


**KITSAP COUNTY  
LODGING TAX FUNDING AWARD APPLICATION**

**Application Deadline: August 30, 2024 @ 2:00 pm**

TYPE OF PROPOSAL    APPLICANT INFORMATION

Project Title: Kitsap Tourism Coalition: Comprehensive Tourism Marketing and Public Relations Programs and Campaign for Kitsap County  
Project Dates: Beginning: 1/1/2025 Ending: 12/31/2025  
Name of Organization: Kitsap Tourism Coalition | Visit Bainbridge Island Web Site: kitsap.love & explorekitsap.org  
Mailing Address: P.O. Box 10764, Bainbridge Island, WA. 98110  
Contact Person: Christina Pivarnik, VBI and KTC Exec. Dir. E-Mail: christina@visitbainbridgeisland.org Phone: (360) 531 0127  
Amount Requested: \$ \$855,100.00 Total Project Cost: \$ \$983,365.00  
Portion of Total Project Cost Requested: \_\_\_\_\_ 85 (%)

Signature of Authorized Representative \_\_\_\_\_ 

**Indicate the Project Type:**

- ☒ 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 or a public facilities district; or
- ☐ Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations.

**NOTE:** Applicants must refer to the Kitsap County Lodging Tax Funding Award Process Instructions for complete details of requirements.

**Applicants Must Submit The Following:**

- ☒ Application Funding Cover Sheet signed by an Authorized Representative
- ☒ Project Description
- ☒ Scope of Work
- ☒ Project Timeline
- ☒ Project Budget
- ☒ Project/Organizational History
- ☒ Business Qualification
- ☒ Tax Information
- ☒ Certificates of Insurance

If these basic criteria are not met, the application will not be considered by the Lodging Tax Committee.

Applications must be submitted in one combined PDF document and emailed to [purchasing@kitsap.gov](mailto:purchasing@kitsap.gov). Hardcopies will not be accepted.

SUBMISSION REQUIREMENTS

Questions?  
Contact Glen McNeill at (360) 337-4789 or [gsmcneill@kitsap.gov](mailto:gsmcneill@kitsap.gov)  
Kitsap County Administrative Services  
614 Division St., MS-7  
Port Orchard, WA 98366

# KITSAP TOURISM COALITION

Knitting Kitsap  
Communities Together

KITSAP COUNTY LTAC PROPOSAL  
2025

# LETTER OF INTRODUCTION - WHO ARE WE

The Kitsap Tourism Coalition, also known as Love Kitsap, has been steadfast in its efforts to unite the communities of the Kitsap Peninsula through strategic and innovative tourism marketing.

Love Kitsap as well as its digital counterpart Explore Kitsap represents a fresh, unified approach to highlighting the unique charm of our communities and sharing these distinctive experiences with the world. Our mission is to foster meaningful connections between visitors and the authentic experiences that make Kitsap so special.

We appreciate your time in reviewing our comprehensive proposal and are eager to continue promoting tourism while demonstrating our commitment to being responsible stewards of LTAC funds. In collaboration with key stakeholders across our communities, we have gathered invaluable input and successfully promoted events, adventures, dining, and lodging that attract tourists from 50 miles and beyond.

By building strong partnerships with local stakeholders and businesses, the Kitsap Tourism Coalition is uniquely positioned to drive successful marketing campaigns, events, and PR efforts that benefit our local economy while celebrating the rich diversity of Kitsap's communities. These campaigns ensure that both visitors and locals can enjoy the unique experiences that our vibrant communities offer.

Our dedication to tourism is unwavering. By working with all Kitsap-based businesses operating efficiently with minimal overhead, we've maximized the impact of our LTAC funding, allowing us to strategically invest in marketing and PR assets that elevate Kitsap's tourism economy.





## LODGING TAX REQUEST: ORGANIZATION/EVENT DESCRIPTION

**Project Title:** Kitsap Tourism Coalition: Comprehensive Tourism Marketing and Communications Programs and Campaign for Kitsap County.

**Name of Organization:** Kitsap Tourism Coalition also known as Love Kitsap & Explore Kitsap | Visit Bainbridge Island, including its respective boards, employees, stakeholders, and volunteers.

**Size of Staff and Board:** 8 | Advisory Council: 20 (+)

**Size of Volunteer Base:** NA

**Geographic Area Served:** Kitsap County (serving the communities of Bainbridge Island, Greater Kingston, Greater Poulsbo, Greater Port Orchard, Greater Bremerton/Silverdale, Suquamish, and S'Klallam).

**Demographic Served Overview:** All Visitors and Residents are welcome. However, our multiple stay overnight and day trip visitors have historically been comprised of visiting families ranging in age from 25-70 years old with at least some college education, earning between \$75,000 and \$150,000 yearly. This data is important as we create our messaging and overall marketing and advertising strategies for each project.

**Type of Service Provided:** Tourism Marketing, Destination Marketing Services, Events Promotion, and support of tourism facilities/visitor centers of non-profit organizations.



## **LODGING TAX REQUEST: ORGANIZATION/EVENT DESCRIPTION CONTINUED**

We are applying for this grant as the Kitsap Tourism Coalition also known as; Love Kitsap & Explore Kitsap because we believe our proven success over the past year has built momentum that must be sustained to continue delivering powerful programs moving forward. Over the last year, we were awarded grant funding to enhance representation and accountability in the allocation of funds related to the visitor economy. The KTC, our advisory council, and stakeholders have dedicated ourselves to promoting Kitsap County's lodging, attractions, businesses, and lifestyle as a premier destination for travelers to stay 2 or more nights from 50 miles away and beyond.

The Kitsap Tourism Coalition, operating under the umbrella of Visit Bainbridge Island, will continue to be the fiscal sponsor. VBI & KTC have consistently demonstrated responsible stewardship of public funds. Collectively, we bring over 130 years of experience in community-based business development and destination or hospitality marketing. We have led, and continue to lead, the county's most successful efforts to drive visitor and community engagement.

Our mission is to represent the entirety of Kitsap County, including its premier lodging and hospitality partners, restaurants, craft beverage makers, arts and attractions, parks, recreational opportunities, and the vibrant heart of our creative economy.

The Kitsap Tourism Coalition is optimistic about the future and is committed to ensuring Kitsap becomes the quintessential destination for those seeking to experience the best of the Pacific Northwest. To achieve this vision, we are seeking your support through grant funding.



