

Resolution No. 203 -2025

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 2026.

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 November 6th and 7th, 2025 to interview twenty-five applicants, and has made its recommendations .

NOW THEREFORE BE IT RESOLVED by the Board of County Commissioners of Kitsap County, Washington, that the 2026 proceeds from the collection of the lodging tax be distributed for the following organizations as follows:

Organization	Requested	Committee Recommendation
Love Kitsap	\$ 742,150.00	\$ 328,572.00
Sunny Jack Events	\$ 100,000.00	\$ 40,000.00
Kitsap History Museum	\$ 109,600.00	\$ 100,000.00
Admiral Theatre	\$ 150,000.00	\$ 50,000.00
Arts & Humanities BI	\$ 22,950.00	\$ 10,000.00
Bainbridge Island Museum of Art	\$ 40,000.00	\$ 20,000.00
Downtown Bremerton Association	\$ 200,000.00	\$ 200,000.00
Bremerton Rotary Foundation	\$ 25,000.00	\$ -
Collins Historical Aircraft Foundation	\$ 150,000.00	\$ 50,000.00
Elevate Events	\$ 55,000.00	\$ -
Fathoms O'Fun Festival	\$ 42,000.00	\$ 6,000.00
Greater Kitsap Chamber & Visit Kitsap	\$ 1,043,607.00	\$ 250,000.00
Roxy Bremerton Foundation	\$ 30,000.00	\$ 20,000.00
Greater Kingston Community Chamber of Commerce	\$ 129,428.00	\$ 129,428.00
Poulsbo Historical Society	\$ 5,000.00	\$ 5,000.00
Washington State Science & Eng Fair	\$ 75,000.00	\$ 55,000.00
Kitsap Fair & Stampede Association	\$ 230,000.00	\$ 118,000.00
Kitsap Peninsula Opera Guild dba Kitsap Opera	\$ 18,000.00	\$ -
Kitsap Transit	\$ 200,000.00	\$ 60,000.00
Naval Undersea Museum	\$ 6,000.00	\$ 6,000.00
Poulsbo -NK Rotary Club & Foundation	\$ 30,000.00	\$ -
Puget Sound Naval Museum	\$ 7,500.00	\$ 3,500.00
Kitsap Building Association	\$ 200,000.00	\$ -
Suquamish Museum	\$ 56,897.00	\$ -
Whaling Days	\$ 98,500.00	\$ 98,500.00
	\$ 3,766,632.00	\$1,550,000.00

BE IT FURTHER RESOLVED by the Board of County Commissioners of Kitsap County, Washington, that the Department of Administrative Services establishes contracts with the above agencies for the designated amounts.

ADOPTED this 1st day of Dec, 2025

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

Christine Rolfes

CHRISTINE ROLFES Chair

Oran Root

ORAN ROOT, Commissioner

Katherine T. Walters

KATHERINE T. WALTERS, Commissioner

ATTEST:

Dana Daniels

DANA DANIELS

Clerk of the Board



Lodging Tax Advisory Committee (LTAC)
November 6 and 7, 2025

The Committee met on Thursday, November 6, 2025, and Friday, November 7, 2025, at the Kitsap County Administration Building, 3rd floor Chambers conference room, Port Orchard.

Members present: Chair Katherine T. Walters, Baqi Kopelman, Charles Kraining, Justin Sykes, and Stacey Saunders.

The projected lodging tax revenue for the 2026 budget year is \$1,550,000.00. The Committee made recommendations based on those projections.

