past, we have tried to get sponsorships from our businesses to cover the cost of the coupon book and event guide, but full sponsorship has not been reached. This request for lodging tax dollars would remove the burden of the cost of the coupon book and event guide and our businesses could focus their outlay of money on creating their store's/restaurant's experience that the women have come to expect.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: Mary J. Desmarais Date: 8/31/22

2023 GIRLS NIGHT OUT BUDGET

INCOME:

	2023 Best Case (1500 Attendance)	2023 W/O LTAC (1500 Attendance)
Participant Fees	\$35,000.00	\$35,000.00
Sponsorship		
Bags	\$2,000.00	\$2,000.00
Print	\$0.00	\$0.00
Transportation	\$0.00	\$0.00
LTAC Support	\$10,000.00	\$0.00
Merchant Fees	\$0.00	\$0.00
Total Income	\$47,000.00	\$37,000.00

EXPENSES:

Advertising	\$500.00	\$250.00
Licenses/Permits	\$100.00	\$100.00
Print Costs		
Rack Cards	\$400.00	\$400.00
Posters	\$100.00	\$100.00
Event Signage	\$350.00	\$350.00
Coupon Book	\$8,500.00	\$8,500.00
Red Bags	\$3,500.00	\$3,500.00
Supplies	\$200.00	\$200.00
Transportation	\$3,500.00	\$3,500.00
Total Expenses	\$16,550.00	\$16,550.00
Income	\$47,000.00	\$37,000.00
Expenses	\$16,550.00	\$16,300.00
Net Income	\$30,450.00	\$20,700.00

Note: LTAC dollars would be applied to expenses shown in red above.



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$20,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Waterfront Farmers Market/Downtown Waterfront Alliance

Event Name (if applicable): Downtown Waterfront Alliance

Contact Name and Title: Heidi Gerling, Market Manager

Mailing Address: P.O.Box 771

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-514-0071 Email Address: marketmanager@ghhwa.org

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☐ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

See Attachment A

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

Overall attendance at your proposed event:	<i>Please see Attachment A</i>
Number of attendees staying overnight in paid accommodations:	<i>Please see Attachment B</i>
Number of attendees travelling more than 50 miles one-way for the event:	<i>Please see Attachment B</i>
Number of attendees from another state/country:	<i>Please see Attachment B</i>

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

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

- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

4. Have you requested LTAC funds previously?

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

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

b. For the same event? **Yes**☒ or **No** ☐

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

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

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.)

See Attachment D

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

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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.**

For the 2022 Farmers Market, we applied for and received a grant from Pierce County Economic Development. This grant was to help fund the Market returning to post-pandemic operations, and it is unlikely this funding source will be available for the 2023 season.

Funds will continue to be requested from other local sources as part of our Market Sponsorship Program. This had been difficult due to the negative impact COVID had on local businesses but rebounded this season.

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

See Budget Attachment F

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

See Budget 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?**

See Attachment G

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 08/30/22

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 takes place at Skansie Brothers Park in downtown Gig Harbor on Thursdays, June thru mid-September. In 2021 we achieved attendance of nearly 30,000 visitors. As we write this, our 2022 season is still in progress, and we estimate our numbers will be comparable in spite of one day of heavy rain and multiple days of excessive heat warnings. The Market has proven its resiliency by maintaining strong attendance both during and after the pandemic.

The Market, being centrally located in the heart of our historic downtown waterfront, is easily accessible by car, public transit, by foot and bicycle, and from the water by boat and human-powered watercraft. Each week we count visitors entering the Market. This season we began counting people attending the Market via Jerisich Dock. We were surprised those counts can number in the hundreds on each Market Day.

While its primary function is commerce, the Waterfront Farmers Market offers the attributes and activities visitors from out of town are looking for in a market. An increasing interest in food and agri-tourism and the need for communities to offer diverse tourism experiences provides the opportunity for the Market to be both a community event and a visitor attraction.

The Waterfront Farmers Market is an immersive experience. We have cultivated a vibrant atmosphere that is both a community gathering place and a must-see when visiting Gig Harbor. The Welcome Plaza provides excellent seating areas for Market patrons to eat prepared foods purchased in the Market, converse, or observe the activity 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.

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 data gathered at the Waterfront Farmers Market 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 areas in Western Washington, other states, and other countries to spend the night in a local accommodation. Using this data and calculating with the total number of attendees to the 2021 Farmers Market (30,000), one could guesstimate the *potential* for over 8000 overnight guests spread out over the three-month market season. However, we do not have a way of separating visitor counts by the number of visitors that may stay with friends or family in the area, as opposed to staying in a hotel.

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 and eliminating those regulations when we were permitted to do so. In 2022 the regulations were lifted, and we were able to open and conduct a normal or pre-pandemic Market. We have proven that whether operating under pandemic guidelines or normal conditions, the Market is able to operate allowing the public access to health foods and creates an active public space, that is the center of community life on Thursdays.

The Waterfront Farmers Market has received and continues to receive recognition from local, regional, and national sources. This past season we were chosen from a pool of over 1500 markets nationwide to “takeover” the Instagram account of the Farmers Market Coalition. The FMC is an organization that supports and advocates for farmers markets across the country. With our Instagram Takeover, we were able to post on their account for entire week promoting the Waterfront Farmers Market, giving us both local and national exposure. We have been the feature story of Evening Magazine on King5, have had vendor spotlight articles in Gig Harbor Now, and posts about the Market on South Sound Magazine’s social media platforms.

As per tradition, we had the Mayor of Gig Harbor open the Market Season on Opening Day. In addition, as part of 2023 National Farmer Market Week, August 7-11, we received an official declaration from Mayor Markley that August 7-11 was officially Waterfront Farmers Market week in Gig Harbor.

Each season, we are listed online in the Gig Harbor Visitors guide, the USDA Farmers Market Directory, online and in print in the Washington State Farm Guide and WSFMA Farmers Market Directory. We are active on our Instagram and Facebooks platforms in which we continually engage with the public.

Supplemental Question 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?

After careful evaluation of the Waterfront Farmers Market's upcoming 2023 budget, 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 2022 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 8

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

Promotion within the Gig Harbor area includes:

- Advertisements and articles 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, 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.

2023 Budget

Farmers Market With LTAC

Farmers Market W/O LTAC

FARMERS MARKET INCOME

Sponsorships	\$5,000.00	\$5,000.00
Government /Private Grant	\$20,000.00	\$0.00
Merchant & Vendor Fees	\$15,000.00	\$15,000.00
EBT Program Income	\$1,000.00	\$1,000.00
Total Income	\$41,000.00	\$21,000.00

FARMERS MARKET EXPENSES

Event Marketing

Advertising	\$2,500.00	\$750.00
Website and Social Media	\$3,000.00	\$1,000.00
Printing and Posters	\$2,000.00	\$1,500.00
Total Event Marketing	\$7,500.00	\$3,250.00

Event Operations

Licenses and Permits	\$1,500.00	\$750.00
Entertainment Fees and Expenses	\$3,000.00	\$1,000.00
Vendor Supplies & Support	\$1,000.00	\$0.00
Volunteer Supplies & Support	\$1,000.00	\$0.00
General Supplies	\$2,000.00	\$1,000.00
Memberships and Dues	\$500.00	\$350.00
EBT/SNAP Reimbursement	\$1,000.00	\$750.00
Freshbucks Reimbursement	\$1,000.00	\$0.00
Total Event Operations	\$11,000.00	\$3,850.00

Market Manager Payroll & Travel

Payroll	\$21,000.00	\$21,000.00
Payroll Taxes	\$2,100.00	\$2,100.00
Annual State FM Conference	\$300.00	\$0.00
Travel/Accommodations	\$500.00	\$0.00
Total Manager Expenses	\$23,900.00	\$23,100.00

Other Staff

Payroll	\$10,000.00	\$10,000.00
Payroll Taxes	\$1,000.00	\$1,000.00
Contract Employee	\$1,500.00	\$0.00
Total Manager Expenses	\$12,500.00	\$11,000.00

TOTAL FARMERS MARKET EXPENSES	\$54,900.00	\$41,200.00
FARMERS MARKET TOTAL INCOME	\$41,000.00	\$21,000.00
NET INCOME/LOSS	-\$13,900.00	-\$20,200.00

Supplemental Question 13

After careful evaluation of the Waterfront Farmers Market's upcoming 2023 budget, 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 2022 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.



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$10,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Dunagan Brewing Inc. UBI 603493039

We are in partnership with the "One Love Foundation", url: joinonelove.org. The One Love Foundation is not for profit. Its mission is to educate our young people on the signs of unhealthy and healthy relationships.

One Love has educated more than 40,000 in 118 schools and CPOs across the region helping to stop the chain of abuse through education.

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

Contact Name and Title: Joseph Brockert/CFO

Mailing Address: 3222 56th St

City: Gig Harbor State: WA Zip Code: 98335

Phone: (253) 432-9400 Email Address: dunaganbrewing@yahoo.com

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☐ Copy of Non-Profit Registration (required for all applicants other than municipalities)

- ☐ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 & 18th 2023 (During Saint Patrick's Day)
Overall Attendance is projected to be 1,500

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

Overall attendance at your proposed event:	1,000
Number of attendees staying overnight in paid accommodations:	300
Number of attendees travelling more than 50 miles one-way for the event:	500
Number of attendees from another state/country:	100

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

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor

population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

- ☒ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

- ☒ **Other:**

Our projected attendance is based off of the 2022 Gig Harbor Celtic Music Festival.

Dunagan Brewing Inc. is also a part of "Gig Harbor Film Festival" Familiarity is also with the Ocean Shores Galway Bay Music Festival. We have also been 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.

4. Have you requested LTAC funds previously?

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

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

- b. For the same event? Yes ☒ or No ☐

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

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

Based on our 2022 Celtic Music Festival event and past events since 2015 in both Gig Harbor and 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.

Advertising in local papers, physical posters, online marketing and word of mouth from last years successful Celtic Music 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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.

No

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

*\$20,000 total overall budget
Gig Harbor Lodging Tax Fund = \$10,000 (50%)*

Projected Income

Pre Sale Entry Fees - \$3,750
Door Entry Fees - \$16,250
TOTAL = \$20,000

Itemized Event Budget

*Advertising - \$5,000
*Facility accommodations - \$5,000
Food/Beverage - \$4,700
Entertainment - \$5,300
TOTAL = \$20,000

* LTAC grant covers these expenses: Venue rental; marketing/promotion

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

Please see above.

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*

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8-31-2022

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by August 31, 2022. The Committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Applications may be submitted digitally to cityclerk@gigharborwa.gov or mailed to:

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

Please direct questions to the City Clerk at 253-853-7613 or cityclerk@gigharborwa.gov.

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

What is the Lodging Tax Fund?

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

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

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

State Law Defining the Use of Lodging Tax

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

Important Terms Relating to RCW 67.28

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

Tourism promotion: Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

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

Who May Apply?

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

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

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

Selection and Award Process

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

The City of Gig Harbor Lodging Tax Advisory Committee Considerations

In developing its recommendations, the committee may consider:

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

- Committee member general knowledge of the community and tourism-related activities.

Reporting

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

The post-event activity report must include the following:

- Total amount spent on the facility/operation/product.
- The number of participants who attended the activity/facility in each of the following categories:
 - o Staying overnight in paid accommodations away from their place of residence or business;
 - o Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles/two hours away or more one way from their place of residence or business;
 - o Staying for the day only and traveling more than fifty miles/two hours away or more one way from their place of residence or business;
 - o Attending but not included in one of the three categories above.
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

Any recipient awarded funding must complete the reporting requirements.

SAMPLE EVENT BUDGET

Projected Income

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

Projected Expenses

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

* LTAC grant covers these expenses: Venue rental; marketing/promotion



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$25,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

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 Code: 98332

Phone: (253) 857 – 9344

Email Address: Nicole@gigharborboatshop.org

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☐ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 while ramping back up our in-person offerings. With this approach to a more internet-based presence, we have reached a larger net of interested individuals, from all over the world.

The Gig Harbor BoatShop has undergone many changes in the last few years with two main programs coming online in 2022/23 to include operations of the boatyard house and the marine railways.

Summer 2022 the Gig Harbor BoatShop hosted an international maritime boatbuilding exchange between the Dalmatian Coast and Puget Sound with the build of the Croatian-style boat known as a batana. The project brought local, regional, state-wide, and some international interest to the Gig Harbor BoatShop and therefore the City of Gig Harbor.

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

Overall attendance at your proposed event:	2300
Number of attendees staying overnight in paid accommodations:	30
Number of attendees travelling more than 50 miles one-way for the event:	200
Number of attendees from another state/country:	75

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

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

For the remainder of the year and into upcoming years the anticipation is that many new members of the community will be coming to the BoatShop through the use of the boatyard house. That use will be increased due to rentals by the community but also through expanded programming by the BoatShop. It is anticipated that the community use initially will bring nearly 10,000 people assuming the space is rented 12 hours a week by the community at half capacity.

The BoatShop is working on programming and has a goal of filling twenty (20%) of the BoatShop allocated time -which would equate to about forty days of programming and over a thousand BoatShop visitors to the site.

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

5. Describe the prior success of your event/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.

Spring 2022 the BoatShop hosted a week-long Crew School with ten students, of which six were from out of town, to learn commercial fishing trade skills. Those students were all placed on commercial fishing boats for the 2022 season.

Summer 2022 Gig Harbor BoatShop hosted participants for the Skipper Meeting as part of the Salish 100 annual cruise in Puget Sound.

Summer 2022 the BoatShop hosted Maritima Educare (MEA) a non-governmental agency from Croatia to build a Croatian-style fishing boat known as a batana. The project brought several people from Croatia and launched the start of an international maritime exchange between the Dalmatian Coast and Puget Sound and regionally brought a lot of attention to Gig Harbor.

Recent Articles:

WA Trust Article Part 1: <https://preservewa.org/the-batana-project-part-1/>

WA Trust Article Part 2: <https://preservewa.org/the-batana-project-part-2/>

Gig Harbor Now! Article: <https://www.gigharbornow.org/news/government/eddon-boatyard-house-will-soon-be-open-to-public-again/>

Gig Harbor Now! Article on Batana:

<https://www.gigharbornow.org/news/business/batana-a-traditional-croatian-fishing-skiff-nearly-ready-to-set-sail/>

Gateway Article (you will need a subscription to

read): <https://www.thenewstribune.com/news/local/community/gateway/g-news/article263614153.html>

6. Is there a host hotel/lodging for your event (Yes ☐ or No ☒)? 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 Gig Harbor BoatShop naturally attracts boat enthusiasts, people who wish to learn how to build wooden boats, and visitors who seek to experience a working boatyard. Generally, visitors to the BoatShop are from the Puget Sound region and have an interest in maritime culture and the boatbuilding history of Gig Harbor.

Family boatbuilding, a well-established Gig Harbor BoatShop program, has been known to attract families from all over the region due to the uniqueness of being able to, as a family, build and launch a boat in a weekend. Family boatbuilding targets families with children twelve years and older.

Recently, the City and the BoatShop formalized the Memorandum of Understanding for operations of the boatyard brickhouse, so new programming including lecture series, educational, and other maritime-related programming will begin to be provided.

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. The BoatShop is reactivating the YouTube channel with project updates, such as the Build the Batana Project.

YouTube Batana Project Links: <https://www.youtube.com/watch?v=qt-Y1fxmpYo>
<https://www.youtube.com/watch?v=9cVs3dvkjlQ>

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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.

The Gig Harbor BoatShop will be submitting an application for the *Working Washington Grants: Round 5* grant for operating funds.

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

For this LTAC cycle the Gig Harbor BoatShop is requesting operating funds only. With the COVID impacts, our ability to fundraise has been difficult.

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

The funds would be used for operating, mainly staffing and any expenses related to funding instructors or other program related expenses.

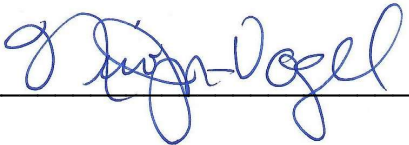
13. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

LTAC funds are critical for the BoatShop to meet its mission in the manner our community expects and deserves. While we expect to provide the same programming and operational efforts; however, they may be rolled out more slowly without funding from LTAC.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8/30/2022



Operating Budget Overview 2023

Projected Income

Program Fees	\$5,000	
Membership Fees	\$12,000	
Annual Auction	\$ 50,000	
Retail Sales	\$10,000	
Boatyard House Rentals	\$40,000	
LTAC Grant	<u>\$25,000</u>	
	\$142,000	total projected income

Projected Expenses

*Community Development Director	\$22,000	
*Marketing & Program Director	\$35,000	
*Finance Director	\$35,000	
*Store/Livery Staff	\$25,000	
*Boatyard House Rentals	\$39,000	
*Program Instructors	\$5,000	
*Program Expenses	\$20,000	
*Marketing/Promotion: Public radio; print ads; Social media boosts	<u>\$2,000</u>	
	\$183,000	total projected expenses

* LTAC grant covers these expenses



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$12,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

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

Event Name (if applicable): Paddlers Cup

Contact Name and Title: Cara Cantonwine, Paddlers Cup Committee Chair

Mailing Address: PO BOX 1097

City: Gig Harbor State: WA Zip Code: 98335-1097

Phone: 360-907-0099 (Cara's cell) Email Address: paddlerscup@ghckrt.com

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☐ Completed Application
- ☐ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☐ IRS Form W-9
- ☐ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

2023 marks the 10th Annual Gig Harbor Paddlers Cup scheduled to take place April 29th and 30th at Skansie Park. This event draws participants from all over western Washington, Oregon and as far as Montana. Both individuals and teams travel to participate in the event, and many of them stay in Gig Harbor the night before the morning races. Individual participants spend Saturday racing 2k, 5k, and 10k distances, and participate in fun 200m sprint “knock off” races at the end of the day. Participants, their friends and families enjoy vendors in the park as well as local businesses and restaurants throughout the busy day of racing. On Sunday, teams of participants work together to learn how to paddle and then race dragon boats. These teams also enjoy vendors in the park as well as local businesses and restaurants both during and after their racing. The dragon boats attract a large spectator crowd and each participating team brings a large contingent of spectators and supporters to downtown Gig Harbor.

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

Overall attendance at your proposed event:	750 (~300 Saturday & 450 Sunday)
Number of attendees staying overnight in paid accommodations:	60
Number of attendees travelling more than 50 miles one-way for the event:	70
Number of attendees from another state/country:	20

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

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☒ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

4. Have you requested LTAC funds previously?

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

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

With support from the City of Gig Harbor and over twenty other sponsors and vendors, the 9th annual Gig Harbor Paddlers Cup was a great success! Coming back from being unable to produce the event in 2021 was a challenge, but our community came out to support this important event. We had a record number of individual paddlers on Saturday with over 100 paddlers starting their races at the same time! We also hosted more vendors than previous years, featuring local artisans, local kayak dealers, and food. Our event attracted spectators from around the region coming to watch their friends and family compete, as well as spectators visiting for the weekend who happened upon the event. Good weather was in our favor this year, encouraging lots of walking around downtown.

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

Not currently.

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

Paddlers, their friends and families from around the region. We specifically advertise and target known teams and their affiliates in Bellingham, Bothel, and Canada. We also reach

out to regional clubs for stand-up paddleboarding and paracanoes. All ages and skill levels are welcome. Dragon Boat participants are more closely targeted to local Gig Harbor businesses and organizations.

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

With support from Gig Harbor's LTAC grant, we will promote this event extensively through online advertising, print posters, rack cards in local businesses, postcard mailers, media listings on local broadcast stations, community newspapers, and the Harborview Drive street banner.

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

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

No grants; however, we will be pursuing additional sponsors from local businesses. Nothing has been committed at this time.

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

The overall budget is _____. We are requesting ____% to be funded by the City of Gig Harbor Lodging Tax Fund. Please see the attached budget.

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

Please see 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?

Lodging Tax funds will ensure the ability of the promotion of the event to grow and develop as necessary in this new post-covid marketing environment. Funding from the Lodging Tax is essential in helping us more effectively communicate with our previous attendees as well as casting a larger net. We would like to see this event grow into an even larger West Coast event for paddling sports. Being able to pay for online ads targeting new paddling communities and teams, and being able to do so with high quality graphics and coordinating print materials is crucial to our ongoing growth and success. We can't wait to highlight all that Gig Harbor has to offer! Should full funding not be available, we will reduce our online and print ads, and limit our development of new signage and banners.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: _____

Gig Harbor Paddlers Cup 2023 Budget

Projected Income

Registration Fees	\$12,500
Vendor Fees	\$700
Sponsorships	\$7,500
LTAC Grant	\$12,000
Total	\$32,700

Projected Expenses

Venue Rental/Permit	\$200
Awards	\$750
Participant Tee Shirts	\$6,000
Safety Boats	\$500
Participant Numbers	\$275
Timing System	\$500
Dragon Boat Rental	\$3,500
Overnight Security	\$400
Police in the Harbor	\$800
Marketing/Promotion Print Materials	\$1,500
Marketing/Promotion Online/Social	\$1,500
Marketing/Promotion Print Ads	\$3,000
Total	\$18,925

Total Requested from LTAC	\$12,000
----------------------------------	-----------------

al Financial Impact of Paddlers Cup as projected	\$13,775	
Trailing Fee for Nationals Competition	\$19,500	2022 actual amount
Amount left to fundraise by other means	\$5,725	



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$25,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

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

Event Name (if applicable): ***2023 Gig Harbor Film Festival***

Contact Name and Title: ***Pamela Holt, Executive Director***

Mailing Address: ***PO Box 127***

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

Phone: ***253-682-9585*** Email Address: ***director@gigharborfilmfestival.org***

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 2023 Gig Harbor Film Festival will create a world-class film festival experience for visitors September 22-24 at the Uptown Galaxy Theatres. Tourists will travel to Gig Harbor to be fully immersed in a four-day experience that showcases engaging films, fosters connection with filmgoers and filmmakers, and highlights the natural splendor of our beautiful town.

