

Resolution No. 055 -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 2025.

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 October 28th and 29th, 2024, and has made its recommendations to the Board of Commissioners which was reviewed on January 29, 2025.

NOW THEREFORE BE IT RESOLVED by the Board of County Commissioners of Kitsap County, Washington, that the 2025 proceeds from the collection of the lodging tax be distributed for the following organizations as follows:

Organization	Requested	BOCC Award
Admiral Theatre	\$ 170,000.00	\$ 20,500.00
Arts & Humanities BI	\$ 27,000.00	\$ 10,000.00
Bainbridge Island Museum of Art	\$ 20,000.00	\$0.00
Blackberry Festival	\$ 49,500.00	\$0.00
Bremerton Symphony Assoc	\$ 34,000.00	\$0.00
Downtown Bremerton Assoc	\$ 161,900.00	\$0.00
Greater Kingston Chamber	\$ 59,700.00	\$ 40,000.00
Greater Kitsap Chamber	\$ 426,464.00	\$ 225,000.00
Kingston Historical Society	\$ 3,000.00	\$ 1,000.00
Kitsap Builder's Association	\$ 200,000.00	\$ 5,000.00
Kitsap Fair & Stampede	\$ 128,500.00	\$ 120,000.00
Kitsap History Museum	\$ 105,960.00	\$ 100,000.00
Naval Undersea Museum	\$ 5,000.00	\$ 5,000.00
Port Orchard Chamber	\$ 21,431.00	\$0.00
Puget Sound Navy Museum	\$ 7,500.00	\$0.00
Roxy Bremerton	\$ 20,000.00	\$ 1,500.00
SEA Discovery Center	\$ 55,200.00	\$0.00
Silverdale Whaling Days	\$ 480,000.00	\$ 75,000.00
Sunny Jack Events	\$ 290,000.00	\$ 50,000.00
Visit BI - Kitsap Toursim Coalition	\$ 855,100.00	\$ 365,000.00
Visit Kitsap Peninsula	\$ 891,226.00	\$ 225,000.00
WA State Science & Eng Fair	\$ 75,000.00	\$ 57,000.00
Washington State Golf Assoc	\$ 4,000.00	\$0.00
Wayzgoose Kitsap Festival	\$ 12,000.00	\$0.00
		\$ 1,300,000.00

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 24 day of March, 2025

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

Christine Rolfes

CHRISTINE ROLFES Chair

[Signature]

ORAN ROOT, Commissioner

NOT PRESENT

KATHERINE T. WALTERS, Commissioner

ATTEST:

Dana Daniels

DANA DANIELS

Clerk of the Board



Lodging Tax Advisory Committee (LTAC)
 October 28 and 29, 2024

The Committee met on Monday, October 28, 2024, and Tuesday, October 30, 2024 at the Kitsap County Public Works Building, 3rd floor conference room, Port Orchard.

Members present: Chair Phil Cook, Greg Enright, Justin Sykes, Kelly Smith, and Lynette George

The projected lodging tax revenue for the 2025 budget year is \$1,300,000.00. The Committee made recommendations based on those projections.

The Lodging Tax Advisory Committee funding recommendations which was reviewed by the Board of County Commissioners on January 29, 2025. The awards are recommended as follows:

Organization	Requested	BOCC Award
Admiral Theatre	\$ 170,000.00	\$ 20,500.00
Arts & Humanities BI	\$ 27,000.00	\$ 10,000.00
Bainbridge Island Museum of Art	\$ 20,000.00	\$ 0.00
Blackberry Festival	\$ 49,500.00	\$ 0.00
Bremerton Symphony Assoc	\$ 34,000.00	\$ 0.00
Downtown Bremerton Assoc	\$ 161,900.00	\$ 0.00
Greater Kingston Chamber	\$ 59,700.00	\$ 40,000.00
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Naval Undersea Museum	\$ 5,000.00	\$ 5,000.00
Port Orchard Chamber	\$ 21,431.00	\$ 0.00
Puget Sound Navy Museum	\$ 7,500.00	\$ 0.00
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Sunny Jack Events	\$ 290,000.00	\$ 50,000.00
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Visit Kitsap Peninsula	\$ 891,226.00	\$ 225,000.00
WA State Science & Eng Fair	\$ 75,000.00	\$ 57,000.00
Washington State Golf Assoc	\$ 4,000.00	\$ 0.00
Wayzgoose Kitsap Festival	\$ 12,000.00	\$ 0.00
		\$ 1,300,000.00