The Lodging Tax Advisory Committee funding recommendations for 2026 are as follows:

Organization	Requested	Committee Recommendation
Love Kitsap	\$ 742,150.00	\$ 328,572.00
Sunny Jack Events	\$ 100,000.00	\$ 40,000.00
Kitsap History Museum	\$ 109,600.00	\$ 100,000.00
Admiral Theatre	\$ 150,000.00	\$ 50,000.00
Arts & Humanities BI	\$ 22,950.00	\$ 10,000.00
Bainbridge Island Museum of Art	\$ 40,000.00	\$ 20,000.00
Downtown Bremerton Association	\$ 200,000.00	\$ 200,000.00
Bremerton Rotary Foundation	\$ 25,000.00	\$ 0.00
Collins Historical Aircraft Foundation	\$ 150,000.00	\$ 50,000.00
Elevate Events	\$ 55,000.00	\$ 0.00
Fathoms O'Fun Festival	\$ 42,000.00	\$ 6,000.00
Greater Kitsap Chamber & Visit Kitsap	\$ 1,043,607.00	\$ 250,000.00
Roxy Bremerton Foundation	\$ 30,000.00	\$ 20,000.00
Greater Kingston Community Chamber of Commerce	\$ 129,428.00	\$ 129,428.00
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Kitsap Fair & Stampede Association	\$ 230,000.00	\$ 118,000.00
Kitsap Peninsula Opera Guild dba Kitsap Opera	\$ 18,000.00	\$ 0.00
Kitsap Transit	\$ 200,000.00	\$ 60,000.00
Naval Undersea Museum	\$ 6,000.00	\$ 6,000.00
Poulsbo -NK Rotary Club & Foundation	\$ 30,000.00	\$ 0.00
Puget Sound Naval Museum	\$ 7,500.00	\$ 3,500.00
Kitsap Building Association	\$ 200,000.00	\$ 0.00
Buquamish Museum	\$ 56,897.00	\$ 0.00
Whaling Days	\$ 98,500.00	\$ 98,500.00
	\$ 3,766,632.00	\$1,550,000.00

During the evaluation process, committee members conducted interviews with the applicants, allowing them to make informed decisions on funding allocations. In their deliberations, they first reviewed and awarded applicants from unincorporated Kitsap County before considering the remainder of the applicants. The disbursed lodging tax revenue supports tourism marketing, special events, and tourism-related facilities with a preference on applications geared towards championship soccer 2026.

1. Love Kitsap

Project Type:

- *Tourism Marketing*

Request: \$742,150.00 to use towards Love Kitsap 2026 Annual Tourism Marketing Proposal as follows:

Love Kitsap has laid the foundational framework for Kitsap's participation in the soccer championship 2026 event position our region for long-term growth, economic impact and community benefit. The mission of Love Kitsap will be to continue to expand while creating a solid foundation of countywide tourism promotion ecosystem as identified below:

- Project 1: Social, Digital Media and Travel Promotions
- Project 2: Website – Elevated Version of Love Kitsap – Kitsap.Love
- Project 3: Website – Staykitsap26.com Updates
- Project 4: Kitsap Official Visitor Guide
- Project 5: Photography and Video, Media Creation
- Project 6: Advertising – Print & Digital and Design
- Project 7: Zartico Advanced Analytics Reporting
- Project 8: Lodging Liaison

Presenters: Anna Jessan, Kelle Kitchel-Cooper, Josh Johnson

Recommended allocation: \$328,572.00

2. Sunny Jack Events

Project Type:

- Marketing and operations of special events and festivals designed to attract tourists.

Request: \$100,000.0 to use toward Sunny Jack Events during the 2026 season.

Sunny Jack Events (SJE) continues to shape Kitsap County's identity as a premier destination for vibrant, community-centered celebrations. Building upon the success of its 2025 season, SJE's 2026 programming expands its reach across Bremerton and beyond—drawing visitors from throughout the Pacific Northwest to experience the energy, creativity, and hospitality that define the region. Each event under the SJE umbrella brings people together, strengthens local business visibility, and stimulates tourism spending throughout Kitsap County's hotels, restaurants, and retail corridors by increasing tourism engagement across Kitsap County through multi-event, year-round programming, providing consistent, high-quality experiences that highlight the area's food, culture, and creative economy and supporting small business growth through vendor opportunities and regional promotion.

