

Original

Kitsap County
2020 Lodging Tax Proposal
for 2021 Tourism Promotion Program



**FATHOMS O' FUN 2020 LODGING TAX PROPOSAL
FOR 2021 TOURISM PROMOTION PROGRAM**

DOCUMENTS ENCLOSED:

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TOURISM PROMOTION PROGRAM • APPLICATION FOR FUNDING

APPLICANT INFORMATION

TYPE OF PROPOSAL

SUBMISSION REQUIREMENTS

Project Title: Fathoms O' Fun Festival, Inc. Regional Promotion
 Project Dates: Beginning: January 1, 2021 Ending: December 31, 2021
 Name of Organization Fathoms O' Fun Festival Web Site www.fathomsofun.org
 Mailing Address: PO Box 312, Port Orchard, WA 98366
 Contact Person: Sharron King E-Mail: kingcreations@ Phone: 360-871-1805
 Amount Requested: \$ 12,250 Total Project Cost: \$ \$85,680
 Portion of Total Project Cost Requested: 14.3 (%)
 Signature of Authorized Representative *Sharron King, President*

Tourism Infrastructure:

Support tourism-related facilities, which is defined as real or tangible personal property with a usable life of three or more years or constructed with volunteer labor and used to support tourism, performing arts, or to accommodate tourist activities.

Tourism Marketing Activities:

Activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists (*not a current funding priority*).

APPLICANTS MUST SUBMIT THE FOLLOWING:

1. A one-page budget including all income and expenses for the entire project (including matching funds and in-kind contributions) and clearly showing expenses for which County lodging tax dollars will be used.
2. Documentation of non-profit status.
3. Your organization's **most recent tax return** or most recent annual financial statement created by an independent source should a tax return not be available. Other documentation showing financial viability may be considered if agency is newly created and the documentation is prepared by an independent source.
4. A two-page document including a description of the proposed project with an explanation of how it will assist in building tourism and/or promoting events or activities that will bring tourists to Kitsap County. Include marketing plans and examples of performance indicators and well as plans for future sustainability. For more information see the included template.
5. No additional materials will be accepted.
6. If these basic criteria are not met, the application will not be reviewed
7. Certificate of Insurance evidencing that any required insurance coverages are, or will be, in effect through the 2021 calendar year.

Send Completed Application and Required Documentation to:

Please submit by mail to: OR

MAILING ADDRESS

Vicki Martin, Buyer
Kitsap County Purchasing Office
614 Division Street, MS-7
Port Orchard, WA 98366

Hand deliver to:

PHYSICAL ADDRESS

Vicki Martin, Buyer
Kitsap County Administration Building
Purchasing Office – Fourth Floor
619 Division Street
Port Orchard, WA 98366

All documentation must be received by deadline and contain ALL submission requirements to be considered for funding. **Please provide (7) copies of submission package without staples.** Questions? Call Vicki Martin at 360.337.4788 or e mail vmartin@co.kitsap.wa.us

AMENDMENT TO COUNTY CONTRACT KC-619-19

FATHOMS O' FUN FESTIVAL, INC.

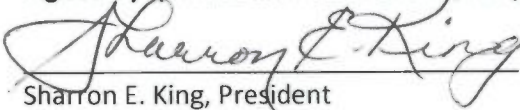
Submitted on 8/11/2020

AMENDMENT REASON: COVID-19 PANDEMIC – Due to the Pandemic, in which the whole world has been affected by it since 2019, Fathoms O' Fun Festival has had to cancel every festival event that was planned for the year 2020.

AMENDMENT REQUEST: Reference page 15, Attachment B, Compensation, in the original contact, Fathoms O' Fun kindly requests that the following unspent items be carried forward to the 2021 year LTAC award due to cancellations as stated above.

- \$3,520 for regional advertising and marketing not used
- \$3,000 for the 54th Annual Fireworks Show (53rd show was cancelled)

Signed by: (Fathoms O' Fun Festival, Inc.)


Sharron E. King, President

Dated: 8/10/2020

Printed Name: _____

Signed by: (Kitsap County)

Signature

Dated: _____

Title: _____

Printed Name: _____

ATTACHMENT B

COMPENSATION

Award amount: \$12,000

Total contract shall not exceed \$12,000 towards the 2020 Regional promotions as outlined below:

- \$5,000 for regional advertising and marketing; *carry forward \$3520*
- \$2,000 for rebuilding of float;
- \$2,000 for purchase of canopy for use in hauling necessary equipment during the parade;
- \$3,000 for the 53rd annual fireworks show - *Carry forward*

All payments by the County are dependent on adequate cash flow in the Lodging Tax fund.

All invoices submitted for payment must be accompanied by a completed copy of the form identified in Attachment D. In the case of a special event or festival, a separate form must be completed and provided to the County upon conclusion of the event.

