

**KITSAP COUNTY
LODGING TAX FUNDING AWARD APPLICATION**

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

Project Title: South and Central Kitsap Tourism and Marketing
Project Dates: Beginning: 1/2/25 Ending: 12/31/25
Name of Organization Downtown Bremerton Association Web Site downtownbremerton.org
Mailing Address: PO Box 245, Bremerton, WA 98337 director@
Contact Person: Jessica Combs E-Mail: downtownbremerton.org Phone: 360-218-2611
Amount Requested: \$ \$161,900 Total Project Cost: \$ \$241,8500
Portion of Total Project Cost Requested: 66.9 (%)

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. Hardcopies will not be accepted.

Questions?

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

APPLICANT INFORMATION

TYPE OF PROPOSAL

SUBMISSION REQUIREMENTS



PO BOX 245, Bremerton, WA 98337
contact@downtownbremerton.org
www.downtownbremerton.org

DOWNTOWN BREMERTON ASSOCIATION

Application Funding Cover Sheet

1. Applicant Information:

- **Organization Name:** Downtown Bremerton Association (DBA)
 - **Contact Person:** Jessica Combs, Executive Director
 - **Mailing Address:** PO Box 245, Bremerton, WA 98337
 - **Phone Number:** 360-218-2611
 - **Email Address:** director@downtownbremerton.org
 - **Website:** downtownbremerton.org
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2. Project Information:

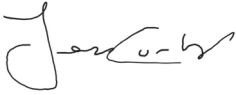
- **Project Title:** South and Central Kitsap Tourism and Marketing
 - **Project Location:** Downtown Bremerton, Kitsap County, WA
 - **Total Project Cost:** \$241,850
 - **Amount of LTAC Funding Requested:** \$161,900
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3. Project Summary:

The Downtown Bremerton Association (DBA) seeks \$161,900 in LTAC grant funding to enhance tourism initiatives in Kitsap County, with a primary focus on developing a comprehensive destination marketing platform. This platform aims to attract visitors from the Pacific Northwest (PNW) and beyond by promoting Bremerton as a vibrant and dynamic destination. The project includes expanding existing events, launching "The Sound Wave Music Festival" featuring both local and Seattle-area musicians, and creating a digital marketing strategy to elevate Bremerton's profile as the ferry gateway to South and Central Kitsap, ultimately boosting the local economy and increasing tourism.

4. Authorized Representative Information:

- **Name:** Jessica Combs
- **Title:** Executive Director
- **Signature:**



8/28/24

5. Certification:

By signing this cover sheet, I certify that the information contained in this application is true and correct to the best of my knowledge and that I am authorized to submit this application on behalf of the Downtown Bremerton Association.

Kitsap County Lodging Tax Request: Organization/Event Description

Project Title: South and Central Kitsap Tourism and Marketing

Applicant: Downtown Bremerton Association

Size of staff and board: 8

Size of Volunteer Base: 90+

Geographic Area Served: Bremerton, South & Central Kitsap

Demographic Served: Bremerton, Washington, is home to approximately 46,800 residents, with a diverse population strongly influenced by the military due to the presence of Naval Base Kitsap, one of the largest military installations in the Pacific Northwest. This base plays a significant role in shaping the city's culture, economy, and demographics.

Regarding age distribution:

- **Under 18 years:** 19.8% of the population.
- **18 to 64 years:** 65.8%, reflecting a large working-age population.
- **65 years and over:** 14.4%, indicating a smaller but significant senior community.

This mix highlights Bremerton as a city with a youthful and dynamic population, underpinned by its deep military connections and vibrant community life.

Project Description

The Downtown Bremerton Association (DBA) seeks funding to develop and enhance tourism initiatives to increase the economic vitality of Bremerton along with South and Central Kitsap. These initiatives will showcase Bremerton as a vibrant and dynamic destination, attracting visitors and encouraging them to explore our city and surrounding Kitsap Peninsula. Bremerton is the gateway to South and Central Kitsap, with many travelers arriving to our city via ferry. This funding will support existing events with broad appeal and new proposals to encourage travelers to discover Bremerton and beyond. We will develop innovative programming to attract high-profile conventions and events that encourage visitors to eat, stay, and play in our city and Kitsap County. By embracing Bremerton's history, grit, culture, arts scene, beauty, and creativity, we can craft unforgettable experiences that support growth and future development, enhancing our infrastructure and economy. The following initiatives have been identified to meet this goal:

- **Discover Bremerton - Branding, Promotion, and Marketing**
- **St. Patrick's Day Parade**
- **Femmes & Thems Night Out**
- **Music Festival**
- **Winterfest**

Bremerton has a unique culture - threading the needle between our city's naval heritage and thriving arts community - which connects with a diverse demographic. Our downtown business owners can attest that folks regularly take the ferry from Seattle just to see what's on the other end and the DBA is ready to showcase how special Bremerton is and emphasize

that our city is the gateway to Kitsap's amazing places and experiences. We are uniquely situated in the Kitsap History Museum and interact with tourists daily. With a branded Discover Bremerton platform, we can showcase our city through compelling storytelling content and a dedicated website to drive traffic to other organizations and programming happening throughout South and Central Kitsap. Adding a dedicated marketing and events staff person and increasing our operations will allow the DBA to continue our mission of revitalizing downtown while also increasing tourism, leading to greater economic prosperity for our city and the surrounding county.

This project includes increased marketing and operations support for four of our existing programs (St. Patrick's Day Parade, Femmes & Thems Night Out, Winterfest, and our rebranded summer music festival) which have a long track record of success but can be marketed to a broader audience. Community events like these have significant value: when we make our cities and towns incredible for residents, we generate enthusiasm, community pride, and economic vibrancy that naturally appeals to tourists. We re-launched our previous summer concert series, Rock the Dock, as a 2-day music festival in 2024 and plan to rebrand and expand the festival into a 3-day event. We will be working with the Port of Bremerton to host the event for 2 days on the Bremerton boardwalk but hope to expand a stage area to Quincy Square in downtown Bremerton and add a 3rd day utilizing Port of Bremerton facilities in Port Orchard. We will use traditional marketing methods, but also market specifically to the boating community to fill slips at both port locations and book out area hotels.

The Downtown Bremerton Association is committed to enhancing the city of Bremerton's appeal as a top-tier tourist destination. Through these strategic initiatives, we aim to increase tourism, stimulate economic growth, and foster a vibrant community. We respectfully request \$161,900 in LTAC funding to bring these projects to fruition and elevate Bremerton's profile on the regional and national stage.

Scope of Work

The proposed initiatives will be executed through a structured approach to ensure maximum impact on tourism and economic vitality in Bremerton. The scope of work is broken down as follows and aligns with the five initiatives identified in our "Project Description."

1. Discover Bremerton - Branding, Promotion, and Marketing (All Year Long)

We propose to create a dedicated marketing platform designed to promote Bremerton through thoughtful and engaging social media, a comprehensive website, and targeted digital campaigns. This comprehensive marketing approach will enhance Bremerton's visibility and position it as a top destination in the Pacific Northwest, as well as allowing us to direct visitors to other key events and experiences occurring in South and Central Kitsap. We will create an authentic and resonant brand for the City of Bremerton, including the development of a tagline that encapsulates the spirit and identity of the community. We also plan to establish a tourist gift shop and information center, The HUB, at our new office inside the Kitsap History Museum.

- a. Development of Discover Bremerton Destination Marketing Platform
 - i. *Social Media Campaigns*: Design and implement a series of engaging social media campaigns across platforms such as Instagram, Facebook, and TikTok to highlight Bremerton's attractions, events, and local businesses.
 - ii. *Website Development*: Build a comprehensive, user-friendly website that will serve as the central hub for visitors seeking information about Bremerton, featuring an events calendar, itineraries, travel guides, and an interactive map.
 - iii. *Digital Advertising*: Launch targeted digital advertising campaigns to attract key demographics, such as families, outdoor enthusiasts, and history buffs, from both local and regional markets.
- b. Development of Branding for Bremerton
 - i. *Community Engagement*: Engage with committee members, residents, business owners, and local artists to gather input and ensure the brand authentically represents Bremerton's unique character.
 - ii. *Design and Creative Development*: Collaborate with local branding professionals to create a cohesive visual identity, including logos, color schemes, and design elements.
 - iii. *Implementation*: Integrate the new brand across marketing materials, city signage, and digital platforms to ensure consistent visibility.
- c. Operational Costs for Destination Marketing & Tourism
 - i. *Bremerton Destination Marketing & Tourism Operations*: Include a comprehensive operational budget that covers staffing, administrative support, and related operational needs. This ensures that our efforts to strengthen existing events and expand tourism initiatives are managed efficiently and effectively, supporting the broader goals of the Downtown Bremerton Association.
 - ii. *Hiring a Part-time Employee to Assist with Destination Marketing Management*: To support the execution and management of our Destination Marketing initiatives, we propose hiring a part-time employee who will work 20 hours a week. This individual will assist the Executive Director in managing the Discover Bremerton platform, including content creation, social media management, and community outreach. They will coordinate with local businesses and stakeholders to ensure cohesive messaging and collaboration. And they will monitor and analyze the performance of marketing campaigns to optimize strategies and achieve desired outcomes.
- d. Development of The HUB - Gift Shop & Information Center