SJE is requesting funds for the following projects:

- Bremerton Bridge Blast – June 27-27, 2026
- Tase of Kitsap – August 7-8, 2026
- Bremerton Night Market - May 1, June 5, July 7, and Oct 2, 2026
- Vows & Vibes – Kitsap Wedding Expo – February 7, 2026

Presenters: Sunny Saunders

Recommended allocation: \$40,000.00

3. Kitsap History Museum (KHM)

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*
- *Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations*

Request: \$109,600.00 for Archives, Exhibits, Programs and Marketing

The Kitsap History Museum (KHM) has been the county's official steward of Kitsap's heritage for over 77 years—preserving and sharing the stories, artifacts, and archives that define our region's identity. KHM strengthens Kitsap County tourism through its permanent and rotating exhibits, innovative programs and events, and expansive marketing and outreach that attract local, regional, national, and international visitors for both day trips and overnight stays. The Museum serves as a highly respected cultural anchor, open six days a week year-round, including during the off-peak season.

The LTAC funds will be used as follows:

- Continue and enhance cornerstone programs, exhibits and our archival collection of Kitsap County history.
- Launch a new community-driven exhibit (*Black Voices*).
- Debut a new countywide event series (*America's 250*).
- Expand hours and programming for Soccer Championship 2026 FanZone.
- Modernize the *Hands-On History Trunks* educational program.

Presenters: Lisa Hope, Executive Director

Recommended allocation: \$100,000.00

4. Admiral Theatre

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*
- *Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations*

Request: \$150,000.00 for 2026 Operations and Advertising

The Admiral Theatre would like to extend and expand advertising and media relationships in 2026 to include their entire annual slate of events via additional TV, radio, print, online, social and distributed marketing materials.

The LTAC funds will be used to as follows:

- Soccer Championship 2026 free public events (\$25,000)
- Theatre operations (\$30,000)
- Events support (\$35,000)
- Advertising and marketing support (\$35,000)
- Capital for marquee restoration (\$25,000)

Presenters: Brian Johnson, Executive Director

Recommended allocation: \$50,000.00

5. Arts & Humanities Bainbridge Island

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$22,950.00 for Building Tourism through the Asian Arts & Heritage Festival

The Asian Arts & Heritage Festival is a month-long celebration highlighting the diversity, creativity, and cultural traditions of Asian communities through performances, exhibitions, culinary events, and educational workshops. The festival takes place each May across Bainbridge Island, engaging residents and visitors in meaningful cultural exchange.

The LTAC funds will be used to as follows:

- Advertising campaigns
- Social medial promotions
- Collaborations with tourism and lodging partners
- Expanded online presence

Presenters: Jackie Muth, Grants Manager & Public Art Coordinator

Recommended allocation: \$10,000.00

6. Bainbridge Island Museum of Art (BIMA)

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$40,000.00 for Marketing Kitsap County as National Craft Destination

With its mission focus of “the contemporary art and craft of the Puget Sound Region,” BIMA has become known for the quality and excellence of its craft exhibitions. As a result of its growing reputation and high visitor ship, BIMA was invited to be featured participant in a high-profile national initiative: **Handwork – Celebrating American Craft 2026**. Organized by PBS’ *Craft in America* and an official project of America 250, honoring a quarter-millennium of American history, heritage, and hope, Handwork spotlights 200+ nationally renowned craft-focused organizations, from the Smithsonian to Atlanta’s High Museum, and provides a national marketing platform of film, print, web and social media to a national audience.

The LTAC funds will be used for three phases in this effort:

- Phase 1: Media Planning, Negotiation, and PR Stories, Visuals, Materials Development
- Phase 2: Media Buying, Design, Production, Placement of Ads; PR Story & Junket Pitches
- Phase 3: Confirmation of efforts, documentation, follow up and billing

Presenters: Sheila Hughes, Executive Director

Recommended allocation: \$20,000.00

7. Downtown Bremerton Association

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*
- *Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations*

Request: \$200,000.00 Bremerton fanzone at Quincy Square

The Downtown Bremerton Association is requesting LTAC funds to support the 2026 Bremerton Fan Zone at Quincy Square, Kitsap County’s official Soccer Championship 2026 event celebration site. This six-week activation will attract visitors, increase lodging and dining activity, and showcase Bremerton’s waterfront culture through live Soccer Championship 2026 watch parties, entertainment, and community programming. The Bremerton Fan Zone will feature live watch parties, cultural performances, interactive experiences, and local food and beverage offerings, while maintaining full compliance with the Soccer Championship 2026 branding, safety, and accessibility standards. Our marketing will integrate with Love Kitsap, Visit Kitsap Peninsula,

the Greater Kitsap Chamber, KEDA, and the SEA&WIN app, ensuring broad regional visibility through campaigns like StayKitsap26.com.