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.

1) Admiral Theatre

Project Type:

- *Tourism Marketing*
- *Operations and capital expenditures of tourism-related facilities owned or operated by a municipality.*

Request: \$170,000.00 to use towards 2025 season advertising as follows:

Admiral Theatre would like to extend and expand advertising and media relationships in 2025 which includes renewal annual agreements to reach maximum number of tourists. In addition, if awarded, they will leverage a combination of lodging tax, theatre sponsorships and in-theatre advertising to ensure maximum return on investment. The \$170,000.00 will be used to increase marketing reach outside of Kitsap County and generate number of overnight stays. Admiral Theatre has also formed a new partnership with the Kitsap Fair and Stamped Association to host a 3-day “Kitsap Blues Music Festival” at the Kitsap County Fairgrounds over Labor Day weekend which presents 20 nationally touring and headlining artists.

Presenters: Brian Johnson, Executive Director and Nate Murphy, Director of Operations & Marketing

Board Recommended allocation: \$20,500.00 for Seattle Met, Seattle Magazine and ferry advertisement and marketing.

2) Arts & Humanities Bainbridge Island

Project Type:

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

Request: \$27,000.00 for the 2025 The Asian Arts & Heritage Festival 2025

Arts & Humanities Bainbridge (AHB) will utilize the funding to celebrate the cultural celebration that honors the contributions and rich heritage of Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities in Kitsap County. AHB will execute a comprehensive marketing campaign to promote the festival across multiple platforms which includes social media outreach, email newsletters, partnerships with local and regional tourism boards and collaborations with festival sponsors. This is a month long festival which includes several stand-alone events supported by AHB taking place throughout May 2024. A grand celebration is slated for May 31, 2025 on Bainbridge Island at the Filipino Community Hall.

Presenter: Jackie Muth, Executive Director

Board Recommended allocation: \$10,000.00

3) Bainbridge Island Museum of Art (BIMA)

Project Type:

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

Request: \$20,000.00 for the 2025 Cultural Community Programs, Festivals, Events

BIMA will utilize the funding to engage our broader community members and visitors to Kitsap County through high quality cultural experiences, concerts, films and art exhibitions for all ages. Our events have become more popular and drawing larger audiences by partnering with organizations, nonprofits, and community leaders. 2025 will be BIMA’s 6th year of cultural

community programs, called PRISM. This includes all forms of social media, print advertising, webpage updates, and collaboration with Visit Kitsap, various chambers, etc. The continued marketing will keep track of various data points; number of attendees, where they are coming from, and how long visitors stay. The LTAC funds will be used to support marketing materials, advertising, social media ads, support festivals, outreach to Seattle Tourism Bureau and concierge groups to encourage tourism to Kitsap County and overnight stays.

Presenter: Sheila Hughes, Executive Director

Board Recommended allocation: \$0.00

4) Bremerton Rotary Foundation – Blackberry Festival

Project Type:

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

Request: \$49,500.00 for the 2025 Blackberry Festival event

LTAC funding will be used toward the marketing strategy for the Blackberry Festival 2025 to take place on August 30-September 1, 2025. Currently over 50 vendors are from out of the area and use accommodations to stay to participate in the event. The direct economic impact to Kitsap County is estimated at \$1,000,000. Blackberry is uniquely positioned to draw from the Seattle market due to the proximity of the Washington State Ferry. Currently the Blackberry Festival has over 125 vendors and a 100 vendor wait list. At least 30% of those vendors are from out of area and booking hotel stays in Kitsap County. The funding with LTAC will go towards social media, website, drone and photography footage, reader boards, print and digital as well as salary for a paid manager.