The establishment of The HUB will not only provide essential information and resources for visitors but also offer a distinctive shopping experience that highlights the charm of Bremerton.

- i. *Gift Shop Build-Out*: Complete the construction and setup of The HUB within the Kitsap History Museum, including the installation of shelving, display fixtures, and signage.
- ii. *Merchandise Production and Inventory Purchase*: Design and produce Bremerton-themed merchandise and purchase inventory for the gift shop, ensuring a high-quality selection of locally made products.
- iii. *Point of Sale System Implementation*: Install a modern point-of-sale system to streamline transactions, manage inventory, and enhance the customer experience.
- iv. *Enhance Visitor Experience*: Create a central gathering point where tourists can begin their exploration of Bremerton, fostering a welcoming and informed experience
- v. *Serve as a Welcome Center*: Provide visitors with maps, brochures, and information on local attractions and events.

2. St. Patrick's Day Parade (March 2025)

Downtown Bremerton hosts the only St. Patrick's Day Parade on the Kitsap Peninsula. This family friendly event has the potential to become a significant draw to the downtown area, particularly as the parade route is located at the intersection of multiple transportation routes (state and county ferries and bus). Prizes for best floats and connecting with student and music groups throughout Kitsap County and beyond can expand the parade that has been a downtown institution for decades.

- a. Event Planning and Logistics: Plan and coordinate the annual St. Patrick's Day Parade by securing permits and parade registrations along with expanded marketing efforts to draw attendees from all over the Kitsap Peninsula and beyond.

3. Femmes & Thems Night Out (June 2025)

Femmes and Thems is a one-day, inclusive community event that reimagines the traditional "Ladies' Night Out" by embracing diversity and gender inclusivity. Set in the heart of Bremerton, the event is designed to celebrate and empower individuals across all gender identities. Beyond its local roots, Femmes and Thems is strategically positioned to attract participants from across Kitsap County and the greater Puget Sound region, transforming Bremerton into a vibrant, regional destination for this unique celebration. Our event, which includes participation in neighboring business districts, has the capacity to draw a large crowd. Femmes and Thems will be an all-day event that goes beyond a single venue, activating multiple local businesses and public spaces. With LTAC funding, Femmes and Thems will expand beyond a local celebration, becoming a regional highlight that draws visitors to Bremerton. The event's innovative activities, diverse entertainment, and strategic partnerships will ensure it has a significant economic and cultural impact on the city and surrounding areas. This investment will not only support the growth of Femmes and Thems but will also drive long-term tourism and economic benefits for Bremerton.

- a. Event Planning and Logistics: Plan and coordinate the annual Femmes & Themes Night Out (an inclusive take on Ladies Night Out) by securing permits, business participation, creative branding, and expanded marketing efforts to increase attendance and encourage residents and visitors to engage with our welcoming downtown. Highlights of the event include:
- b. Develop Interactive Shopping Experience with a Passport Program: To further stimulate local economic activity, we will introduce a passport program that encourages attendees to visit and spend money at participating local shops. Attendees who collect stamps from multiple locations will be eligible for prizes, driving foot traffic to businesses and ensuring that the economic benefits of the event are felt throughout the community.
- c. Identify Diverse Entertainment Options: Attendees will enjoy a wide array of entertainment experiences, ranging from themed performances in local bars and restaurants to engaging activities like karaoke and more. These diverse entertainment options are designed to appeal to a broad audience, ensuring that everyone can find something that resonates with them. By incorporating performers from outside Bremerton, the event will also feature a mix of local and regional talent, further broadening its appeal.
- d. Secure Stage Performances by Regional Entertainers: The event will feature stage performances by entertainers from across the region, showcasing a variety of acts that highlight the inclusivity and cultural diversity of the event. These performances will position Bremerton as a hub for diverse cultural experiences, drawing attendees from neighboring cities and beyond.