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

Overall attendance at your proposed event:	3,000
Number of attendees staying overnight in paid accommodations:	180
Number of attendees travelling more than 50 miles one-way for the event:	200
Number of attendees from another state/country:	100

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

- X **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

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

4. Have you requested LTAC funds previously?

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

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

b. *For the same event?* **YesX or No** ☐

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

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

Please see separate attachment for answers to questions 5 through 13.

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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.

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

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

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: Pamela Holt Date: August 30, 2022

2023 City of Gig Harbor LTAC Application Attachment

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

The Gig Harbor Film Festival is one of the most highly anticipated cultural events in the South Sound region. The last four years that the event has been held have been increasingly successful. This is largely due to our reputation within the filmmaker community, our beautiful location, the friendliness of our community and organization, and the quality of our exceptional venue (Uptown Galaxy Theatres).

The GHFF is one of the *Top 100 Best Reviewed Film Festivals* as ranked by FilmFreeway, the film submission platform used by filmmakers. This means that in a pool of more than 10,000 festivals worldwide, our small-town festival is considered one of the best in the world! This recognition makes it worth a trip for filmmakers and tourists alike.

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, inns, yacht rentals, and local vacation rentals (i.e., VRBO, airbnb, etc.) to host our filmmakers and patrons. Gracious host families in Gig Harbor also provide private lodging in their homes for out-of-town filmmakers.

As in years past, we are partnering with the Best Western Wesley Inn & Suites, the Inn at Gig Harbor, and the Maritime Inn to arrange discounts for our visitors. In 2022, these lodging partners were included on the Preferred Lodging list that went out to over 60 filmmakers across the country.

For 2022, we have the Wesley Inn booked for our “celebrities” and are grateful to host them in the larger, comfortable suites that the Wesley Inn offers. Our social media influencers covering the GHFF opted to stay near the theatre at the Inn at Gig Harbor. We expect to continue these lodging partnerships in 2023.

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. These demographics fit our GHFF attendee. Our film fans enjoy traveling to other festivals around the country and have discretionary income and time to travel. An emerging demographic that we are targeting is millennials with an interest in independent film.

Our secondary target market is filmmakers. Filmmakers 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 platforms will continue to be our main promotional strategy to reach tourists and locals alike. This includes social media, email newsletters to our distribution list and our website, of course. The GHFF will continue to run broadcast and digital advertising with KCTS9 and Crosscut which reaches attendees outside of the 50-mile radius.

We are also cross-marketing with our festival partners and filmmakers this year to leverage our connections and expand our reach. We have print placement and mentions in regional publications which reach potential attendees traveling more than 50 miles (i.e., *ShowCase Magazine*, *425 Magazine*, etc.). When filmmakers promote their films, they often mention the GHFF as well, as was the recent case with a Bellevue filmmaker film promoting our festival on KING5's *New Day NW* TV show.

Local community outreach includes presentations to civic and networking groups (i.e., GH Rotary, Chamber Public Affairs Forum, KHGP, etc.) This allows us to increase sales of GA tickets which can then be used to amplify our outreach to filmmakers and tourists.

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.)?

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 budget to implement the 2023 GHFF is projected to be about \$166,000. The amount requested from LTAC is 15% 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?

LTAC funding is very meaningful to the financial stability of the Gig Harbor Film Festival. Funding at the level requested for 2023 will allow us to rent a fourth theatre at the Galaxy to accommodate 25% more films and therefore more out-of-town filmmakers, tourists and local attendees. Expanding our capacity also positions the GHFF to draw larger sponsors, improving our financial stability.

A unique feature of the GHFF is that we show all films *twice*. This is very attractive to out-of-town filmmakers as they are much more inclined to fly/drive to Gig Harbor and spend money.

LTAC funding also allows the GHFF to offer an inclusive film experience affordable for most film fans. For the cost of a just a \$40 General Admission pass, attendees can see all films during the four-day festival. Students with current ID get an even better deal — they are FREE!

If full funding is not received, we will scale back our marketing outreach that we rely on such as paid social media advertising. We will not be able to offer the in-demand fourth theatre that will grow the GHFF.

2023 Gig Harbor Film Festival Projected Operating Budget 8.30.22

REVENUE

VIP Passes	\$325 ea x 80	\$26,000.00
GA Passes	\$45 ea x 600	\$27,000.00
Film Submission Fees	500 films	\$6,800.00
Sponsorships		\$20,000.00
LTAC for 2022		\$16,000.00
Auction		\$85,000.00
TOTAL REVENUES		\$180,800.00

EXPENSES

Festival Director		\$70,000.00
Payroll Taxes		\$7,000.00
Web Hosting		\$2,500.00
Permits & Fees		\$300.00
Supplies		\$4,000.00
Merchant Fees		\$2,000.00
Insurance		\$4,600.00
Misc.		\$3,000.00
Theatre/Technical Delivery		\$29,500.00
Special Events		\$16,400.00
Filmmakers		\$10,000.00
Marketing		\$14,800.00
Volunteer Mgmt		\$1,640.00
TOTAL EXPENSES		\$165,740.00



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$10,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Gig Harbor Kiwanis Foundation

Event Name (if applicable): Gig Harbor Veterans Day Celebration

Contact Name and Title: Sharon Baker, President

Mailing Address:

City: PO Box 1491-Gig Harbor, WA 98335

Phone: 253-853-3149

Email Address: gigharborkiwanis@outlook.com

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☐ Completed Application
- ☐ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☐ IRS Form W-9
- ☐ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

2.

Gig Harbor Veterans Day Celebration 11/11/2023 – event location is the Gig Harbor Antique Air Museum, Tacoma Narrows Airport

The Gig Harbor Veterans Day Celebration started in 2017 as an event to honor and express gratitude to those men and women who have served our nation during war and in peace. Over the last 5 years, we have honored 250-300 veterans each year with a meaningful program, a free lunch and inspiring music. In 2020 when COVID shut down all Western Washington Live Veterans Day Celebrations, Gig Harbor was the ONLY live event as we had a “Drive-in/stay in your car” style program at Uptown. We had families bring their older Veterans from as far north as Bellingham for that event. The 2021 event was also a drive-in/stay in your car” event out of respect for the age of veterans participating and the lingering effects of the pandemic.

November 11, 2023 will be a Saturday, we will be sending out information to our attendees regarding hotels to stay in, places to visit such as the Harbor History Museum, Ocean5, and our many restaurants & shops for eating and shopping. We hope to make this a true Gig Harbor Experience. We also are making an annual limited edition challenge coin as a memento for the veterans who attend the event. The coin will have a depiction of Gig Harbor on each on. Below is the image for 2022.



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

Overall attendance at your proposed event:	300

Number of attendees travelling more than 50 miles one-way for the event:	20
	0

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

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

5. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☐

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

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

Although in the past, we have not designated this as a tourist event, it has been a highly esteemed, high impact event for Gig Harbor. We have had local and regional radio and TV coverage of this event and broadcast is streamed live on Facebook and on YouTube. King 5 TV broadcast the event in 2020. See the video:

<https://www.youtube.com/watch?v=SNP9sz4hmnQ>

In 2023, we will look to Uptown & downtown to create a special Veterans Day passport to be used at appropriate retailers/restaurants.

7. Is there a host hotel/lodging for your event (Yes ☒ or No ☐)? If yes, list the host hotel/lodging. *Best Western/Wesley Inn*

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

Our target audience are military veterans and their families from Gig Harbor and the region.

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

As our speakers are from across the country, we attract veterans from around the Pacific Northwest to attend. We promote through military media sources, Facebook, and our past attendees.

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

11. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)?

Please list grants applied for or received.

Ben E. Cheney Foundation \$3000.00

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

\$20000.00

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

\$8,000.00 for full thanksgiving meal and \$2000.00 for printing and marketing for event

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?

Funding from the city would allow for a Thanksgiving meal to be served to our veterans and appropriate promotions of the event.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: Sharon R Baker Date: Aug. 27, 2022

Gig Harbor Veterans Day Budget

Projected Income

Veterans Guests	\$1000	
Sponsorship	\$13,000	
LTAC Grant	<u>\$10,000</u>	
	\$24,000	total projected income

Projected Expenses

*Venue rental	\$2500	
Commerative Challenge Coins	\$3000	
*Full Thanksgiving luncheon	\$10,000	
Plates, Silverware, Drinkware Rental	\$2000	
Decorations	\$500	
*Marketing/Promotion: Collateral (design; printing)	\$1000	
*Marketing/Promotion: Public radio; print ads; Social media boosts	<u>\$1000</u>	
	\$20,000	total projected expenses

* LTAC grant covers these expenses: luncheon expense and marketing, printing and promotions



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 5000.
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Gig Harbor Quilters

Event Name (if applicable): Quilts Ahoy 2023

Contact Name and Title: Janet Rosenburg Quilt Show Chairwoman

Mailing Address: 50 Raft Island Dr. NW

City: Gig Harbor State: WA Zip Code: 98335

Phone: 619-922-1976 Email Address: chezjanet1559@gmail.com

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☐ Completed Application
- ☐ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☐ IRS Form W-9
- ☐ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

Gig Harbor Quilters is a civic minded guild working for the benefit of our community. As a non-profit and a charity, our mission is to create quilts for Community and Family Services providing foster children with their own personal quilt, q quilts made for cancer patients to use while receiving treatments, NICU quilts for newborn patients at Saint Joseph's Medical Center and pillowcases for Mary Bridge Children's Hospital patients.

The second weekend of each October we hold a quilt show named Quilts Ahoy which is our primary fundraiser. This year's show will be held October 15 and 16th at the Pioneer Elementary School. In 2023 the show will be held October 14 and 15th. Our guild has grown from 50 members to over 100 in the last seven years. It is becoming a well-known guild within the quilting community. At our 2019 show in, our last show due to Covid, we had over 400 attendees. When coming to our show we expect attendees will shop in town, eat at the restaurants and a few may stay at our local hotels for those making a weekend destination of the event.

Quilters love to visit fabric shops and other guilds, commonly carpooling to regional shops and events. It is very common for quilters as well as other fabric artists to get together and spend a day or two driving to several cities to visit different shops. Quilt shows are of a particular draw because they are beautiful exhibitions of art and inspiration. A scenic destination well known for its beauty, hospitality and excellent dining makes a quilt show in Gig Harbor particularly attractive. Our local quilt shop, Sew Hip, is one of 6 shops within an hour's drive. Sew Hip is a strong supporter of our show, promoting it especially to out of town shoppers.

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

Overall attendance at your proposed event:	500
Number of attendees staying overnight in paid accommodations:	30
Number of attendees travelling more than 50 miles one-way for the event:	100-150
Number of attendees from another state/country:	15

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

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

4. Have you requested LTAC funds previously? NO

- a. For a different event? **NO**
- b. For the same event? **NO**

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

The 2019 show held at the Gig Harbor Yacht Club had 400+ people attending during the two day event. The guild made \$5800 through sales at our boutique and the \$5 admission suggested donation. Comments left on the comment cards were very positive and encouraging. The event is the highlight of our guild events and members are very involved working to make it a success.

6. Is there a host hotel/lodging for your event NO? If yes, list the host hotel/lodging.

Not yet We are still working on the 2022 show to be held shortly but hope to have one or two hotels lined up who will sponsor the show and offer a discount to those who mention the show when making a reservation for that weekend.

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

The target audience is quilters, artists, fiber artists, crafters and families throughout Washington and northern Oregon.

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

For the 2022 event 1500 bookmarks and 500 posters were sent to the 35 guilds and 32 quilt shops within the state of Washington as well as 10 quilt shops in northern Oregon. Posters are being placed throughout the city at local businesses. Many of our members are also members at other guilds and are promoting our show through word of mouth.

We have a beautiful nautical raffle quilt which we have taken to many guild meetings throughout the state. The show is again promoted during the sale of raffle tickets. An ad will appear in the Gig Harbor Living Local magazine for 2 months.

For the **2023** event we anticipate being able to start earlier in the year with a stronger campaign. All of the publicity above will likely be repeated if not enhanced.

9. Are you applying for Lodging Tax funds from another community? NO

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

We have not applied for any other grants. For the 2022 show we have four local businesses who have agreed to sponsor us with small amounts (under \$150 and one restaurant which has pledged 10% of their profits for the week of the event.

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

In our 2019 event, homemade stands were built to display the large and heavy quilts. They proved to be unstable and were trip hazards. Their appearance was unprofessional. For these reasons it was decided we must abandon their usage.

For 2022, the budget is \$5401.15 This includes renting the pole stands and drapes.

The proposed budget for **2023** is \$15227. This includes the cost of purchasing poles and drapes. A copy of an estimate is attached. We are requesting approximately 33% of our 2023 budget. We wish to purchase our own set to avoid the reoccurring costs for each annual show.

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

We will use any funds granted toward the purchase of a set of pole stands and drapes, essential to a successful show. With more funds to help us with a

wonderful show, we can earn more money to fund our very expensive fabrics needed for so many lovely people.

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 denied full funding, we will continue to rent the stands and drapes for several years until sufficient funds can be raised to purchase our own set.

****** A copy of both last years' Non Profit Annual Corporation Report and this year's application is attached. At the end of April we were unable to access the State's website to complete the application. After several calls they advised us to submit the application in paper through regular mail as their system was not working. I sent the application with the check in May (a copy of which is enclosed). We did not receive a letter asking for a minor correction until August 2022. It was immediately corrected and returned. I recently spoke with a person in the on-line chat who advised me the certificate will likely not be received for at least another 60 days. They are processing all submissions by hand. Nothing has changed as you can see by the application and there is no reason for the state not to maintain our non-profit status. If granted, we will be able to submit the proof of Non Profit Annual Corporation Report long before the 2023 show or any funding.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: Janet Rosenberg

Date: August 29, 2022

Hoyle8

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https://www.eventstable.com/checkout/cart/

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Categories ▾Sale ▾Help ▾Get a Quote

Keyword or Item #

Hello, Sign InMy Account ▾

Shopping Cart

✓ Fixed Height Backdrop Kit 8' H x 6-10' W - Hardware Only was updated in your shopping cart.

Item	Price	Qty	Subtotal
 Fixed Height Backdrop Kit 8' H x 6-10' W - Hardware Only In Stock	\$165.00	35	\$5,775.00
REMOVE ITEM EDIT			
 Banjo Drape In Stock Color: 192 x Black Size: 192 x 8' H x 48" W (8) +\$1,977.60	\$26.76	192	\$5,137.92
REMOVE ITEM EDIT			

Continue Shopping

UPDATE SHOPPING CART

Summary

Estimate Shipping and Tax ▾

Subtotal\$10,912.92

Shipping (Free Shipping - Free)\$0.00

Order Total\$10,912.92

Apply Discount Code ▾

Gift Cards ▾

PROCEED TO CHECKOUT

MOVE ITEMS TO QUOTE

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Gig Harbor Quilters 2022 Show budget

Publicity

Bookmarks 1st 500	132.95
Bookmarks 1000	146.64
Fliers 250	119.6
Gig Harbor Magazine	590
Mailings	200

Set Up

Frames	1721.96
Hangers	150
Misc	100

Registration	40
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Boutique	100
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Facility Rental	2100
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5401.15

Gig Harbor Quilters 2023 Show budget

Publicity

Bookmarks	225
Fliers 250	150
Gig Harbor Magazine	625
Mailings	225

Set Up

Frames	10912
Hangers	150
Misc	200

Registration	40
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Boutique	200
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Facility Rental	2500
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15227



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 10,000

For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Rotary Club of Gig Harbor Foundation

Event Name (if applicable): Galloping Gertie Half Marathon, 10K, 5K

Contact Name and Title: Bob Anderson, Foundation Chairperson

Mailing Address: 5720 122nd Street

City: Gig Harbor State: WA Zip Code: 98332

Phone: 253-753-3013 Email Address: bobtanderson@me.com

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9

- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

Gallopig Gertie Half Marathon, 10K, 5K runs. August 5, 2023.

We expect 650 + runners and their families for the Saturday event. The event begins early on a Saturday morning so non-local participants usually come the night before and often remain for the weekend.

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

Overall attendance at your proposed event:	650
Number of attendees staying overnight in paid accommodations:	100
Number of attendees travelling more than 50 miles one-way for the event:	350
Number of attendees from another state/country:	125

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

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

- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☐ **Other:**

4. Have you requested LTAC funds previously?

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

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

b. For the same event? **Yes**☒ or **No** ☐

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

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

We just completed our 2022 event and had 554 runners and 150 volunteers. Many volunteers are associated with our director and are also located outside Gig Harbor. Runners were from 29 states and 3 countries as well as those from Washington State. Only 15% of the runners were from Gig Harbor.

6. Is there a host hotel/lodging for your event (Yes☐ or No ☒)? If yes, list the host hotel/lodging. This is something we can explore for the coming year.

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

We target the growing community of runners. Our event has completed its 12th year and has grown each year.

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

Our race director is well known in the running community. She completes numerous marathons and 100 mile races each year and has a broad following. We try to target the event on Facebook and will explore additional Facebook markets for runners outside our immediate area.

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

10. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)?

Please list grants applied for or received.

In 2022 we received sponsorships from local businesses including Route 16 Running, Heron's Key, Team Health, Peninsula Light Company, Rush Gives, Key Center Chiropractic, Conestoga Wealth Partners, Gig Harbor/Key Peninsula Suicide Prevention Coalition and Salon 302 Hair.

11.What is the overall budget for your event? What percent of the budget are you requesting from the City of Gig Harbor Lodging Tax Fund (attach event budget)?
2023 Budget Estimate for Galloping Gertie

Income

Registrations	\$55,000	
Sponsorships	\$15,000	\$69,000

Expenses

Promotional Ads & Awards	2,000
Pre-race day activities	5,000
Race Management	12,000
Shirts & Medals	7,500
GG Chip Timing	2,500
Miscellaneous	3,500
Honey Buckets	2,500
Photography	2,500
Police & Traffic	1,500
Permits & Licenses	1,200
Course Measurements	1,000
Food	800
U Haul	400
Square Space	275
Bibs	200
Garbage	100

Total 2023 Estimated Expenses \$42,975

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.

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

Advertising and promotion, event management costs, law enforcement support

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

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8/29/2022

Rotary Foundation of Gig Harbor North Club
2021 GALLOPING GERTIE

	Nov 30, 21
Ordinary Income/Expense	
Income	
2021 GALLOPING GERTIE INCOME	
2021 GG - Registration	39,885.00
2021 GG - Sponsorship	
2021 GG - Corporate Sponsors	3,000.00
2021 GG - Individual Sponsors	1,605.00
Total 2021 GG - Sponsorship	4,605.00
Total 2021 GALLOPING GERTIE INCOME	44,490.00
Total Income	44,490.00
Expense	
2021 GALLOPING GERTIE EXPENSES	
2021 GG - Advertising	453.03
2021 GG - Chip Timing	747.00
2021 GG - Food	354.05
2021 GG - Medals and Awards	1,824.34
2021 GG - Miscellaneous	129.88
2021 GG - Photography	950.00
2021 GG - Police and Traffic	1,500.00
2021 GG - Portable Toilets	1,612.00
2021 GG - Race Management	13,348.29
2021 GG - Storage	200.00
Total 2021 GALLOPING GERTIE EXPENSES	21,118.59
Total Expense	21,118.59
Net Ordinary Income	23,371.41
Net Income	23,371.41



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$2,500
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Gig Harbor Senior Center (program of the Greater Gig Harbor Foundation)

Event Name (if applicable): Shamrock'n the Harbor Run and Walk

Contact Name and Title: Jennifer Day, GGHF Event Coordinator

Mailing Address: 7191 Wagner Way, Suite 102

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-514-6338 Email Address: jday@gigharborfoundation.org

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☐ Completed Application
- ☐ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☐ IRS Form W-9
- ☐ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

Shamrock'n the Harbor, to be held on Saturday, March 18, 2023, is the second annual St. Patrick's Day run, organized and hosted by the Gig Harbor Senior Center (GHSC), a program of the Greater Gig Harbor Foundation, with support from some of our community's most well known and respected running coaches, and runners alike.