Presenter: Sunny Saunders, Owner, Sunny Jack Events

Board Recommended allocation: \$0.00

5) Sunny Jack Events

Project Type:

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

Request: \$290,000.00 for the 2025 Sunny Jack Events

Sunny Jack Events hosts the following events; Taste of Kitsap (August), Kitsap Wedding Expo (February), Bremerton Night Market (first Friday May-October) and Bremerton Bridge Blast (June). All these events have a \$1,000,000.00 dollar combined economic impact to Kitsap County. A combined attendance of Bremerton Bridge Blast, Taste of Kitsap, Bremerton Night Market and the Blackberry Festival exceeds 100,000 people. Funding by LTAC will be used towards marketing, operational and salary reimbursement.

Presenter: Sunny Saunders, Owner, Sunny Jack Events

Board Recommended allocation: \$50,000.00 for Wedding Expo and Bremerton Bridge Blast.

6) Bremerton Symphony Association

Project Type:

- *Tourism marketing*

Request: \$34,000.00 to use towards 2025 Marketing Beyond Kitsap County

Bremerton Symphony Association is seeking funding to enhance promotional and marketing efforts beyond Kitsap County to broaden the reach and share the transformative power of orchestral and choral music with new audiences beyond our current borders. For 83 seasons, Bremerton Symphony has enriched the greater Kitsap community with enlightening and inspiring musical experiences that contribute to the cultural and economic vitality of the region.

Presenters: Juan Gauastegui, Executive Director

Board Recommended allocation: \$0.00

7) Downtown Bremerton Association (DBA)

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: \$161,900.00 to use towards 2025 South and Central Kitsap Tourism and Marketing

DBA seeks 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.

Presenters: Jessica Combs, Executive Director and Katie Pratt, Board of Directors

Board Recommended allocation: \$0.00

8) Greater Kingston Community Chamber of Commerce and Visitor Center (GKVC)

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: \$70,100.00 to use towards 2025 Tourism Infrastructure & Marketing

GKVC operates within the Greater Kingston Community Chamber of Commerce office, located directly in front of the Kingston ferry terminal. This ensures high visibility and accessibility to visitors. LTAC funds will be used to maintain the GKVC operations and to enhance outreach through new projects and expanded advertising efforts as follows:

1. Visitor Center Operations
2. Kingston Visitors Guide
3. Kingston Tourism Website Maintenance
4. Greater Kingston Community Event Support and Promotions
5. Kingston Concerts At the Cove Series
6. Kingston Wine and Brew Fest
7. Regional Advertising for the greater Kingston area
8. Collaboration with Visit Kitsap Peninsula and the Kitsap Tourism Coalition

Presenters: Kaili Roest, Executive Director

Board Recommended allocation: \$40,000.00

9) Greater Kitsap Chamber & Visitor Center (GKCVC)

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: \$426,464.00 to use towards Tourism Marketing, Marketing and Operations of Special Events and Festivals and Operations of Tourism-Related Facilities

GKCVC is focused on meeting three project objectives; tourism marketing, marketing specials events and festivals, and operating tourism-related facilities across Kitsap County as follows:

1. Tourism marketing which includes Washington State Visitors Guide, Spotlight SEA Auroirt Advertising Program, Greater Kitsap Map, Rack cards, Go Washington, updated tourism rack cards, tourism videos, landing page for world cup promotion.
2. Marketing and Operations of special events and festivals designed to attract tourists which include a host of events from Armed Forces Day Parade & Festival, Kitsap County Fair and Stampede, Kitsap Pride, Bremerton Air Show, West Sound Film Festival, etc.
3. Operations of Tourism Related Facilities which includes continued funding of staff members at the visitor center, adding on a full-time tourism coordinator split between locations and a graphic designer as well as rent, utilities, equipment, etc.