4. Music Festival (July 2025)

We are excited to launch The Sound Wave Music Festival, a three-day event that will bring thousands of music lovers to Bremerton and Port Orchard. The festival will feature: Expenses related to hosting this large-scale music festival will include artist fees, stage and sound equipment, security, permits, marketing, and logistical support. The festival is expected to significantly contribute to the tourism and economic vitality of Kitsap County.

- a. Event Planning and Logistics: Plan and coordinate the three-day Sound Wave Music Festival (formerly Rock the Dock) including securing artist contracts, stage and sound equipment, security, permits, and marketing efforts. Top artists will headline on main stages at Quincy Square and the Bremerton Boardwalk, drawing tourists from across the region and beyond. The Boardwalk will also host additional stages, creating a dynamic atmosphere with food vendors, art installations, and family-friendly activities.
- b. Vendor and Boating Community Engagement: Engage food vendors, artists, and the boating community to create a vibrant festival atmosphere on the Bremerton Boardwalk and Quincy Square, integrating ferry transportation options. Leveraging Bremerton and Port Orchard's waterfront locations, the festival will captivate the boating community and utilize the fast ferry system

to make the event easily accessible to visitors from Seattle and surrounding areas.

- c. Economic Impact Maximization: Strategically design the festival to drive tourism and economic growth by attracting visitors to Bremerton and Port Orchard, resulting in increased spending at local businesses. The festival will drive significant foot traffic to local restaurants, shops, and hotels, boosting Bremerton and Port Orchard's economies. The event is strategically planned to maximize tourism and fill boat slips and hotels.

5. Winterfest (November/December 2025)

The DBA is relaunching what was once a single-day event into a holiday season experience, drawing attention to all the great events happening in Bremerton between Thanksgiving and the New Year. The range of events occurring in downtown and neighboring business districts have broad appeal and increased marketing efforts will only increase participation.

- a. Event Planning and Logistics: Plan and coordinate the annual Winterfest program in conjunction with other holiday and year-end events to promote visiting, shopping, and staying in Bremerton and surrounding Kitsap County during the holiday season. This will include targeted marketing to promote Bremerton and the surrounding area as a unique destination.

Project Timeline

The following schedule will be necessary to ensure our projects and events are completed during 2025.

Q1 - Q4 2025

- **Operational Support and Staffing**
 - **Ongoing throughout 2025**: Manage staffing and operational needs to support all initiatives, ensuring that resources are appropriately allocated to meet the project goals.

Q1 2025 (January - March)

- **Hiring of Additional Staff**
 - **January**: Post job listing, conduct interviews, and hire a part-time employee to assist with destination marketing and operational support.
 - **February**: Onboard and train the new employee, integrating them into the DBA's operations to support the Bremerton Destination Marketing Platform and other initiatives.
- **Development of Bremerton Destination Marketing Platform**
 - **January**: Begin design and development of the Bremerton Destination Marketing Platform website and social media campaigns with the support of the newly hired staff.

- **February:** Launch initial social media campaigns highlighting upcoming events and attractions.
- **March:** Complete the first phase of website development and launch the website with basic functionality.
- **Branding for the City of Bremerton**
 - **January:** Start community engagement sessions to gather input for the branding process.
 - **February:** Collaborate with branding professionals to develop initial design concepts.
 - **March:** Finalize the brand identity, including logos, taglines, and visual elements.
- **Event Preparation and Promotion: St. Patrick's Day Parade**
 - **January:** Begin permitting process and planning for St. Patrick's Day Parade in March, including design work for posters and social media assets.
 - **February:** Launch targeted advertising campaigns (digital and other) for St. Patrick's Day Parade and identify parade participants.
 - **March:** Complete St. Patrick's Day Parade event.

