

City of Poulsbo

Mary McCluskey, Parks and Recreation



2011 Hotel-Motel tax - Special Funding Projects – Final Award – Poulsbo

The Greater Poulsbo Marketing Coalition (3rd year)

Collaborative marketing with the current marketing coalition to encourage tourism and hotel/motel stays in the Greater Poulsbo community. The project will invite tourists to attend all the festivals and events presented by the above coalition members. Each festival and event will be featured in joint advertising media throughout the year. New festivals or entities are encouraged to join the marketing coalition to best serve the common interest of marketing “Lil Norway” Poulsbo to the tourist.

This group also attempts to foster new business opportunities in and around the Poulsbo community. The coalition’s membership will increase with time, whether it be more market vendors, new businesses opening in Historic Dostown or a new business assisting to finance a festival or event.

Member organizations who are participating includes the Greater Poulsbo Chamber of Commerce music festival, the Historic Downtown Poulsbo Association, the Poulsbo Historical Society, Viking Fest, Fireworks on the 3rd, the Poulsbo Farmer’s Market, and the Kitsap Peninsula and Visitor and Convention Bureau.

Total Award - 2011

\$45,000