Presenters: David Emmons, President & CEO and Irene Moyer, Vice President

Board Recommended allocation: \$225,000.00 which includes \$25,000.00 funding for ferries.

10) Kingston Historical Society

Project Type:

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

Request: \$3,000.00 for Hometown Reunion II

Kingston Historical Society is compiling a book "All in One Place: 100 Families from Kingston's First 75 Years." The book is expected to publish in 2025 and the LTAC funds would be used for the following expenses:

1. Mailing of invitations, posters and advertising on reader board
2. Rental of rooms at the Village Green to accommodate up to 200 people
3. Table Cloths, serving cups and three gallons of coffee
4. Light buffet up to 200 people
5. Books to sell and to fulfill orders

Presenters: Ed Goodwin, President

Board Recommended allocation: \$1,000.00 for the heritage event.

11) Kitsap Builder Association (KBA)

Project Type:

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

Request: \$200,000.00 to use towards 2025 Peninsula Home & Remodel Expo

The Peninsula Home & Remodel Expo, organized by the Kitsap Building Association (KBA), is the peninsula's premier event for home design and improvement, significantly contributing to local tourism and the economy. As the largest home show west of Seattle, the Expo is a trusted source of inspiration for homeowners and industry professionals alike. Our ticket sales platform provided accurate data on visitor origins, revealing that 923 attendees traveled from outside Kitsap County. Most of these guests came from Pierce, King, and Jefferson Counties, with additional visitors from as far as California, Oregon, Arizona, and Minnesota. This achievement validates the success of our marketing strategies in broadening the event's reach, with even greater expansion expected in 2025. KBA will continue to prioritize targeted marketing, focusing on outreach to neighboring counties and beyond. This approach not only stimulates the local economy through increased spending on accommodations, dining, and retail but also positions Kitsap County as a destination for both leisure and business travelers. KBA's goal is to encourage visitors to extend their stay, explore local attractions, and contribute to the county's year round tourism growth. With the LTAC funding, Peninsula Home & Remodel Expo will continue to grow as a leading event in the region, drawing thousands of visitors to Kitsap County and generating substantial economic benefits. The ultimate goal is to increase attendance to 20,000 visitors or more, making the Expo a foundational element of tourism in Kitsap County. With an additional \$200,000 in funding, KBA would broaden their marketing reach, attracting more visitors, vendors, and tourists from across the country, ensuring the biggest and best Home Expo west of Seattle.

Presenters: Mescha Manietta, Membership & Communications Director

Board Recommended allocation: \$5,000.00

12) Kitsap Fair & Stampede 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: \$128,500.00 to use towards 2025 Kitsap Fair & Stampede and Kitsap Blues Festival Event Marketing

Kitsap Fair & Stampede just celebrated its 100th anniversary in 2023. The event is a five-day event filled with livestock, rodeo, still-life, concerts, games, food, etc. It is an opportunity to highlight Kitsap County, drawing people not only from other counties, but from other states. In 2023, Kitsap Fair had approximately 59,000 people attend the fair and an estimated 47,000 for 2024. This was a decrease due to the weather conditions. In 2024, Kitsap Fair held their inaugural Blues Festival, partnering with the Admiral Theatre, though this was the first year we estimated about 900 attendees came out as we booked over 30 rooms and had 75 Rvs and tent campers onsite where visitors came from Utah, Oregon, Texas, Idaho and Alaska. LTAC funding would be used for marketing through social media, billboards, print advertising, webpage updates and radio ads.