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. The run will 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.

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

Overall attendance at your proposed event:	275
Number of attendees staying overnight in paid accommodations:	15
Number of attendees travelling more than 50 miles one-way for the event:	30
Number of attendees from another state/country:	19

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

We utilized actual numbers from the 1st annual Shamrock'n the Harbor Run and Walk and integrated future projections based on 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.

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled.

A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

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

4. Have you requested LTAC funds previously?

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

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

b. *For the same event?* Yes ☒ or No ☐

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

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

Shamrock'n the Harbor is the annual St. Patrick's Day 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 16 years that have regularly brought tourists from around the region to our community (e.g., Cider Swig, The Gig Harbor Thanksgiving Basket Brigade, Rattle Dem Bones and many others).

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

We are working to develop lodging partnerships, with the goal of providing runners, their friends and families a fun, yet relaxing, weekend in Gig Harbor.

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

Shamrock'n 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 and strolling o'er the hills, with their family, friends and kids.

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

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 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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.

As the 2nd annual run, Shamrock'n will seek support from national, regional and local businesses sponsors, as well as private donations. Net proceeds will provide much needed resources for the Gig Harbor Senior Center. Funds raised support programs, services, and activities available to nearly 25,000 individuals age 60+ in our greater Gig Harbor and Key Peninsula community, membership scholarships, and the Center's endowment.

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

Please see attached event budget. The requested amount is 25.6% of the overall event budget.

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

If LTAC funds are received, monies will directly cover marketing expenditures; everything from printed

material like posters to paid targeted social media postings and blasts to general operations of the event.

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

Lodging Tax funding is essential to the success of Shamrock'n 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. Our goal is to become the "go to" St. Patrick's Day run in the region offering runners, walkers, and strollers alike a unique experience in our beautiful community.

Without support from the Lodging Tax fund grant, 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.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8/30/2022

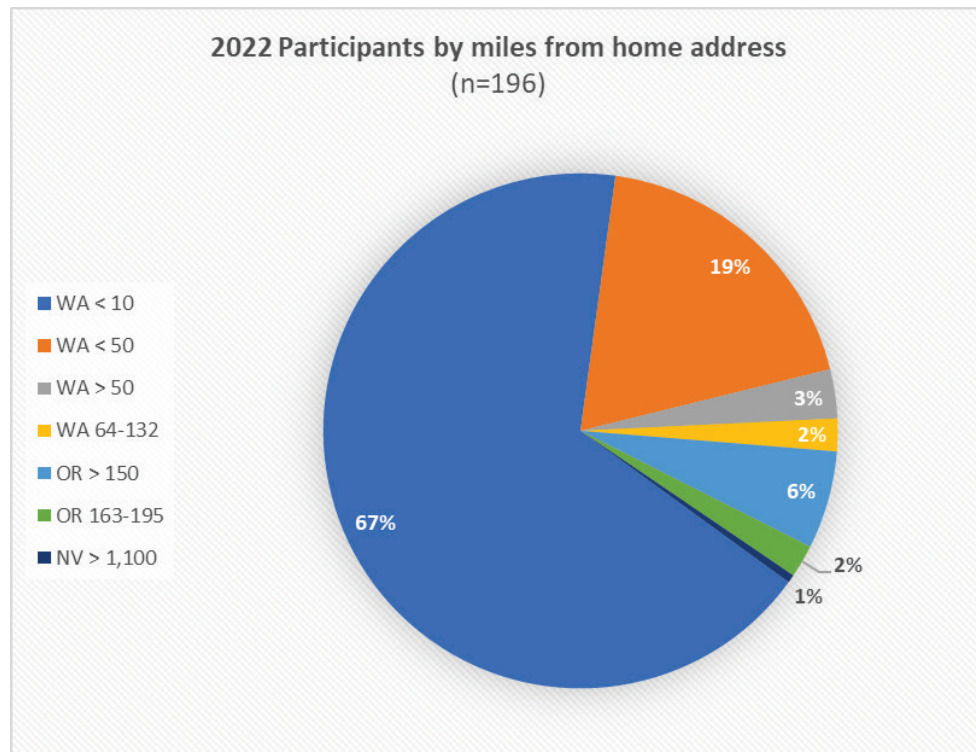
GHSC Shamrock'n the Harbor - March 18, 2023

PROJECTED TOTAL	\$ 9,739.00
------------------------	--------------------

EVENT NAME		PROJECTED SUBTOTAL
Venue/Site Set-up	SUBTOTAL	\$ 400.00
Safety/Security		\$ 400.00
Portapotties		\$ 100.00
Timing System Rental, LED Clock & Professional Timer		\$ 950.00
Generator		\$ 200.00
Entertainment/Sound System/Irish Band		\$ 500.00
Food / Beverage	SUBTOTAL	\$ 400.00
Food		\$ 200.00
Beverage		\$ 200.00
Event Documentation	SUBTOTAL	\$ 350.00
Photographer/Videographer		\$ 350.00
Participant Services	SUBTOTAL	\$ 2,790.00
Medals/Awards		\$ 500.00
T-shirts		\$ 1,500.00
Water Bottles		\$ 650.00
Bibs		\$ 140.00
Communications	SUBTOTAL	\$ 449.00
Mobile App for Runners		\$ 99.00
Maps/Schedules/Packets		\$ 200.00
Route Markers/Signage		\$ 150.00
Marketing	SUBTOTAL	\$ 1,640.00
Email Marketing		\$ 185.00
Banners/Signs		\$ 800.00
Registration Website		\$ 175.00
Posters (100)		\$ 200.00
Rack Cards (3,000)		\$ 250.00
Postage / Shipping		\$ 30.00
Advertising	SUBTOTAL	\$ 1,275.00
Social Media/Online		\$ 175.00
Ads (GH Now/GH Living Local/South Sound Magazine/Running publications, etc.)		\$ 750.00
Radio		\$ 350.00
Logistics	SUBTOTAL	\$ 335.00
Insurance		\$ 60.00
Permits		\$ 275.00
Other	SUBTOTAL	\$ 350.00
Volunteer T's		\$ 200.00
Finish/Start Line banner/arch		\$ 150.00

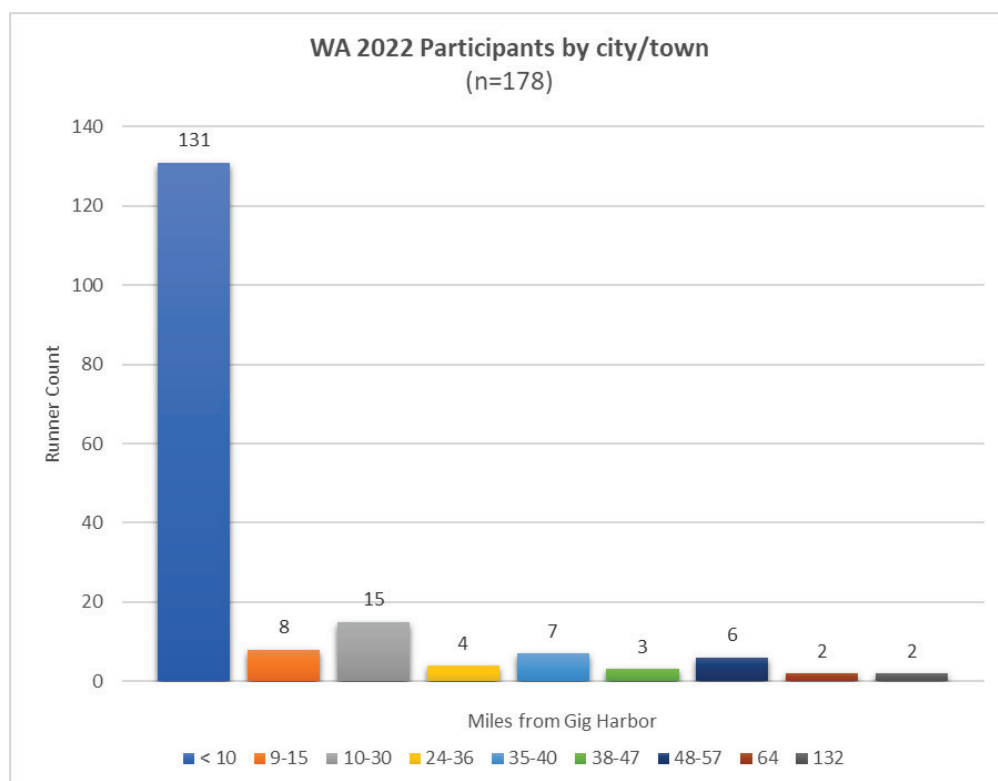
Figure 1. shows breakdown of all inaugural year (2022) Shamrock'n the Harbor, 5k/12k run participants, by distance from home address as provided in registration.

Figure 1.



To better understand the distance Washington state participants traveled to take part in the running event and activities, the runner count, by the distance traveled from home address is shown in Figure 2.

Figure 2.





CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$5,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

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

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

Contact Name and Title: Terry Holm, GHSC President

Mailing Address: 9721 Burnham Drive NW

City: Gig Harbor State: WA Zip Code: 98359

Phone: 360-621-1922 Email Address: holm56ghsc@q.com

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 Trap Shoot "GHSC Sea Food Shoot"	Sept 2023	100
<u>Annual Pacific International Trap Association (PITA): GHSC "Sea Food Shoot"</u>		

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

Overall attendance at your proposed event:	100
Number of attendees staying overnight in paid accommodations:	30
Number of attendees travelling more than 50 miles one-way for the event:	45
Number of attendees from another state/country:	5

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

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

☒ **Other:** 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.

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

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

As stated above, for over forty years GHSC has 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 and their families 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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.

No.

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

See attached Projected 2023 Lodging Tax Grant – Sea Food Shoot Event Budget

Our Grant Request is \$5,000 or 39% of our event expenses.

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

As indicated in the attached Event Budget, 100% of all LTAC Grant funds received will go toward paying for trap targets thrown during the P.I.T.A. / Sea Food Shoot

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

Without LTAC Grant Funding support this event will be a financial loss. Participant fees will necessarily be significantly increased without the requested grant funds. This will lead to reduced overall participation and reduced revenue throughout the city during this event.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.

- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: _____

8/30/22

TERRY S. HOLM
GHSC PRESIDENT

Projected 2023 Lodging Tax Grant - Sea Food Shoot Event Budget

LTAC Funds Use

Projected Income

Entry fees	\$	12,700.00	
LTAC Grant	\$	5,000.00	

Total Projected Income	\$	17,700.00	
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Projected Expenses

Trap Taget Expenses	\$	5,222.10	\$	5,000.00
Awards / Prizes (Cash Payout)	\$	6,400.00		
Promotion and Advertising	\$	50.00		
Trophies	\$	100.00		
Trap Labor to support operating trap target throwing machines	\$	200.00		
Dinner Expense	\$	1,000.00		

Total Projected Expenses	\$	12,972.10		
--------------------------	----	------------------	--	--

Percent of expanse budget requested by LTAC Fund	39%
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CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 19,580
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: GHYC Junior Sail Program

Event Name (if applicable): 2023 Sail Camp and Narrows Race Team

Contact Name and Title: Joan Storkman, Program Director Volunteer

Mailing Address: 8209 Stinson Avenue

City: Gig Harbor State: WA Zip Code: 98332

Phone: 253-214-6131 Email Address: https://ghycjuniorsail.org/

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget **Junior Sail Budget is below at Page 9**

Also included:

- Narrative description of our program, and how this grant will assist us
- Original IRS letter notifying of our 501 (c) (3) status
- Spreadsheet listing of 2022 GHYC JR Sail Campers' hometowns

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

SEE ATTACHED *(see attached narrative description of our Junior Sail Program)*

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

Overall attendance at your proposed event: Junior Sail attendance data in our 2022 Summer Camp program is displayed in this section. Our 2021 attendance was approximately 450, respite the pandemic. We expect 2023 to be at or slightly above this year's numbers	603 sail campers and their families (2022)
Number of attendees staying overnight in paid accommodations: <i>We cannot predict from year to year.</i>	TBD
Number of attendees travelling more than 50 miles one-way for the event:	55 sail campers and their families (2022)
Number of attendees from another state/country:	41 sail campers and their families (2022)

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

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event. **(Statistical data from the 2022 student registrations is broken out per attached.)**

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

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

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

SEE ATTACHED (see attached narrative description of our Junior Sail Program)

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 for sail camp participation are kids and families themselves; we focus on junior campers, and the parents and guardians of children ages 6-18. As the attached narrative describes, they annually come from their homes around Washington State, and from many cities and states outside Washington.

8. Describe how you will promote your event/activity/facility to attract tourists.
(see attached narrative description of our Junior Sail Program)

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

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

No, we have not. Sail Camp fees charged covers only the cost of the salaries and wages of our paid staff (2) and our sail instructors. Capital expenditures for sailing equipment, facilities, operating expenses, etc. are funded by individual donations and our annual auction.

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

\$19,580

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

SEE ATTACHED (see budget below, and attached narrative description of our Junior Sail Program)

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?

Junior Sail has only 1 fundraiser per year, a Spaghetti dinner auction which will be Oct. 7, 2022 at Gig Harbor Yacht Club. The 2021 Auction raised \$50,821. This year the income needed in order to continue the present programming is \$75,000-a tremendous increase in program needs. This Lodging Tax funding would be invaluable in assuring that marketing, partnerships, and scholarships are addressed in meeting the income goal of \$75,000 for 2023 and keep Junior Sail's program going...for the kids!

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: _Joan Storkman, Program Director, Volunteer_____

Date: August 22, 2022

**GHYC Junior Sail Budget
City of Gig Harbor
LTAC Grant - 2023**

<u>Promotion</u> of Sail Camp	\$1000
*Marketing, advertising, printing	
“Sailing afternoon” promotional events	\$1500
*Hiring staff, fuel for safety boats	
Donations of private lessons to schools	\$750
 <u>Partnership</u> with Harbor Wild Watch	 \$1500
Staff Certification – 50% of cost	\$4830
 <u>Scholarships</u> for under-served youth	 \$10,000
TOTAL	\$19,580



Gig Harbor Yacht Club Junior Sail
8209 Stinson Avenue – Gig Harbor, WA 98332
info@ghycjuniorsail.org/253-214-6131

CITY OF GIG HARBOR GRANT APPLICATION – 2022

Gig Harbor Yacht Club Junior Sail (hereafter referred to as Junior Sail) is a nonprofit organization which has provided sailboat lessons and racing opportunities for children from 6 to 18 for the past 12 years. Junior Sail is applying for grant funds from the City of Gig Harbor in order to better meet our mission of providing on-the-water skills and fun activities for youth of all ages, genders, and income levels.

Junior Sail attracts tourism to Gig Harbor as parents from many cities outside of Gig Harbor and Washington State have brought their children to participate in sailing classes. This year alone there are two hundred thirty-five (235) children who attended classes, who live in Washington cities as far away as Seattle, Sammamish, Woodinville, and Leavenworth. In addition, fifty-five kids came from out of state this summer, from Montana, Idaho, Oregon, Arizona, Colorado, and Texas. These 290 families (usually 2-4 people per family) are entertained by grandparents and other family members who take them to eat and shop in Gig Harbor during their one week stays while their children attend Sail Camp. Often families ask our staff where they can eat, shop, stay in Gig Harbor and we eagerly encourage them supporting local businesses.

During the 2022 season Junior Sail has awarded \$11,315 in scholarships to twenty-one (25) children and families. The generosity of our Gig Harbor community provided these scholarships at Junior Sail's annual auction. In addition to the scholarships, families purchased and donate items from Gig Harbor businesses and restaurants, and these items are bid on by buyers from throughout Puget Sound and the rest of the State of Washington. Our 2022 Junior Sail Auction will be held on Friday, October 7th at Gig Harbor Yacht Club.

Junior Sail Race Team hosts regattas which attract northwest sailors and families for weekends and these families also eat, shop, and stay in Gig Harbor.

Junior Sail has a strategic plan that addresses goals in the areas of marketing, events, fleet, and partnerships that align with this grant application. Funds that would help offset costs in marketing, partnerships, and scholarships would be extremely helpful. If awarded this funding, the plan is to use the funds as follows:

In total, Junior Sail is requesting a grant of **\$19,580** from the City of Gig Harbor Lodging Tax Fund. If approved, these funds would be allocated to support our community-benefit program in the following ways:

Marketing and event promotion: \$2500 would be used to cover costs of flyers, outreach to schools to reach out to underserved youth, advertising through on-line resources, etc. Often scholarships funds are underutilized, so it is vital that we find creative methods to reach underserved youth.

In addition, Junior Sail would like to implement "Sailing afternoons" for local Gig Harbor schools to provide an opportunity for youth to see themselves in a sailboat! These funds would also go toward providing staff for the "Sailing afternoons." TOTAL: \$2,500

As part of Junior Sail's marketing strategy, we donate private sailing classes to schools and organizations for their auctions. This \$75 donation for ten (10) sailing classes to support community organizations would also be offset by this grant. TOTAL: \$750

Partnerships: Junior Sail has partnered with Harbor Wild Watch in the past which allowed us to include provide instruction about keeping Gig Harbor waters clean and care for marine animals into our "Guppy Program" for youth ages 6-7. Due to the COVID pandemic, we have been unable to have the "Guppy Program" the past 2 years but are hoping to resume it next year. The cost to partner once again with Harbor Wild Watch would provide this tremendous experience for the Guppy Program. \$150x10 weeks: TOTAL: = \$1,500.

In order to be hired, our staff is all required to be US Sail certified. To support our staff being well-trained and since the #1 goal of Junior Sail is SAFETY, all Instructors are reimbursed 50% by Junior Sail for this Certification. This costs Junior Sail \$345 for each of fifteen (15) staff members. This grant would also serve to reimburse Junior Sail for the certification of our 14 incoming staff so that students receive the best experience possible and return again and again to Gig Harbor for future sailing experiences. TOTAL: \$4,830

Scholarships: Use \$10,000 for scholarship funds to support underserved youth. Funds will be allocated through our established scholarship process which considers family size and income as well as special conditions. TOTAL: \$10,000

Thank you so much for the opportunity to apply for this grant funding. We appreciate the volunteers and staff who work so hard to assure these funds are being used appropriately to promote our wonderful city of Gig Harbor and the tremendous businesses we all want to support. TOTAL ALL: \$19,580

Participant: City	Participant: State	Participant: Age as of session	Session name
2022 GHYC Junior Sail Camp Youth Camp Roster By Hometown			
	50 MILES OR MORE FROM GIG HARBOR.....55 SAIL CAMPERS		
	OUTSIDE THE GIG HARBOR METRO AREA....235 SAIL CAMPERS		
	GIG HARBOR AND NEARBY LOCATIONS.....313 SAIL CAMPERS		
	TOTAL: 603 KIDS AND THEIR FAMILIES		
Anderson Island	WA	11	08/01 - 08/05 Youth Sailing @ Wollochet Bay Outstation
Anderson Island	WA	12	08/01 - 08/05 Youth Sailing @ Wollochet Bay Outstation
AUBURN	WA	11	07/05 - 07/08 Youth Sailing @ West Shore Marina
AUBURN	WA	8	07/05 - 07/08 Youth Sailing @ West Shore Marina
Bozeman	MT	12	08/22 - 08/26 Youth Sailing @ West Shore Marina
Bozeman	MT	8	08/22 - 08/26 Youth Sailing @ West Shore Marina
Buckley	WA	8	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Burien	WA	8	07/18 - 07/22 Youth Sailing @ West Shore Marina
Celina	TX	12	07/25 - 07/29 Teen Sailing @ Wollochet Bay Outstation
Dallas	TX	8	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Denver	CO	16	06/27 - 07/01 Teen Sailing @ West Shore Marina
DuPont	WA	13	08/01 - 08/05 Teen Sailing @ West Shore Marina
Dupont	WA	14	08/15 - 08/19 Teen Sailing @ West Shore Marina
Dupont	WA	14	08/15 - 08/19 Teen Sailing @ West Shore Marina
Dupont	WA	11	08/15 - 08/19 Youth Sailing @ West Shore Marina
DuPont	WA	10	08/08 - 08/12 Youth Sailing @ West Shore Marina
Edgewood	WA	10	06/27 - 07/01 Opti Intermediate Sailing @ West Shore Marina
Edgewood	WA	12	08/15 - 08/19 Youth Sailing @ West Shore Marina
Federal Way	WA	11	07/11 - 07/15 Youth Sailing @ Wollochet Bay Outstation
FEDERAL WAY	WA	14	08/01 - 08/05 Teen Sailing @ West Shore Marina
FEDERAL WAY	WA	12	08/01 - 08/05 Teen Sailing @ West Shore Marina
Federal Way	WA	13	08/15 - 08/19 Teen Intermediate Sailing @ Wollochet Bay Outstation
Fircrest	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Fircrest	WA	6	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Fircrest	WA	8	07/11 - 07/15 Jellyfish @ Wollochet Bay PM
Fox Island	WA	6	07/11 - 07/15 Jellyfish @ Wollochet Bay AM
Fox Island	WA	8	07/11 - 07/15 Jellyfish @ Wollochet Bay AM
Fox Island	WA	9	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina
Fox Island	WA	10	08/01 - 08/05 Opti Intermediate Sailing @ West Shore Marina HALF DAY
Fox Island	WA	6	08/22 - 08/26 Jellyfish @ Wollochet Bay AM
Fox Island	WA	13	08/01 - 08/05 Teen Sailing @ Wollochet Bay Outstation
Fox Island	WA	13	08/15 - 08/19 Teen Intermediate Sailing @ Wollochet Bay Outstation
Fox Island	WA	13	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Fox Island	WA	11	07/18 - 07/22 Youth Sailing @ West Shore Marina
Fox Island	WA	6	08/01 - 08/05 Jellyfish @ Wollochet Bay PM
Fox Island	WA	7	07/25 - 07/29 Jellyfish @ Wollochet Bay AM
Fox Island	WA	10	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
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Fox island	WA	8	08/22 - 08/26 Youth Sailing @ Wollochet Bay Outstation
Fox Island	WA	12	08/22 - 08/26 Teen Intermediate Sailing @ West Shore Marina
Fox Island	WA	8	07/25 - 07/29 Youth Sailing @ West Shore Marina