# **LODGING TAX REQUESTS: ORGANIZATION/EVENT DESCRIPTION: SCOPE OF WORK OVERVIEW**

Our mission is to continue to expand while creating a solid foundation of a countywide tourism promotion ecosystem:

- 1.To responsibly draw tourism funding from city, county, state, and national entities for the betterment of the Kitsap Peninsula and its communities, families, workers, and residents.
- 2.To work collaboratively, taking the best of what our longstanding and respected community organizations have created to mount successful visitor programs, events, and facilities by jointly sharing resources, creating cohesive peninsula-wide messaging, and leveraging professional and industry contacts.
- 3.To utilize tourism and visitation as a catalyst across the county to spur economic vitality, lifting all communities and industries.
- 4.To be a responsible steward of our county's resources with the highest degree of professionalism and transparency.

We sought feedback from a diverse group of stakeholders and advisors who were both willing and able to work together collaboratively, setting aside any past competitive approaches that might have influenced tourism development before the establishment of the Kitsap Tourism Coalition (KTC). Thankfully we have continued to share the same goal to enhance the Peninsula's tourism strategy and economic vitality which took precedence over any local divisions, allowing us to compile marketing, events, and facilities management plans from all coalition members to support this grant proposal.



## **LODGING TAX REQUESTS: ORGANIZATION/EVENT DESCRIPTION: SCOPE OF WORK CONTINUED**

As the grant administrator, Visit Bainbridge Island will ensure that all employees, contractors, and coalition members adhere to the approved protocols and maintain accurate and timely reporting compliance. Visit Bainbridge Island, the official destination marketing organization for Bainbridge Island, will manage, and oversee this grant. If we receive funding for 2025, we will distribute the funds to our coalition partners as outlined. Each partner will be responsible for the development and implementation of their individual projects. We intend to provide regular updates to ensure effective resource utilization, proper execution, and to assess the impact of our initiatives.

We are committed to enhancing transparency and communication. For 2025, Visit Bainbridge Island and the Kitsap Tourism Coalition plan to establish a communication schedule with stakeholders and county officials to refine reporting protocols before the grant begins. Additionally, we suggest quarterly meetings with county officials to confirm compliance with all grant reporting requirements.

We ensure to the very best of our abilities that every dollar of lodging tax awarded to us is fully allocated to tourism marketing, with minimal overhead costs such as rent, employee salaries, and other operating expenses. Unlike many of our counterparts who use LTAC funds to support areas beyond tourism marketing, we focus solely on promoting our destination.

As detailed in the *Appendix*, we have provided a marketing snapshot to all stakeholders to ensure transparency and keep everyone updated on program developments.



## **LODGING TAX REQUEST: ORGANIZATION/EVENT**

### **DESCRIPTION OF PROPOSED PROJECT OVERVIEW CONTINUED**

We come to you again as the agency empowered and designated to spearhead the Kitsap Tourism Coalition. This alliance is driven by Visit Bainbridge Island (hereinafter referred to as VBI). VBI will accept any grant funds issued from the county, disseminate them based on the project or grant them to the organizations as outlined within this grant proposal and will be the sole reporting agency to the county.

Tourism significantly impacts Washington State and Kitsap County, serving as the state's fourth largest industry. It generates over \$30 billion annually in revenue and creates more than 200,000 jobs statewide. In Kitsap County, specifically on the Peninsula, tourism brings in \$459 million and employs nearly 4,000 individuals. This industry not only vitalizes main streets and sparks entrepreneurial ventures in hospitality and the arts, but it also enhances educational opportunities by encouraging the exploration of parks and recreational sites. Additionally, tourism fosters a deeper understanding and appreciation of cultural, historic, and artistic sites, contributing to community cohesion.

Visitation keeps our communities vibrant and resilient, yet such benefits are not automatic. They require sustained investment in marketing, events, facilities, and diverse programming. Effective tourism initiatives create welcoming environments that attract visitors, drive business growth, and support and create jobs, ensuring the continued vitality of the region.

However, tourism activity cannot be assumed without appropriate investment in marketing, events, facilities, & other programming. Sustained tourism programming creates welcoming atmospheres for visitors, drives business, and creates and supports jobs.



## **LODGING TAX REQUEST: ORGANIZATION/EVENT**

### **DESCRIPTION OF PROPOSED PROJECT OVERVIEW CONTINUED**

Our goals are simple: To provide our communities across the county with accountable, responsible, and demonstrable destination representation, marketing, increasing and expanding appealing visitor events, and visitor facility management with local, professionally experienced, and competent staff.

Our organizations have successfully been managing the bulk of destination representation individually for years and together our leaders have more than 130 years of experience leading corporate and nonprofit teams and organizations in and around the travel, tourism, hospitality, food and beverage, and marketing/creative industries. We want to continue to take the best of what we know, and what we have successfully created, and marshal our combined expertise so that all of our communities can prosper.

*With your crucial grant funding, we will do this in the following ways:*

- *PROJECT 1: Social Media - Love Kitsap [kitsap.love](https://www.kitsap.love)*
- *PROJECT 2: Social Media - Explore Kitsap [explorekitsap.org](https://www.explorekitsap.org)*
- *PROJECT 3: Digital Media & Marketing Love Kitsap - [kitsap.love](https://www.kitsap.love)*
- *PROJECT 4: Digital Media & Marketing Explore Kitsap - [explorekitsap.org](https://www.explorekitsap.org)*
- *PROJECT 5: Website – Love Kitsap [kitsap.love](https://www.kitsap.love)*
- *PROJECT 6 : Website – Visitors Exploration Guide [explorekitsap.org](https://www.explorekitsap.org)*
- *PROJECT 7: Website – World Cup Finals | 2026 strategic preparedness*
- *PROJECT 8: Print & Distribute Visitors Guide ‘Kitsap Exploration Guide’*
- *PROJECT 9: Explore Kitsap Guide Rack Card Print & Distribution*
- *PROJECT 10: countywide Photography & Video media asset creation*
- *PROJECT 11: Advertising – Print & Digital*
- *PROJECT 12: Event Sponsorship, Marketing & PR Support Events*
- *PROJECT 13: Visitor Center Operations Support*
- *PROJECT 14: FAM Trips | Writers & Influencers*
- *PROJECT 15: Trade Show Participation*
- *PROJECT 16: Datafy Reporting*
- *PROJECT 17: Air DNA Reporting*