Q2 2025 (April - June)

- **Bremerton Destination Marketing Platform Continued**
 - **April:** Expand website content, including event calendars, travel guides, and interactive maps.
 - **May:** Launch targeted digital advertising campaigns aimed at key demographic groups.
 - **June:** Monitor and optimize social media campaigns and website traffic.
- **The Sound Wave Music Festival Preparation**
 - **April:** Finalize artist contracts and secure necessary permits and insurance.
 - **May:** Begin marketing and promotion for the festival across all platforms.
 - **June:** Coordinate logistics, including vendor engagement and collaboration with local businesses.
- **The HUB - Gift Shop & Information Center**
 - **April:** Complete the build-out of The HUB, including shelving, display fixtures, and signage.
 - **May:** Produce and stock merchandise, and set up the point-of-sale system.
 - **June:** Soft launch of The HUB to ensure all systems are operational.
- **Event Preparation and Promotion: Femmes & Thems Night Out**
 - **April:** Begin design work for Femmes & Thems social media assets and other promotional materials.
 - **May:** Secure business participants and volunteers for the Femmes & Thems event and begin advertising.
 - **June:** Complete and host Femmes & Thems Night Out event.

Q3 2025 (July - September)

- **The Sound Wave Music Festival Execution**

- **July:** Host the three-day Sound Wave Music Festival from July 11th-13th, including main stages at Quincy Square and the Bremerton Boardwalk.
- **August:** Conduct post-event analysis to assess economic impact and gather feedback from attendees and vendors.
- **September:** Begin planning for the next iteration of the festival based on lessons learned.
- **Bremerton Destination Marketing Platform**
 - **July:** Continue content updates and campaign management, focusing on post-festival coverage.
 - **August:** Evaluate the performance of digital advertising and make necessary adjustments.
 - **September:** Plan and prepare for fall and winter tourism marketing campaigns.
- **The HUB - Gift Shop & Information Center**
 - **July:** Host the grand opening event for The HUB, inviting local media and community members.
 - **August:** Assess sales performance and adjust inventory based on customer preferences.
 - **September:** Begin planning seasonal merchandise for the holiday season.

Q4 2025 (October - December)

- **Ongoing Marketing and Branding Efforts**
 - **October:** Launch fall tourism campaigns and prepare for holiday season promotions.
 - **November:** Continue to engage the community and update the Bremerton Destination Marketing Platform with winter events and guides.
 - **December:** Review the year's initiatives, assess outcomes, and start planning for 2026 projects.

Project Budget

Revenue and expense categories

Revenue Categories	\$ 298,680.00
Sponsorship	\$ 34,500.00
Ticket & Other Sales	\$ 67,640.00
City funding	\$ 7,140.00
<u>Kitsap LTAC support for staff</u>	<u>\$ 69,900.00</u>
<u>Kitsap LTAC support for advertising</u>	<u>\$ 30,000.00</u>
<u>Kitsap LTAC support for branding</u>	<u>\$ 62,000.00</u>
Vendor Fees	\$ 27,500.00
Expense Categories	\$ 246,850.00
Operations (DBA)	\$ 84,600.00
Social Media Promotion	\$ 2,250.00
Printing costs (posters)	\$ 6,500.00
Banners	\$ 5,000.00
Music Festival (excluding DBA staff support)	\$ 65,000.00
Advertising for non-music festival events (Seattle Times, KEXP, 107.7 the End)	\$ 18,000.00
Point of Sale System	\$ 12,000.00
Branding	\$ 50,000.00
Other (e.g., Shuttle Service)	\$ 3,500.00

All Income & Itemized Expenses

INCOME			
St. Patrick's Day Parade	<i>Item</i>	<i>Source</i>	\$ 10,710.00
	<i>Presenting Sponsor</i>	<i>Outside sponsorship</i>	\$ 2,000.00
	<i>Operations funding</i>	<i>City of Bremerton</i>	\$ 1,360.00
	<i>LTAC Support for DBA marketing staff</i>	<i>Kitsap County LTAC</i>	\$ 1,350.00
	<i>LTAC Support for advertising</i>	<i>Kitsap County LTAC</i>	\$ 6,000.00