Presenters: Ken Bagwell, President and Penny Sapp, Vice President

Board Recommended allocation: \$120,000.00

13) 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: \$105,960.00 for Exhibits, Programs, and Marketing

Founded in 1948, the KHM has been a vital part of Kitsap County's cultural landscape for over 75 years. Operating in a 12,000-square-foot facility in Downtown Bremerton, KHM houses the largest collection of Kitsap historical artifacts, documents, and photographs — over 40,000 artifacts and over 100,000 photographs and documents! Kitsap History Museum proposed projects attract tourists by focusing on three main areas — Exhibits, Programs, and Marketing — all in collaboration with organizations across the county. These initiatives aim to attract a diverse audience, contributing to the region's economic growth and cultural vitality. LTAC funding would be used to cover the operational expenses necessary to preserve the collection (one-half of utility costs), costs to run our programs and assist with our rotating exhibits, marketing costs (including office supplies vital to marketing), and most importantly, half of salary and payroll costs for a full-time Director of Marketing and Development, and a part-time Administrative and Marketing Assistant, who are both vital to museum operations and continued exhibits, programming, and marketing.

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

Board Recommended allocation: \$100,000.00

14) Naval Undersea Museum Foundation

Project Type:

- *Tourism marketing*

Request: \$5,000.00 to use towards the 2025 Rack Card distribution

The Naval Undersea Museum Foundation requests funding to expand the distribution of U.S. Naval Undersea Museum rack cards on the Washington State Ferry system. The Naval Undersea Museum Foundation is a non-profit organization that obtains financial support for the U.S. Naval Undersea Museum in Keyport. The Naval Undersea Museum in Keyport is always free to all and is open throughout the year. It offers visitors 18,000 square feet of exhibits. Its excellence has been recognized three times since 2001 by accreditation by the American Alliance of Museums. The Museum attracted 52,957 visitors in 2023. From January 1 to June 30, 2024, 31,848 people have visited. It has two classrooms and a large auditorium that it offers for free for active-duty military personnel and federal employees for meetings, training sessions, and significant recognition ceremonies such as changes of command and retirements. In 2023 these facilities drew an additional 15,090 people who attended a total of 302 events. LTAC funds would be used to expand the routes for the distribution of rack cards by Certified Folders as follows:

Proposed Distribution desired for January 1, 2025 – December 31, 2025.

For this period, the Foundation and Museum propose to continue distribution on the previous year's 3 routes and add the following Certified Folder routes:

- 1) The full Washington State Ferry (WSF) system
- 2) Seattle and Southside route.

Presenter: Bill Galvani, Executive Vice President

Board Recommended allocation: \$5,000.00

15) Port Orchard Chamber of Commerce

Project Type:

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

Request: \$21,431.00 to use towards the South Kitsap Chamber of Commerce Events

The South Kitsap Chamber of Commerce is organizing two significant events to promote tourism and stimulate economic growth in our community: the Kitsap County Cornhole Classic Final Tournament and the South Kitsap Brew Fest. Both events are strategically designed to attract visitors from across Kitsap County and surrounding areas, encouraging them to explore our region, enjoy local hospitality, and contribute to the vitality of our local economy. LTAC funding would be used toward milestones in preparation of the two events which range from marketing, swag, supplies, prizes, etc.

Presenter: Cody Clark, Executive Director

Board Recommended allocation: \$0.00

16) Puget Sound Navy Museum (PSNM)

Project Type:

- *Tourism Marketing*

Request: \$7,500.00 for the Puget Sound Navy Museum Foundation marketing

The Puget Sound Navy Museum offers educational/interpretive programs and strives to create a cohesive message conveying the PSNM's identity to the public through marketing. This will allow increased awareness of the museum and reach new visitors and audiences as well as create new partnerships. In 2024, The Foundation funded the installation of an exhibit highlighting how the U.S. Navy has influenced popular fashion. Currently the Navy is looking to Foundations to assume more of the maintenance cost of exhibits. We look to improve funding sources by aggressively pursuing our membership program. A fundraising lunch has been planned for 2024 to assist in this endeavor. LTAC funding would be used to sustain its support of the museum as follows:

- Website hosting, updates, security, maintenance
- WADOT highway signage and permits
- Rack Card/brochure design and printing for distribution during all outreach events
- Rack Card/brochure distribution via Certified Folder
- Constant Contact subscription for museum information and program/event announcements
- Social media platforms museum, program, and event announcements

Presenter: Gerald Egan, Secretary and Fundraising Chairman

Board Recommended allocation: \$0.00

17) Roxy Bremerton

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: \$20,000.00 to use towards the 2025 Roxy Theatre Marketing

The Roxy Theatre is a nonprofit 501(c)(3) owned and operated venue operating 7 days a week, 365 days a year. The Roxy is building an infrastructure that can be supported by reaching their full potential as a community center for not just the best that cinema has to offer but expanding the offerings of live cultural events in our region. The Roxy is seeking funding for operations of a tourism-related facility and marketing and operations of special events and festivals designed to attract tourists for all of 2025 while highlighting multiple events, including off-peak season. Roxy conservatively estimate at least 8,000 visits with at least 200 hotel stays in 2025 and have been successful in adding more live events including a recent sold-out concert. LTAC funds will be utilized for managing, planning, marketing, designing, publishing, distributing, and analyzing results after events.

Presenter: Michael Goodnow, Executive Director

Board Recommended allocation: \$1,500.00 for the West Sound Film Festival

18) SEA Discovery Center

Project Type:

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

Request: \$55,200.00 to use towards the SEA Discovery Center

SEA is a self-sustaining program of Western Washington University and operates like a non-profit. We offer both informal and formal marine education to our 20,000+ annual visitors. More than 40% of our visitors are from outside of Kitsap County. In the aquarium, we highlight the unique marine-life of the Salish Sea to foster an appreciation of the outdoors, nature and the unique geography of Kitsap County. SEA Discovery Center is requesting support for Tourism Marketing activities which include marketing, advertising and operational expenses for 2025. The following projects would be supported through Kitsap County Lodging Tax funding:

- 1) Washington State ferries advertising
- 2) Social media and digital advertising
- 3) Marketing intern
- 4) Operational support

Presenter: Holly Hill, Senior Director, Western Locations

Board Recommended allocation: \$0.00

19) Silverdale Whaling Days

Project Type:

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

Request: \$480,000.00 to use towards the 2025 Silverdale Whaling Days Event

Whaling Days is a family-oriented, non-profit, volunteer-run community festival on the "Old Town" Silverdale waterfront which includes Kitsap County Park areas as well as Port of Silverdale property. Since 1974, thousands of people have enjoyed the annual event and entertainment Whaling Days has to offer. Whaling Days gives back to the local community through funds raised to support other non-profit organizations and student scholarships. The Board works diligently throughout the year to put on the annual festival. LTAC funding would be used as follows:

- 1) Drone Show
- 2) Fireworks
- 3) Carnival Place
- 4) Marketing
- 5) Security
- 6) Rentals and Environmental

Presenter: Brenda Kelley, Treasurer & Event Manager

Board Recommended allocation: \$75,000.00

20) Visit Bainbridge Island – Kitsap Tourism Coalition

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*

Request: \$855,100.00 to use towards 2025 Comprehensive Tourism Marketing and Public Relations Programs and Campaigns for Kitsap County

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. Love Kitsap's mission is to foster meaningful connections between visitors and the authentic experiences that make Kitsap so special. Their 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. LTAC funds will be toward the following projects:

- *PROJECT 1: Social Media - Love Kitsap kitsap.love*
- *PROJECT 2: Social Media - Explore Kitsap explorekitsap.org*
- *PROJECT 3: Digital Media & Marketing Love Kitsap - kitsap.love*
- *PROJECT 4: Digital Media & Marketing Explore Kitsap - explorekitsap.org*
- *PROJECT 5: Website – Love Kitsap kitsap.love*
- *PROJECT 6 : Website – Visitors Exploration Guide 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*

