

Resolution No. 224 -2023

A RESOLUTION by the Board of County Commissioners of Kitsap County, Washington, approving the spending plan for the Kitsap County Stadium Fund (Hotel/Motel taxes) for the year 2024.

WHEREAS, Kitsap County Ordinance 70-A-1998 (the ordinance) authorizes a 4.0% Lodging Tax to be levied upon the sale of or charge made for the furnishing of lodging within the boundaries of Kitsap County; and

WHEREAS, the ordinance provides important support for tourism and the performing arts within Kitsap County; and

WHEREAS, the Lodging Tax Advisory Committee met on August 29th and August 31st, 2023, and has made its recommendations to the Board of Commissioners.

NOW, THEREFORE, the Board of County Commissioners of Kitsap County, Washington, resolves as follows:

1. The Board adopts the recommendations of the Lodging Tax Advisory Committee for the award of 2024 lodging tax funds to the following organizations in the following amounts:

Organization	Requested	Committee Recommendation
Admiral Theatre	\$ 150,000.00	\$ 110,000.00
Bremerton Rotary - Blackberry Festival	\$ 25,000.00	\$ 21,500.00
Sunny Jack Events	\$ 115,000.00	\$ 72,050.00
Fathoms O'Fun Festival	\$ 13,000.00	\$ 12,000.00
Greater Kitsap Chamber	\$ 519,525.00	\$ 198,500.00
Kitsap Historical Society & Museum	\$ 75,000.00	\$ 72,500.00
Whaling Days	\$ 130,000.00	\$ 75,000.00
Roxy Bremerton	\$ 20,000.00	\$ 20,000.00
WSSEF	\$ 75,000.00	\$ 75,000.00
Cross the Divide	\$ 14,300.00	\$ 6,400.00
Kitsap Building Association	\$ 200,000.00	\$ 70,000.00
BIMA	\$ 20,000.00	\$ 20,000.00
Visit Kitsap Peninsula	\$ 650,000.00	\$ 295,525.00
Kitsap Tourism Coalition - Visit BI	\$ 787,200.00	\$ 340,525.00
Puget Sound Navy Museum	\$ 5,000.00	\$ 5,000.00
Wayzgoose Kitsap Printing Festival	\$ 8,000.00	\$ 6,000.00
	\$ 2,807,025.00	\$ 1,400,000.00

2. Each organization's award of 2024 lodging tax funds is contingent upon Kitsap County's receipt of documentation substantiating that any lodging tax funds awarded to the organization in 2022 and 2023 were spent in accordance with contract requirements. Failure to provide sufficient documentation or pay back funds unaccounted for may result in the offset of

an organization's award of 2024 lodging tax funds.

3. The Department of Administrative Services may establish contracts with the above organizations for the designated amounts.

ADOPTED this 11 day of Dec, 2023

**BOARD OF COUNTY COMMISSIONERS
KITSAP COUNTY, WASHINGTON**



CHARLOTTE GARRIDO, Chair



KATHERINE T. WALTERS, Commissioner



CHRISTINE ROLFES, Commissioner

ATTEST:



DANA DANIELS
Clerk of the Board

Lodging Tax Advisory Committee (LTAC)
August 29 and 31, 2023

The Committee met on Tuesday, August 29, 2023, and Thursday, August 31, 2023 at the Kitsap County Administration Building, Port Orchard.

Members present: Chair Phil Cook, KJ Lange, Kelly Smith, Micah Parker, and Lynette George.

The projected lodging tax revenue for the 2024 budget year is \$1,400,000. The Committee made recommendations based on those projections.

The Lodging Tax Advisory Committee funding recommendations for 2023 are:

Organization	Requested	Committee Recommendation
Admiral Theatre	\$ 150,000.00	\$ 110,000.00
Bremerton Rotary - Blackberry Festival	\$ 25,000.00	\$ 21,500.00
Sunny Jack Events	\$ 115,000.00	\$ 72,050.00
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Committee members discussed the applications received and summaries of the Committee's reviews and recommendations for the 2024 funding allocations follow.

Admiral Theatre

Request: \$150,000.00 to use towards 2024 season marketing as follows:

1. TV (on-air / online)
2. Radio (on-air / online)
3. Print (print / online)
4. Facebook / Instagram (targeted photo / video ads)
5. Washington State ferries (rack cards / digital / poster advertising)

The Admiral Theatre is Kitsap County's largest performing arts and events center. The Theatre will be providing world-class artists for patrons and tourists within Kitsap County in

2024. The Lodging Tax funding would be used to continually extend and expand advertising and media relationships, attracting more tourists outside Kitsap County.