Fox Island	WA	12	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
Fox Island	WA	9	06/20 - 06/24 Youth Sailing @ Wollochet Bay
Fox Island	WA	8	08/08 - 08/12 Jellyfish @ Wollochet Bay PM
Fox Island	WA	10	06/27 - 07/01 Youth Sailing @ Wollochet Bay
Fox Island	WA	10	06/27 - 07/01 Youth Sailing @ Wollochet Bay
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Fox Island	WA	13	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Fox Island	WA	12	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Fox Island	WA	8	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Gig Harboe	WA	9	08/01 - 08/05 Youth Sailing @ West Shore Marina
Gig Harbor	WA	8	08/22 - 08/26 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	8	07/11 - 07/15 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	8	06/20 - 06/24 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	11	06/20 - 06/24 Teen Sailing @ West Shore Marina
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GIG HARBOR	WA	8	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
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Gig Harbor	WA	12	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
GIG HARBOR	WA	8	07/05 - 07/08 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	8	08/08 - 08/12 Jellyfish @ Wollochet Bay PM
Gig harbor	WA	11	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	8	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	10	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	6	08/22 - 08/26 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	7	08/08 - 08/12 Jellyfish @ Wollochet Bay PM
Gig harbor	WA	8	07/05 - 07/08 Youth Sailing @ West Shore Marina
Gig harbor	WA	10	07/05 - 07/08 Youth Sailing @ West Shore Marina
Gig Harbor	WA	14	06/20 - 06/24 Teen Sailing @ West Shore Marina
GIG HARBOR	WA	8	06/27 - 07/01 Youth Sailing @ Wollochet Bay
Gig Harbor	WA	11	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	7	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	12	07/05 - 07/08 Teen Sailing @ West Shore Marina
Gig Harbor	WA	12	07/05 - 07/08 Teen Sailing @ West Shore Marina

Gig Harbor	WA	6	07/05 - 07/08 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	9	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
gig harbor	WA	9	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Gig harbor	WA	6	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
Gig harbor	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
gig harbor	WA	11	07/18 - 07/22 Youth Sailing @ West Shore Marina
Gig Harbor	WA	6	08/08 - 08/12 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	13	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	14	07/25 - 07/29 Teen Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	10	08/22 - 08/26 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	13	08/22 - 08/26 Teen Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	7	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	9	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	8	06/20 - 06/24 Youth Sailing @ Wollochet Bay
Gig harbor	WA	13	06/20 - 06/24 Teen Sailing @ West Shore Marina
Gig Harbor	WA	6	07/18 - 07/22 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	15	06/27 - 07/01 Teen Intermediate Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	12	07/11 - 07/15 Teen Sailing @ Wollochet Bay Outstation
GIG HARBOR	WA	7	07/18 - 07/22 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	10	07/11 - 07/15 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	10	06/20 - 06/24 Opti Intermediate Sailing @ West Shore Marina
gig harbor	WA	7	07/18 - 07/22 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	10	08/15 - 08/19 Youth Sailing @ West Shore Marina
Gig Harbor	WA	8	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	8	06/27 - 07/01 Youth Sailing @ West Shore Marina
Gig Harbor	WA	10	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	8	07/25 - 07/29 Youth Sailing @ West Shore Marina
Gig Harbor	WA	11	07/25 - 07/29 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	6	07/18 - 07/22 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	8	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	6	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	13	08/22 - 08/26 Teen Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	10	08/22 - 08/26 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	9	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina HALF DAY
Gig Harbor	WA	9	07/18 - 07/22 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	8	07/18 - 07/22 Youth Sailing @ West Shore Marina
gig harbor	WA	7	08/08 - 08/12 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	8	07/18 - 07/22 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	8	07/25 - 07/29 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	10	06/20 - 06/24 Youth Sailing @ West Shore Marina
Gig Harbor	WA	8	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	6	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	9	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	10	08/15 - 08/19 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	7	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	7	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	10	06/27 - 07/01 Youth Sailing @ Wollochet Bay
Gig Harbor	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	11	07/25 - 07/29 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	8	08/08 - 08/12 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	12	08/01 - 08/05 Teen Sailing @ Wollochet Bay Outstation

Gig Harbor	WA	9	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	6	07/25 - 07/29 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	9	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	9	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	6	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
GIG HARBOR	WA	9	07/11 - 07/15 Youth Sailing @ West Shore Marina
GIG HARBOR	WA	10	07/11 - 07/15 Youth Sailing @ West Shore Marina
Gig Harbor	WA	6	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	8	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	8	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	6	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	7	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	8	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	8	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	9	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	6	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	8	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	13	06/27 - 07/01 Teen Intermediate Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	8	07/18 - 07/22 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	7	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	6	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
GIG HARBOR	WA	9	08/01 - 08/05 Youth Sailing @ West Shore Marina
Gig Harbor	WA	8	07/18 - 07/22 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	8	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	9	07/25 - 07/29 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	9	06/27 - 07/01 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	8	06/27 - 07/01 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	13	07/11 - 07/15 Teen Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	8	08/08 - 08/12 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	6	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	9	07/18 - 07/22 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	9	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	6	07/18 - 07/22 Jellyfish @ Wollochet Bay AM
Gig Harbor	WA	11	07/11 - 07/15 Youth Sailing @ West Shore Marina
Gig Harbor	WA	7	07/18 - 07/22 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	6	07/18 - 07/22 Jellyfish @ Wollochet Bay PM
Gig Harbor	WA	9	06/27 - 07/01 Youth Sailing @ West Shore Marina
Gig Harbor	WA	8	06/27 - 07/01 Youth Sailing @ West Shore Marina
Gig Harbor	WA	9	08/15 - 08/19 Opti Intermediate Sailing @ West Shore Marina
Gig Harbor	WA	12	08/01 - 08/05 Teen Sailing @ Wollochet Bay Outstation
Gig Harbor	WA	12	08/22 - 08/26 Teen Intermediate Sailing @ West Shore Marina
GIG HARBOR	WA	7	08/22 - 08/26 Jellyfish @ Wollochet Bay AM
Gig Harbot	WA	9	08/22 - 08/26 Youth Sailing @ Wollochet Bay Outstation
Gigi Harbor	WA	14	06/20 - 06/24 Teen Sailing @ Wollochet Bay Outstation
Gilbert	AZ	9	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina HALF DAY
Gilbert	AZ	10	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina HALF DAY
Gilbert	AZ	11	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina HALF DAY
graham	WA	7	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
graham	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
Hailey	ID	7	07/05 - 07/08 Youth Sailing @ Wollochet Bay
Hailey	ID	10	07/05 - 07/08 Youth Sailing @ Wollochet Bay

JBLM	WA	13	07/11 - 07/15 Teen Sailing @ West Shore Marina
JBLM	WA	9	07/11 - 07/15 Opti Intermediate Sailing @ West Shore Marina
JBLM	WA	9	06/20 - 06/24 Youth Sailing @ Wollochet Bay
Kenmore	WA	9	08/01 - 08/05 Youth Sailing @ West Shore Marina
Klamath Falls	OR	12	08/08 - 08/12 Teen Sailing @ Wollochet Bay Outstation
Lake Oswego	OR	11	07/18 - 07/22 Opti Intermediate Sailing @ West Shore Marina
Lake Oswego	OR	9	07/18 - 07/22 Opti Intermediate Sailing @ West Shore Marina
Lakebay	WA	11	06/27 - 07/01 Teen Sailing @ West Shore Marina
Lakebay	WA	12	08/22 - 08/26 Teen Intermediate Sailing @ West Shore Marina
Lakebay	WA	12	08/01 - 08/05 Teen Sailing @ Wollochet Bay Outstation
Lakewood	WA	6	06/20 - 06/24 Jellyfish @ Wollochet Bay AM
Lakewood	WA	6	06/20 - 06/24 Jellyfish @ Wollochet Bay AM
Lakewood	WA	6	08/15 - 08/19 Jellyfish @ Wollochet Bay PM
Lakewood	WA	12	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Lancaster	CA	9	07/18 - 07/22 Opti Intermediate Sailing @ West Shore Marina
Leavenworth	WA	10	07/05 - 07/08 Youth Sailing @ West Shore Marina
MANCHESTER	WA	13	06/20 - 06/24 Teen Sailing @ West Shore Marina
Milton	WA	10	06/20 - 06/24 Opti Intermediate Sailing @ West Shore Marina
Milton	WA	8	07/11 - 07/15 Youth Sailing @ West Shore Marina
port orchard	WA	8	08/08 - 08/12 Jellyfish @ Wollochet Bay PM
Port Orchard	WA	14	07/18 - 07/22 Teen Sailing @ West Shore Marina
Port Orchard	WA	12	07/18 - 07/22 Teen Sailing @ West Shore Marina
Port orchard	WA	10	07/05 - 07/08 Youth Sailing @ West Shore Marina
Port Orchard	WA	11	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Port Orchard	WA	12	08/08 - 08/12 Teen Sailing @ Wollochet Bay Outstation
Port orchard	WA	10	07/11 - 07/15 Opti Intermediate Sailing @ West Shore Marina
Portland	OR	6	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
Puyallup	WA	6	08/08 - 08/12 Jellyfish @ Wollochet Bay PM
Puyallup	WA	8	07/11 - 07/15 Youth Sailing @ West Shore Marina
Puyallup	WA	13	06/27 - 07/01 Teen Intermediate Sailing @ Wollochet Bay Outstation
Puyallup	WA	11	07/05 - 07/08 Youth Sailing @ West Shore Marina
Puyallup	WA	12	07/05 - 07/08 Teen Sailing @ West Shore Marina
Puyallup	WA	12	07/18 - 07/22 Teen Sailing @ West Shore Marina
Puyallup	WA	12	06/20 - 06/24 Teen Sailing @ West Shore Marina
Puyallup	WA	8	07/18 - 07/22 Jellyfish @ Wollochet Bay AM
Puyallup	WA	9	07/25 - 07/29 Youth Sailing @ West Shore Marina
Puyallup	WA	9	06/20 - 06/24 Youth Sailing @ West Shore Marina
Puyallup	WA	9	08/15 - 08/19 Youth Sailing @ West Shore Marina
Puyallup	WA	10	08/15 - 08/19 Youth Sailing @ West Shore Marina
Puyallup	WA	9	08/01 - 08/05 Youth Sailing @ West Shore Marina
Puyallup	WA	10	08/01 - 08/05 Youth Sailing @ West Shore Marina
Puyallup	WA	13	08/01 - 08/05 Teen Sailing @ West Shore Marina
Puyallup	WA	18	06/20 - 06/24 Teen Sailing @ West Shore Marina
Puyallup	WA	10	08/22 - 08/26 Youth Sailing @ West Shore Marina
Randle	WA	7	08/15 - 08/19 Jellyfish @ Wollochet Bay PM
Randle	WA	8	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Randle	WA	13	08/15 - 08/19 Teen Intermediate Sailing @ Wollochet Bay Outstation
Randle	WA	10	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Reno	NV	10	07/11 - 07/15 Youth Sailing @ West Shore Marina
Reno	NV	8	07/11 - 07/15 Youth Sailing @ West Shore Marina
Reno	NV	12	07/11 - 07/15 Youth Sailing @ West Shore Marina
Ruston	WA	11	08/01 - 08/05 Youth Sailing @ Wollochet Bay Outstation
Ruston	WA	8	06/27 - 07/01 Youth Sailing @ Wollochet Bay

Sammamish	WA	12	08/22 - 08/26 Youth Sailing @ Wollochet Bay Outstation
Sammamish	WA	10	08/22 - 08/26 Youth Sailing @ Wollochet Bay Outstation
Sammamish	WA	7	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Sammamish	WA	7	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
San Luis Obispo	CA	14	06/27 - 07/01 Teen Intermediate Sailing @ Wollochet Bay Outstation
San Marcos	CA	13	07/05 - 07/08 Teen Sailing @ West Shore Marina
San Rafael	CA	12	06/20 - 06/24 Opti Intermediate Sailing @ West Shore Marina
San Rafael	CA	8	06/20 - 06/24 Youth Sailing @ West Shore Marina
San Rafael	CA	12	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
San Rafael	CA	8	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina
San Rafael	CA	8	06/27 - 07/01 Youth Sailing @ West Shore Marina
San Rafael	CA	8	08/01 - 08/05 Opti Intermediate Sailing @ West Shore Marina
San Rafael	CA	12	08/01 - 08/05 Teen Sailing @ West Shore Marina
San Rafael	CA	12	07/05 - 07/08 Teen Sailing @ West Shore Marina
San Rafael	CA	12	06/27 - 07/01 Teen Sailing @ West Shore Marina
Santa Ana	CA	7	06/20 - 06/24 Jellyfish @ Wollochet Bay AM
Santa Ana	CA	6	06/20 - 06/24 Jellyfish @ Wollochet Bay AM
Seattle	WA	9	07/05 - 07/08 Youth Sailing @ West Shore Marina
Seattle	WA	12	08/08 - 08/12 Teen Sailing @ Wollochet Bay Outstation
Seattle	WA	9	08/01 - 08/05 Youth Sailing @ Wollochet Bay Outstation
Seattle	WA	9	08/01 - 08/05 Youth Sailing @ Wollochet Bay Outstation
seattle	WA	7	08/22 - 08/26 Jellyfish @ Wollochet Bay AM
seattle	WA	6	08/22 - 08/26 Jellyfish @ Wollochet Bay AM
Seattle	WA	6	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Silverdale	WA	7	08/08 - 08/12 Jellyfish @ Wollochet Bay PM
Silverdale	WA	7	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Steilacoom	WA	15	06/20 - 06/24 Teen Sailing @ Wollochet Bay Outstation
Steilacoom	WA	9	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Steilacoom	WA	8	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Steilacoom	WA	9	07/11 - 07/15 Youth Sailing @ West Shore Marina
Steilacoom	WA	13	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Sumner	WA	10	08/08 - 08/12 Youth Sailing @ West Shore Marina
Sumner	WA	14	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
Sumner	WA	14	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
Sumner	WA	12	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
Tacoma	WA	11	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	9	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	7	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Tacoma	WA	7	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
Tacoma	WA	7	08/08 - 08/12 Jellyfish @ Wollochet Bay AM
Tacoma	WA	8	07/25 - 07/29 Jellyfish @ Wollochet Bay PM
Tacoma	WA	6	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
Tacoma	WA	8	07/25 - 07/29 Jellyfish @ Wollochet Bay AM
Tacoma	WA	6	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Tacoma	WA	6	07/25 - 07/29 Jellyfish @ Wollochet Bay AM
Tacoma	WA	8	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Tacoma	WA	8	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
Tacoma	WA	8	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
Tacoma	WA	10	06/27 - 07/01 Youth Sailing @ Wollochet Bay
Tacoma	WA	8	06/27 - 07/01 Youth Sailing @ Wollochet Bay
Tacoma	WA	10	08/22 - 08/26 Youth Sailing @ West Shore Marina
Tacoma	WA	8	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	6	08/08 - 08/12 Jellyfish @ Wollochet Bay AM

Tacoma	WA	7	07/18 - 07/22 Jellyfish @ Wollochet Bay AM
Tacoma	WA	15	07/18 - 07/22 Teen Sailing @ West Shore Marina
Tacoma	WA	13	07/18 - 07/22 Teen Sailing @ West Shore Marina
Tacoma	WA	9	06/27 - 07/01 Youth Sailing @ West Shore Marina
Tacoma	WA	9	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	12	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	7	06/20 - 06/24 Jellyfish @ Wollochet Bay AM
Tacoma	WA	13	08/22 - 08/26 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	13	08/22 - 08/26 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	13	08/01 - 08/05 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	10	08/01 - 08/05 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	13	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Tacoma	WA	7	07/05 - 07/08 Jellyfish @ Wollochet Bay PM
Tacoma	WA	14	07/25 - 07/29 Teen Intermediate Sailing @ West Shore Marina
Tacoma	WA	15	07/25 - 07/29 Teen Intermediate Sailing @ West Shore Marina
Tacoma	WA	6	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
Tacoma	WA	6	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
Tacoma	WA	11	06/20 - 06/24 Youth Sailing @ Wollochet Bay
Tacoma	WA	12	06/20 - 06/24 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	13	07/25 - 07/29 Teen Intermediate Sailing @ West Shore Marina
Tacoma	WA	13	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Tacoma	WA	13	07/25 - 07/29 Teen Intermediate Sailing @ West Shore Marina
Tacoma	WA	10	07/18 - 07/22 Youth Sailing @ West Shore Marina
Tacoma	WA	11	06/20 - 06/24 Opti Intermediate Sailing @ West Shore Marina
Tacoma	WA	11	06/20 - 06/24 Opti Intermediate Sailing @ West Shore Marina
Tacoma	WA	7	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
Tacoma	WA	13	06/20 - 06/24 Teen Sailing @ Wollochet Bay Outstation
tacoma	WA	14	08/01 - 08/05 Teen Sailing @ West Shore Marina
tacoma	WA	15	08/01 - 08/05 Teen Sailing @ West Shore Marina
Tacoma	WA	11	06/27 - 07/01 Youth Sailing @ West Shore Marina
Tacoma	WA	12	07/05 - 07/08 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	9	07/11 - 07/15 Opti Intermediate Sailing @ West Shore Marina
Tacoma	WA	11	07/11 - 07/15 Opti Intermediate Sailing @ West Shore Marina
Tacoma	WA	13	08/22 - 08/26 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	8	08/01 - 08/05 Jellyfish @ Wollochet Bay PM
tacoma	WA	14	06/20 - 06/24 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	12	07/05 - 07/08 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	6	08/01 - 08/05 Jellyfish @ Wollochet Bay PM
Tacoma	WA	9	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	15	07/11 - 07/15 Teen Sailing @ Wollochet Bay Outstation
tacoma	WA	14	06/27 - 07/01 Teen Intermediate Sailing @ Wollochet Bay Outstation
Tacoma	WA	9	07/05 - 07/08 Youth Sailing @ Wollochet Bay
Tacoma	WA	10	07/18 - 07/22 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	7	07/25 - 07/29 Jellyfish @ Wollochet Bay AM
tacoma	WA	14	07/18 - 07/22 Teen Intermediate Sailing @ Wollochet Bay Outstation
Tacoma	WA	14	06/27 - 07/01 Teen Sailing @ West Shore Marina
Tacoma	WA	7	08/08 - 08/12 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	14	07/18 - 07/22 Teen Sailing @ West Shore Marina
Tacoma	WA	14	06/27 - 07/01 Teen Intermediate Sailing @ Wollochet Bay Outstation
Tacoma	WA	8	06/27 - 07/01 Youth Sailing @ West Shore Marina
Tacoma	WA	11	08/01 - 08/05 Youth Sailing @ West Shore Marina
Tacoma	WA	12	08/08 - 08/12 Youth Sailing @ West Shore Marina
Tacoma	WA	11	07/05 - 07/08 Youth Sailing @ West Shore Marina

