# Kitsap County Board of Commissioners

**Department:** Department of Administrative Services  
**Staff Contact:** Lee Reyes, MS-7, 360-337-4471  
**Title:** Resolution Approving the Distribution of 2019 Funds for the Kitsap County Lodging Tax  

**Recommended Action:** Move the Board adopt Resolution Approving the Distribution of 2019 Funds for the Kitsap County Lodging Tax

**Summary:** 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. On October 24, 2005, the Kitsap County Board of Commissioners adopted Resolution 185-2005 establishing a policy for the distribution of Lodging Tax revenue and on September 17, 2014, adopted Resolution 147-2014 revising the policy for the distribution of Lodging Tax revenue. The Lodging Tax Advisory Committee met on August 29 and 30, 2018 and has made its recommendations to the Board of Commissioners. The Committee received seventeen (17) submittals requesting a total of $741,164 in Lodging Tax Funds. This Resolution approves the plan as recommended by the Committee.

**Attachments:**  
1. Resolution

## Fiscal Impact

<table>
<thead>
<tr>
<th>Expenditure required for this specific action:</th>
<th>$510,000 (excluding Debt Service)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost including all related costs:</td>
<td>$510,000 (excluding Debt Service)</td>
</tr>
<tr>
<td>Related Revenue:</td>
<td>$510,000 (excluding Debt Service)</td>
</tr>
<tr>
<td>Cost Savings:</td>
<td>$0.00</td>
</tr>
<tr>
<td>Total Fiscal Impact:</td>
<td>$510,000 (excluding Debt Service)</td>
</tr>
<tr>
<td>Source of Funds:</td>
<td>Stadium Fund 1321</td>
</tr>
</tbody>
</table>

## Fiscal Impact (DAS) Review

<table>
<thead>
<tr>
<th>Department</th>
<th>Representative</th>
<th>Recommendation/Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Services</td>
<td>Amber D'Amato</td>
<td></td>
</tr>
</tbody>
</table>

## Contract Information

<table>
<thead>
<tr>
<th>Contract Number</th>
<th>Date Original Contract or Amendment Approved</th>
<th>Amount of Original Contract Amendment</th>
<th>Total Amount of Amended Contract</th>
</tr>
</thead>
</table>
Resolution No. _________-2018

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 2019.

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 for important support for tourism and the performing arts within Kitsap County; and

WHEREAS, the Lodging Tax Advisory Committee met on August 29 and 30, 2018 and has made its recommendations to the Board of Commissioners.

NOW THEREFORE BE IT RESOLVED by the Board of County Commissioners of Kitsap County, Washington, that the 2019 proceeds from the collection of the lodging tax be distributed as follows:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Requested</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admiral Theatre Mural Restoration</td>
<td>$10,000.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Bainbridge Island Museum of Art</td>
<td>$20,000.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Bremerton Symphony Association</td>
<td>$14,000.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Cascade Writers</td>
<td>$5,000.00</td>
<td>$-</td>
</tr>
<tr>
<td>Fathoms o’ Fun Festival</td>
<td>$12,500.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Great Peninsula Conservancy</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Kingston 4th of July Celebration</td>
<td>$10,000.00</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Kingston Chamber of Commerce</td>
<td>$41,650.00</td>
<td>$30,000.00</td>
</tr>
<tr>
<td>Kitsap County Historical Society &amp; Museum</td>
<td>$36,000.00</td>
<td>$34,000.00</td>
</tr>
<tr>
<td>Make Music Day</td>
<td>$7,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>North Kitsap Tourism Coalition</td>
<td>$10,000.00</td>
<td>$8,500.00</td>
</tr>
<tr>
<td>Pacific Northwest Golf Association</td>
<td>$30,000.00</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Roxy Bremerton Foundation</td>
<td>$15,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Silverdale Chamber of Commerce</td>
<td>$75,014.00</td>
<td>$35,000.00</td>
</tr>
<tr>
<td>Visit Kitsap Peninsula</td>
<td>$425,000.00</td>
<td>$325,000.00</td>
</tr>
<tr>
<td>WA State Science &amp; Engineering Fair</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Wayzgoose Kitsap Arts Festival</td>
<td>$5,000.00</td>
<td>$4,500.00</td>
</tr>
<tr>
<td><strong>Debt Service Transfers (NK Event Center)</strong></td>
<td>$19,826.00</td>
<td>$19,826.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$760,990.00</td>
<td>$529,826.00</td>
</tr>
</tbody>
</table>

Debt Service Transfers

NK Event Center
BE IT FURTHER RESOLVED by the Board of County Commissioners of Kitsap County, Washington, that the Department of Administrative Services establish contracts with the above agencies for the designated amounts.