# PROJECT 1: SOCIAL MEDIA - LOVE KITSAP KITSAP.LOVE

**Description of Project:** Social Media includes the activities and publication of content on social media platforms (i.e. Facebook | Instagram) as well as the engagement with audiences and stakeholders.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** All work related to the creation & promotion of social media content (primarily Facebook and Instagram) promoting Love Kitsap:

- Social media content strategy
- Social media content creation
- Ad creation & management
- Social media content scheduling & stakeholder relations
- Campaign project management
- Content publication
- Audience & stakeholder engagement
- Social media reporting (primarily Facebook and Instagram).
- Creation and launch of Love Kitsap on X (Twitter) & Youtube in Q1 of 2025

**Project Timeline:** Monthly

**Budget:**

- \$6,000 / month // \$72,000 annually
- Social Advertising: \$500 / month // \$7,000 annually

**Timeline:** (year-long extension of what was done in 2024)

## ***Social Media - Love Kitsap: subcategories***

- Social media calendar that highlights all communities and stakeholders
- Copywriting & research
- Stakeholder social media engagement and monitoring
- Photography & Video capture, sourcing & editing
- Creation of Instagram & Facebook short form video reels
- Creation of contests, content themes & campaigns, stakeholder partnerships and special promotions and seasonal messaging opportunities.
- Ad creation & Ad management: 10 Ads per month

# PROJECT 2: SOCIAL MEDIA - EXPLORE KITSAP

## EXPLOREKITSAP.ORG

**Description of Project:** Social Media includes the activities and publication of content on social media platforms (i.e. Facebook) as well as the engagement with audiences and stakeholders.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** All work related to the creation and promotion of social media content (primarily Facebook and Instagram| Instagram) promoting explorekitsap.org the Kitsap County Visitors 'Exploration Guide' including:

- Social media content strategy
- Social media content creation
- Ad creation & management
- Social media content scheduling & stakeholder relations
- Campaign project management
- Content publication
- Audience & stakeholder engagement
- Social media reporting (primarily Facebook and Instagram).
- Creation and launch of Love Kitsap on X (Twitter) & YouTube in Q1 of 2025.

**Project Timeline:** Monthly

**Budget:** \$1,250 / month // \$15,000 annually

**Timeline:** (year-long extension of what was done in 2024)

### ***Social Media – Explore Kitsap: subcategories***

- Social Media calendar that highlights all communities & stakeholders
- Copywriting & research
- Stakeholder social media engagement and monitoring
- Photography & Video capture, sourcing & editing
- Creation of Instagram & Facebook short form video reels
- Creation of contests, content themes & campaigns, stakeholder partnerships and special promotions and seasonal messaging
- Advertising Ad creation & Ad management: 4 Ads per month

# PROJECT 3: DIGITAL MEDIA & MARKETING

## LOVE KITSAP - KITSAP.LOVE

**Description of Project:** Digital Marketing for kitsap.love includes all activity related to digital advertising, web-based advertising and promotions, email and mobile based advertising and promotion as well as digital campaigns with 3rd party advertisers, publishers and partners.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** All work related to web-based digital marketing, promotion, awareness building, & advertising including:

- Ideation, strategy, creation, and promotion of digital media campaigns
- Creation and publication of a bi-monthly newsletter
- Digital ad creation
- Geofencing and retargeting advertising campaigns
- Digital media assets/files creation, management, and storage
- Strategy and management of any potential digital media/marketing projects that may include pay-per-click, mobile advertising, email marketing geofence, retargeting, & OTT

**Project Timeline:** Monthly

**Budget:** \$750 / month // \$9000 annually

**Timeline:** (year-long extension of what was done in 2024)

### ***Digital Media – Love Kitsap: subcategories***

- Ideation & strategy for digital media campaigns
- Market research
- Partner & stakeholder communications
- Ad campaign creation
- Design & Creatives
- Digital media project management
- Photography & video capture, sourcing & editing
- Creation & management of digital marketing campaigns, partnerships, and promotions
- FIFA / World Cup 2026 digital marketing strategy, asset creation, project management

# PROJECT 4: DIGITAL MEDIA & MARKETING

## EXPLORE KITSAP - EXPLOREKITSAP.ORG

**Description of Project:** Digital Marketing for explorekitsap.org includes all activity related to digital advertising, web-based advertising and promotions, email and mobile based advertising and promotion as well as digital campaigns with 3rd party advertisers, publishers and partners.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** All work related to web-based digital marketing, promotion, awareness building, & advertising including:

- Ideation, strategy, creation, and promotion of digital media campaigns
- Creation and publication of a monthly newsletter
- Digital ad creation
- Geofencing and retargeting advertising campaigns
- Digital media assets/files creation, management, and storage
- Strategy and management of any potential digital media/marketing projects that may include pay-per-click, mobile advertising, email marketing geofence, retargeting, & OTT

**Project Timeline:** Monthly

**Budget:** \$750 / month // \$9000 annually

**Timeline:** (year-long extension of what was done in 2024)

### ***Digital Media – Explore Kitsap: subcategories***

- Ideation & strategy for digital media campaigns
- Market research
- Partner & stakeholder communications
- Ad campaign creation
- Design & Creatives
- Digital media project management
- Photography & video capture, sourcing & editing
- Creation & management of digital marketing campaigns, partnerships, and promotions
- FIFA / World Cup 2026 digital marketing strategy, asset creation, project management

# PROJECT 5: WEBSITE – LOVE KITSAP

## KITSAP.LOVE

**Description of Project:** Website project work includes the maintenance and administration of *kitsap.love*, website content strategy and publication.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** All work related to *kitsap.love* website maintenance, updates and website content creation including:

- Website admin and maintenance
- Website design
- Ideation, strategy, & creation of website content including articles & pages
- Photo & Media sourcing
- Content/article publication 4x month
- Stakeholder and partner integration
- Advertising integration
- Contesting integration and hosting

**Project Timeline:** Monthly

**Budget:** \$1500 / month // \$18000 annually

**Timeline:** (year-long extension of what was done in 2024)

### ***Website – Love Kitsap: subcategories***

- Brand design and integration
- Copywriting
- SEO research & optimization
- Analytics and reporting
- Email / newsletter marketing integration
- Social media integration
- Market & stakeholder research
- Stakeholder integration and promotion
- Ad campaign integration
- Photography & media sourcing
- Creation and management of website-based campaigns, partnerships, & promotions

# PROJECT 6 : WEBSITE – VISITORS EXPLORATION GUIDE EXPLOREKITSAP.ORG

**Description of Project:** Website project work includes the maintenance and administration of [explorekitsap.org](http://explorekitsap.org), website content strategy and publication.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** All work related to *explorekitsap.org* website maintenance, updates and website content creation including:

- Website admin and maintenance
- Website design
- Ideation, strategy and creation of website structure, articles, and pages
- Photo & Media sourcing
- Website content updates as needed
- Content expansion updates on quarterly updates
  - Content expansion 2025 includes: Ale Trail map + content, tribal / native heritage focus, sailing resources, weddings, meetings and event spaces, golf courses, gardens, expanded itineraries, 2 day stays, Heritage Areas, 365 calendar of events

**Project Timeline:** Monthly

**Budget:** \$700 / month // \$8400 annually

**Timeline:** (year-long extension of what was done in 2024)

## **Website – Explore Kitsap: subcategories**

- Stakeholder, sponsor and partner integration
- Advertising integration
- Print Exploration Guide integration
- Contesting integration and hosting
- *FIFA World Cup 2026* visitor resource and promotional campaign integration: dedicated pages, assets & resources etc
- Copywriting
- SEO research & optimization
- Email / newsletter marketing integration
- Social media integration
- Photography & media sourcing
- Analytics and reporting

# PROJECT 7: WEBSITE – WORLD CUP FINALS | 2026

## STRATEGIC PREPAREDNESS

**Description of Project:** Create a destination website which positions Kitsap County as a highly desirable location to visit, stay, and play – before, during, and after the Seattle World Cup Finals games. Create and define the strategy to optimize the content and promotional marketing to appeal to World Cup visitors in order to draw them to local Kitsap destinations.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** World Cup fans

### **Scope of Work:**

Design, development, and strategy related to creating and promoting a World Cup Finals 2026 Kitsap County destination website.

- Discovery and research, overall strategy for FIFA-specific demographics / event attendees, timing, targeting, market research
- Brand identity development
- Concept development (memorable campaign / design)
- Content development specific to the strategy and visitors, including:
  - Transportation Guide and Planner
  - Itineraries: partial / one / two / three day +
  - Kitsap specific directories for Lodging, Food & Drinks, Things to do, Adventures, Transportation, international visitor tips, Game Schedules, Getting to the games
  - FIFA-fan specific events and news, match schedules
- Design, development, and launch of an SEO-optimized destination website, using a CMS for flexible editing and asset management
- SEO research and strategy and implementation to capture organic online searches and awareness
- Advertising, Marketing, and Promotion strategy
- Design of initial print and digital media advertisements (rack cards, social media, online ads, etc.)
- Coordination with Visit Seattle, Port of Seattle for regional awareness and marketing
- Project does not include media purchases, placement, or other vendor hard costs (occurring in 2026)

**Project Timeline:** Monthly

**Budget:** \$9500 / month // \$115,000 annually

**Timeline:** 1/1/25 - 12/31/25

# PROJECT 8: PRINT & DISTRIBUTE VISITORS GUIDE 'KITSAP EXPLORATION GUIDE' MAGAZINE

**Description of Project:** Project work includes the reformatting of the web-based digital exploration guide at [explorekitsap.org](http://explorekitsap.org) into a full length print visitors guide magazine to be distributed regionally and in strategic markets.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** Designing, printing & distributing visitors guide to strategic outlets and markets.

- Convert and reformat content from [explorekitsap.org](http://explorekitsap.org)
- Design print guide
- Provide images and photographic assets for print guide
- Print project management

**Budget:**

- Design: \$5500
- Printing 1 year/100,000 Guides: \$90,000
- Distribution: \$30,000
  - Vendor: Certified promotional materials will be distributed to key tourist outlets beyond 50 miles throughout the Pacific Northwest, including select ferry routes and SeaTac Airport.

# PROJECT 9: EXPLORE KITSAP GUIDE RACK CARD PRINT & DISTRIBUTION

**Description of Project:** Project work includes the creation and formatting of a printed, double-sided rack card with visitor resources, including events, communities and stakeholder information.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** Designing, printing & distributing visitors guide to strategic outlets and markets.

- Convert and reformat content from [explorekitsap.org](http://explorekitsap.org) & [kitsap.love](http://kitsap.love)
- Design rack card
- Provide images and photographic assets for rack card
- Print project management

## **Budget:**

- Design & Formatting: \$1,200
- Printing: 2 x per year 75,000 per run = 150,000 cards: \$9,750
- Distribution: \$9,500
  - Vendor: Certified promotional materials will be distributed to key tourist outlets beyond 50 miles throughout the Pacific Northwest, including select ferry routes and SeaTac Airport.

# PROJECT 10: COUNTYWIDE PHOTOGRAPHY & VIDEO MEDIA ASSET CREATION

**Description of Project:** Project work includes the capture and creation of original photography and video assets throughout Kitsap to be utilized in social media, digital & print marketing, and website purposes. Media library is made available to participating Chambers and key stakeholders/partners to use for their own marketing & promotional uses. The goal is to have a robust and well-rounded media library that serves the marketing and promotional needs of Kitsap small businesses, event organizers and stakeholders.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** The capture and creation of media assets to benefit and promote tourism interest countywide.

- Original Photography and video capture
- Media editing
- Asset file management & distribution
- Event coverage: farmers markets, annual events, festivals, community celebrations, seasonal activities
- Local businesses and hospitality coverage

**Project Timeline:** Monthly

**Budget:** \$800 / monthly // \$9600 annually

# PROJECT 11: ADVERTISING – PRINT & DIGITAL

**Description of Project:** Project work includes the creation of print and digital ads to be strategically placed in publications, magazines, websites and high profile placement platforms.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** All tasks related to advertising campaigns and partnerships including:

- Strategize messaging and media per publication and based on season
- Communicate with advertisers and media partners
- Oversee Advertising buys and manage Ad schedule
- Design ad campaigns
- Oversee website promotional integration

**Budget:**

- Design \$500 / month // \$7000 annually
- Media Buy: \$125,000

**Project Timeline:** Yearlong 2025

***Short list of publications and outlets to advertise with in 2025:***

- PBS: Digital and TV advertising
- Statehood Media: Oregon Publications
- 4 billboard Ads placed in selected areas of SEA Airport
- Multiview: LGBTQ+ Digital Ads
- GSBA Membership and Co-Op
- King County Professional Concierge Guild Promotions & Tradeshow
- West Sound Home and Garden
- NW Travel and Life
- Spotify Radio
- Expedia
- KEXP
- Washington State Official Visitors Guide
- Sunset Magazine
- Visit Seattle
- AirBnB
- VRBO