Presenter: Kelle Kitchel-Cooper, Josh Johnson, Christine Mueller and Sarah Johnson

Board Recommended allocation: \$365,000.00 which includes \$115,000.00 for FIFA social and web)

21) Visit Kitsap Peninsula (VKP)

Project Type:

- *Tourism marketing*

Request: \$891,226.00 to use towards the 2025 Tourism Promotion

Visit Kitsap's mission is to cultivate sustainable tourism and economic vitality while preserving the natural beauty, maritime heritage, Indigenous cultures, and small-town charm of our communities. VKP's mission is to create positive economic growth and development by marketing the Kitsap Peninsula as a world-class visitor destination. VKP is utilizing a flywheel strategy to generate sustained tourism growth, positioning the Kitsap Peninsula as a premier destination. VKP is requesting funding to support operational costs and a staff of four, including a new Marketing Manager and Office Administrator, to increase capacity for high-performance tourism marketing. The request also includes funding for office space at Vibe Coworks in Poulsbo, providing a stable base for the team to coordinate efforts. Additional scope of work is as follows:

- Operations
- Research & Data
- Marketing
- Advertising
- Creative, Photography & Videography
- Integrated Visitor & Relocation Guide
- Printing
- Owned Marketing/Editorial
- Website
- Public Relations
- Reporting
- Business Development & Sales

Presenter: Aljollynn Sperber, Executive Director and Christine Whitney

Board Recommended allocation: \$225,000.00

22) Washington State Science & Engineering Fair (WSSEF)

Project Type:

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

Request: \$75,000.00 to use towards 2025 WSSEF and JSHS events

For 68 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 student's 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. LTAC funds will be utilized for the following projects:

- Project 1 Marketing Materials, Video Ads, Outreach Promotion
- Project 2 WSSEF Participation Travel Incentive
- Project 3 Event Facilities / Film / Activities

Presenter: Caroline Stein, Executive Director

Board Recommended allocation: \$57,000.00

23) Washington State Golf Association

Project Type:

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

Request: \$4,000.00 for the 25th Washington Women's Four-Ball Championship

The 25th Washington Women's Four-Ball Championships will take place at Kitsap Golf & Country Club on May 4-6, 2025. This golf championships will bring up to 120 female amateur golfers of all ages to Kitsap country to participate in the two day event. In addition to the two days of competition, players are allowed to play the golf course on the day prior for practice, effectively make the event take place over three days. Of the projected 120 participants, approximately 75% will be traveling from out of the region who will require lodging and will patronize local restaurants during their stay. Our organization will promote the event directly to eligible parties through direct email marketing, social media posts, and through our website. We will also partner with a local hotel to secure room block and will encourage participants book lodging. LTAC funds will be utilized to promote, advertise and prepare for the event.

Presenter: Nate Schroeder, Director of Championships & Golf Operations

Board Recommended allocation: \$0.00

24) Wayzgoose Kitsap Print Festival

Project Type:

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

Request: \$12,000.00 for the 2025 Kitsap Arts Festival

Wayzgoose focuses on three levels of marketing efforts to promote the festival: local community support, extended programming, and engaging with industry leaders to continue bringing focus to printmaking in Kitsap County. For the 2025 season, Wayzgoose is planning another live, in-person event at Marvin Williams Center which will include live music, vendors and food trucks. Wayzgoose Kitsap is committed to being an inclusive organization and providing access to anyone interested in printmaking or the arts. The LTAC funds would be utilized continue expanding outreach to become more involved in the Kitsap arts community throughout the year in addition to bringing more arts interest and tourism to Kitsap County.

Presenter: Hadley Cook-Dryden, Program Coordinator

Board Recommended allocation: \$0.00