Femmes & Thems Night Out			\$ 10,710.00
	<i>Presenting Sponsor</i>	<i>Outside sponsorship</i>	\$ 2,000.00
	<i>Operations from City funding</i>	<i>City of Bremerton</i>	\$ 1,360.00
	<i>LTAC Support for marketing staff and advertising</i>	<i>Kitsap County LTAC</i>	\$ 1,350.00
	<i>LTAC Support for advertising</i>	<i>Kitsap County LTAC</i>	\$ 6,000.00
Summer Music Festival			\$ 142,900.00
	<i>Presenting Sponsor</i>	<i>Outside sponsorship</i>	\$ 20,000.00
	<i>Beer Garden Sponsor</i>	<i>Outside sponsorship</i>	\$ 10,000.00
	<i>Beer Garden Sales</i>	<i>Attendees</i>	\$ 8,640.00
	<i>Vendor Fees</i>	<i>Vendors</i>	\$ 27,500.00
	<i>VIP Ticket Sales</i>	<i>Attendees</i>	\$ 59,000.00
	<i>Operations funding</i>	<i>City of Bremerton</i>	\$ 3,060.00
	<i>LTAC Support for marketing staff</i>	<i>Kitsap County LTAC</i>	\$ 2,700.00
	<i>LTAC Support for advertising</i>	<i>Kitsap County LTAC</i>	\$ 12,000.00
Winterfest			\$ 9,210.00
	<i>Presenting Sponsor</i>	<i>Outside sponsorship</i>	\$ 500.00
	<i>Operations funding</i>	<i>City of Bremerton</i>	\$ 1,360.00
	<i>LTAC Support for marketing staff</i>	<i>Kitsap County LTAC</i>	\$ 1,350.00
	<i>LTAC Support for advertising</i>	<i>Kitsap County LTAC</i>	\$ 6,000.00
General Tourism Promotion & Marketing Operations			\$ 125,150.00
	<i>LTAC Support for marketing staff</i>	<i>Kitsap County LTAC</i>	\$ 63,150.00
	<i>LTAC Support for branding</i>	<i>Kitsap County LTAC</i>	\$ 62,000.00
	TOTAL INCOME		\$ 298,680.00

EXPENSES			
St. Patrick's Day Parade	<i>Item</i>	<i>Source/Vendor</i>	\$ 11,600.00
	<i>Social Media Promotion</i>	<i>Instagram and Facebook</i>	\$ 750.00
	<i>Operations (Executive Director & Marketing Staff person)</i>	<i>DBA</i>	\$ 3,350.00
	<i>Poster Printing</i>	<i>Vendor TBD</i>	\$ 1,500.00
	<i>Advertising</i>	<i>Kitsap Smokestack, Kitsap Sun, KEXP, The Stranger, etc...</i>	\$ 6,000.00
Femmes & Thems Night Out			\$ 17,100.00
	<i>Social Media Promotion</i>	<i>Instagram and Facebook</i>	\$ 750.00
	<i>Operations (Executive Director & Marketing Staff person)</i>	<i>DBA</i>	\$ 3,350.00
	<i>Poster Printing</i>	<i>Local printer</i>	\$ 1,500.00
	<i>Advertising</i>	<i>Kitsap Smokestack, Kitsap Sun, KEXP, The Stranger, etc...</i>	\$ 6,000.00
	<i>Restaurant Bingo Card</i>	<i>Vendor TBD</i>	\$ 2,000.00
	<i>Swag Bags</i>	<i>Sponsors, DBA</i>	\$ 2,500.00
	<i>Shuttle Service</i>	<i>Vendor TBD</i>	\$ 1,000.00
Summer Music Festival			\$ 76,400.00
	<i>Social Media Promotion</i>	<i>Instagram and Facebook</i>	\$ 1,250.00
	<i>Operations (Executive Director & Marketing Staff person)</i>	<i>DBA</i>	\$ 11,400.00
	<i>Design Fee for Poster & Other Assets</i>	<i>Artist/Graphic Designer</i>	\$ 3,500.00
	<i>Poster Printing</i>	<i>Vendor TBD</i>	\$ 750.00
	<i>Advertising</i>	<i>Kitsap Smokestack, Kitsap Sun, KEXP, The Stranger, etc...</i>	\$ 12,000.00
	<i>Sound</i>	<i>Gordon Sound</i>	\$ 12,000.00

