

CITY OF POULSBO

2018 GRANT APPLICATIONS-LODGING TAX FUNDING- FINAL

<u>Sponsor:</u>	<u>Title</u>	<u>Purpose</u>	<u>2018 Approval</u>	
1	Liquid Velo	Poulsbo Twilight Criterium Event	2017 Poulsbo Twilight Criterium was a huge success! We were given the opportunity to host the State Criterium Championship for WA, OR & Northern ID. We were also the first race in a new race series called Cascade Criterium Series. <u>The 2018 race will be moved from downtown, up to the College Marketplace area. Saturday only.</u>	\$2,000
2	Bremerton Symphony Association	Marketing to multiple counties for its Poulsbo concert	Each year we share six main stage community concerts with over 5,500 audience members from all over the West Sound and Western Washington. For our upcoming 75th anniversary season we will present one of these concerts in Poulsbo, at North Point Church. Our April 13, 2018 concert "Blooming Brilliance" will feature the brightest and best upcoming young artists in our region, together with a chamber group of musicians from our community orchestra.	\$2,500
3	North Kitsap Tourism Coalition	North Kitsap Tourism Promotion	The North Kitsap Tourism Coalition (NKTC) began in 2011 as a grassroots, ad-hoc volunteer group of individuals with a passion for the Kitsap Peninsula and a unified mission to increase tourism in their areas. We gained non-profit incorporation status within the State of Washington in August 2014 and obtained our Federal Non- Profit 50c6 status in 2015.	\$2,500
4	Visit Kitsap Peninsula	City of Poulsbo Year-Round Tourism Marketing Services & Support	Visit Kitsap Peninsula provides the City of Poulsbo, Poulsbo lodging establishments and tourism related attractions, businesses, services and non-profit groups with year-round access to affordable, professional level marketing/PR/Internet and paid media support, services and programs.	\$25,000

5	Historic Downtown Poulsbo Association (HDPa)	Ongoing marketing/branding of "Little Norway", and event/attraction marketing support	In a continually growing tourism economy, the Historic Downtown Poulsbo Assoc. (HDPa) is experiencing an increase in guests from within the US, and that there is an increase in spending of "consumer discretionary" dollars. Decades of "Little Norway" branding, the marketing efforts of our regional Destination Marketing Organization (DMO) and news outlets, and the continued posts and shares from happy visitors has helped us stay on top as one of the best destinations for the immediate area. This has also attracted national travel writers, videos, news clips, blogs, enormous social media traffic. It solidifies that downtown Poulsbo is the best area in our region for tourism support and amenities.	\$30,000
6	Poulsbo Marketing Coalition	Year-Round Promotion of Poulsbo Events & Attractions	PMC and its members will continue to be focused on bringing tourists and visitors into our Poulsbo community through events, festivals, visitor's centers, Poulsbo museums including the Poulsbo Maritime Museum, and the Poulsbo Chamber of Commerce.	\$73,000
	Totals:			\$135,000

11/21/2017