Tacoma	WA	7	07/11 - 07/15 Jellyfish @ Wollochet Bay PM
Tacoma	WA	7	07/11 - 07/15 Jellyfish @ Wollochet Bay PM
Tacoma	WA	8	07/11 - 07/15 Opti Intermediate Sailing @ West Shore Marina
Tacoma	WA	14	07/05 - 07/08 Teen Sailing @ Wollochet Bay Outstation
Tacoma	WA	13	07/18 - 07/22 Teen Sailing @ West Shore Marina
Tacoma	WA	9	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina
Tacoma	WA	14	07/18 - 07/22 Teen Sailing @ West Shore Marina
TACOMA	WA	14	07/18 - 07/22 Teen Sailing @ West Shore Marina
Tacoma	WA	10	07/25 - 07/29 Youth Sailing @ West Shore Marina
Tacoma	WA	11	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Tacoma	WA	14	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
tacoma	WA	12	08/15 - 08/19 Teen Intermediate Sailing @ Wollochet Bay Outstation
Tacoma	WA	8	08/01 - 08/05 Jellyfish @ Wollochet Bay AM
Tacoma	WA	14	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
tacoma	WA	14	08/15 - 08/19 Teen Intermediate Sailing @ Wollochet Bay Outstation
Tacoma	WA	8	08/15 - 08/19 Youth Sailing @ West Shore Marina
TACOMA	WA	8	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
Tacoma	WA	10	08/01 - 08/05 Opti Intermediate Sailing @ West Shore Marina
Tacoma	WA	14	08/01 - 08/05 Teen Sailing @ West Shore Marina
Tacoma	WA	13	08/08 - 08/12 Teen Intermediate Sailing @ West Shore Marina
Tacoma	WA	9	08/01 - 08/05 Opti Intermediate Sailing @ West Shore Marina HALF DAY
Tacoma	WA	11	08/01 - 08/05 Opti Intermediate Sailing @ West Shore Marina HALF DAY
Tacoma	WA	12	08/22 - 08/26 Youth Sailing @ West Shore Marina
Thousand Oaks	CA	7	08/08 - 08/12 Jellyfish @ Wollochet Bay AM
Thousand Oaks	CA	5	08/08 - 08/12 Jellyfish @ Wollochet Bay AM
Thousand Oaks	CA	5	08/08 - 08/12 Jellyfish @ Wollochet Bay AM
Tucson	AZ	9	06/27 - 07/01 Opti Intermediate Sailing @ West Shore Marina
Tucson	AZ	9	06/20 - 06/24 Opti Intermediate Sailing @ West Shore Marina
Tucson	AZ	6	06/27 - 07/01 Jellyfish @ Wollochet Bay AM
Tucson	AZ	6	07/05 - 07/08 Jellyfish @ Wollochet Bay AM
Tucson	AZ	9	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina
UNIVERSITY PL	WA	9	06/20 - 06/24 Youth Sailing @ West Shore Marina
University Place	WA	10	06/20 - 06/24 Youth Sailing @ West Shore Marina
University Place	WA	8	06/20 - 06/24 Jellyfish @ Wollochet Bay AM
University Place	WA	12	07/11 - 07/15 Youth Sailing @ Wollochet Bay Outstation
UNIVERSITY PLACE	WA	7	06/20 - 06/24 Jellyfish @ Wollochet Bay PM
University Place	WA	7	07/05 - 07/08 Jellyfish @ Wollochet Bay PM
University Place	WA	7	08/01 - 08/05 Jellyfish @ Wollochet Bay PM
University Place	WA	11	08/01 - 08/05 Youth Sailing @ Wollochet Bay Outstation
University Place	WA	13	08/01 - 08/05 Teen Sailing @ Wollochet Bay Outstation
University Place	WA	10	07/11 - 07/15 Opti Intermediate Sailing @ West Shore Marina
University Place	WA	12	07/18 - 07/22 Opti Intermediate Sailing @ West Shore Marina
University Place	WA	9	07/18 - 07/22 Opti Intermediate Sailing @ West Shore Marina
University Place	WA	12	07/18 - 07/22 Opti Intermediate Sailing @ West Shore Marina
UNIVERSITY PLACE	WA	10	06/20 - 06/24 Youth Sailing @ Wollochet Bay
UNIVERSITY PLACE	WA	12	08/15 - 08/19 Youth Sailing @ West Shore Marina
University Place	WA	10	06/27 - 07/01 Opti Intermediate Sailing @ West Shore Marina
University Place	WA	12	06/27 - 07/01 Teen Sailing @ West Shore Marina
University Place	WA	11	07/05 - 07/08 Opti Intermediate Sailing @ West Shore Marina
University Place	WA	7	07/11 - 07/15 Jellyfish @ Wollochet Bay PM
University Place	WA	11	08/15 - 08/19 Opti Intermediate Sailing @ West Shore Marina
University Place	WA	13	08/15 - 08/19 Teen Sailing @ West Shore Marina
University Place	WA	11	06/27 - 07/01 Youth Sailing @ West Shore Marina

UNIVERSITY PLACE	WA	12	06/27 - 07/01 Opti Intermediate Sailing @ West Shore Marina HALF DAY
UNIVERSITY PLACE	WA	12	06/27 - 07/01 Opti Intermediate Sailing @ West Shore Marina HALF DAY
University Place	WA	12	08/15 - 08/19 Youth Sailing @ West Shore Marina
University Place	WA	12	08/22 - 08/26 Youth Sailing @ West Shore Marina
University Place	WA	10	06/20 - 06/24 Youth Sailing @ West Shore Marina
University place	WA	6	07/05 - 07/08 Jellyfish @ Wollochet Bay PM
University Place	WA	8	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
University Place	WA	7	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
University Place	WA	13	08/22 - 08/26 Teen Sailing @ Wollochet Bay Outstation
University Place	WA	8	08/22 - 08/26 Jellyfish @ Wollochet Bay PM
University Place	WA	10	06/27 - 07/01 Youth Sailing @ Wollochet Bay
University Place	WA	7	07/18 - 07/22 Jellyfish @ Wollochet Bay AM
University Place	WA	12	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
University Place	WA	8	07/25 - 07/29 Youth Sailing @ Wollochet Bay Outstation
Vashon	WA	7	06/20 - 06/24 Jellyfish @ Wollochet Bay PM
Vashon	WA	6	06/20 - 06/24 Jellyfish @ Wollochet Bay PM
Vashon	WA	8	06/20 - 06/24 Jellyfish @ Wollochet Bay PM
Vashon	WA	6	06/20 - 06/24 Jellyfish @ Wollochet Bay PM
Vashon	WA	7	06/20 - 06/24 Jellyfish @ Wollochet Bay PM
Vaughn	WA	12	08/15 - 08/19 Opti Intermediate Sailing @ West Shore Marina
Vaughn	WA	12	07/25 - 07/29 Youth Sailing @ West Shore Marina
Vaughn	WA	12	07/11 - 07/15 Teen Sailing @ West Shore Marina
Vaughn	WA	12	08/01 - 08/05 Youth Sailing @ West Shore Marina
Vaughn	WA	6	06/27 - 07/01 Jellyfish @ Wollochet Bay PM
Vaugn	WA	9	08/01 - 08/05 Youth Sailing @ West Shore Marina
Viola	ID	13	07/25 - 07/29 Opti Intermediate Sailing @ West Shore Marina
Viola	ID	10	07/25 - 07/29 Opti Intermediate Sailing @ West Shore Marina
West Linn	OR	10	07/05 - 07/08 Youth Sailing @ Wollochet Bay
Woodinville	WA	13	08/15 - 08/19 Teen Intermediate Sailing @ Wollochet Bay Outstation
Woodinville	WA	7	08/15 - 08/19 Jellyfish @ Wollochet Bay AM
Woodinville	WA	11	08/15 - 08/19 Youth Sailing @ Wollochet Bay Outstation
Count: 603			



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$2,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Greater Gig Harbor Foundation – Recreation Core Area

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 Code: 98335

Phone: 253.514.6338 x 5 Email Address: agustanski@gigharborfoundation.org

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

Event Name: Rattle Dem Bones Halloween Bike Ride and Costume Contest

Event Date: October 28th, 2023

Rattle Dem Bones is a Halloween-themed bike ride and costume contest for cyclists (and goblins) of all ages, abilities and skill level. Bringing out everyone from families with young children, to avid cyclists all while working to do good for the community by raising funds for 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.

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

Overall attendance at your proposed event:	175
Number of attendees staying overnight in paid accommodations:	15
Number of attendees travelling more than 50 miles one-way for the event:	50
Number of attendees from another state/country:	17

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

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

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

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

5. Describe the prior success of your event/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. While starting the event in 2019, 2022 marks the third annual event due to 2020 postponement because of COVID. In 2019 the event brought out just under 50 people, 2021 brought out just over 100 people – we look forward to continuing to increasing attendance for 2023 and building our partnerships with local businesses and overnight accommodations.

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 the event location, had a room block for our guests linked on our web site. We would like to continue this relationship for 2023, 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 - like 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, north and east across the Cascades, and south beyond Portland. More locally, we will ask area businesses to place posters and rack cards in their storefronts or on community bulletin boards, listing the ride on online calendars, and having a street banner time placement over Harborview. Beyond our own community we advertise at other area regional bike rides, distribute posters and rack cards to cycle shops in the Seattle/Bremerton/Tacoma/Olympia radius, email marketing blasts, Facebook and other social media posts, newspapers and other local/regional print media. We have found that targeting bike riding demographics through poster placement and paid social media ads is the most successful marketing tactic (i.e. a high conversion rate to paid registrants).

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

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

In 2019, 2021, and 2022, Rattle Dem Bones has had sponsorship support from various area business and individuals. Planning for 2023 will begin in November following the 2022 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 \$7,000.

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

Please see attached event budget. The requested amount is 44.4% of the overall event budget, which quite clearly would enable the event to make a significant impact as we work to help create opportunities for our recreational community.

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

If LTAC funds are received, monies will directly cover marketing expenditures; everything from printed material like posters to paid targeted social media postings and blasts.

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 target and draw more people to this fun event, expanding 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.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8/30/2022

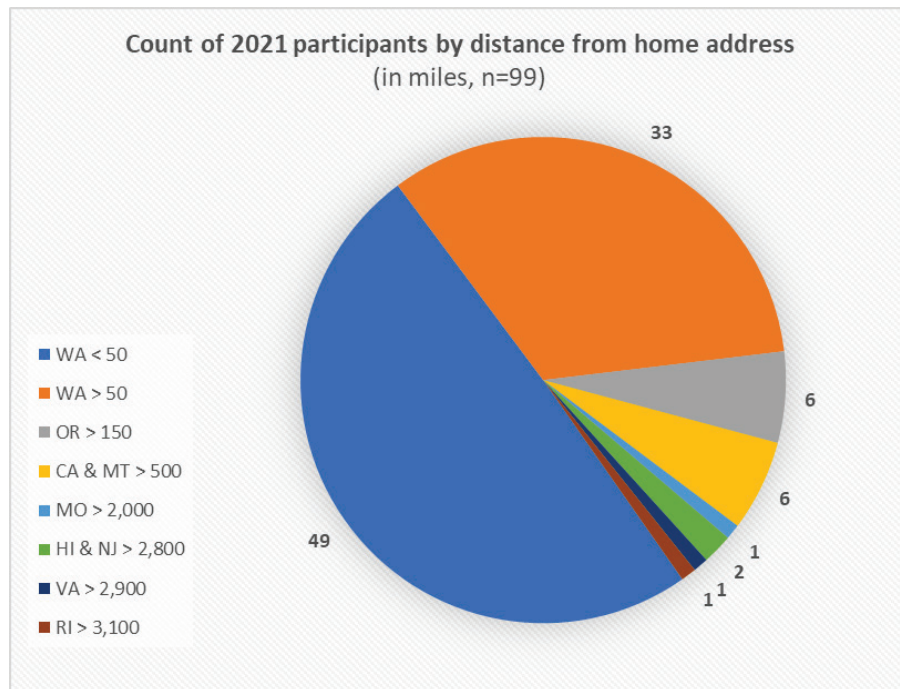
Rattle Dem Bones Halloween Bike Ride October 28, 2023

PROJECTED TOTAL	\$ 4,503.00
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EVENT NAME		PROJECTED SUBTOTAL
Venue	SUBTOTAL	\$ 300.00
Safety		\$ 300.00
Live Entertainment/Music/Band		\$ 450.00
Food / Beverage	SUBTOTAL	\$ 300.00
Food		\$ 200.00
Beverage		\$ 100.00
Event Documentation	SUBTOTAL	\$ 300.00
Photographer		\$ 300.00
Rider Services	SUBTOTAL	\$ 360.00
(4) Registration / Recharge Stations		\$ 125.00
Maps/Schedules/Packets		\$ 90.00
Custom Ride Bibs		\$ 145.00
Ride Communications	SUBTOTAL	\$ 274.00
Red Podium Registration site		\$ 129.00
Marking Chalk		\$ 45.00
Route Markers/Directional Signs		\$ 100.00
Marketing	SUBTOTAL	\$ 1,275.00
Email Marketing		\$ 80.00
Banners		\$ 300.00
Street Signs		\$ 500.00
Posters and Rack cards		\$ 375.00
Postage / Shipping		\$ 20.00
Advertising	SUBTOTAL	\$ 794.00
Online		\$ 120.00
Print Media		\$ 325.00
Pod Cast/Radio		\$ 250.00
Web site / Event app		\$ 99.00
Logistics	SUBTOTAL	\$ 300.00
Insurance		\$ 60.00
Permits		\$ 240.00
Other	SUBTOTAL	\$ 150.00
Ride Wrap-up Party / Costume Contest		\$ 150.00

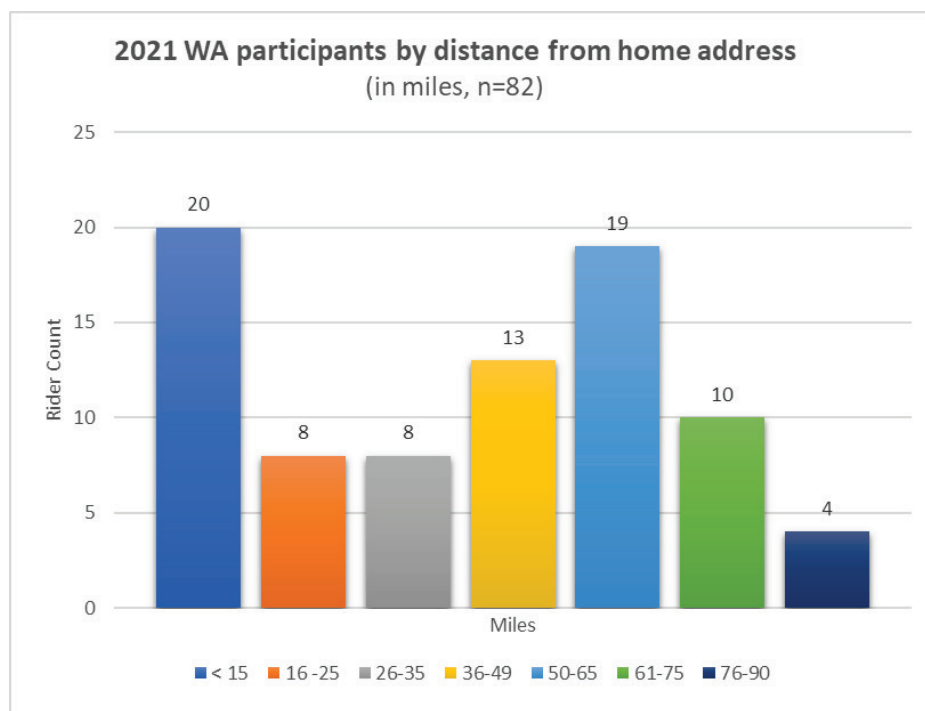
Figure 1. shows breakdown of all 2021 Rattle Dem Bones participants, by distance from home address as provided in registration.

Figure 1.



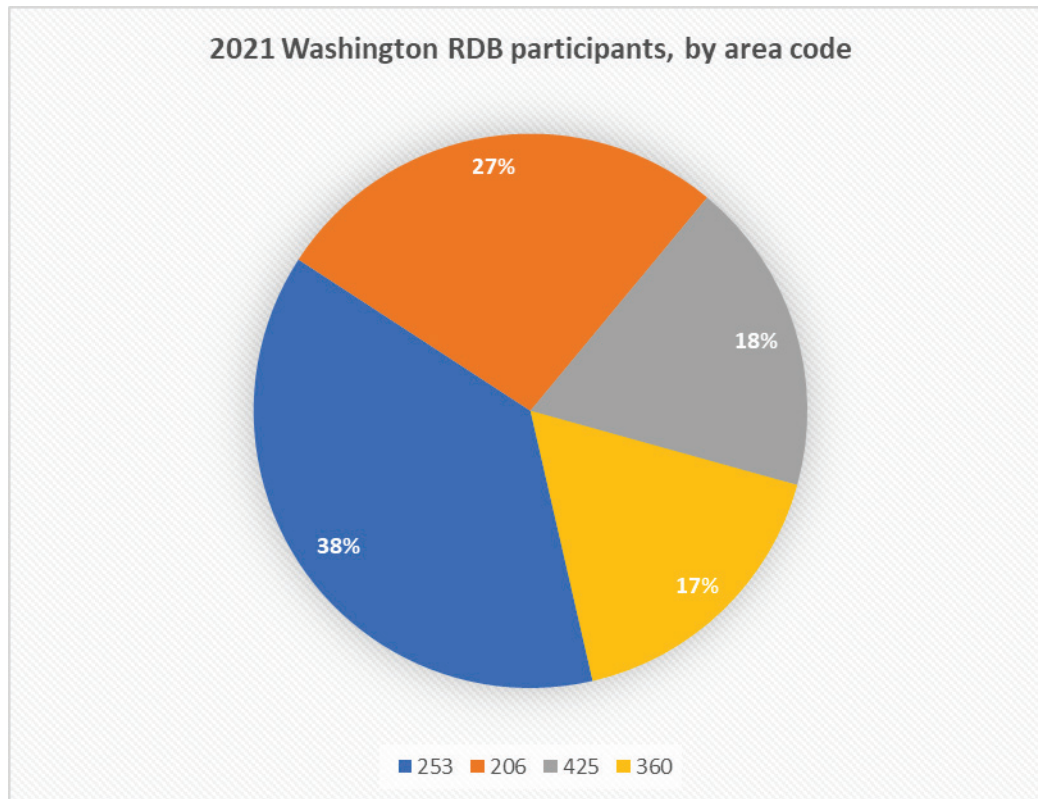
To better understand the distance Washington state participants traveled to take part in the ride and activities, we show rider count by the distance traveled from home address in Figure 2.

Figure 2.



In Figure 3. Participants are broken out by area code associated with registration address. As shown, about 38% of all participating riders were from Pierce County (253), with the next largest representation from 206 King County (27% or 22 riders), followed by 425 Snohomish/King (18% or 15 riders) and 360 Kitsap/Thurston (17% or 14 riders).

Figure 3.





CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$6,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Greater Gig Harbor Foundation, Parks & Environment Core Area

Event Name (if applicable): Summer Sips @ Uptown

Contact Name and Title: Jennifer Day, GGHF Fundraiser Event Coordinator

Mailing Address: 7191 Wagner Way, Suite 102

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-514-6338 x 2 Email Address: jday@gigharborfoundation.org

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

Event Name: Summer Sips @ Uptown

Event Date: July 8th, 2023

After our last two years of Cider Swig being a pick-up and a go style festival, we wanted to ensure we were still able to provide grant funds to the environmental organizations that receive funding through the Lu Winsor Environmental Grant program, in which Cider Swig profits benefit. With this intent we had the idea to have a second annual event during COVID, but with the Summer Swig event being so popular we decided to expand – thus creating Summer Sips, where not only cider can be enjoyed but other local craft beverages, too.

Held at Uptown Gig Harbor, this event attracts those that love the craft beverage market and will travel from a radius of over 500 miles to attend. Summer Sips focuses on bringing 253 (and close neighbors) libationists together, in front of the community at large and celebrating their craft.

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

Overall attendance at your proposed event:	700
Number of attendees staying overnight in paid accommodations:	30
Number of attendees travelling more than 50 miles one-way for the event:	131
Number of attendees from another state/country:	50

What methodology did you use to calculate the estimates?

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

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

3. Have you requested LTAC funds previously?

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

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

b. *For the same event?* Yes ☐ or No ☒

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

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

With 2022 as our first official Summer Sips, we are excited for the future of the event as it proved to be extremely successful – bringing out almost 600 people. We are excited about the future of this event and turnout with tastings, activities and food on-site to draw in attendees.

From our 2021 demographics, 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.

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

We look forward to working with area hotels and B&B's to create accommodation packages.

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

Summer Sips is targeted to an audience from the Greater Pacific Northwest, which includes and is not limited to Washington, Oregon, California, and Idaho. Additionally, it draws in attendees who enjoy sampling local craft beverages from cider, beer, spirit makers to kombucha and soda.

Proven over time with our other tasting focused events, attendees love the idea that the beverage they enjoy drinking comes from someone's passion and getting to know their story – Summer Sips enables attendees to hear those stories directly from the makers.

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

This event will be 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 vendors 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.

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

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

The all-volunteer committee that produces this event, solicits funding support from many local and regional sources. 2022 sponsors included Uptown Gig Harbor and Locust Cider.

Participating beverage vendors also contribute in-kind product donations.

