



2009 Hotel-Motel tax - Special Funding Projects – Final Award – Poulsbo

Award:

Cedar Cove Association

\$0

To defray the costs of transporting guests to Poulsbo, providing lodging support, materials, ditty bags, and signage.

Greater Poulsbo Chamber of Commerce/ Historic Downtown Poulsbo Association Coalition

\$50,000

A coalition of successful recipients of grant monies from the City of Poulsbo will be formed with the purpose to formulate a marketing plan that will benefit the greater good of each participant and increases visitor awareness to Poulsbo. Introduce the concept to brand “Little Norway” around our wonderful festivals, Farmers Market, sports and potential new events that will arise from this unification.

The Greater Poulsbo Chamber of Commerce would take the lead as the representative for the business community and head up the coalition. The primary focus and charge of the coalition is to purchase and implement the marketing plan with the full buy-in of the entire coalition. Included as part of the discussion will be purchase of all media outlets (i.e. radio, newsprint, digital and internet). A representative from each organization will sit on the coalition with the Executive Director of the Greater Poulsbo Chamber of Commerce as chair. Each organization will have one vote.

Kitsap Sports Council

\$1,000

Funding goes solely toward the operation of the Kitsap Peninsula Sports Council, whose objective is to create tourism and economic growth through sporting events on the Kitsap Peninsula.

North Kitsap Soccer Club

\$2,500

Procure target marketing systems and services to accelerate and expand solicitation to remote soccer teams from Washington, Oregon and Idaho to travel to Poulsbo, instead of Seattle, to participate in the **Viking Cup** competitive soccer tournament, despite higher travel costs.

Poulsbo Farmers Market

\$1,000

Effective advertising is critical for a farmers market’s sustainability. This request will help fund varied promotions for the Poulsbo Farmers Market. The advertising will consist of rack cars, posters, newspaper ads, other print media.

Poulsbo Historical Society

\$1,000

Additional signage for the Martinson Cabin; and expand on walking tour program by providing historical interpretive stations at key locations along the tour route.

Third of July Event

\$2,700

Annual “Fireworks on the Fjord-advertising.

Viking Fest Corporation

\$2,700

Viking Fest is a festival that celebrates our Norwegian Heritage with bringing together cultural events for the whole family and to promote the City of Poulsbo.

Suquamish Tribe

\$3,000

Contribution towards the publication of the 2009 Canoe Journey Guidebook.

Total Award - 2009

\$63,900