

City of Poulsbo

Mary McCluskey, Parks and Recreation



2010 Hotel-Motel tax - Special Funding Projects – Final Award – Poulsbo

Greater Poulsbo Chamber of Commerce and Coalition Member Organizations

A coalition of successful recipients of grant monies from the City of Poulsbo will continue through 2010 with the purpose of formulating a marketing plan that will benefit the greater good of each participant and increases visitor awareness to Poulsbo. The concept of branding “Little Norway” to the festivals, Farmers Market, sports and potential new events that will arise from this unification.

The Greater Poulsbo Chamber of Commerce is the lead as the representative for the business community and will chair the coalition. A representative from each organization will sit on the coalition, and each will have one vote. 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).

Member organizations who are participating includes the Historic Downtown Poulsbo Association, the Poulsbo Historical Society, Viking Fest, Fireworks on the 3rd, the North Kitsap Soccer Club, the Poulsbo Farmer’s Market, the Kitsap Sports Council, and the Kitsap Peninsula and Visitor and Convention Bureau.

Total Award - 2010

\$55,000