Presenters: Jessica Combs, Executive Director

Recommended allocation: \$200,000.00

8. Bremerton Rotary Foundation – Blackberry Festival

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$25,000.00 for the 2026 Blackberry Festival

The Bremerton Rotary Blackberry Festival is one of the most celebrated community festivals in the Pacific Northwest, drawing visitors from throughout Kitsap County, the greater Puget Sound region, and neighboring states. The festival showcases local food, music, art, and culture along Bremerton’s scenic waterfront and plays a vital role in the regional tourism economy.

The LTAC funds will be used to as follows:

- Event Planning and Management
- Marketing, Promotion, and Tourism Development
- On-Site visitor Experience
- Post-Event Reporting and Evaluation

Presenters: Sunny Saunders

Recommended allocation: \$0.00

9. Collins Historical Aircraft Foundation

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*
- *Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations*

Request: \$150,000.00 for the 2026 Bremerton Air Show

The 2026 Bremerton Airshow is a two-day family friendly aviation event conducted at the Bremerton National Airport located in Kitsap County. The event consists of world class aviation displays, both civilian and military. Elements of the event consist of both flying and static displays of modern military, historic military and civilian aircraft, and general aviation on aircraft. Food and merchandise vendors, a car show, STEM location and a Kids Zone are planned as well at the

only aviation event on the Kitsap Peninsula. LTAC funds will be used Advertising and social media efforts.

Presenters: Doug Fratoni

Recommended allocation: \$50,000.00 for marketing only

10. Elevate Events

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$55,000.00 for Discover Bremerton

Discover Bremerton is a new two-day waterfront festival created to position Kitsap County as a vibrant destination for arts, food, and culture during the Soccer Championship 2026 in Seattle. Tentatively scheduled for June 20–21, 2026, the event will transform Bremerton’s waterfront into a showcase of local creativity, featuring regional food vendors, artisan markets, live music, and interactive cultural exhibits.

The LTAC funds will be used to as follows:

- Marketing and Tourism Promotion
- Launch DestinationBremerton.com to promote Kitsap Lodging, attractions, and itineraries
- Execute paid digital campaigns (Facebook, Instagram, Google, and geo-targeted ads to Seattle, Tacoma and Portland)
- Create print materials, ferry terminal signage, and visitor-center collateral
- Partner with DMOs for cross-promotion and shared media content

Presenters: Sunny Saunders

Recommended allocation: \$0.00

11. Fathoms O’Fun Festival

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$42,000.00 for 2026 Fathoms O’Fun Festival

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 in order to help promote Kitsap County as a tourist destination.

The LTAC funds will be used to as follows:

- \$5000 for float travel to cover gas, tolls, driver lodging at two overnight parades (Marysville and Leavenworth), repairs, etc. Gas costs have increased. Our float (and soon to be float trailer) has signage on it promoting Kitsap County. The Fathoms float travels to approximately

15-16 parades across the State, ending the season in Leavenworth. Our own hometown parade and summer festival will be held during the soccer championship 2026.

- \$6000 for regional advertising and marketing of Fathoms events throughout Kitsap County. All physical advertising expenses have significantly increased. Many of our events will be held during soccer championship 2026, so advertising will be increased in 2026.
- \$7000 for Concerts by the Bay, our summer concert series right in the Port of Bremerton. Multiple concerts will also be held during soccer championship 2026.
- \$24,000 for the 59th Annual Professional Fireworks Show over Sinclair Inlet, which can be seen by Port Orchard and Bremerton, as well as the thousands who come from other areas, and is seen by those who fill up our hotels, and the boaters who fill up the marinas to see this spectacular show. Fireworks costs have skyrocketed, both in shipping and shell cost, as well as the pyrotechnic, barge, and the safety costs. This year's show will be held during soccer championship 2026. We intend to increase the size/length of the show for a much larger crowd!