# PROJECT 12: EVENT SPONSORSHIP, MARKETING & PR SUPPORT KEY KITSAP COUNTY EVENTS

**Description of Project:** Work to support the incredible events in Kitsap County with long-standing visitor-based attendance. Working alongside our community advisors, we will support the promotion of these events. We aim to significantly boost visitor interest and participation, with a particular emphasis on encouraging overnight stays, especially during our shoulder season.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** The KTC will assist in the management of marketing and public relations for varied countywide events. Additionally, we have allocated funds to support the Chambers of Commerce and other key partners, including event organizers who do not receive direct lodging tax funding from the county or city. These funds are aimed at supporting events with the potential to attract tourists. Each event will be assessed based on specific criteria. This policy aims to help new events establish a foundation to grow into major contributors to tourism revenue. We will work closely with event organizers to schedule events during the off-peak season—specifically late fall and winter—to help increase hotel bookings and support local businesses during these slower periods.

Please note; event sponsorship will depend on several factors, including financial need, whether the event receives any funding from the County or City LTAC coupled with a thorough vetting process to ensure the event appeals to tourists rather than just local residents. We will utilize Datafy, AirDNA and other tools to ensure that the sponsorship aligns with the legal requirements for tourist-related activities, such as attracting attendees from beyond 50 miles who stay at least two nights in Kitsap County.

**Budget:**

- 12x per year
- \$1,000.00 event / /\$12,000 annually

**Project Timeline:** Yearlong 2025

# PROJECT 13: VISITOR CENTER OPERATIONS SUPPORT

**Description of Project:** Material and financial support of Kitsap County's regional visitors centers for the benefit of visitors and stakeholder communities.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** Those visitor centers that do not receive county or city LTAC funds.

**Scope of Work:** Our initiative begins with ensuring that our tourism facilities, Chamber of Commerce visitor centers, and kiosks are staffed by fully operational, well-trained individuals. We aim to provide visitors with knowledgeable staff, useful information, and intuitive wayfinding. To support this, we request that this committee fully fund our proposal to offset the operational and staff costs of our visitor centers that lack county or city LTAC funding.

Additionally, we propose establishing a professional development and education fund for our full-time, part-time, and volunteer ambassadors and concierges. This fund will enable us to host biannual Destination Knowledge events at various points of interest throughout the county. These events will have two objectives: first, to offer an opportunity for our ambassadors to learn about different communities and key attractions, thereby enhancing their ability to serve as true representatives of the Kitsap Peninsula; and second, to facilitate the exchange of best practices, address visitor concerns, and improve the consistency and reach of our communications about local attractions and community events.

**Budget:** \$55,000 annually

**Project Timeline:** 12 months

# PROJECT 14: FAM TRIPS | WRITERS & INFLUENCERS

**Description of Project:** Host a diverse array of travel writers, journalists, content creators & influencers in various Kitsap County communities to increase reach and awareness of what our communities have to offer.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** Develop inbound familiarization trips with media, tour operators, meetings, events, and conference planners which lead to increases in overnight lodging, dining and retail spending. We will leverage our relationships with Visit Seattle, the Port of Seattle, the State of Washington Tourism, the Seattle Sports Commission, the Greater Seattle Business Association, the Washington Hospitality Association, Olympic Peninsula, and Washington State Wines to ensure we can share the Kitsap story with domestic and international markets, visiting dignitaries and media, meetings and events professionals and also help provide each of these agencies with the information they need to represent Kitsap during

**Budget:** \$3,500 per visit // Annually \$21,000

**Project Timeline:** 6 Annually

# PROJECT 15: TRADE SHOW PARTICIPATION

**Description of Project:** Attend and participate in tourism and travel trade shows to create and strengthen strategic relationships, interface with industry leaders and journalists and increase awareness for the Kitsap Peninsula.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** Develop inbound familiarization trips involving media representatives, tour operators, and planners for meetings, events, and conferences. These trips are designed to boost overnight stays, dining, and retail spending. We will utilize our partnerships with key organizations such as Visit Seattle, the Port of Seattle, State of Washington Tourism, Seattle Sports Commission, Greater Seattle Business Association, Washington Hospitality Association, Olympic Peninsula, and Washington State Wine. This collaboration will help us effectively communicate the Kitsap story to both domestic and international audiences, visiting dignitaries, and professionals in the media, meetings, and events sectors. Additionally, it will assist in providing these agencies with the essential information needed to represent Kitsap effectively.

**Budget:** \$6,000

**Project Timeline:** Annually

# PROJECT 16: DATAFY ADVANCED ANALYTICS REPORTING

**Description of Project:** Create, manage and report on strategic visitor data gathering and dissemination. Use data to create informed strategies for the promotion and marketing of Kitsap.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** Datafy offers a comprehensive data platform that enhances understanding of visitor patterns and the effectiveness of advertising efforts in targeting specific audiences. This integration eliminates helps in; saving time, costs, and resources. Datafy's platform provides analytics by leveraging data sources such as geolocation, spending habits, demographics, and transportation. The visualizations generated enable communities to gain critical insights, which can be used to inform stakeholders and develop marketing strategies aimed at everything from promoting destination stewardship to enhancing brand awareness.

By combining data management with advertising services, Datafy allows for the creation of custom audiences and the attribution of specific ads to visitor behavior, optimizing the impact of marketing campaigns. This approach not only streamlines the process of data analysis and advertisement targeting but also plays a crucial role in strategic tourism planning. Understanding these dynamics is essential for effective tourism development, helping to tailor experiences that attract more visitors and increase spending in the area. We will also, work with Datafy to help lay some initial foundation and reporting to prepare for World Cup Soccer in 2026.

**Budget:** \$36,800

**Project Timeline:** Continually throughout the year.

# PROJECT 17: AIR DNA REPORTING

**Description of Project:** Create, manage and report on strategic visitor data gathering based on activity on the Airbnb booking platform. Use data to create informed strategies for the promotion and marketing of Kitsap. Dissemination data to stakeholder community.

**Geographic Region Served:** Countywide, Kitsap County

**Demographic Served:** All

**Scope of Work:** Track traveler movements to and within various destinations to collect crucial information. This will enable us to identify the primary sources of tourism for each city in Kitsap, including key attractions and lodging options. Determine which states send the most valuable visitors and monitor how these trends evolve.