	<i>Bands</i>	<i>Bands TBD</i>	\$ 30,000.00
	<i>Security</i>	<i>Vendor TBD</i>	\$ 500.00
	<i>Rentals</i>	<i>Various vendors</i>	\$ 3,000.00
	<i>Shuttle Service</i>	<i>Vendor TBD</i>	\$ 2,000.00
Winterfest			\$ 11,600.00
	<i>Social Media Promotion</i>	<i>Instagram and Facebook</i>	\$ 750.00
	<i>Operations (Executive Director & Marketing Staff person)</i>	<i>DBA</i>	\$ 3,350.00
	<i>Poster Printing</i>	<i>Vendor TBD</i>	\$ 1,500.00
	<i>Advertising</i>	<i>Kitsap Smokestack, Kitsap Sun, KEXP, The Stranger, etc...</i>	\$ 6,000.00
General Tourism Promotion & Marketing Operations			\$ 125,150.00
	<i>Point of Sale System</i>	<i>Vendor TBD</i>	\$ 12,000.00
	<i>Branding for "Discover Bremerton" with "Downtown Bremerton"</i>	<i>Branding consultant</i>	\$ 50,000.00
	<i>Operations of Discover Bremerton</i>	<i>DBA</i>	\$ 63,150.00
	TOTAL EXPENSES		\$ 241,850.00

Salaries & Related Expenses

DBA Executive Director 2024 Salary	\$ 70,000.00
DBA Executive Director Benefits	\$ 7,380.00
DBA Paid Executive Director Payroll Taxes	\$ 8,400.00
DBA Marketing/Event Coordinator Proposed Wages (\$30/hour)	\$ 45,000.00
DBA Marketing/Event Coordinator Proposed Overtime Wages (\$45/hour)	\$ 5,400.00
DBA Marketing/Event Coordinator Proposed Benefits	\$ 6,630.00
DBA Paid Marketing/Event Coordinator Payroll Taxes	\$ 6,048.00
TOTAL	\$ 148,858.00

Type	Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan 2026	TOTAL
Expense	Advertising (Femmes & Thems)					\$ (3,000.00)	\$ (3,000.00)								\$ (6,000.00)
Expense	Restaurant Bingo Card (Femmes & Thems)						\$ (2,000.00)								\$ (2,000.00)
Expense	Swag Bags (Femmes & Thems)						\$ (2,500.00)								\$ (2,500.00)
Expense	Shuttle Service (Femmes & Thems)						\$ (1,000.00)								\$ (1,000.00)
Expense	Social Media Promotion (Music Festival)						\$ (625.00)	\$ (625.00)							\$ (1,250.00)
Expense	Operations (Executive Director & Marketing Staff person, Music Festival)				\$ (2,280.00)	\$ (2,280.00)	\$ (2,280.00)	\$ (4,560.00)							\$ (11,400.00)
Expense	Design Fee for Poster & Other Assets					\$ (2,450.00)	\$ (1,050.00)								\$ (3,500.00)
Expense	Poster Printing (Music Festival)							\$ (750.00)							\$ (750.00)
Expense	Advertising (Music Festival)					\$ (3,600.00)	\$ (4,800.00)	\$ (3,600.00)							\$ (12,000.00)
Expense	Sound (Music Festival)							\$ (12,000.00)							\$ (12,000.00)
Expense	Bands (Music Festival)					\$ (6,000.00)		\$ (24,000.00)							\$ (30,000.00)
Expense	Security (Music Festival)							\$ (500.00)							\$ (500.00)
Expense	Rentals (Music Festival)							\$ (3,000.00)							\$ (3,000.00)
Expense	Shuttle Service (Music Festival)							\$ (2,000.00)							\$ (2,000.00)
Expense	Social Media Promotion (Winterfest)											\$ (575.00)	\$ (575.00)		
Expense	Operations (Executive Director & Marketing Staff person, Winterfest)										\$ (1,116.67)	\$ (1,116.67)	\$ (1,116.67)		\$ (3,350.00)
Expense	Poster Printing (Winterfest)											\$ (1,500.00)			\$ (1,500.00)
Expense	Advertising (Winterfest)											\$ (3,000.00)	\$ (3,000.00)		\$ (6,000.00)
Expense	Point of Sale System (Tourism)		\$ (4,000.00)	\$ (4,000.00)	\$ (4,000.00)										\$ (12,000.00)
Expense	Branding for "Discover Brenerton" with "Downtown Brenerton" (Tourism)	\$ (15,000.00)			\$ (5,000.00)		\$ (10,000.00)		\$ (20,000.00)						\$ (50,000.00)
Expense	Operations of Discover Brenerton (Tourism)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (5,262.50)	\$ (50,000.00)
		\$ 20,260.83	\$ (3,991.67)	\$ (3,531.67)	\$ (6,086.67)	\$ 9,838.33	\$ 25,813.33	\$ (12,385.00)	\$ (340.00)	\$ 4,960.00	\$ 3,843.33	\$ (1,031.67)	\$ 1,708.33	\$ 17,572.50	\$ 56,630.00