Presenters: Erin Hohol, Treasurer

Recommended allocation: \$6,000.00 distributed as follows:

- \$5,000.00 for float
- \$1,000.00 for regional advertising

12. Greater Kitsap Chamber (GKC) & Visit Kitsap Peninsula (VKP)

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*
- *Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations*

Request: \$1,043,607.00 for 2026 Tourism Promotion – Joint Application from GKC & VKP

GKC and VKP has entered into a joint application to advance a unified tourism marketing and visitor engagement strategy for Kitsap County. GKC and VKP work together to ensure that tourism dollars land in Kitsap through aligned destination marketing, visitor services, and business engagement. Using Datafy, AirDNA, and CoStar, VKP targets markets proven to fill hotels and extend stays, while GKC captures real-time visitor data from the Silverdale and Bremerton Visitor Centers. VKP drives destination awareness through digital storytelling, paid advertising, influencer partnerships, and analytics. GKC provides the essential in-person connection that converts curiosity into confirmed stays, manages two visitor centers, and engages local businesses to ensure travelers feel welcome in every corner of Kitsap.

The LTAC funds will be used to sustain and grow this shared impact—uniting marketing, visitor services, and business engagement to strengthen Kitsap County's identity as the Basecamp for Pacific Northwest travel. With LTAC's continued support, we can retain more visitors, sustain

long-term tourism growth, and fill the regional coordination gap that ensures every city and community benefits equitably from a thriving, year-round visitor economy.

Presenters: Irene Moyer, GKC President & CEO, Christine Whitney, Director of Sales and Business Development, VKP, and Aljollynn Sperber, VKP Executive Director

Recommended allocation: \$250,000.00 distributed as follows:

- \$105,000.00 for Visitor Center
- \$145,000.00 provided as unrestricted funding, to be used in alignment with the scope outlined in the application)

13. Roxy Bremerton Foundation

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$30,000.00 for 2026 Tourism Marketing

The Roxy Theatre is the only nonprofit-owned and operated historic venue of its kind in Kitsap County. Since reopening as a community-led nonprofit, the Roxy has become a cornerstone of Bremerton’s revitalized Quincy Square, hosting films, concerts, festivals, and community events that draw visitors from across the Pacific Northwest.

Lodging tax funds will be used exclusively for **marketing, outreach, and tourism promotion** to increase awareness of Roxy Theatre events and Kitsap County’s cultural tourism opportunities.

Marketing & Outreach Activities

- Digital Marketing & Social Media: Paid campaigns across Facebook, Instagram, X, TikTok, and Google Ads targeting travelers from Seattle, Tacoma, Portland, and Vancouver, BC.
- TripAdvisor & Google Business Management: Ongoing updates, photos, and SEO improvements to enhance visibility for “things to do” in Kitsap County.
- Print & Broadcast Media: Advertising in regional newspapers, ferry publications, and public radio partnerships (C89.5 FM, KNKX, & Cascade PBS).
- Collaborative Marketing: Shared promotions with Visit Kitsap, Love Kitsap, Downtown Bremerton Association, and Greater Kitsap Chamber & Visitor Center.
- Tourism Partnerships: Continued collaboration with Fairfield Inn & Suites and other local hotels to offer visitor discounts and track overnight stays tied to Roxy events.
- Cross-Promotions with Small Businesses: Partnerships with local enterprises like Ballast Books, restaurants, and shops to extend visitor engagement downtown.