The KTC will provide stakeholders, cities, and lodging partners with the data necessary to effectively market their destinations and respond to trends in visitation and pricing.

This includes insights into:

- The origins of visitors.
- Their arrival times.
- The duration of their stays.
- The most popular attractions in each city.
- Comparisons between hotels and short-term rentals.
- Revenue generated by different lodging options.
- The number of visitors staying with friends and family.

**Budget:** \$12,000

**Project Timeline:** Continually throughout the year.

# TOTAL BUDGET SUMMARY

A	B
Project or Item	Associated cost
Program Oversight Contractor   Consultants	\$140,000.00
Accounting Services	\$13,500.00
Insurances	\$2,000
Dues and Memberships	\$3,000.00
Office Supplies	\$300
Legal	\$2,500.00
Travel, Parking, Tolls, Ferry	\$2,000.00
Bank Charges (estimate):	\$500.00
Copies, Printing, Postage	\$3,500.00
Meals	\$1,800.00
Permits Licensing and other fillings	\$250.00
Conferences & Meetings (State of Washington Tourism Conference):	\$2,000.00
PROJECT 1: Social Media - Love Kitsap kitsap.love	\$79,000.00
PROJECT 2: Social Media - explore Kitsap explorekitsap.org	\$15,000.00
PROJECT 3: Digital Media & Marketing love kitsap - kitsap.love	\$9,000.00
PROJECT 4: Digital Media & Marketing Explore Kitsap - <a href="https://explorekitsap.org">explorekitsap.org</a>	\$9,000.00
PROJECT 5: Website – Love Kitsap kitsap.love	\$18,000.00
PROJECT 6 : Website – Visitors Exploration Guide explorekitsap.org	\$8,400.00
PROJECT 7: Website – World Cup Finals   2026 strategic preparedness	\$115,000.00
PROJECT 8: Print & Distribute Visitors Guide 'Kitsap Exploration Guide' magazine	\$125,500.00
PROJECT 9: Explore Kitsap Guide Rack Card Print & Distribution	\$20,450
PROJECT 10: countywide Photography & Video media asset Creation	\$9,600.00
PROJECT 11: Advertising – Print & Digital	\$132,000.00
PROJECT 12: Event Sponsorship, Marketing & PR Support Events	\$12,000.00
PROJECT 13: Visitor Center Operations Support	\$55,000.00
PROJECT 14: FAM Trips   Writers & Influencers	\$21,000.00
PROJECT 15: Trade Show Participation	\$6,000.00
PROJECT 16: Datafy Reporting	\$36,800.00
PROJECT 17: Air DNA Reporting	\$12,000.00
	<b>Total \$855,100.00</b>

# VISIT BAINBRIDGE NONPROFIT BUSINESS LICENSE

## BUSINESS INFORMATION

---

Business Name:

**VISIT BAINBRIDGE ISLAND**

UBI Number:

**604 419 884**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**395 WINSLOW WAY E, BAINBRIDGE IS, WA, 98110-2423, UNITED STATES**

Principal Office Mailing Address:

**395 WINSLOW WAY E, BAINBRIDGE IS, WA, 98110-2423, UNITED STATES**

Expiration Date:

**03/31/2025**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/ Registration Date:

**03/27/2019**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**TOURISM OFFICE/DESTINATION MARKETING ORGANIZATION**

Charitable Corporation:

☐

Nonprofit EIN:

**83-4290465**

Most Recent Gross Revenue is less than \$500,000:

☒

Has Members:

☐

Public Benefit Designation:

☐

Host Home:

☐

# VISIT BAINBRIDGE NONPROFIT BUSINESS LICENSE

## CONTINUED

Registered Agent Name:  
**FOSTER LAW GROUP PLLC**

Street Address:  
**177 HALL BROTHERS LOOP, BAINBRIDGE IS, WA, 98110-1730, UNITED STATES**

Mailing Address:

### GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		STEFAN	GOLDBY
GOVERNOR	INDIVIDUAL		CHRISTINE	MUELLER
GOVERNOR	INDIVIDUAL		KELLE	KITCHEL-COOPER

# PROFIT AND LOSS



## Visit Bainbridge Island

### Profit and Loss

January - December 2023

	TOTAL
Income	
400 Program Revenue	14,795.00
430 Grant Revenue	97,175.04
<b>Total Income</b>	<b>\$111,970.04</b>
<b>GROSS PROFIT</b>	<b>\$111,970.04</b>
Expenses	
501 Payroll	40,364.13
505 Contracted Services	22,505.49
515 Inbound Media/FAMs & Outbound Sales Missions	5,986.46
520 Event-Related Expenses & Fees	376.16
525 Advertising/Promotion	31,741.28
530 Operating Expenses	25,493.18
<b>Total Expenses</b>	<b>\$126,466.70</b>
<b>NET OPERATING INCOME</b>	<b>\$ -14,496.66</b>
Other Income	
601 Interest Earned	2.72
<b>Total Other Income</b>	<b>\$2.72</b>
<b>NET OTHER INCOME</b>	<b>\$2.72</b>
<b>NET INCOME</b>	<b>\$ -14,493.94</b>

# PROFIT AND LOSS



## Visit Bainbridge Island

### Profit and Loss

January 1 - August 24, 2024

	TOTAL
Income	
400 Program Revenue	9,500.00
430 Grant Revenue	209,868.53
<b>Total Income</b>	<b>\$219,368.53</b>
<b>GROSS PROFIT</b>	<b>\$219,368.53</b>
Expenses	
500 Grants	28,726.47
501 Payroll	33,812.73
505 Contracted Services	68,194.32
515 Inbound Media/FAMs & Outbound Sales Missions	1,296.71
525 Advertising/Promotion	22,640.00
526 Public Relations	99.95
530 Operating Expenses	62,139.83
580 Air DNA Subscription Listing	2,148.00
<b>Total Expenses</b>	<b>\$219,058.01</b>
<b>NET OPERATING INCOME</b>	<b>\$310.52</b>
Other Income	
601 Interest Earned	0.58
<b>Total Other Income</b>	<b>\$0.58</b>
<b>NET OTHER INCOME</b>	<b>\$0.58</b>
<b>NET INCOME</b>	<b>\$311.10</b>