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

Please see attached event budget. The requested amount is 22.6% of the overall event budget.

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

If LTAC funds are received, monies will directly cover marketing expenditures; everything from printed material like posters to paid targeted social media postings and blasts to general operations of the event.

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?

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 and the output we can put back into the community through grant awards. All funds raised after paying expenses contribute to funding the Lu Winsor Environmental Grant, which provides funding for projects benefiting the Key/Islands/Gig Harbor (KGI) watershed.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8/30/2022

SUMMER SIPS 2023 Expense Budget

PROJECTED TOTAL	\$ 26,433.00
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EVENT NAME		PROJECTED SUBTOTAL
Venue	SUBTOTAL	\$ 4,075.00
AV Equipment/Sound Tech Support		\$ 450.00
Signage		\$ 325.00
Fire Extinguishers and First Aid		\$ 125.00
Fencing		\$ 675.00
Port-a-Potties		\$ 100.00
Entertainment/Live Music		\$ 1,800.00
Safety/Security/Enforcement		\$ 600.00
Volunteer Support	SUBTOTAL	\$ 1,100.00
Food		\$ 250.00
Beverage		\$ 50.00
T-Shirts		\$ 300.00
Thank Yous		\$ 100.00
Event Documentation	SUBTOTAL	\$ 350.00
Photographer/Videographer (In-Gear Media)		\$ 350.00
Vendors & Vendor Services	SUBTOTAL	\$ 14,668.00
Ice		\$ 300.00
Wristbands		\$ 45.00
Marketing/Information Packs		\$ 238.00
Product (poured/sold by 253 producers)		\$ 12,285.00
Marketing Ticket Comps		\$ 1,800.00
Website and Ticketing Services	SUBTOTAL	\$ 319.00
Ticketing sales platform/fees		\$ 319.00
Marketing	SUBTOTAL	\$ 889.00
Email/Social Media Ads		\$ 120.00
Banners/Signs		\$ 300.00
Posters and Rack cards		\$ 469.00
Advertising	SUBTOTAL	\$ 1,419.00
Online		\$ 120.00
On-screen		\$ 750.00
Print Media (GH Now, Living Local, etc.)		\$ 450.00
Web site / Event app		\$ 99.00
Sponsors	SUBTOTAL	\$ 2,318.00
Outreach, Communication and Printing		\$ 250.00
Complimentary Passes / Tickets		\$ 1,540.00
Event Banners/Thank Yous		\$ 528.00
Logistics	SUBTOTAL	\$ 525.00
Insurance		\$ 60.00
Permits		\$ 465.00
Other	SUBTOTAL	\$ 370.00
Trash/Recycling		\$ 75.00
Misc. Disinfecting / Cleaners		\$ 45.00
Hot-Spot		\$ 100.00
Charging station		\$ 150.00

Summer Sips @Uptown inaugural year.

Figure 1. shows breakdown of all inaugural year (2022) Summer Sips participants, by residence/home address used in ticketing. On average, individual ticket purchasers bought 2.13 tickets per transaction, reflecting that people predominantly came with friends or family members.

Of the total 597 participants in the first year event, 49 were from out of state, and one participant joined the event on her visit from Lithuania. While the depth of understanding about out of state visitors is unknown, several reported they were visiting friends/family in the area and were looking for something “fun” to do during their time in Washington and came across the event through social media or regional calendars.

Figure 1.

Home State	Tickets by State of Residence
CO	3
IN	4
HI	2
MT	2
NE	2
NM	2
OR	2
TX	2
VA	2
NC	3
ID	4
AZ	8
CA	13
At Gate	107
WA	440
Out of Country	1
TOTAL	597

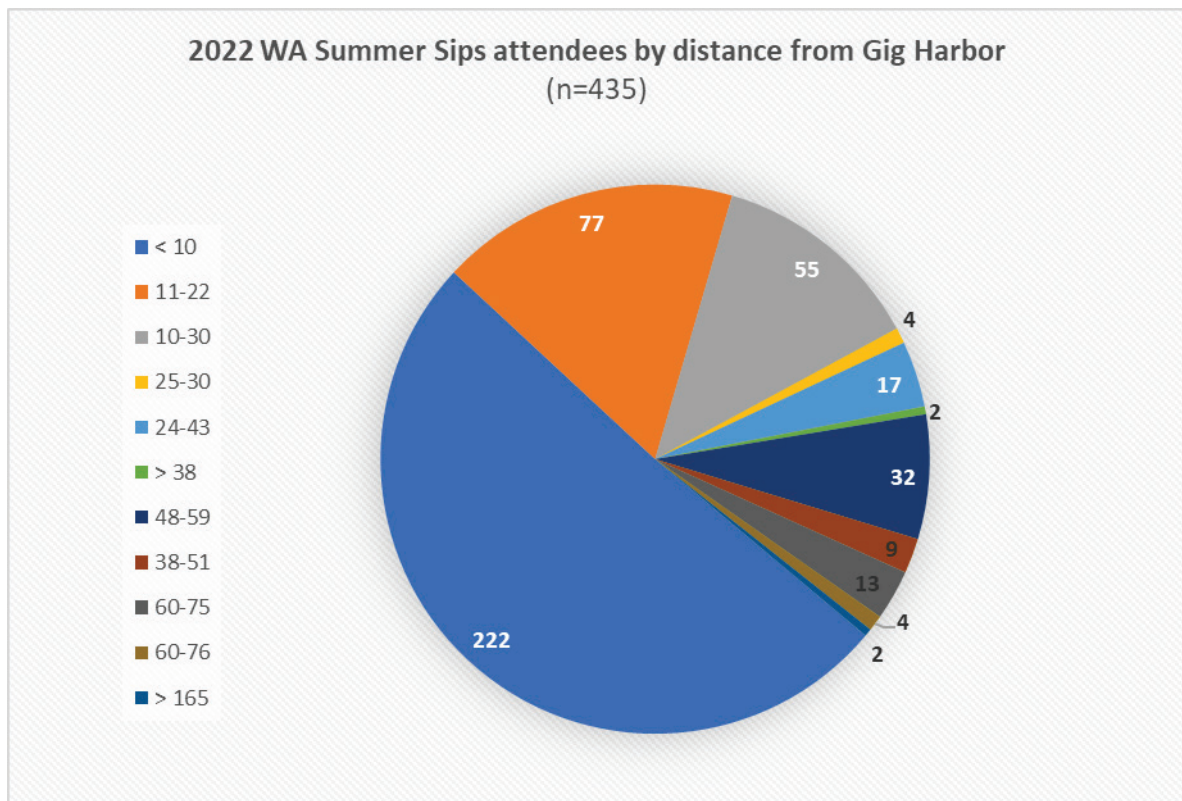
To better understand the distance the known 440 Washington state participants traveled to attend Summer Sips event, we first breakdown attendees by county, as shown in Figure 2. The 107 “At Gate” attendees are presumed to be from 20 miles or less away from Gig Harbor.

Figure 2.

County	# Tickets Bought
Thurston	2
Yakima	2
Lewis	4
Mason	4
Snohomish	13
King	46
Kitsap	60
Unknown	107
Pierce	304
Total	542

Figure 3. provides the breakdown of known Washington state residents traveling to the event, by distance from Gig Harbor, an estimated 58, or 11%, of known Washington residents (n=435) attending the afternoon event came from 50 or more miles away.

Figure 3.





CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 163,380
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Harbor History Museum

Event Name (if applicable): Marketing, Exhibits and Operations

Contact Name and Title: Stephanie Lile

Mailing Address: PO Box 744

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-858-6722 x7 Email Address: director@harborhistorymuseum.org

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☐ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

Tourists are drawn to the Harbor History Museum because they are curious about the region's history. For some, they have heard of the Narrows Bridge and want know more. For others, they want to connect to their Croatian, indigenous, or Scandinavian heritage. Still others are drawn to check progress on the FV Shenandoah's restoration. For example, two gentlemen came in last week from Oregon with the specific goal of seeing how work was going on the Shenandoah. Upon leaving, one remarked, "When we first started coming to see the boat, it was pretty much a pile of junk. Now it's a work of art."

The Harbor History Museum exemplifies the changing vision of regional museums in the 21st century. Where once local museums strived to share the wonders of the world with local audiences who had no means to travel, they now focus on telling the stories of regional history to travelers from both near and far. The museum's strategy of preserving and sharing objects and stories that have roots in our local history and branches of national significance has built a dedicated visitorship. This coupled with complimentary admission, has made the museum an accessible attraction for people of all backgrounds and interest areas.

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

Overall attendance at your proposed event:	8,220 (avg of last 5 years)
Number of attendees staying overnight in paid accommodations:	1,362
Number of attendees travelling more than 50 miles one-way for the event:	2,723
Number of attendees from another state/country:	2,018

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

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

4. Have you requested LTAC funds previously?

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

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

- b. For the same event? Yes ☒ or No ☐

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

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

The Harbor History Museum provides extensive tourism service to Gig Harbor visitors. In a survey of the last five years of operations, the museum has drawn visitors from an average of 40 states and 12 countries each year. In 2022 alone, we've welcomed 4,632 general public visitors to date (8/23/22), traveling from 40 states and 8 countries. Prior to COVID, we served more than 12,000 visitors each year, with more than 4,000 visitors each year traveling from 50+ miles away. With strategic marketing and a docket of excellent exhibits, we expect to regain those numbers in 2023.

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 on our website and at the museum.

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

We have two primary audiences based on past statistics: Tourists and local residents/families. Of our tourism-based visitors, we have two primary target audiences – retired people over 65 and vacationing families visiting from other states. A secondary target audience is independent travelers in the 25-35 year-old range from the Seattle, Bellevue, Kirkland, and Portland areas.

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

We employ both traditional advertising and non-traditional promotions in our marketing plan. In a review of print advertising options, we target publications with a very long shelf life. We have promoted the Shenandoah Project via Wooden Boat Magazine, because that targets a very specific audience who have both the means and the interest to travel to Gig Harbor to see the museum. Issues of this magazine are viewed by many and kept in personal and public collections. We have also promoted the museum as guests on various podcasts (most recently The Power of Place), in film (two films based on museum subjects at the film festival this year), and through a special Facebook page. Speaking specifically to 2023 promotions, we will employ the following:

- 1. Facebook boosts for special events and general museum visits*
- 2. Washington State Ferries Promotion ~ “Gig Harbor, Birthplace of the Original Washington State Ferries”*
- 3. Special Exhibit Promotions – Seattle Magazine, Parent Map, The Seattle Times*
- 4. Google Ads*
- 5. Strategic Sponsorships – Film Festivals and Conferences*

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

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

General operating funds are secured from a number of other sources. Each year we have to fundraise our entire operating budget from the ground up. Our sources vary from sponsorships and earned income to grants, memberships, and donations. Grants for general operations are very difficult to come by, although we are submitting a Working Washington grant which may not be distributed until late 2022 or early 2023. Once we have our budget in place with the amounts for each funding source identified, we begin the process of writing grants, securing sponsors, and promoting membership, events, and mercantile products. We currently have received significant in-kind funding for two upcoming exhibits that will run into and open in 2023. The value of this in-kind is approximately \$5000 for one exhibit and \$10,000 for the other.

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

The Museum's projected 2023 budget is \$452,000. Based on a five-year average, each visitor costs us \$68.16 to serve. Our five-year average of visitors from 50+ miles away is 2,723 which is the number we are using as the basis of our request. At \$68.16 per general-public visitor, that is \$185,600 per year. Our request is \$163,380 (avg 2,723 visitors at a reduced rate of \$60), the total of which represents just 36% of our annual operating costs (including marketing). LTAC funds would be used for marketing, exhibit production and promotion, and basic operations/programs. (Budget attached)

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

Marketing, exhibit production/promotion, and general operations/programs. Key areas the LTAC funds will cover include non-local marketing (50+ miles away), tech and graphic upgrades to our permanent gallery, and production/promotion of special exhibitions. Specific examples include updates to the Native Language Station, a large map wall, photo/video kiosks located throughout the gallery, and production/promotion of two special exhibitions designed to attract visitors to the area. These exhibit elements are part of fulfilling the "tourism promise" by providing high-quality experiences as advertised.

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 funds are critical to our promotions and marketing. By promoting the museum, we are promoting Gig Harbor. If not fully funded, we will have to cut the marketing budget and reduce the number of special exhibits. Changing exhibits are a great service to both out-of-town visitors and residents, but they are expensive to produce on a professional level.

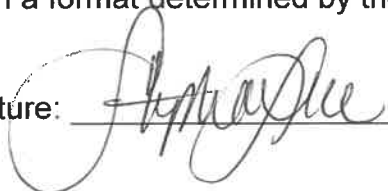
A reduced marketing and exhibit budget impacts the amount of paid advertising we can do in target locations such as Seattle and Portland. We will have to rely solely on social media, email newsletters, and co-operative trades which mainly reach local audiences. Marketing materials such as updated rack cards and print and digital ad buys will be significantly impacted since we do not have direct marketing access to those distant audiences unless they step through our doors and provide contact info.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: _____

8/25/22

HHM**2023 Operating Budget****2023**

LTAC Funding
Request 36% of total
budget

Presumes some continued COVID reverb and limited
 Recovery funds dictating a tight budget; open 4 days per
 week/staffing.

INCOME		23 TARGET
OTHER INCOME	COVID RELIEF/RECOVERY ACT FUNDS*	16,500
OPERATING	SCHOOL PROGRAMS	5000
OPERATING	PUBLIC PROGRAMS/DONATION BOX	8000
OPERATING	COLLECTIONS	2000
DEVELOPMENT	MEMBERSHIP	12000
FUNDRAISING	CORPORATE SPONSORSHIPS	10000
FUNDRAISING	CONTRIBUTIONS/MAJOR GIFTS	30620
FUNDRAISING	EVENTS (HISTORY ROCKS)	75000
FUNDRAISING	GRANTS (LTAC)	163,380
FUNDRAISING	GRANTS (OTHER)	35000
OTHER INCOME	DOOR STORE RENTAL	13500
OTHER INCOME	FACILITY & PARKING LOT RENTAL	5000
PROJECT INCOME	CAPITAL PROJECT MANAGEMENT	60000
MUSEUM STORE	MUSEUM STORE	16000
TOTAL INCOME		452,000
EXPENSES		
MUSEUM STORE	MUSEUM STORE (COGS)	8800
OPERATING	SCHOOL PROGRAMS	2100
OPERATING	PUBLIC PROGRAMS	2500
OPERATING	MUSEUM EXHIBITS	70000
OPERATING	COLLECTIONS	5000
DEVELOPMENT	MEMBERSHIP	620
FUNDRAISING	CORPORATE SPONSORSHIPS	300
FUNDRAISING	CONTRIBUTIONS	300
FUNDRAISING	EVENTS (HISTORY ROCKS)	30000
OTHER EXP	DOOR STORE RENTAL	500
OTHER EXP	FACILITY & PARKING LOT RENTAL	8500
ADMINISTRATION	OPERATIONS	25880
OPERATING	PROMOTIONS/MARKETING	67500
PROF. SERVICES	PROFESSIONAL SERVICES	5000
FACILITY	FACILITY	50000
WAGES & BENEFITS	WAGES & BENEFITS	175000
TOTAL EXPENSE BEFORE DEPRECIATION		452000

HARBOR HISTORY MUSEUM ~ VISITOR COUNTS & COSTS									
	5yr Average								
HHM VISITOR REPORT	GENERAL VISITOR COUNT (Zip)	# NON-WA STATES	# COUNTRIES	# NON-WA VISITORS	WA VISITORS 50+ MILES	# NON-US VISITORS	VISITORS FROM 50+ MILES AWAY	ANNUAL BUDGET	COST PER VISITOR
2022 YTD	4,632	40	8	1418	412	57	1887	412,500	\$59.36
2021	5574	41	4	1199	688	11	1898	352,000	\$63.15
2020	3105	32	2	729	201	2	932	447,000	\$143.96
2019	13813*	44	22	3106	836	99	4041	497,000	\$35.98
2018	13974*	44	27	3637	1067	155	4859	536,000	\$38.35
5YR Average	8,220						2,723	\$185,600	\$68.16
2023 LTAC Request based on reduced average							2,723	\$163,380	\$60

*Includes facility rentals

NOTE: Average expenditure in local economy by museum visitors = \$32 x 8,220 = \$263,040**

**Source: Inspire Washington

Harbor History Museum**2023 LTAC - HHM LTAC REQUEST BUDGET - Specific****\$163,380****General Marketing**

67,500

Digital \$10,000

Print \$23,000

Materials \$20,000

Graphic Design \$14,500

Exhibits

\$70,000

Permanent Exhibit Updates \$16,000

Exhibit 1-Production \$14,000

Exhibit 1-Promotion \$10,000

Exhibit 2-Production \$20,000

Exhibit 2-Promotion \$10,000

Operations

\$25,880

Ongoing Facility Care \$8,400

Events/Public Programs \$17,480

Average cost of service per visitor: \$68.16

Avg # of visitors from 50+ mi: 2,723

Actual avg service cost for visitors from 50+ mi=\$185,600**2023 LTAC Request \$163,380**



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 30,000.00
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

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 Code: 98335

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

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☐ Marketing and operations of special events and festivals designed to attract tourists
- ☒ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

Tourists come to the Skansie Visitor & Interpretive Center (SVIC) to get the most of their Gig Harbor experience. Located in the heart of downtown, this historic waterfront location offers a combination of information about what to do when visiting Gig Harbor and the natural history of the Puget Sound and greater Salish Sea. Harbor WildWatch (HWW) staff and trained volunteers answer visitor questions, provide maps and directions, and information on local shopping, dining, lodging, activities, and special events. Visitors are then invited to explore a variety of marine-themed exhibits including 150-gallons of marine aquaria; augmented reality sandbox; and extensive animal skull collection. Over 50,000 visitors from all over the world – including the Prime Minister of Croatia – have walked through the doors of the SVIC in our eight-year history. Our goal is to make sure each one leaves with a better understanding of what Gig Harbor offers, a roadmap of how they can get the most out of their visit, and a desire to return.

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

Overall attendance at your proposed event:	10,000-12,000
Number of attendees staying overnight in paid accommodations:	2,000-4,000
Number of attendees travelling more than 50 miles one-way for the event:	2,000-4,000
Number of attendees from another state/country:	1,000-3,000

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

- ☒ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☒ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited

indicator of attendance because not all participants had an equal chance of being included in the survey.

- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

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

Since opening in the summer of 2014, the SVIC has seen a steady increase in attendance and engagement. Our annual totals are as follows: 2,012 (2014); 5,003 (2015); 6,151 (2016); 6,354 (2017); 10,355 (2018); 12,824 (2019); 305 (2020) 5,360 (2021). Although we were closed for 9 months in 2020 and 6 months in 2021, we delivered 70 virtual programs from inside the walls of the Skansie House during that period. From tours of the exhibits to classroom STEM workshops, over 115,000 viewers experienced the historic Skansie House virtually during the pandemic. Thankfully, we reopened our doors in summer 2021 and have had over 5,000 visitors at the SVIC so far this year. This summer we featured a beautiful and interactive traveling exhibit on the Southern Resident Orcas to teach visitors about their ecological, cultural, and economical importance in this region. The success of this exhibit has inspired us to feature a new exhibit at the SVIC that will attract and engage tourists in 2023.

6. Is there a host hotel/lodging for your event (Yes ☐ or No ☒)? If yes, list the host hotel/lodging. We promote all lodging facilities in Gig Harbor.

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

Due to the nature of the information the SVIC provides, our target tourist audience is very broad. We serve visitors of all ages, locations, and demographics. Based on our visitor log, people from all over the state, country and world have visited the SVIC – from Bellingham to New Zealand. For our permanent exhibits, we target families with children between the ages of 5-14 years of age, while traveling exhibits are geared towards adults with disposable incomes ages 30-70.

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

Several avenues are utilized to promote the SVIC including rack cards distributed at outside HWW events throughout Pierce, Kitsap, and Mason counties; print advertising in regional publications, social media posts with 450,000+ followers; and on the HWW, Chamber and City 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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.

Yes - \$10,000 in individual donations collected throughout the year will be applied to the 2023 SVIC operational budget, as well as \$5,000 from local businesses contributing to our corporate sponsorship program. Solicitation for corporate sponsorship will take place between October-December 2022.

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

The overall budget for the operation of the SVIC is \$45,000 for 2023. We are requesting 67% of this total budget from the LTAC.

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

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?

While certain budget items for promotion, printing, and exhibit supplies could be eliminated if necessary, the majority of the SVIC budget is unable to be cut to remain fully operational. If this proposal is not fully funded, we will be required to seek additional outside funding sources.