ADOPTED this _____________ day of ______, 2018

BOARD OF COUNTY COMMISSIONERS
KITSAP COUNTY, WASHINGTON

ATTEST:

ROBERT GELDER, Chair

EDWARD E. WOLFE, Commissioner

DANA DANIELS
Clerk of the Board

CHARLOTTE GARRIDO, Commissioner
The Committee met on Wednesday, August 29, 2018 & Thursday, August 30, 2018 beginning at 8:30 AM for interviews at the Kitsap County Administration Building, Port Orchard. Members present: Chair, Commissioner Charlotte Garrido, Carla Larson, Charlee Glock-Jackson, Genie Pruitt, Glenn Hawkins, Jack Edwards, and Mary McClure.

The projected lodging tax revenue for the 2019 budget year is $530,000. The committee made recommendations based on those projections.

The Lodging Tax Advisory Committee funding recommendations for 2019 are:

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<td>Bremerton Symphony Association</td>
<td>$14,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Cascade Writers (Withdrawn)</td>
<td>$5,000</td>
<td>$0</td>
</tr>
<tr>
<td>Fathoms O’ Fun</td>
<td>$12,500</td>
<td>$10,000</td>
</tr>
<tr>
<td>Great Peninsula Conservancy (Clear Creek Trails)</td>
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**Allocation Total:** $741,164  $510,000

**Debt Service**

The debt service for the North Kitsap Event Center will be included in the totals of the 2019 lodging tax funds.

**Recommended allocation:** $19,826
Admiral Theatre
Requested $10,000 for an interior mural restoration of the theatre. Listed in the proposal was a need for remodeling and improvements of the existing structure.

Presenter: Chad Haight, Director of Operations

The Admiral Theatre was originally opened in 1942 as a movie theatre. In the 1990s the Admiral Theatre Foundation was formed and converted the Admiral Theatre to a performing arts center. In 2017 there was over 53,000 patrons who have visited the theatre and 13,130 of those came from outside of Kitsap County.

The LTAC recommended $2,500 to help with the mural restoration. It is believed that since the Theatre is searching for capital improvements, the LTAC funds may not be suitable platform for these requests. However, the committee felt that the historical value of the theatre to Kitsap County as a whole, is quite significant, and the number of patrons that are drawn to the theatre warrant funding. LTAC would like to recommend the Admiral Theatre include Kitsap County hotel lodging recommendations on their website for the public.

Recommended allocation: $2,500

Bainbridge Island Museum of Art (BIMA)
Requested $20,000 for the 2019 exhibition, Open Sesame and the concurrent Momentum Festival.

Presenter: Peter Raffa, Development Director and Suzanne Walker, Grant Writer

The exhibition and festival will feature artists books, workshops, and cross-promotion within the County and beyond (including the University of Washington and the University of Puget Sound). The museum anticipates increasing museum attendance during the 3-month exhibition period, early March through early June from 16,000 patrons to at least 20,000 in 2019. BIMA intends on utilizing Open Sesame as a spring board for future events.

LTAC has recommended that $10,000 is awarded to BIMA for the Open Sesame and the Momentum festival 2019 exhibitions. BIMA has invested in iPads to help identify the estimated number of visitors generated and/or overnight stays. They have begun to collaborate with the Bremerton Symphony in an effort to expand across Kitsap County. The partnership with the schools is impressive and helps to break down the barrier between school districts. The LTAC would like to see a more measurable matrix with the 2019 exhibitions.

Recommended allocation: $10,000
**Bremerton Symphony**  
*Requested $14,000 for 2019 76th season concerts and events*

**Presenter:** Anna Miller, Executive Director and LeeAnne Campos, Music Director

LeeAnne shared the importance of music in the development of youth and that investing in Bremerton Symphony invests in the future leaders of Kitsap County. The lodging tax funds would go towards the 76th season of concerts and events in Bremerton, Silverdale, Port Orchard, Poulsbo and Kingston (new location added). They’ve included overnight packages as part of their marketing program. The Symphony’s strategic goal is to serve the entire region and will be undergoing a name change to the reflect this strategy. The Symphony also partners with Crista Shores (Senior Living Community) to expose those residents suffering with Alzheimer’s and dementia to music as part of their outreach.