# PROFIT AND LOSS



## Visit Bainbridge Island

KTC Utilization

January 1 - August 24, 2024

	TOTAL
Income	
430 Grant Revenue	125,418.64
<b>Total Income</b>	<b>\$125,418.64</b>
<b>GROSS PROFIT</b>	<b>\$125,418.64</b>
Expenses	
500 Grants	28,726.47
501 Payroll	5,748.88
505 Contracted Services	55,655.05
525 Advertising/Promotion	12,000.00
526 Public Relations	99.95
530 Operating Expenses	23,188.29
<b>Total Expenses</b>	<b>\$125,418.64</b>
<b>NET OPERATING INCOME</b>	<b>\$0.00</b>
<b>NET INCOME</b>	<b>\$0.00</b>

# EVENTS

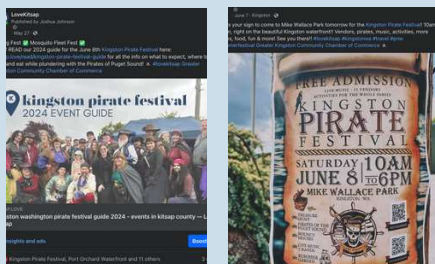
## PROMOTED & COVERED ACROSS KITSAP 2024

### Event Promotion: Kingston Pirate Fest

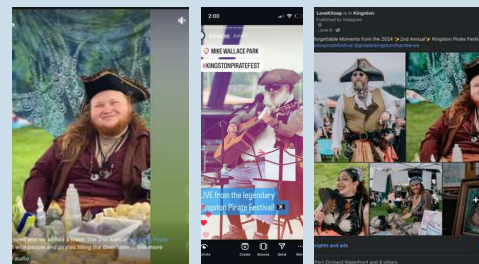
#### Event Guide Article



#### Social Promotion



#### Live Event Coverage



### Event Promotion: Kingston Public Market

#### Featured Video



#### Social Promotion

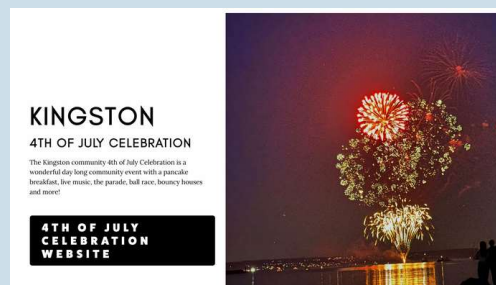


#### Live Event Coverage



### Event Promotion: 4th of July in Kitsap + Bridge Blast

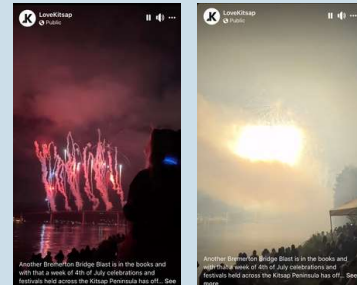
#### Event Guide Article



#### Social Promotion



#### Live Event Coverage



### Event Promotion: Bainbridge Island Farmers Market

#### Live Event Coverage



#### Social Promotion



# EVENTS

PROMOTED & COVERED ACROSS  
KITSAP 2024

## Event Promotion: Poulsbo Viking Fest

Event Guide Article

Social Promotion

Live Event Coverage

### explore

DON'T YOU DARE MISS THE VIKING PARADE!

One of the highlights of the festival is the iconic Viking Parade. The parade starts at 2:00pm on the Saturday of Viking Fest.

The Viking Parade begins on 16th & 3rd and ends at Marine & Mary on Front Street. The best viewing is along 3rd Street and Front Street, be sure to get there early to grab a good spot, especially downtown as it can get quite crowded.

BRING THE KIDS TO THE  
VIKING FEST CARNIVAL

Carnival rides and games will be available during Viking Fest weekend on the King of the Hill parking lot.

CARNIVAL SCHEDULE

FRIDAY: May 24th, 4-10PM

SATURDAY: May 25th, 10AM-10PM



## Event Promotion: Bremerton's Taste of Kitsap

Social Promotion

Live Event Coverage

Food there is also live music and local art/product/craft vendors to shop as well. Come hungry and ready to eat - we'll see you there! #lovekitsap #bremerton #tasteofkitsap



## Event Promotion: Port Orchard Night Market

Live Event Coverage



## Event Promotion: Seagull Calling Contest

Live Event Coverage



# Event Promotion: Wine & Brew Fest

## Event Guide Article



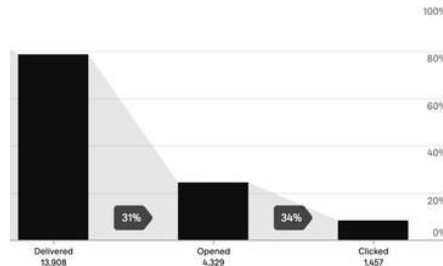
## Social Promotion



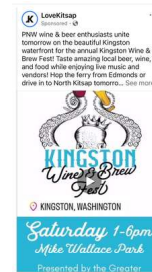
## Homepage Feature



## Email newsletter feature: 14K recipients



## Social Ad



## PBS - Broadcast & Digital - Wine & Brew Fest Promotion

Negotiated PBS Cascade Media has granted Kingston \$2,000 in In-Kind advertising for Kingston Wine & Brew fest promotion.

# Event Sponsorship: Mosquito Fleet Fest

## Event Guide Article



## explore

### CARLISLE II STORY SAILS WITH JOSH FARLEY

The Carlisle II Story Sail is a 90-minute sail departing and returning to Port Orchard from Ferry Terminal at the Port of Port Orchard. These live events are scheduled for 8pm-12:30pm on May 25th. The guided tour experience will give you lots of time to enjoy the shoreline and scenery as you learn about King's Mosquito Fleet history with guest narrators and local beverage tastings.

SPACE IS LIMITED. VISIT THE [FERRIES WEBSITE FOR BOOKING AND INFO](#).