This year, more than ever, lodging funds are essential to the success of the SVIC. Like many non-profits in our community, HWW is still struggling from the impacts of the pandemic. The biggest effect on the SVIC is the lack of volunteers, which requires more and more HWW staff time to cover the vacant shifts. This significantly increases the cost of operating the SVIC compared to prior years. With the small business community also in recovery mode, we are seeing a fraction of the corporate sponsor dollars that previously covered expenses at the SVIC. While we are well on our way to recovery, this increased request for lodging funds in 2023 will enable us to get through this transitional period, rebuild our volunteer base, and continue delivering this important service to tourists. As a strong partner with a history of working successfully with the City of Gig Harbor on this project, we are confident that we can bring the cost of operating the SVIC back down in 2024.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8/30/2022

2023 SVIC Budget

Income & Expenses Summary and Expenses Detail

Skansie Visitor & Interpretive Center			
2023 Operating Budget			
Projected Income			
City of GH LTAC	\$	30,000	
Individual Donations	\$	10,000	
Corporate Sponsors	\$	5,000	
	\$	45,000	
Projected Expenses			
Staff Time	\$	28,300	
Supplies & Materials	\$	5,225	
Other Expenses	\$	11,475	
	\$	45,000	
LTAC grant covers these expenses:	\$	17,000	Staff Time
	\$	2,950	Supplies & Materials
	\$	10,050	Other
67% of total budget	\$	30,000	

Skansie Visitor & Interpretive Center							
2023 Operating Budget							
		Unit	Cost/unit	Total	SVIC Request	Other Sources	
Staff Time							
	Education Director	300	\$ 32.00	\$ 9,600.00	\$ 6,000.00	\$ 3,600.00	
	Science Specialist	200	\$ 32.00	\$ 6,400.00	\$ 6,000.00	\$ 400.00	
	Executive Director	300	\$ 41.00	\$ 12,300.00	\$ 5,000.00	\$ 7,300.00	\$ 28,300.00
Supplies & Materials							
	HP Laptop	1	\$ 600.00	\$ 600.00	\$ -	\$ 600.00	
	Microscope	1	\$ 900.00	\$ 900.00	\$ 900.00	\$ -	
	Microscope replacement bulbs	4	\$ 30.00	\$ 120.00	\$ 120.00	\$ -	
	Reflective Sand	4	\$ 30.00	\$ 120.00	\$ 120.00	\$ -	
	Skull Replicas (various)	2	\$ 60.00	\$ 120.00	\$ 120.00	\$ -	
	Aquarium Supplies (food, filter, etc.)	6	\$ 25.00	\$ 150.00	\$ 150.00	\$ -	
	Rack Cards	1000	\$ 0.50	\$ 500.00	\$ 500.00	\$ -	
	Printing (fliers, worksheets)	1000	\$ 0.30	\$ 300.00	\$ -	\$ 300.00	
	Printer Ink	8	\$ 115.00	\$ 920.00	\$ 320.00	\$ 600.00	
	Lightbulbs	5	\$ 15.00	\$ 75.00	\$ -	\$ 75.00	
	Cleaning supplies	24	\$ 20.00	\$ 480.00	\$ 480.00	\$ -	
	Toilet Paper/Paper Towels	12	\$ 20.00	\$ 240.00	\$ 240.00	\$ -	
	Paint & Supplies	4	\$ 50.00	\$ 200.00	\$ -	\$ 200.00	
	New exhibit supplies	4	\$ 100.00	\$ 400.00	\$ -	\$ 400.00	
	Hand sanitizer	4	\$ 25.00	\$ 100.00	\$ -	\$ 100.00	\$ 5,225.00
Other							
	Print Advertising	4	\$ 200.00	\$ 800.00	\$ 800.00	\$ -	
	Postcards	10	\$ 50.00	\$ 500.00	\$ 500.00	\$ -	
	Social Media Boosting	5	\$ 25.00	\$ 125.00	\$ -	\$ 125.00	
	Signage	5	\$ 90.00	\$ 450.00	\$ 450.00	\$ -	
	Electricity	12	\$ 125.00	\$ 1,500.00	\$ 1,500.00	\$ -	
	Internet	12	\$ 250.00	\$ 3,000.00	\$ 3,000.00	\$ -	
	Garbage & recycling	12	\$ 45.00	\$ 540.00	\$ 540.00	\$ -	
	Insurance	12	\$ 300.00	\$ 3,600.00	\$ 2,300.00	\$ 1,300.00	
	Cleaning Services	12	\$ 80.00	\$ 960.00	\$ 960.00	\$ -	\$ 11,475.00
					\$ 30,000.00	\$ 15,000.00	\$ 45,000.00
					LTAC Request	Other Sources	\$ 30,000.00
					% of LTAC request		67%



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 10,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: KEY PENINSULA FARM COUNCIL

Event Name (if applicable): KEY PENINSULA FARM TOUR

Contact Name and Title: LEONA LISA, PRESIDENT KPFC

Mailing Address: 9501 159th ST NW

City: Gig Harbor State: WA Zip Code: 98329

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

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☐ Completed Application
- ☐ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☐ IRS Form W-9
- ☐ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 attached page.

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

Overall attendance at your proposed event: <i>multiple locations</i>	<i>2,000+</i>
Number of attendees staying overnight in paid accommodations:	<i>200</i>
Number of attendees travelling more than 50 miles one-way for the event:	<i>500</i>
Number of attendees from another state/country:	<i>50</i>

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

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

reliably projected to the entire population attending an event and includes margin of error and confidence level.

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

☒ **Other:**

- * PARKING ATTENDANTS TOTALING AVERAGE NUMBER OF ATTENDEES IN CARS
- * INDIVIDUAL LOCATIONS DOING A "POINT IN TIME" CLICKER COUNT
- * SURVEYS DONE AT FEATURE LOCATIONS

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☐ or No ☒

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

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

SURVEYS INDICATE 56 DIFFERENT ZIP CODES, 6 STATES AND B.C. CANADA ATTENDEES IN PREVIOUS YEARS

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

WE HAVE A PAGE ON OUR WEBSITE LISTING VARIOUS ACCOMMODATION RESOURCES

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

NORTHWEST FAMILIES, OUTDOOR ENTHUSIASTS. PEOPLE WISHING TO LEARN ABOUT FOOD GROWING + RESOURCES TO CONNECT WITH WA. FARMERS

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

CURRENTLY RUNNING INTERNET MARKETING ENCOMPASSING ZIP CODES. ENGAGEMENT RESPONSES COVER SEVERAL STATES.

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

10. Are you applying for, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)?

Please list grants applied for or received. PIERCE Co. PLANNING & LAND SERVICES

BRUCE TITUS AUTOMOTIVE

ANGEL GUILD

PORT OF TACOMA

THE LONGBRANCH FOUNDATION

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

CURRENTLY \$14240

PROPOSED EXPANSION EVENTS \$25601

LTFC. WOULD PROVIDE MARKETING MANAGER STIPEND + AD FEE

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

REFOCUSING OUR MARKETING EFFORTS TO RETAIN A SOCIAL MEDIA MARKETING MANAGER AND PAY FOR

ADS ON FACEBOOK AND GOOGLE. THIS YEAR THAT COMPANY IS IN POSITION AT A GREATLY REDUCED FEE (ALMOST PRO-BONO) BUT WILL NEED TO CHARGE MORE GOING FORWARD

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 ARE CURRENTLY PLANNING EXPANSION PLANS FOR QUARTERLY MULTI-DAY EVENTS TO BUILD ON THE SUCCESS OF OUR FALL FARM TOUR, FIBER ARTS SHOW + APPLE CIDER SQUEEZE. THIS GRANT WOULD FACILITATE SOCIAL MEDIA + GOOGLE MARKETING AS WELL AS WEBSITE UPDATES. WHILE WE ARE VOLUNTEER RUN/OPERATED, WE WOULD BE BEST SERVED BY THE ABILITY TO RETAIN PROFESSIONALS IN THIS ARENA.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: Leona Lisa Date: Aug 31 2022

THE KEY PENINSULA FARM COUNCIL

"To promote and participate in the awareness about Key Peninsula Farms"

The Key Peninsula Farm Tour is the Northwest's longest running farm tour and is currently in its 17th year. The Key Peninsula Farm Council works under the umbrella of the Key Peninsula Community Council, a 501c3 community service organization

Building on past farm tour success, we expanded from a one-day event to two, adding an Apple Cider Squeeze and vendor market on day 2 in 2019 and were met with an appreciative crowd clamoring for more!

We were in further expansion mode when Covid hit and plans were put on hold. Now in the works are a Spring Farm Tour as well as an evening "Blues-Brews-and Brats" and Holiday events as well for 2023).

The Key Peninsula being rural has no hotels, and very limited resources for accommodations, while we do have listings on our website of hotels and air B&Bs.

Historically our surveys indicate up to 56 zip codes represented and several states as well as lower BC Canada.

Currently we are focusing our promotion away from print adds to online marketing and targeting our desired demographics of young families, those interested in farming as well as those looking for connection to existing small farms and outdoor enthusiasts. I am attaching a spread sheet indicating the reach of our customer engagement.

Our participating event locations vary and we try and have "something for everybody" Children's activities and animal encounters, budding equestrians, those wishing to learn more about fisheries and environmental sustainability. Teens will find connection at the youth center activities and garden as well as the ever popular Haunted Forest preview walk. Adults can enjoy wine tasting while they stroll the vineyards of our local winery.

It is more than food, fiber arts, farms and flowers-it is family and community connection. While many are seeking re-engagement to the greater Northwest-we welcome the visitors and look forward to sharing our corner of paradise! Please Join us in supporting this event as we expand in scope and reach and we THANK YOU for your kind consideration.

Sincerely



Leona Lisa

President, Key Peninsula Farm Council

State	Users	Percentage
1 Washington	217	31.59%
2 Florida	43	6.26%
3 Pennsylvan	42	6.11%
4 California	34	4.95%
5 North Carolina	27	3.93%
6 Illinois	25	3.64%
7 Michigan	24	3.49%
8 Texas	22	3.20%
9 Ohio	21	3.06%
10 New York	18	2.62%
11 Oregon	17	2.47%
12 New Jersey	16	2.33%
13 Virginia	16	2.33%
14 Wisconsin	16	2.33%
15 Maryland	15	2.18%
16 Massachusetts	14	2.04%
17 Tennessee	13	1.89%
18 Indiana	12	1.75%
19 Georgia	10	1.46%
20 Minnesota	10	1.46%
21 South Carolina	7	1.02%
22 (not set)	6	0.87%
23 Missouri	6	0.87%
24 Connecticut	5	0.73%
25 Kentucky	5	0.73%
26 West Virginia	5	0.73%
27 Alabama	4	0.58%
28 Delaware	4	0.58%
29 Colorado	3	0.44%
30 District of Columbia	3	0.44%
31 Louisiana	3	0.44%
32 New Hampshire	3	0.44%
33 Utah	3	0.44%
34 Arkansas	2	0.29%
35 Arizona	2	0.29%
36 Hawaii	2	0.29%
37 Maine	2	0.29%
38 Nevada	2	0.29%
39 Oklahoma	2	0.29%
40 Iowa	1	0.15%
41 Idaho	1	0.15%
42 Mississippi	1	0.15%
43 Rhode Island	1	0.15%
44 Vermont	1	0.15%
45 Wyoming		
SUM	686	

KEY PENINSULA FARM COUNCIL UNDER THE UMBRELLA OF THE KEY PENINSULA COMMUNITY COUNCIL WORKING BUDGET 2022		
EXPENSES		
COUNTY PERMITS	\$1675	
EVENT INSURANCE	\$587	
PORTA POTTIES	\$1150	
WEBSITE MAINTENANCE	\$428	
MARKETING	\$5500	
T-SHIRTS	\$500	
APPLE SQUEEZE	\$2200	
MUSICIAN STIPENDS	\$2200	
TOTAL		\$14,240

PROPOSED BUDGET 2023		
EXPENSES		
COUNTY PERMITS	\$1675	
EVENT INSURANCE	\$2348	
PORTA POTTIES	\$2250	
WEBSITE MAINTENANCE	\$428	
MARKETING	\$12,000	
T-SHIRTS	\$500	
APPLE SQUEEZE	\$2200	
MUSICIAN STIPENDS	\$4200	
TOTAL		\$25,601

KEY PENINSULA



2022 FARM TOUR *and Harvest Fest*

OCTOBER 1 & 2
kpfarmtour.com





Farms

Flowers

Fiber

Art

Education

Recreation

FUN!



Explore
the diverse
beauty and
Bounty the
Key Peninsula
offers.
Whether you
live here or
are just
visiting
WELCOME!



**Saturday
Oct 5th**

*Fiber Arts Show
at the Longbranch
Improvement Club

*Bliss Manor Farm

*Camp Seymour's "Living Machine"
& camp farm and garden

*Gateway Park

*Grand Farms/Haunted Forest

*Kaukiki Farm

*Key Center Fire Station

*Longbranch Marina

*Minter Creek Salmon Hatchery

*Trillium Creek Winery

*Sound View Camp

**Sunday
Oct 6th**

NEW THIS YEAR!

Apple Cider Squeeze
&

Farmer's Market
Volunteer Park

Food~Games~Cider
see website for details!

also open day 2

Bliss Manor farm

Grand Farm/Haunted Forest

Key Center Fire Station

Trillium Creek Winery

KPFARMTOUR.COM

Minter Creek Hatchery

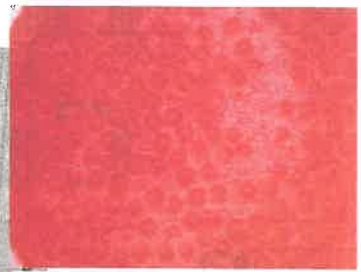
12710 124th Ave Ct NW
Gig Harbor, Washington (Minter)

Oct 5th only
Shuttle Loop North
departing from
Gateway Park



Step onto this historic Washington Department of Fish and Wildlife hatchery and discover the starting place for millions of salmon yearly.

Enjoy a guided tour to discover the lifecycle of the salmon, From the incubation room to the returning salmon after years in the open ocean. Learn how our own environmental stewardship has global impact.



Saturday
Oct 5th
10am -4pm



YMCA
Camp
Seymour's
"Living
Machine"

9725 Cramer Road KPN
Gig Harbor, WA 98329
North Loop
KP School Bus Connects
Shuttle from Gateway Park

campseymour.org

Camp Seymour installed Washington's largest Living Machine in 2003~It is it's own ecosystem, accelerating nature's own water purification process. Also check out the Aquaponics classes, educational garden tours, meet the camp chickens housed in a uniquely reclaimed coop, along with games and activities for kids

kpfarmtour.com

"MORE PLEASE!"



**"We enjoy the farm
tour and have
made it a family
tradition for 10
years"**



**" LOVE to see all the
cool things that you
would not normally be
able to see"**



**" Beautiful community event,
saw neighbors for a chat,
bought a few items. Love the
farms & crafts from people
in the community"**

Oct 5th & 6th

10am-4pm

A Farm Tour Favorite



Grand Farms & Haunted Forest

This 26 acre Equine Event Center hosts Pony Club through Three Day Eventing as well as Idyllic outdoor setting for weddings and events.

Equine demonstrations and pony rides available!

pony rides 3 hours Saturday (10-11, 12-1, 2-3)

& 3 hours Sunday (11-12, 1-2, 3-4)

OR IF YOU DARE!~Check out the Haunted Forest with a preview hike of this years newest ghoulish delights!

"Street Eats"

food truck on site

New this year

Beer Garden

"The Thirst Responder!"

Saturday Music

10:00 "Harmonica Dave"

11:30-1:00 "302 Band"

1:00-2:30 Mark Runions

**17616 S Vaughn Road KP N
Vaughn WA 98394 (Vaughn)**

Grand farms

The Haunted Forest

Saturday had up to
60 cars by 9am
Craft Room busy
all day
Pony rides booked.



Sunday more
families visited
and stayed longer
on the trails, more
walk throughs

**Saturday
visitor count:
400**

**Sunday
Visitor count 300**



Volunteer Hours accumulated 120

**NEW to
Farm Tour this year!**



10a-4p

**Saturday
Oct 5th**

**Sunday
Oct 6th**

**Bliss Manor
Farm**

**10924 Bliss Cochrane Road
NW**

Gig Harbor, WA 98329

(253) 313-8522

info@blissmanorfarm.com

Christmas Tree Farm

Event Venue

Family Farm

Hay Rides, Artists & Potters

Beer Garden and MORE!

Bliss Manor

Visitors began
arriving at 9:30
popular attractions
tours of the
facilities
Art,
Goats & dogs,
Hay rides
Food Truck



**Saturday
visitor count:
600**

**Sunday
Visitor count 300**

Volunteer Hours accumulated 40



Saturday
Oct 5th
10-4



Kaukiki Farm

7012 Key Peninsula HWY S
Longbranch, WA 98351
South Loop Bus Shuttle

Gates open at 10:00



**Tours at 11:00, 1300 and 1500 - Mac Bryant,
Kaukiki Farm**

Herding at noon and 1400 - Spero, Kaukiki Farm

**Swine Showcase 12:30 - Katlin Johnson, Rocky
Creek Ranch Kune Kunes**

**Farm Conservation Q & A - 11:30 and 13:30 -
Jonathon Decker, Greater Peninsula Conservancy**

**Demo Menu prep and planning - 11:00, 13:00 and
15:00, Abbie Cates, Knife, Fork Spoon**



Gates close at 16:30

Times may be subject to change



Saturday Oct. 5th

Sunday Oct. 6th

kpfarmtour.com

Key Center

Fire Station

**8911 Key Peninsula Hwy
NW, Lakebay, WA 98349**



Saturday

Pancake

Breakfast

8am-11am

On site

demonstrations

kids activities

11 am~Noon

Sunday

hands on fire

extinguisher

instruction

9am 10am &

11am

Put out

LIVE FIRE!

KPFARMTOUR.COM



**Saturday
Oct 5th**

**Sunday
Oct 6th**

Trillium

17812 G Street NW
Lakebay, WA 98349

Creek Winery 10 am-4 pm

SATURDAY Only

Slow down and stroll the vineyard
or enjoy a tour at 11, 1 or 3.

Visit the tasting room and sample several
varieties.

Dine at Murph's BBQ Truck.

Sunday

self tour the vineyard

Claude and Claudia~

the vintners, Welcome you
to the tasting room for a visit!

Key Center Scarecrow Invasion



Committee Chair: Kathy Lyons kilyons@MSN.com

16 entries, 4 individual,

12 business or Civic Organization

130 public votes ,60+ volunteer hours

Fiber Arts Show Longbranch Improvement Club

**495 Cars
outside booths full
Bus stop for
Longbranch Marina
Sound View Camp**



Sound View Camp



**250 visitors
Bus was popular
Families enjoyed the
kid-friendly atmosphere with
animals and games**

Volunteer Hours accumulated 280

September Art Show Blend Wine Shop and The Mustard Seed Project

Peninsula Art League's "Plein Air" paint group worked on location at various Key Peninsula Farms to create farm fresh works for the display at Blend



The Fiber Arts Show at the Longbranch Improvement Club was Cecilia Blomberg who curated a solo exhibit at The Mustard Seed Project's gallery space



Volunteer Hours accumulated 42

APPLE SQUEEZE

Sunday Oct 6

10am - 4pm

Bring/Buy Apples!

kpfarmtour.com

FARMERS
MARKET
Food
Games



Volunteer Park

650 documented visitors

10 vendors/information booths

6 apple presses

160 volunteer hours day of, 48 vh planning committee

2019 KPFT SURVEY SUMMARY (VISITORS)

DAY 1 KPFT & FIBER ARTS @ LONGBRANCH IMPROVEMENT CLUB (SOUTH SHUTTLE STOP)

DAY 2 KPFT, APPLE SQUEEZE & FARMERS MARKET @ VOLUNTEER PARK

SURVEY DATES 10/5/19 @ LIC 10/6/19 @ Vol Park

SURVEYS RETURNED 134 97

ZIP CODES REPRESENTED 37 24

INDIVIDUALS COUNTED IN SURVEY 346 316

OF SURVEYS WITH RECORDED AGE BRACKETS...

Child 13% 19%

Senior 22% 8%

Adult 47% 34%

VISITORS PROVIDING email 26 (LIC) / 13 (FC) 35

(FC)

Day #1 surveys 70% indicated that they had visited or planned to visit other sites.