*LTAC has recommended $10,000 for their continued efforts to further collaborate with agencies such as Crista Shores and the Kitsap Regional Library.*

**Recommended allocation:** $10,000

**Cascade Writers**  
*Requested $5,000 for Three Day Writing Intensive*

Cascade Writers were unable to attend interviews and requested their application be withdrawn.

**Recommended allocation:** $0

**Fathoms O’ Fun**  
*Requested $12,500 for the 2019 Regional Promotion of events and activities*

**Presenter:** Helene Jensen, Pageant Royalty Program Director and Karen Aquino, Treasurer

The $12,500 Lodging Tax request would be used towards regional promotions to provide event ads and marketing strategies for the season. They listed a total of five separate “asks” specific to the event:

- $2,000 for advertising in regional brochures and advertisements;
- $1,000 for advertising event specific (July 4th fireworks; Dinghy Derby, etc.);
- $1,500 for the Fathoms Float;
- $5,000 to aid in purchase of a new “used” truck to pull the float trailer;
- $3,000 for the 52nd Annual Professional Fireworks Show over Sinclair Inlet
The LTAC has recommended $10,000 for the Fathoms O’ Fun. This organization participates in 17 separate parades around the State and represents Kitsap County all year round while bringing awareness to the community. The committee recommended that Fathoms O’ Fun reach out to outside cities to promote the events via press release (such as Gig Harbor, Tacoma and Port Angeles) as a means for additional free advertising to get a further reach beyond Kitsap County. Also requested by the committee was an inclusion of the Kitsap County logo as a supporter of the events by way of the Lodging Tax fund allocations.

Recommended allocation: $10,000

**Great Peninsula Conservancy**  
*Requested $5,000 for an updated map of the Clear Creek Trails.*

**Presenter: Mary Earl**

The Kitsap Land Trust began planning the Clear Creek Trail 25 years ago to preserve and protect Clear Creek. The Clear Creek Trails promote Kitsap County’s outdoor recreation locally, state-wide and even internationally through social media, and printed materials. The $5,000 Lodging Tax request would be used towards updating the trail map to include the completion of the Clean Water flood plain restoration and the Harrison Hospital final trail plan.

*The LTAC recommends $5,000 to update the trail map for the Clear Creek Trail. These maps are distributed Visitor Information Centers, hotels and Visit Kitsap who help push it out within Kitsap County and beyond. It helps to promote “The Natural Side of Puget Sound”.*

Recommended allocation: $5,000

**Kingston 4th of July Celebration**  
*Requested $10,000 for fundraising to hire a Professional Fundraiser*

**Presenter:  Beth Berglund, Vendor Coordinator, Glenn & Dahlia Malin**

The Kingston 4th of July Celebration is a two-day event that includes a parade down main street and a children’s festival, Tiny Town and ends with fireworks at the Port of Kingston. The event has occurred since World War II and has always relied on donations and sponsorships. The Lodging Tax funds would be used for hiring a professional fundraiser to supplement and increase fundraising activities. This would allow the Committee to expand and enrich the experience of the celebration within the community and their visitors. They would like to increase activity for youth, who are underserved, during the event (ages 13-17). If they can engage all age groups, they will be able to appeal to all as a family friendly event.
The LTAC has recommended a funding of $2,000 with the recommendation to contact the Kingston Chamber of Commerce who has verbally committed to the committee to assist with this event. This event relies solely on the donations and sponsorships, but they have been providing a fireworks celebration to Kingston since WWII.

**Recommended allocation: $2,000**
*(recommendations on partnering with the Kingston Chamber of Commerce)*

**Kingston Chamber of Commerce**  
*Requested $41,650 for two separate projects 1) Visitors Information Center (VIC) operation and 2) Tourism Event Implementation and Marketing.*

**Presenter:** Colleen Carey, Executive Director, Nancy Martin, Chamber President

The Lodging Tax funds are for two separate projects; 1) staff the Visitors Information Center (VIC) in order to be open to the public seven (7) days per week. This will aid in staff in assisting visitors in person and completing off-site information requests. Project 2) will fund the event implementation and marketing for the various tourism-related events already held in North Kitsap. Additionally, Kingston Chamber of Commerce has partnered with the Port of Kingston and the Kingston Cove Yacht Club for an event going into its second year, the Kingston Almost Summer Fest. This event takes place in May and celebrates Kingston shorelines and maritime activities. Lastly, the Chamber has designed and implemented a Big Chairs marketing campaign using the Big Chairs as the tourism draw in a scavenger hunt.