## Social Promotion



## Live Event Coverage



## Carlisle II Story Sail event

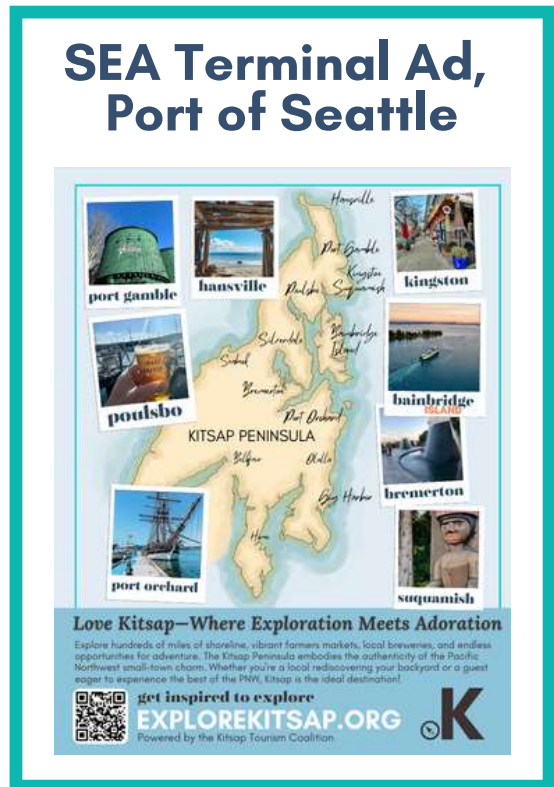


## Design & Print Material & Event Signs



# ADVERTISING PROMOTING & HIGHLIGHTING THE KITSAP PENINSULA 2024

## IGLTA LGBTQ+ Focus Digital Ads



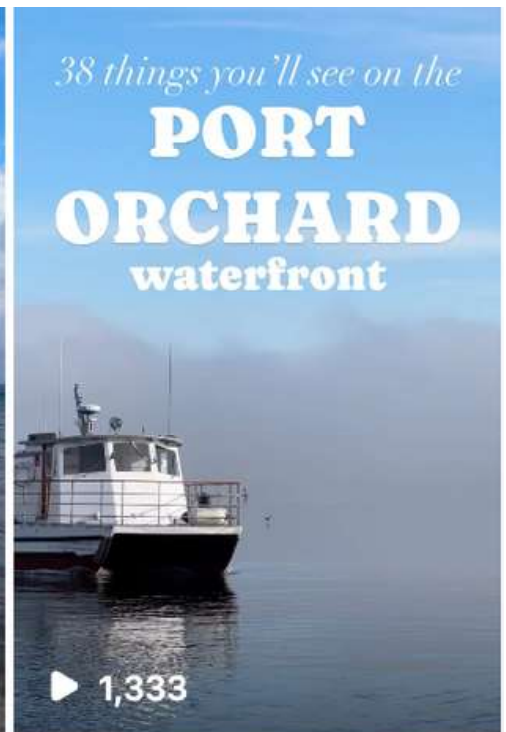
## WestSound Magazine Article, Full Page Ad Weekly Newsletter (through 2024)



# VIDEO

CAPTURED & PUBLISHED TO PROMOTE  
THE KITSAP PENINSULA 2024

75+ Instagram Reels Created - 43K+ video plays - 20K accounts reached



# ARTICLES

CREATED & PUBLISHED TO PROMOTE  
THE KITSAP PENINSULA 2024

## Festival & Event Guides



Created in  
Partnership with the  
Port of Bremerton



## 'Secret Summer' Article Campaign



Summer article series,  
local community leaders &  
small business owners  
share their top  
recommendations for  
dining, entertainment,  
creativity, and exploration  
on the Kitsap Peninsula  
during our sunny months.

# SOCIAL MEDIA

CREATED & PUBLISHED  
PROMOTING THE KITSAP PENINSULA



REACH: 395K

INTERACTIONS: 12.5K

VIDEO VIEWS: 33K




LINK CLICKS: 3.8K



REACH: 29.6K

INTERACTIONS: 8.2K

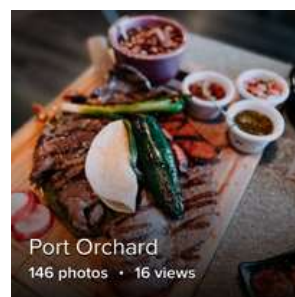
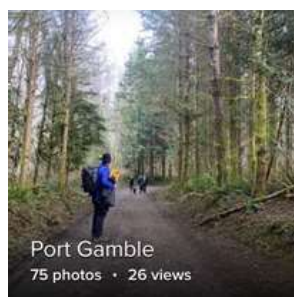
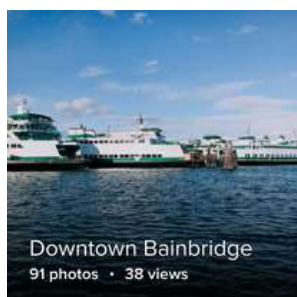
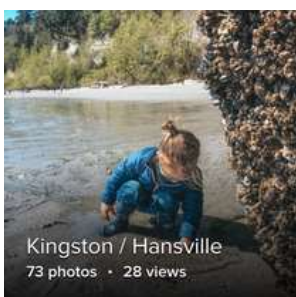
Love Kitsap compared to top competitors in the space according to FB

Page	Page likes ↓	Page likes change ↑↓	Published content
 Visit Kitsap Peninsula Visit Kitsap Peninsula - A very quick and easy getaway to the Natural Side...	13K	↓ 13	2
 Visit Poulsbo Affectionately known as "Little Norway" Poulsbo is charming and historic....	9K	↓ 1	2
 LoveKitsap To explore Kitsap is to love Kitsap 🌈❤️🌲 Powered by the Kitsap Tourism ...	4.2K	↑ 49	87

# PHOTOGRAPHY

PHOTO ASSETS CAPTURED &  
AVAILABLE TO STAKEHOLDERS

The KTC Team has created albums filled with media for each Kitsap Peninsula community - photographing festivals, restaurants, events + POIs.



# NEWSLETTER

CREATED & PUBLISHED TO  
PROMOTE THE KITSAP PENINSULA

EMAIL LIST: 14.7K

EMAIL OPENS: 13K

LINK CLICKS: 4.4K

AVERAGE OPEN RATE: 29.5K



Join beer and wine lovers for a delightful day at  
the Kingston Wine and Brew Fest brought to you  
by The Greater Kingston Community Chamber on  
Saturday, July 20th, from 1-6pm! Enjoy an

# VISITORS GUIDE

EXPLOREKITSAP.ORG  
A DIGITAL VISITORS GUIDE



• SPONSORED BY CASCADE PBS

## Experiences you will not forget



**If Kitsap was a book it would be a  
Choose Your Own Adventure...**

Festivals, ferry rides, farmers markets...oh my!  
Although the Kitsap Peninsula is made up of a  
collection of quaint small towns, we're BIG on  
adventurous experiences!

Those looking to connect to our welcoming PNW  
communities will find a robust year-round  
festival, event, and farmers market schedule.  
Kitsap is probably best explored by car with  
plenty of room for pulling over and exploring  
what catches your eye as you navigate forested  
backroads and beachfront boulevards.