Presenters: Michael Goodnow, Executive Director

Recommended allocation: \$20,000.00

14. Greater Kingston Community Chamber of Commerce

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*
- *Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations*

Request: \$129,428.00 for 2026 Tourism Marketing and Events

Kitsap County (KC) is expecting thousands of soccer-loving fans from around the world to visit in 2026 and many of them will first experience KC in Kingston as they exit Washington State Ferries (WSF) or the Kitsap Fast Ferry. In addition, WSF and the Kitsap Fast Ferry bring millions of people to KC and beyond every year with the Edmonds-Kingston route the busiest vehicle route and experiencing the fastest growth in cars and ridership. The Greater Kingston Visitor Center (GKVC) wants to assure that this experience is positive, memorable and representative of the County and is perfectly positioned to do so, located directly across from the ferry terminal. The GKVC, operating within the Greater Kingston Community Chamber of Commerce office, ensures high visibility and accessibility for visitors whether walk-aboard or drivers. When fully staffed, the office is open five days a week, promoting all of KC, with an emphasis on unincorporated North Kitsap. This area lacks city-supported tourism resources or advocacy, making our focus, and continued LTAC funding for the Visitor Center, its website, promos, and events, particularly vital.

The LTAC funds will be used to as follows:

- Visitor Center Operations and Kingston Wayfinding Updates
- Greater Kingston visitor's Guide Updates and Supplemental Resources for Soccer Championship 2026
- Kingston Tourism Website Updates for the Soccer Championship 2026
- Marketing and Operational Support for Tourism Events Including New Outdoor and Soccer Championship 2026 related Events
- Regional Advertising for the Greater Kingston Area

Presenters: Jen Skalbeck, Executive Director

Recommended allocation: \$129,428.00

15. Poulsbo Historical Society

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$5,000.00 for 2026 Liberty Bay Festival

Liberty Bay Festival is a multi-day waterfront celebration of Poulsbo's maritime heritage, local arts, and community spirit; showcasing all types of maritime vessels, industries, and individuals with connection to Poulsbo, Liberty Bay and Puget Sound. Festival planning includes a targeted

marketing and invitation outreach to maritime organizations across the country. Marketing and social media strategies will encourage attendees to contact hotels and other overnight visitor accommodations through the unincorporated area of the county.

Presenters: Linda Pawson, Executive Director

Recommended allocation: \$5,000.00

16. Washington State Science & Eng Fair

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$75,000.00 for 2026 Science & Engineering Fair

For 69 years, WSSEF and Kitsap County have jointly hosted a science showcase venue to students' grades 1 – 12. Adult citizens with corporate, educational and government entities travel to Kitsap County to support the students' efforts, network their businesses, promote their industries and educational institutions. Our combined marketing successes offer technological foresight and an educated workforce spotlighting Kitsap County for continued and future business and manufacturing growth opportunities. "Journey to WSSEF" ~ The Film. The WSSEF provides several services to Kitsap County. Kitsap County Lodging Tax funds are 100% dedicated to target marketing tourism. The 2026 fair will be held March 27 & 28, 2026.

The LTAC funds will be used to as follows:

- Project 1 (\$66,000.00) Marketing Materials, Video Ads, Outreach Promotion
- Project 2 (\$5,000.00) WSSEF Participation Travel Incentive
- Project 3 (\$4,000.00) Event Facilities | STEM | Activities

Presenters: Caroline Stein, Executive Director

Recommended allocation: \$55,000.00

17. Kitsap Fair & Stampede Association (KFSA)

Project Type:

- *Tourism marketing*
- *Marketing and operations of special events and festivals designed to attract tourists*
- *Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations*

Request: \$230,000.00 for the 2026 Fair Marketing and Soccer Championship

The Kitsap Fair & Stampede is a historic event that just celebrated its 100th Anniversary in 2023. It is a five-day event filled with livestock, rodeo, still-life exhibits, concerts, games, food and much more. This event serves as a unique opportunity to highlight Kitsap County and attract visitors

not only from neighboring counties but also from out of state. In addition, The KFSA will be hosting Soccer Championship 2026 watch parties.