*The LTAC recommends funding of $30,000 to assist the Chambers in the Visitor Information Center and the Tourism Event Implementation and Marketing plan. The Chambers verbally committed to the LTAC their support of the Kingston 4th of July Celebration. In addition, the LTAC would like to see more lodging recommendations on the website to hotels throughout Kitsap County or neighboring cities.*

**Recommended allocation: $30,000**

**Kitsap History Museum**  
*Requested $36,000 for tourism marketing to promote heritage tourism.*

**Presenter:** Amber Buell, Executive Director

The funding request will go towards marketing exhibits and programs that promote heritage tourism. The Museum targets primarily military, families and youth. It also collaborates with other institutions on programs and exhibits that provide unique information, perspectives and experiences; such as the Mosquito Fleet which is a traveling exhibit in Kingston. Based on surveys, 5-10% of visitors stay in hotels as they currently promote themselves using the National Museum database as well as rack cards in hotels and digital publications.
The LTAC recommends funding of $34,000 to continue with the tourism marketing to promote heritage tourism as they promote County-wide. The members also recommended reaching out to Visit Kitsap, as well as, South Kitsap for a greater collaboration. Lastly, the members would like to see more data on which locations their visitors are staying overnight (Silverdale, Bremerton, Port Orchard, etc.).

**Recommended allocation: $34,000**

**West Sound Art & Music Association (Make Music Day)**

*Requested $7,000 for Make Music Day Publicity*

**Presenter:** James Goettler

Make Music Day a free celebration of music around the world on June 21st. Launched in 1982 in France and is now held on the same day in more than 800 cities in 120 countries. Completely different from a typical music festival, Make Music Day is open to anyone who wants to take part. This will be the first annual Kitsap County Make Music Day in which 100 venues (from North Kitsap to South Kitsap) will be earmarked by volunteers for location spots during the event. Collaboration with various agencies will be solidified later in the year and early 2019 (Bremerton Symphony, Visit Kitsap, etc.). The funding will go towards publicity, pay local merchants and to produce/distribute print media.

**LTAC as recommended funding $1,000 for advertisement only. There was no available information on how the event plans to track visitors who attend, the number of artists who may attend and the number of establishments participating. It was recommended the event reach out to service club members. The members are excited about the concept of cross-pollinating across Kitsap County and hope that more data can be provided after the first annual event. This event has the potential to be an on-going celebration.**

**Recommended allocation: $1,000**

*(for advertisement only)*

**North Kitsap Tourism Coalition (NKTC)**

*Requested $10,000 for continual support year-round of the 2019 marketing plan.*

**Presenter:** Peter Orbea

NKTC intends to use the Lodging Tax funding to continue marketing events in Kitsap County and beyond to increase awareness and interest; add lodging opportunities, links and codes to local lodging establishments to campaigns to better track visits and promote overnight stays; and produce and provide videos to Visit Kitsap and other organizations to promote tourism within Kitsap County. NKTC has utilized a new tool, Sniply, which allows data gathering for visitors. It allows organizations or lodging establishments to track and analyze visitor clock, track specific actions taken on the website.
LTAC has recommended $8,500 funding for NKTC continual support year-round of the 2019 marketing plan.

**Recommended allocation: $8,500**

**Pacific NW Golf Association**

*Requested $30,000 to support the 2nd Annual Ladies Professional Golf Association (LPGA) Tour event to Kitsap County, as well as, the Suquamish Clearwater Legends Cup*

**Presenter:** Troy Andrew, Pacific NW Golf Association

They are requesting for Lodging Tax funds to help provide necessary resources to promote the 2nd annual Suquamish Clearwater Legends Cup, which will be held on June 7-9, 2019 at White Horse Golf Club in Kingston. June 7th will be a pro-am tournament, June 8-9 will be the professional Legends Tour tournament. It was estimated the 1st annual event drew in over 4,000 fans, sponsors and VIP’s. 70% of the fans came from outside of Kitsap County, with over 88,000 people being reached through social media. If awarded, the Kitsap County logo will be displayed as a sponsor. The Kitsap County logo was not present on printed media in 2018.