Day #2 surveys 43% indicated that they had visited or planned to visit other sites

ZIP	AREA	ATTENDANCE	
		DAY #1	DAY #2
33496	Boca Raton FL	1	—
59901	Kalispell MT	1	—
91932	Imperial Beach CA	1	—
92111	San Diego CA	5	—
97330	Adair Village OR	8	—
98022	Enumclaw	1	—
98023	Federal Way/Auburn	3	2
98035	Kent	1	—
98038	Maple Valley	1	—
98043	Montlake Terrace	3	1
98107	Seattle	3	—
98115	Seattle	3	9
98118	Seattle	4	—
98136	Seattle	—	1
98144	Seattle	2	—
98136	Seattle	—	5
98231	Blaine	1	—
98272	Monroe	—	1
98275	Mukilteo	4	—
98314	Bremerton	—	1
98321	Buckley	2	1
98323	Carbonado	—	—
98326	Clallam Bay	—	1
98329	Gig Harbor	59	28
97330	Corvallis OR	6	—
98332	Gig Harbor	23	12
98335	Gig Harbor	19	12
98336	Glenoma	—	1
98339	Port Hadlock	2	—
98349	Lakebay	64	88
98351	Longbranch	48	24
98355	Mineral	2	—
98359	Olalla	3	1

2019 KPFT SURVEY SUMMARY (VISITORS)

DAY 1 KPFT & FIBER ARTS @ LONGBRANCH IMPROVEMENT CLUB (SOUTH SHUTTLE STOP)

DAY 2 KPFT, APPLE SQUEEZE & FARMERS MARKET@ VOLUNTEER PARK

ATTENDANCE (CONTINUED)

ZIP	AREA	DAY #1	DAY #2
98366	Port Orchard	4	—
98367	Port Orchard	11	17
98370	Poulsbo	2	—
98371	Puyallup	—	1
98383	Silverdale	3	6
98392	Squamish	2	—
98394	Vaughn	24	27
98395	Wauna	1	—
98402	Tacoma	5	—
98403	Tacoma	2	—
98405	Tacoma	6	12
98406	Tacoma	1	—
98407	Tacoma	—	2
98418	Tacoma	2	6
98422	Tacoma	—	1
98444	Tacoma	—	2
98446	Tacoma	—	2
98465	Tacoma	—	3
98466	Tacoma	—	3
98497	Lakewood	—	2
98502	Olympia	14	—
98524	Allyn	—	9
98528	Belfair	—	4
98546	Grapeview	1	—
98584	Shelton	—	1
Zip Illegible or not given		8	

TOTAL

ZIPS RECORDED: DAY #1 40 DAY #2 32

*(family volunteer)	
Nature Girl vendor--Never have seen a lip scrub. LOVE--Thank you?	
Terrific plans, kids had a great time	
Farm Tour/Fiber Arts last year	
great community event	
*(??Partner	
	Love the Lotus Craft
	Food in a bag was awesome
✓ More real farms	
It's great	
(heart) KP Farm Tour!	
music & show at LIC awesome	
✓ More sales of farm products	
First stop. Haven't been	
✓ What happened to all the farms? When we first started coming there was 12+ now only +/- 6	
	I have a Nazca sewing basket with warals-spindle-raw material. Basket is covered in FabricBasket is available for display, etc 253.303.9650, Don Moulton
Thank you	
	delicious soup. Very accommodating kitchen chefs! Thank you.
Met Mike & Daphne Walker-loved visit & book collection	
P. (*Road signs, community meetings.) Several people asked for:1.entertainment/live music schedule; 2. addresses of the farms (for GPS location)	

General

	Great music, booths & friendly people.	Amazing craftsmanship
✓	Maps at each stop, more signs.	Great vendors and variety is good!
	We enjoy the farm tour and have made it a family tradition for 10 years.	Volunteer at Kids and Christmas
	Great-needed more time	
		Please bring back the apple crisp & chowder soup for celebrating the LIC anniversary during Fiber Arts
		Bring back apple crisp
✓	Address & event times on brochure	
	Fun! (LIC)	
✓	not as many vendors this year	
	*(spouse/volunteer) excellent-fun-good music.	wonderful talent/fun
✓	Could not find Mark Runions Musical group-No map or schedule found	
	Farm Tour 4 years. Keep up the good work	
✓	Wish there were more farms	
	8yrs, I've been involved since 1st Farm Tour, visited all but 1x since then	beautiful works.
✓	Go back to Newspaper flyer much better	
		Missed apple crisp this year
	Love it!!~ I come every year	
✓	Bigger	
✓	*(lived here many years)Shuttle service should be more clear. We did not realize you had to get the bus at 2 different places	

Volunteer Hours

Monthly Board Meetings	396
Executive Meetings	132
Committee Meetings	198
Office Staff	600
Art Show	42
Apple Squeeze	208
Scarecrow Contest	60
Grand farms	120
Bliss Manor	40
Key Center Fire Station	36
Trillium Creek Winery	56
Camp Sound View	140
Fiber Arts Show/Marina	180
	2208

**This is correct to the best of my ability.
Some locations were unable to provide
counts or employed paid staff..**



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$6,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: __Peninusula Art League__

Event Name (if applicable): __Open Juried Show__

Contact Name and Title: __Colette Smith, President__

Mailing Address: __PO Box 1422__

City: Gig Harbor__ State: __WA__ Zip Code: 98335__

Phone: __253-228-4051__ Email Address: __palpresident28@gmail.com__

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☐ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget –

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 21st Annual Open Juried Show in September / October of 2023. The 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 show will feature 100 works of art selected by a noted artist. Prizes awarded to entrants in the 2023 Open Juried Show will include more than \$6,000 in monetary awards and gift certificates. In addition to the art show, PAL hosts a three-day workshop featuring a nationally known artist who also serves as a juror for the Open Juried Show. These workshops have historically attracted participants from across the United States and Canada.

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

Overall attendance at your proposed event:	1000
Number of attendees staying overnight in paid accommodations:	100
Number of attendees travelling more than 50 miles one-way for the event:	300
Number of attendees from another state/country:	50

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

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

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

x Other:

The OJS Exhibit is held at the Harbor History Museum, manned by volunteers who encourage all visitors to sign in. This provides us with an estimate of attendance to the exhibit. We also hold a People's Choice Award during the exhibit which encourages visitors to vote for their favorite piece. We use these numbers to gauge attendance for the show.

4. Have you requested LTAC funds previously?

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

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

b. For the same event? **Yes x or No** ☐

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

5. Describe the prior success of your event/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 exhibit also attracts artists from other states and Canada. Participants of the 3 day workshop will stay in local lodging as well. Workshop participants have historically brought family members who seek additional tourist opportunities such as fishing, golfing, sailing, etc.

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

Although we have not partnered with a specific hotel/lodging to date, we hop to do so in the future.

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

Our partnership with the Harbor History Museum encourages ab even larger audience as attendees seek cultural opportunities wguke get vast Gig Harbor. Within walking distance to parks, restaurants and shops, the OJS attracts tourists with leisure tie 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.

We have historically used money from grants for press releases calendars, printed posters and rack cards. Additionally, we have used the funds for advertising to a regional level through radio, print and social media promotion. We are working to cross-pollinate this event with other PNW arts organizations.

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

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

No

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

See attached

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

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 attempt 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 robust cultural experience. For the weeks that the OJS exhibit is active, 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.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 9/15/22

OJS PeninsulaArtLeague-Projected Budget 2022 & 2023

Category		Projection 2022	Projection 2023
-----	-----	-----	-----
INCOME		\$ 11,957.00	\$ 10,300.55
	OPEN SHOW	\$ 6,957.00	\$ 4,550.55
	- Donations	\$ 825.00	\$ 948.75
	- Handling Fees	\$ 132.00	\$ 151.80
	- Online Juried Shows	\$ 3,000.00	\$ 3,450.00
	- LTAC Grant	\$ 3,000.00	0
	OPEN SHOW WORKSHOP	\$ 5,000.00	\$ 5,750.00
EXPENSE		\$ (14,827.50)	\$ (17,051.63)
	OPEN SHOW EXPENSES	\$ (10,640.00)	\$ (12,236.00)
	- Awards	\$ (6,000.00)	\$ (6,900.00)
	- Damage Depoist	\$ 0.00	\$ 0.00
	- Juror	\$ (440.00)	\$ (506.00)
	- Postage	\$ 0.00	\$ 0.00
	- Printing	\$ (650.00)	\$ (747.50)
	- Publicity	\$ (700.00)	\$ (805.00)
	- Reception	\$ (250.00)	\$ (287.50)
	- Supplies	\$ (100.00)	\$ (115.00)
	- Venue	\$ (2,500.00)	\$ (2,875.00)
	OPEN SHOW WORKSHOP EXPENSES	\$ (4,187.50)	\$ (4,815.63)
	- Instructor	\$ (2,612.50)	\$ (3,004.38)
	- Models	\$ 0.00	\$ 0.00
	- Publicity	\$ (500.00)	\$ (575.00)
	- Refreshments	\$ (100.00)	\$ (115.00)
	- Refund	\$ 0.00	\$ 0.00
	- Supplies	\$ (100.00)	\$ (115.00)
	- Venue	\$ (875.00)	\$ (1,006.25)
-----	-----	-----	-----
NET Income		\$ 1,317.00	\$ (1,935.45)



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$5,000
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: Peninsula Art League

Event Name (if applicable): 2023 Summer Art Festival

Contact Name and Title: Colette Smith, PAL President

Mailing Address: P.O. Box 1422

City: Gig Harbor

State: WA Zip Code: 98335

Phone: 253-228-4051

Email Address: palpresident28@gmail.com

Check all service categories that apply to this application:

- Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
 - ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
 - ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- x Completed Application
- x Copy of Non-Profit Registration (required for all applicants other than municipalities)
- x IRS Form W-9
- x Itemized budget (event budget or tourism-related facility operation budget –

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 37th year in 2023. Since its beginning, the festival has been very popular with residents and tourists alike and, in the past, has drawn 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. As a direct result of your proposed tourism-related service or facility, provide an estimate of:

Overall attendance at your proposed event:	10,000 to 15,000
Number of attendees staying overnight in paid accommodations:	200
Number of attendees travelling more than 50 miles one-way for the event:	500
Number of attendees from another state/country:	300

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

- ☐ **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- ☐ **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- ☐ **Representative Survey:** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor

population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☒ **Other:** Estimates are based on previous events.

4. Have you requested LTAC funds previously?

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

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

b. *For the same event?* **Yes x or No** ☐

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

5. Describe the prior success of your event/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.

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, although 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.

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

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

We are not applying for grants from other sources. We have previously had sponsorship from local businesses but are still experiencing a lower level of support than we had previously had. We are hoping the success of the 2022 festival will encourage greater support in 2023.

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

See attached

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

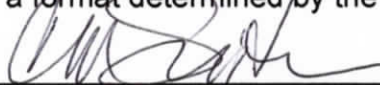
We will need to cut expenses from our publicity / printing budget which includes radio sponsorships and our desire to include print ads in local publications to promote our festival.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: _____

8/9/22

Peninsula Art League Summer Art Festival - Projected Budget 2023

Category		2023 - Budget
Income		
	FESTIVAL INCOME	
	- Application Fees	\$ 23
	- Application Refund	\$ 0
	- Booth Fees	\$ 3,094
	- Donations	\$ 1,150
	- Food Trucks	\$ 58
	- Info Booth Sales	\$ 120
	- Literary Corner	\$ 0
	- Zapp	\$ 31,261
	- LTAC Grant	\$ 5,000
	- Total FESTIVAL INCOME	\$ 40,705
Expenses		
	FESTIVAL	
	- Banner*	\$ (750)
	- Booth Fees	\$ 0
	- Cash Box	\$ 0
	- Copies	\$ 0
	- Dumpster	\$ 0
	- Entertainment	\$ 0
	- Equipment	\$ (60)
	- Labor	\$ (1,000)
	- Meetings	\$ 0
	- Misc Supplies	\$ (95)
	- Permit	\$ (500)
	- Postage	\$ 0
	- Poster Awards	\$ (300)
	- Printing *	\$ (500)
	- Publicity *	\$ (4,000)
	- Refreshments	\$ 0
	- Rental Furniture & Stage	\$ (900)
	- Sani Cans	\$ (1,000)
	- Security	\$ (2,000)
	- Shuttle	\$ (4,600)
	- Zapp	\$ 0
	- Total FESTIVAL	\$ (15,705)
Total		\$ 25,000



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 30,000.00
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: ***Permission To Start Dreaming Foundation***

Event Name (if applicable): ***See question 1 below***

Contact Name and Title: ***Leslie Mayne, Founder***

Mailing Address: ***3733 Rosedale Street NW, Suite 100***

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

Phone: ***253-432-0036*** Email Address: [***lesliem@ptsdfoundation.org***](mailto:lesliem@ptsdfoundation.org)

Check all service categories that apply to this application:

- ☐ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☐ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☒ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☒ IRS Form W-9
- ☒ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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.

This proposal is for two of the Foundation's events to be held in 2023: Prayer Breakfast – September 8, 2023, Race for a Soldier- September 10,2023. While those are the two events that we are highlighting for this grant application. We hold two additional events, Pull for a Soldier in October and Swing for a Soldier in July that also attract visitors from all over the Pacific Northwest as well as other parts of the US.

The Foundation's events have been a part of the Gig Harbor community since 2011 – when the city came together to honor and bring awareness to our nation's heroes: veterans and first responders who everyday struggle with the invisible wounds of combat.

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

Overall attendance at your proposed event:	4,500
Number of attendees staying overnight in paid accommodations:	150
Number of attendees travelling more than 50 miles one-way for the event:	1,000
Number of attendees from another state/country:	150

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

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

reliably projected to the entire population attending an event and includes margin of error and confidence level.

- ☐ **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- ☐ **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- ☒ **Other:** *The projected attendance is based on the 2021-22 events and historical knowledge of past years' events and fluctuating attendance due to other factors.*

4. Have you requested LTAC funds previously?

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

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

b. For the same event? Yes ☒ or No ☐

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

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

The four major events are a significant source of funds to provide the much-needed resources to an underserved community: veterans and first responders. They also bring the community together to stand with us as we reach out to those struggling with the invisible wounds they bear because of their service to this country. It is intentional that the Prayer Breakfast and the Race are held on the same weekend, close to 9/11, so that we can gather from all locations to say "We will never forget your sacrifice and service."

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 staging area for the Race for a Soldier volunteer check in and race packet pick up and all related activities. All the participants for the Prayer Breakfast (speakers, special guests, etc.) stay at the hotel.

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

Attendees at these events come from all over the Pacific Northwest as well as other parts of the US. They include Vietnam and post 9/11 veterans, active-duty military, first

responders, family, and community members. Consequently, there is a full range of demographics that reflect our military and first responder demographics.

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

We have strong social media campaigns to promote the events across a variety of platforms that has proven successful in attracting participants and attendees. We are grateful to belong to a community that has for years supported the foundation's work and assists us in the promotion of our events with local advertising and signage.

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

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

Subaru of Puyallup, AERO Precision, several private Family Foundations, Best Western Wesley Inn, RJM Precision Instruments, Skookum, Washington Water Service. We also receive a variety of in-kind services from a variety of local vendors that participate in the events.

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

See the attached simplified budget that reflects items that are specific to the Annual Prayer Breakfast and Race for a Soldier, it does not include additional administrative and staff costs that are directly related to the success of each event. Those costs are spread out throughout the year, over all our fundraising activities, therefore we do not attribute percentages for each event.

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

See attached budget.

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

In 2022 we have focused on building the infrastructure so that we have to resources to continue and even expand the services we provide. This is done by seeking funding

from various revenue sources including private donors, businesses, event sponsors, entrance fees and foundation/corporate 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. LTAC Funding is an excellent supplement to our funding strategy, allowing us to continue offering our critically needed program services like the Huddle: monthly support groups, Matters of the Heart for spouses, training workshops, PATHH (Progressive and Alternative Training for Helping Heroes program) along with the other resources we offer to the community.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 8/31/22

2023 PERMISSION TO START DREAMING WEEKEND PROJECTED BUDGET

LTAC Grant Request	\$ 30,000
---------------------------	------------------

Projected Expense Budget

Prayer Breakfast

Venue rental	\$ 6,750
Speaker Fees (incl. Travel & Accom.)	\$ 13,800*
Marketing/Promotion (Printing, Signage, Video)	<u>\$ 2,200*</u>
Sub Total	\$ 22,750

Race for a Soldier

Marketing/Promotion (Printing, Signage, Video)	\$ 2,700
Race and Volunteer Shirts	\$ 15,000*
Security (Off-duty Police)	<u>\$ 4,500</u>
Sub Total	\$ 22,200

Total	\$ 44,950
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**Items to be funded by the LTAC Grant, if received.*



CITY OF GIG HARBOR 2023 LODGING TAX FUNDING APPLICATION

Lodging Tax Funds Requested: \$ 552,915
For events/operations during the 2023 calendar year.

APPLICATION DEADLINE: WEDNESDAY, AUGUST 31, 2022

For application assistance please contact City Clerk Josh Stecker at (253) 853-7613 or cityclerk@gigharborwa.gov prior to Friday, August 26.

Organization/Agency Name: City of Gig Harbor

Event Name (if applicable): 2023 DMO, Administrative, Tourism Marketing & Events and Departmental Expenses

Contact Name and Title: Laura Pettitt, Tourism & Communications

Mailing Address: 3510 Grandview Street

City: Gig Harbor State: WA Zip Code: 98335

Phone: 253-853-3554 Email Address: lpettitt@gigharborwa.gov

Check all service categories that apply to this application:

- ☒ Tourism Marketing
- ☒ Marketing and operations of special events and festivals designed to attract tourists
- ☒ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality
- ☒ Operations of tourism-related facilities owned or operated by nonprofit organizations

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

- ☒ Completed Application
- ☐ Copy of Non-Profit Registration (required for all applicants other than municipalities)
- ☐ IRS Form W-9
- ☐ Itemized budget (event budget or tourism-related facility operation budget – see sample budget at the end of the application)

Application Questions

1. Describe your tourism-related event/facility.

- If an event, list the name and date(s) of the event
- 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 holiday Skansie tree lighting, and may include a fall or holiday event as needed to draw traffic.

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

Overall attendance at your proposed event:	307,271
Number of attendees staying overnight in paid accommodations:	13,894
Number of attendees travelling more than 50 miles one-way for the event:	136,795
Number of attendees from another state/country:	104,957

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

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

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

4. Have you requested LTAC funds previously?

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

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

b. For the same event? **Yes** ☒ or **No** ☐

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

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

In 2022, we continue to pace ahead of the last five years of LTAC income, representing approximately 120% of LTAC income month over month. Our enhanced digital ad campaign has focused on romance, family, the outdoors and we are leading into food and beverage – focusing on retargeting as well as modeling from existing data on our key demographics. Media visits and partnerships with Travel Tacoma and Visit Kitsap show results, and our summer concerts and external paid and earned media continue to gain 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 national and 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 businesses throughout the city.

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

Our research shows us that 82% of visitors to Gig Harbor come from within Washington State. We have small percentages from California, Oregon, Arizona, Texas and Florida.

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), with 90% of those households containing children. The largest demographic earns 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 continuing to mirror the proven demographics and 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, or have you received, grants or funds pledged from other sources for the event (including for-profit businesses, national sources, etc)? Please list grants applied for or received.

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.

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

See budget attached.

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

See budget attached.

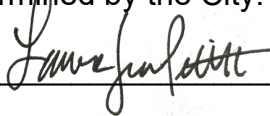
13. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

The budget includes items that we expect to be fully funded by sponsorships, partnerships or donations. While the total expenditure here is included at \$552,000, we anticipate to spend approximately \$395,000.

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 2023 and can provide evidence and reporting to support tourism-related attendance for the greater Gig Harbor area. If awarded, my organization intends to enter into a Professional Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City; and file for a permit to use City property, if applicable.
- My organization will only use lodging tax funds, if awarded, for the purposes stated on this application and as outlined in the signed contract with the City.
- The City of Gig Harbor will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and 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: 08.31.22

Application Instructions

Application Deadline: To be eligible for consideration, your complete proposal must be received by August 31, 2022. The Committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Applications may be submitted digitally to cityclerk@gigharborwa.gov or mailed to:

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

Please direct questions to the City Clerk at 253-853-7613 or cityclerk@gigharborwa.gov.

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

What is the Lodging Tax Fund?

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

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

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

State Law Defining the Use of Lodging Tax

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

Important Terms Relating to RCW 67.28

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

Tourism promotion: Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

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

Who May Apply?

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

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

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

Selection and Award Process

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

The City of Gig Harbor Lodging Tax Advisory Committee Considerations

In developing its recommendations, the committee may consider:

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

- Committee member general knowledge of the community and tourism-related activities.

Reporting

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

The post-event activity report must include the following:

- Total amount spent on the facility/operation/product.
- The number of participants who attended the activity/facility in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles/two hours away or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles/two hours away or more one way from their place of residence or business;
 - Attending but not included in one of the three categories above.
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

Any recipient awarded funding must complete the reporting requirements.

SAMPLE EVENT BUDGET

Projected Income

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

Projected Expenses

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

* LTAC grant covers these expenses: Venue rental; marketing/promotion

City Budget

Regular Salaries	91,900
Overtime	1,000
Personnel Benefits	34,600
Office & Operating Supplies	15,000
Small Tools & Equipment	3,500
Tourism Professional Services	48,000
Communications	30,000
Travel	2,950
Tourism - Advertising	151,250
Operating Rentals and Leases	2,500
Tourism - Miscellaneous	112,215
Conference/Training	N/A
Professional Service Intergov't	50,000
Signs	10,000
TOTAL	552,915