Presenters: Brian Johnson and Nate Murphy

Recommended allocation: \$110,000.00

Bremerton Rotary Foundation – Blackberry Festival

Request: \$25,000.00 for the 2024 Blackberry Festival event

The Blackberry Festival is a family-oriented festival that draws multiple audiences within Kitsap County, with over 150 vendors. Of these, 30% are from out of town. The funding from LTAC would be used towards the 2024 marketing plans.

Presenter: Sunny Saunders, Owner, Sunny Jack Events

Recommended allocation: \$21,500.00 as follows:

1. Paid manager
2. Social media
3. Website
4. Drone and photography footage
5. Reader board
6. Print and digital

Signage will not be funded

Sunny Jack Events

Request: \$115,000.00 for the 2024 Blackberry Festival event

Sunny Jack Events, LLC is the largest event production company in the West Sound. Vendor fees and sponsorships sustain events that serve over 100,000 people in Kitsap County. Awarded funding will be used towards marketing, operational, and salary reimbursement.

Presenter: Sunny Saunders, Owner, Sunny Jack Events

Recommended allocation: \$72,050.00 as follows:

1. Bremerton Bridge Blast: \$56,000.00
2. Taste of Kitsap: \$12,500.00
3. Kitsap Wedding Expo: \$3,550.00 (marketing only)

Fathoms O' Fun Festival

Request: \$13,000.00 to use towards 2024 tourism promotion

Fathoms O' Fun seeks to maintain and continue its expansion of advertising by way of regional print, web, and social media to attract visitors from throughout the Northwest to promote Kitsap County as a tourist destination.

Presenters: Helen Jensen, Pageant Royalty Program Director, and Karen Aquino, Treasurer

Recommended allocation: \$12,000.00

LTAC Committee has recommended partial funding as follows:

1. Float travel: \$500.00 (no repairs or maintenance)
2. Regional advertising and marketing: \$4,500.00
3. 57th annual fireworks show: \$7,000.00

Greater Kitsap Chamber

Request: \$519,525.00 to use towards 2024 tourism infrastructure and marketing Greater Kitsap has two locations for high visibility and convenience for visitors in the area which promotes all areas of Kitsap County with a particular focus on Bremerton and the unincorporated portions of Silverdale and Central Kitsap County. The Lodging Tax award would support and maintain outreach for new projects and expanded advertising.

Presenters: John Morrissey, Chair, and Irene Moyer, Vice President

Recommended allocation: \$198,500.00 as follows:

1. **Greater Kitsap community event support: \$77,000.00**
 - a. Harry Potter Experience: \$15,000.00
 - b. Walk/drive through holiday lighting display: \$40,000.00
 - c. Silverdale at Concert series: \$22,000.00
2. **Print advertising / digital / video / website: \$111,500.00**
 - a. Print advertising: \$70,000.00
 - b. Printing: \$21,500.00
 - c. Videos: \$10,000.00
 - d. Website: \$10,000.00
3. **Visitor Centers Operations: \$10,000.00**
 - a. Kitsap Mall Visitor Kiosk operations: \$10,000.00

Kitsap Historical Society and Museum

Request: \$75,000.00 for Exhibits, Programs, Marketing, and Partnerships.

The LTAC funds will be used to operate and market numerous exhibits and programs that promote heritage tourism and provide a unique immersive experience that showcases Kitsap County's history.

Presenters: Jeff Coughlin, Executive Director, and Lisa Hope, Director of Marketing and Development

Recommended allocation: \$72,500.00 as follows:

1. Marketing: \$6,400.00
2. Supplies: \$10,500.00
3. Events and Program Expenses: \$6,600.00
4. Utility Expense: \$14,160.00
5. Marketing Salary: \$34,840.00

Maintenance not funded

Silverdale Whaling Days

Request: \$130,000.00 to use towards the 2024 Silverdale Whaling Days Event as follows:

1. Drone Show
2. Fireworks expansion
3. Event Manager
4. Marketing
5. Purchase of buoys
6. Additional Safety Team and Paid Security
7. Additional Clean-Up Assistance
8. Family Area Entertainment
9. Main Stage Entertainment
10. Additional Administrative Costs
11. Additional Fencing/Barricades
12. Additional Merchandise

Whaling Days is a family-oriented, non-profit, volunteer-run community festival held in "Old Town" Silverdale on the waterfront since 1974. Whaling Days has an extensive economic impact on Silverdale and local hotels in the surrounding areas.