*The LTAC recommended funding in the amount of $7,500 as the event is specific to the Kingston area and majority of the lodging is held at the casinos. The members would like to have the Kitsap County logo on the media publications for the 2019 event.*

**Recommended allocation $7,500**

**Roxy Bremerton Foundation**

*Requested $15,000 for a sound and lighting system.*

**Presenter:** Coreen Hayduck

The Roxy Bremerton Foundation has a 15-year lease agreement with Sound West Group/Quincy Square LLC for the administration and operations of the Historic Roxy Theatre venue. The Roxy Theatre is seeking funding to purchase the Admiral Theatre’s surplus lighting system, as well as, a sound system. This will allow the Theatre to complete the booking process with Brian Stokes Mitchell’s agency for live shows. The Roxy uses the Admiral Theatre ticketing system, which allows them to track where their visitors come from.

The LTAC has recommended funding for $5,000 to go towards the lighting and sound systems as the Roxy is a significant part of the historical culture of Kitsap County.

**Recommended allocation: $5,000**

*(Lighting and sound system)*
Silverdale Chamber of Commerce
Requested $75,014 for two separate projects; 1) Visitor Information Center in the amount of $44,936 and 2) Tourism Outreach-Come Play & Stay Campaign in the amount of $30,078.

Presenter: Kathleen Gordon, Executive Director

The Chamber proposed two projects funding: Project 1) Visitor Information Center (VIC) in the amount of $44,936 and 2) Tourism Outreach-Come Play & Stay Campaign in the amount of $30,078. The VIC has approximately 1,500 walk-ins and reaches about 264,000 by way of social media hits a year. The center is open 7 days a week and is staffed by part-time employees who work 20 hours weekly. The Silverdale Chamber of Commerce brochures promote all neighboring communities and focus on helping hoteliers in putting heads to beds. The Chamber is working on a new promotion, “When it Rains We Shine” which is a collaboration with the Port and local hotels.

The LTAC committee has recommended funding at $35,000 towards the VIC and Tourism Outreach.

**Recommended allocation: $35,000**

Visit Kitsap
Requested $425,000 for Kitsap County Tourism Sector Marketing Services.

Presenter: Patty Graf-Hoke, Executed Director

The funds are requested to provide Kitsap County with year-round, professional level marketing and public relations services to support the economic development of Kitsap County’s tourism industry. They do not have a special interest in a facility, attraction or event. They solely act in the best interest of Kitsap County as its county-wide tourism marketing agency to generate economic success that benefits all tourism stakeholders fairly. Based on allocation of funds, deliverables will be developed for the 2019 lodging tax cycle.

The LTAC has recommended funding in the amount of $325,000 for continued support of the Tourism sector Marketing Services across Kitsap County. LTAC would like Visit Kitsap to define how Visit Kitsap collaborates with other businesses or events. The tracking numbers of heads to beds is so vague; more reliable, measurable data is needed.

**Recommended allocation: $325,000**
**Washington State Science & Engineering Fair (WSSEF)**

Requested $20,000 for various projects 1) $7,000 for updating/creating new marketing materials; advertising; outreach; video TV ads; 2) $6,000 website improvements; 3) $5,000 for WSSEF participation travel incentive; 4) $2,000 event facilities / film festival

**Presenter:** Caroline Stein

The funds would be used for continued support of the Washington State Science and Engineering Fair held at the Bremerton High School on March 29&30, 2019 for the following projects:

1) $7,000 for updating/creating new marketing materials, advertising, outreach, video TV ads
2) $6,000 website improvements
3) $5,000 for WSSEF participation travel incentive
4) $2,000 event facilities / film festival

The WSSEF has experienced a 300% growth over the past five years (which they contribute to marketing), they are currently at 68% capacity for tourism (with more room to grow). 39 Washington State counties attend the fair which promotes overnight stays within Kitsap County.

*The LTAC has recommended funding in the amount of $20,000 for the various projects requested for the 2019 funding as they represent Kitsap County year-round, outside of the fair.*

**Recommended allocation:** $20,000

**WayzGoose Kitsap**

Requested $5,000 for Kitsap Arts Festival and Design Conference.

**Presenter:** Mara Bockelie & Hadley Cook (Grantwriter)

Wayzgoose is a community celebration of creativity and has been reimagined as a public arts festival. These festivals provide a unique opportunity where the public can be interactive with printers and artists carrying on historic crafts such as letterpress, bookbinding, printmaking and other art forms. Wayzgoose is requesting money to expand the 2019 festival to include film, design and a print conference, in addition to a more curated selection of artist vendors. The festival will be held off Pacific and 4th in Bremerton.

*The LTAC has recommended funded in the amount of $4,500 to be used toward the 2019 Wayzgoose festival.*

**Recommended allocation:** $4,500