History of the Downtown Bremerton Association (DBA)

The Downtown Bremerton Association (DBA) was founded with the mission to revitalize and promote the economic, cultural, and social vitality of Bremerton's downtown area. For over a decade, the DBA has played a pivotal role in transforming downtown Bremerton into a vibrant hub of activity, fostering a strong sense of community and driving local economic growth. Previously a volunteer-run organization, since adding a full-time staff person in January 2023, the DBA has experienced significant growth with increasing capacity to produce and market our annual slate of events.

The DBA has successfully organized and hosted numerous signature events, including the St. Patrick's Day Parade, Femmes and Them's Night Out (an inclusive twist on the traditional Ladies' Night Out), the Rock the Dock Music Festival, Trick or Treat Street, and Winterfest. These events have become staples in Bremerton's cultural calendar, drawing visitors from across the region and beyond, significantly boosting foot traffic for local businesses and enhancing the overall appeal of the downtown area.

Recently, the DBA strategically positioned itself in the heart of Downtown Bremerton by relocating to the Kitsap History Museum. This move places us centrally in the future home of Quincy Square, which is set to become a vibrant cultural and entertainment hub in the heart of Bremerton.

While the DBA has not previously received lodging tax funding from Kitsap County, we have been fortunate to receive support from the City of Bremerton's Lodging Tax Advisory Committee (LTAC). This funding has been instrumental in helping us execute our initiatives and expand our efforts to draw more visitors to Bremerton. With continued support, we aim to elevate our impact further, positioning Bremerton as a premier destination in the Pacific Northwest.

Additionally, we are proud to share that the DBA is in the final stages of our quest to become a Certified Main Street Community, a designation that will further enhance our ability to promote and preserve the unique character of downtown Bremerton.

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IMPORTANT!

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE POSTING THIS LICENSE

General Information

Post this Business License in a visible location at your place of business.

If you were issued a Business License previously, **destroy the old one and post this one in its place.**

Login to My DOR at dor.wa.gov if you need to make changes to your business name, location, mailing address, telephone number, or business ownership.

Telephone: 360-705-6741

Endorsements

All endorsements should be renewed by the expiration date that appears on the front of this license to avoid any late fees.

If there is no expiration date, the endorsements remain active as long as you continue required reporting. Tax Registration, Unemployment Insurance, and Industrial Insurance endorsements require you to submit periodic reports. Each agency will send you the necessary reporting forms and instructions.

For assistance or to request this document in an alternate format, visit <http://business.wa.gov/BLS> or call (360) 705-6741. Teletype (TTY) users may use the Washington Relay Service by calling 711.

BLS-700-107 (07/27/20)

BUSINESS INFORMATION

Business Name:

DOWNTOWN BREMERTON ASSOCIATION

UBI Number:

602 762 204

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

409 PACIFIC AVE STE 207, BREMERTON, WA, 98337-1902, UNITED STATES

Principal Office Mailing Address:

PO BOX 245, BREMERTON, WA, 98337-0051, UNITED STATES

Expiration Date:

09/30/2024

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

09/12/2007

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE, DOWNTOWN ASSOCIATION

Charitable Corporation:



Nonprofit EIN:

56-2659178

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



Has Members:



Public Benefit Designation:



Host Home:



REGISTERED AGENT INFORMATION

Registered Agent Name:

PRESIDENT

Street Address:

409 PACIFIC AVE STE 207, BREMERTON, WA, 98337-1902, UNITED STATES

Mailing Address:

PO BOX 245, BREMERTON, WA, 98337-0051, UNITED STATES

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2023

Open to Public Inspection

A For the 2023 Calendar year, or tax year beginning 2023-01-01 and ending 2023-12-31

B Check if available

 Terminated for Business Gross receipts are normally \$50,000 or lessC Name of Organization: DOWNTOWN BREMERTONASSOCIATIONPO Box 245, Bremerton, WA,US, 98337

D Employee Identification

Number 56-2659178

E Website:

www.downtownbremerton.orgF Name of Principal Officer: Sam EnlowPO Box 245, Bremerton, WA,US, 98337

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.