Contractor must submit quarterly invoices and project summary reports to:

Sylvia Sims
Kitsap County Department of
Administrative Services
614 Division Street, MS-7
Port Orchard, Washington 98366
Email: ssims@co.kitsap.wa.us



Lodging Tax Request: Organization/Event Description

Final length may not exceed two pages

Project Title: Event Marketing & Advertising

Name of Organization: Fathoms O' Fun Festival, Inc.

Size of staff and board: 14 Board Member Size of Volunteer Base:30-50

Geographic Area Served: Washington, Oregon Demographic Served: Kitsap County

Type of Service Provided: Marketing of event/activities

Description of Proposed Project:

See attached sheet

History of Organization/Event:

See attached sheet

Scope of Work:

Timeline: Begin development of advertising and marketing strategies for the season. February – develop ads for the Discover Kitsap Magazine, which is printed in May and distributed to all Chamber of Commerce offices in Kitsap County and Visitor Bureau, placed with concierges at hotels in the Seattle area, as well as placed on the ferries for passengers to pick up and read. We will layout a full schedule for the height of our summer events, i.e., the Grand Parade and 3-day Summer Festival, to include the return of the Dinghy in Sinclair Inlet, Concerts by the Bay, Wheels on the Waterfront Car Show & the 4th of July Fireworks. We will conclude the season with the new Fall Follies Festival in September. We will advertise digitally on Kitsap Daily News and the Kitsap Sun, as well as place ads in those papers to cover all of Kitsap County. We have been boosting advertising that we do on Facebook and other social media, and will continue doing that to reach more individuals via social media. Our award winning float, the only one in Kitsap County that travels to other towns and cities, will begin the float season in April and continuing through August, and ending the season in Leavenworth in September.

Project Timeline:

See attached event list.

FATHOMS O' FUN FESTIVAL, INC.
PO Box 312 - Port Orchard, WA 98366

**KITSAP COUNTY EVENT MARKETING & ADVERTISING
2021 APPLICATION FOR FUNDING**

Project Description

Fathoms O' Fun seeks to maintain and continue its expansion of advertising by way of regional print, web, and cable media to attract visitors from throughout the Northwest in order to help to promote Kitsap County as a tourist destination. Our planned activities during the year can have great potential to increase tourism.

Our Fathoms O' Fun Festival season begins during the Memorial Day weekend with the *Seagull Splat 5K Run/Walk*, then *Concerts By The Bay* beginning June 4th and running weekly each Thursday throughout the summer months and ending Sept 3rd. The *3-Day Summer Festival* kicks off with the *Grand Parade*, of which approximately 1200 are parade participants, and it is attended by tourists and community festival participants from around the state. It continues with a 3-day *Craft and Vendor Show*, a *Wheels on the Waterfront Car Show* and Children's Activities, athletic events and more. The annual *July 4th Fireworks Show*, and sponsored by WAVE for 13 years, is the centerpiece for the Summer Festival and attracts visitors who might otherwise attend other sites with larger population centers. We know that the Sinclair Inlet Fireworks show is comparable to the Seattle show, which in Fathoms' opinion, has equally a great location setting; i.e. our beautiful mountains and water. Our annual *Festival By the Bay* and *Battle of the Bands* is held in August in conjunctions with the Saints Car Club Cruz annual car show. We are adding a new *Water Follies Festival* in September, which would include the *Pirates Rendezvous and Tall Ships!*

The Fathoms O' Fun Festival Float program is unique in its ability to make personal contact with potential tourists in Washington, British Columbia, and Oregon and the thousands of television viewers it reaches. Many representatives from each of these communities take part in our events each year because of publicity generated by our travels. The float signage and publicity promote Kitsap County, as well as our souvenir buttons and pins that have Kitsap County on them.

We kindly request a total of \$12,250 for 2021, for the following marketing and advertising programs:

- \$5,000 for regional advertising and marketing of Fathoms events throughout Kitsap County, as well as listing the activities available to visitors that would be drawn to Kitsap County. Additional advertising, which is event specific, would occur in the month or weeks before events; i.e., the Grand Parade, 3-day Summer Festival with vendors, Kid's Day activities, the Dinghy Derby, the July 4th Fireworks, Festival by the Bay & Battle of the Bands, and the Concerts By The Bay Series beginning the first week in June and running through Labor Day Weekend in September, and concluding with the Fall Follies Festival in September. Additional advertising will also include digital ads. *Note: We have requested that \$3520 be carried forward from the prior year as "unused due to the pandemic.*
- \$1,250 for the Fathoms Float travel and any tweaking needed for the 2021 season. The current float will continue through 2021 due to the pandemic and Fathoms not being able to have participated in any parades in the 2020 parade season. The float will be completely rebuilt for the 2022 season with a new theme. Float signage promotes Kitsap County; it travels to approximately 17 parades across the State, ending the season in Leavenworth.
- \$3,000 for Concerts by the Bay summer concerts every Thursday night on the Port Orchard Waterfront. Through our zip gathering, we have found that concert attendees are from all areas of Kitsap County!
- \$3,000 for the 53rd Annual Professional Fireworks Show over Sinclair Inlet, which can be seen by Port Orchard and Bremerton, as well as the thousands who come from other areas, and seen by those who fill up our hotels to see this premier show. *Note: We have requested that the \$3000 allocated last year be carried forward to this year since it was unused due to the pandemic.*

