

City of Poulsbo

Mary McCluskey, Parks and Recreation Director

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Organization	Purpose	Funding
Viking Fest Corporation	To promote the City of Poulsbo as a place to come spend either a weekend or just a day. Our goal is to promote Poulsbo thru Viking Fest by using radio, cable, newspaper, websites, web camera.	\$8,000 request**/** <u>\$4000 funded</u> <u>(2007 award- \$7,000)</u>
Poulsbo Historical Society	Development and implementation of three cultural tourism activities to attract and serve visitors to Poulsbo.	\$6950 request <u>\$4500 funded</u> <u>(2007 request was funded through capital funding)</u>
Greater Poulsbo Chamber of Commerce & Historic Downtown Poulsbo Assn	Collaborative marketing program to build visitor awareness and new business opportunities within the Greater Poulsbo area.	\$50,000 request <u>\$39,500 funded</u> <u>(2007 award- \$50,000)</u>
Poulsbo Farmers Market	Because effective advertising is critical for a farmers market, this request will fund varied promotions for the Poulsbo Farmers Market. The advertising will consist of rack cars, newspaper, other print media, and radio.	\$4,000 request <u>\$1500 funded</u> <u>(2007 award- \$3,500)</u>
3rd of July Event	Annual "Fireworks on the Fjord" marketing.	\$7,000 request <u>\$ 6000 funded</u> <u>(2007 award- \$7,000)</u>
Kitsap Peninsula Visitor and Convention Bureau	Exclusively marketing Poulsbo. Marketing venues will be decided upon by the Joint Marketing Coalition which includes the Poulsbo Chamber of Commerce and the HDP.A.	\$10,000 request <u>\$ 5000 funded</u> <u>(No 2007 requests)</u>

Kitsap Sports Council	Funding goes solely toward the operation of the Kitsap Peninsula Sports Council, whose objective is to effectively market Poulsbo-based sporting organizations, businesses, new and existing sporting events, and sports initiatives of all kinds.	<i>\$4,500 request</i> <u>\$4000 funded</u> <u>(2007 award- \$4,500)</u>
North Kitsap Soccer Club	To help promote the Viking Cup Youth Soccer Tournament held in Poulsbo every Memorial Day.	<i>\$7,000 request</i> <u>\$ 2000 funded</u> <u>(2007 award- \$2,500)</u>

Total Requests from Applicants: \$97,450

Estimated 2008 Available Funds: \$60,000

Reserve Funds Available: \$8,123

Final Budget Total: \$66,500