Presenter: Brenda Kelley, Treasurer

Recommended allocation: \$75,000.00

Roxy Bremerton Foundation

Request: \$20,000.00 to use towards 2024 marketing

The Roxy Bremerton Foundation will use the award to fund the marketing and tourism promotion for all of 2024 while highlighting multiple events, including off-peak seasons for the Theatre. This includes planning, design, printing, distribution, and results analysis after events.

Presenter: Michael Goodnow, Executive Director

Recommended allocation: \$20,000.00

Washington State Science & Engineering Fair (WSSEF)

Request: \$75,000.00 to use towards 2024 WSSEF and JSHS events

WSSEF hosts a science showcase venue for students grades 1-12. The LTAC funds will be used towards marketing tourism for WSSEF and the Junior Science Humanities Symposium (JSHS) events.

Presenter: Caroline Stein, Executive Director

Recommended allocation: \$75,000.00 as follows:

1. Marketing materials: \$60,000.00

2. JSHS: \$6,000.00
3. WSSEF participation travel incentive: \$5,000.00
4. Event facilities / film festival: \$4,000.00

Cross the Divide

Request: \$14,300.00 for the Veteran and Active Duty Support Project

The event aims to help temporarily assigned military and to attract other veterans to Kitsap County by showcasing its natural beauty and offering engaging and educational outdoor experiences.

Presenter: Mo Moured, Executive Director

Recommended allocation: \$6,400.00 as follows:

1. Social media marketing: \$4,000.00
2. Digital marketing: \$1,200.00
3. Website upgrade: \$1,200.00

Kitsap Building Association (KBA)

Request: \$200,000.00 for the Peninsula Home and Remodel Expo

The Peninsula Home & Remodel Expo is KBA's largest event which is scheduled in May of 2024. It includes industry leaders and trendsetters from Kitsap County and the Pacific Northwest region. This event includes large family-oriented events and engages the future workforce in various trades.

Presenter: Randall King

Recommended allocation: \$70,000.00

Bainbridge Island Museum of Art (BIMA)

Request: \$20,000.00 for the 2024 Cultural Programs and Festivals

BIMA Community Cultural Programs and Festivals for 2024 will include events to engage a broader community and visitors to Kitsap County through high-quality cultural experiences, concerts, films, activities, and art exhibits that reach over 40,000 people.

Presenter: Peter Raffa, Executive Director

Recommended allocation: \$20,000.00

Visit Kitsap Peninsula

Request: \$650,000.00 for the 2024 Annual Tourism Marketing Program

Visit Kitsap has operated as a professional Destination Marketing Organization (DMO) for over 40 years. The LTAC award will be used to maintain the current level of operations and to expand outreach into new lucrative markets.

Presenter: Christine Whitney, Executive Director

Recommended allocation: \$295,525.00

LTAC Committee recommends funding for 2024 operational costs related to marketing and advertising

Visit Bainbridge Island (Kitsap Tourism Coalition)

Request: \$787,200.00 for the Kitsap Tourism Coalition

The Kitsap Tourism Coalition is made up of Visit Bainbridge Island, the Greater Kingston Chamber of Commerce, the Poulsbo Chamber of Commerce, and the Port Orchard Chamber of Commerce. The Coalition will operate as a DMO to promote tourism within Kitsap County as the quintessential destination for those looking to experience the Pacific Northwest.

Presenter: Chantelle Lusebrink, Executive Director

Recommended allocation: \$340,525.00

LTAC Committee recommends funding for 2024 2024 operational costs related to marketing and advertising

Puget Sound Navy Museum (PSNM)

Request: \$5,000.00 for the Puget Sound Navy Museum Foundation marketing

The Puget Sound Navy Museum offers educational/interpretive programs and strives to create a cohesive message conveying the PSNM's identity to the public through marketing. This will allow increased awareness of the museum and reach new visitors and audiences as well as create new partnerships.

Presenter: Gerald Egan

Recommended allocation: \$5,000.00

Wayzgoose Kitsap Print Festival

Request: \$8,000.00 for the 2024 Printing Festival

Wayzgoose focuses on three levels of marketing efforts to promote the festival: local community support, extended programming, and engaging with industry leaders to continue bringing focus to printmaking in Kitsap County.

Presenter: Hadley Cook-Dryden

Recommended allocation: \$6,000.00