The LTAC funds will be used to as follows:

- Pre-Event Planning
- Technical & Infrastructure
- Event Operations
- Staffing
- Marketing & Promotion
- Post-Event

Presenters: Penny Sapp, Vice President

Recommended allocation: \$118,000.00

18. Kitsap Peninsula Opera Guild dba Kitsap Opera

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$18,000.00 for 2026 Fall/Winter Opera Programming

Kitsap Opera is one of four non-profit companies in WA state that engages audiences with full-scale, fully staged productions, and is the only company to do so west of the Puget Sound. With the scarcity of companies in the area that provide this service, full-scale opera productions have an appeal to the arts/entertainment community. Kitsap Opera will expand marketing in counties west of the mountains, as this is an area that has shown success in attracting out-of-area patrons whom are willing to travel for events such as this.

The LTAC funds will be used to fund 30% of rental costs of the Admiral Theatre and advertising costs.

Presenters: Micah Parker, General Director

Recommended allocation: \$0.00

19. Kitsap Transit

Project Type:

- *Tourism marketing*
- *Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district*

Request: \$200,000.00 for Digital Display Panels

Kitsap Transit (KT) is requesting funding for the procurement and installation of electronic signage for the upcoming Soccer Championship 2026. These Digital Display Panels (DDPs) will be strategically placed at KT Transit Centers throughout Kitsap County. The purpose of these signs is to help World Cup fans and tourists navigate transit options. The DDPs are purpose-built

to accomplish a variety of functions: Some simply provide the Expected Time of Arrival (ETA) of buses and ferries, while others offer interactive buttons to display transit maps, schedules, and text-to-speech functionality for those requiring assistance.

The LTAC funds will be used to purchase displays for the following locations:

- Silverdale Transit Center – 1480 NW Sid Uhinck Dr, Silverdale
- Bremerton Transportation Center – 100 Washington Ave, Bremerton
- Wheaton Way Transit Center – 2915 Wheaton Way, Bremerton

Presenters: Steffani Lillie, Director of Services & Capital Development

Recommended allocation: \$60,000.00 distributed as follows:

- Purchase of equipment for two stations, does not include funding for installation or electrical work.
 - Touchscreen displays \$40,000.00
 - Customization \$9,980.00
 - Integration Fees \$6,255.00
 - Shipping \$2,200.00
 - \$1,565.00 to be used in alignment with the scope outlined in the application excluding electrical and installation

20. Naval Undersea Museum Foundation

Project Type:

- *Tourism marketing*

Request: \$6,000.00 for 2026 Rack Card Distribution

The U.S. Naval Undersea Museum in Keyport is always free to all, operates without any Kitsap County funding, and is open throughout the year. It offers visitors 18,000 square feet of exhibits. The Museum's excellence has been recognized three times since 2001 by accreditation by the American Alliance of Museums.

The LTAC funds will be used to continue the distribution of U.S. Naval Undersea Museum rack cards on the entire Washington State Ferry system, at eight Seattle International Airport locations, and at 99 locations throughout the Kitsap and Olympic Peninsula regions.

Presenters: William Longman, Executive Vice President

Recommended allocation: \$6,000.00

21. Poulsbo-North Kitsap Rotary Foundation

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$30,000.00 for Poulsbo Blues & Jazz Festival

PB&J is an annual music festival designed to benefit the community culturally, economically, and philanthropically each year. The next festival will be held February 27- 28, 2026. It is intentionally hosted during the off-season to increase economic support for local businesses and to promote general tourism at a time that historically sees less activity. The festival has a multifaceted marketing plan that includes print media, digital media, and radio. Marketing funds will be used to hire a social media specialist, videographer, and photographer. We will promote the festival and/or purchase advertising on social media, PB&J website, community calendars, podcasts, local news, national music publications, and local radio stations (NPR). We will purchase print advertising media such as posters, business cards, branded flags, banners and merchandise.

The LTAC funds will be used to as follows:

- Visioning
- Pre-Event Logistics
- Festival Operations
- Post-Event Follow-up

Presenters: Donna Pledger, Grant Writer

Recommended allocation: **\$0.00**

22. Puget Sound Naval Museum

Project Type:

- *Tourism marketing*

Request: \$7,500.00 for 2026 Marketing

Originally called “The Naval Memorial Museum of the Pacific,” the museum continues to further the development of Puget Sound’s rich naval history which it considers an important contribution to the community.

The LTAC funds will be used to as follows:

- Distribute PSNM and regional tourism brochures through Certified Folder Display Service Inc. The brochures will not only be displayed in the museum but as community service, PSNMF will fund the distribution of the brochures throughout the area, on Washington State

Ferries and in the Seattle airport thus providing Kitsap area tourist information to thousands of potential tourists including ferry riders and airline travelers.

- Provide brochures for the Port of Bremerton to promote cruise ship visits.
- Fund the road signs advertising the museum's location in Kitsap County.
- Fund a website and internet programs to market museum and tourism in Kitsap County through messaging and social media.
- Fund Photography to enhance social media and other advertising.

Presenters: Gerald Egan

Recommended allocation: \$3,500.00

23. Kitsap Building Association (KBA)

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$200,000.00 for 2026 Peninsula Home & Remodel Expo

The Peninsula Home & Remodel Expo, presented by the Kitsap Building Association (KBA), is the largest home show west of Seattle and a cornerstone event for Kitsap County. Each year, the Expo brings together local builders, designers, and skilled tradespeople, giving community members and businesses a platform to showcase their products, services, and expertise. At the same time, it draws thousands of visitors from across Washington and neighboring states, generating tourism, hotel stays, and economic benefits for the region. For 2026, KBA seeks to rebuild and expand the Expo's marketing reach to restore attendance and ultimately exceed—2024 levels. Planned efforts include targeted digital campaigns across Meta, Google, and EventHub; regional print and radio advertising in publications such as West Sound Home & Garden and Tacoma Weekly; and direct mail campaigns distributed exclusively outside Kitsap County. Marketing will highlight the Car & Motorcycle Show, Lego Home Design Challenge, and hands-on workshops with Habitat for Humanity and West Sound Tech to attract families, students, and industry professionals.

The LTAC funds will be used to as follows:

- Venue and Marketing Reservations
- Registration and Vendor Coordinator
- Event Planning and Coordination
- Event Execution
- Post-Event Activities

Presenters: Randy King, Executive Officer, Nova Nyitray, Director of Events and Marketing and Mescha Manietta, Director of Engagement

Recommended allocation: \$0.00

24. Suquamish Museum

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$56,897.00 for the 2026 Suquamish Heritage Bus Tour

The Suquamish Museum requests for funding for the marketing and operations of the Suquamish Heritage Bus Tour, a five-hour guided cultural experience designed to attract tourists (Soccer Championship 2026 fans and others) from at least fifty miles away. The bus tour will be offered on fourteen Fridays from June 5 to September 11, 2026, and welcomes adults and families with children six and older. Lodging tax funds will enable the Museum to reach Soccer Championship 2026 fans and make this experience accessible to more tourists. Our goal is to engage 350 tour participants (14 tours, 25 participants per tour).

The LTAC funds will be used to as follows:

- Transportation
- Food and Beverage
- Marketing
- Tour Itinerary
- Museum Tour Staff

Presenters: Alayna Garvin, Grant Writer

Recommended allocation: \$0.00

25. Silverdale Whaling Days

Project Type:

- *Marketing and operations of special events and festivals designed to attract tourists*

Request: \$98,500.00 for the 2026 Whaling Days

Silverdale Whaling Days has a goal of providing a free and affordable family-friendly festival to be enjoyed during the last full weekend of July, every year since 1974. There is a great sense of community behind Whaling Days and traditions that bring people back annually to Kitsap County for this event. Whaling Days advertises outside of Kitsap to draw people to Kitsap County, so more can experience what Kitsap has to offer.

The LTAC funds will be used to as follows:

- Fireworks (\$26,500.00)
- Carnival Place (\$25,000.00)
- Rentals and Environmental (\$18,500.00)
- Event Manager (\$15,000.00)
- Marketing (\$10,000.00)
- Security (\$3,500.00)

Presenters: Brenda Kelley, Treasurer and Event Manager

Recommended allocation: \$98,500.00