Performance Indicators - We are able to track our success by filled hotel rooms in Central and South Kitsap County. Currently, we know that during the peak season – June 20 through July 4, South Kitsap and Port Orchard hotels have been proven to be full prior to our planned events, and we feel that Central hotels are also filling up. We track participant zip codes for all events where registrations are taken, and we track zip codes at every concert. We will continue to put Kitsap County "on the tourist map" through our advertising campaign and via our personal outreach to attract people to our beautiful area.

FATHOMS O' FUN FESTIVAL, INC.
PO Box 312 - Port Orchard, WA 98366

**KITSAP COUNTY EVENT MARKETING & ADVERTISING
2021 APPLICATION FOR FUNDING**

History of Organization/Event: Fathoms O'Fun Festival was created in 1967, with the first Grand Parade in 1968. The Festival has been very successful – moving to non-profit corporation status in 1990. It is operated by a 14 member Board of Directors, all volunteer their time; no one is paid. Fathoms utilizes many individual volunteers each year to create the Fathoms events. We collaborate with other organizations to bring successful events; i.e., The Community Easter Egg Hunt, The Festival By The Bay, and The Breakfast with Santa.

Fathoms has a long history of bringing great quality events to Kitsap County. We recently discovered a woman who shared her story about Fathoms. Not only was it due to tourism that initially brought her here, she moved here. See below.

“Two kids—newcomers to Washington, decided one 4th of July weekend in 1980 to discover their new surroundings. From Des Moines to Tacoma, we ventured around, crossed a bridge, stopped for gas and came upon a busy, yet quaint street fair.

We spent the rest of the day near the marina, relaxing, watching as load after load of fireworks were transported across what looked to be a shaky ramp onto a barge-- wondering if the next load was going to fall in the drink! Never did. After a nice meal at Soo Hoy, we stayed to see the fireworks show. We liked this little town.

We asked around, looked at maps, and found out the town we discovered was Port Orchard; the fair was “Fathoms o’ Fun”. We made it our 4th of July ritual to come back annually.

Fast forward to the wedding of these 2 kids, and through a series of synchronistic circumstances, found ourselves being married in Port Orchard. A few more years passed and we both were working in Kitsap county, and purchased our first and current home in Port Orchard.

Through these past 30+ years, we have supported this community with volunteer work with the Fathoms O’ Fun Haunted House projects, Bremerton and Port Orchard Chambers of Commerce, Olalla C.A.K.E.S., SK School District, Salvation Army, Kitsap Humane Society, Christmas in July, Special Olympics, United Way, Local churches and other local non-profits.

Sometimes I wonder, if not for Fathoms O’ Fun 1980, if Port Orchard would have ever made our radar. Let alone our home and community. Anne”

During one particular 4th of July event and while hosting the sponsor party, one of the guests at the Comfort Inn who travels every year to the ship yard from Texas said he makes Port Orchard his annual trip every 4th of July because of the fireworks and that he flies his wife up during that time to be with him! We are sure there are more stories like this. It would be awesome if we could just capture everyone’s comments but that is just too impossible.

Project Time line: The list of 2021 Fathoms O’ Fun planned events list is attached on page ___ of this application.

NOTE: COVID-19 PANDEMIC. Because of the Coronavirus hit the whole world, and is still an ongoing pandemic today, all of our Fathoms O’ Fun Events have been cancelled for the entire year. We can only be hopefully optimistic that we will once again begin to bring great fun and tourists back into Kitsap County in 2021!

FATHOMS O' FUN FESTIVAL, INC.

2021 PROJECTED BUDGET

REVENUE:

Vendor Fees	\$ 11,000.00	3 vendor shows
Kitap Credit Union	\$ 3,500.00	Parade Sponsor
Kitsap Physical Therapy	\$ 500.00	Seagull Splat Run
Registration Fees	\$ 3,000.00	Seagull Splat Run
Denette Chu/Edward Jones	\$ 500.00	Concerts
Peninsula Credit Union	\$ 500.00	Concerts
SKF&R Volunteer Assn	\$ 500.00	Concerts
Kitsap Bank	\$ 2,000.00	Concerts
Columbia Bank	\$ 3,000.00	Battle of the Bands
WAVE	\$ 13,000.00	Fireworks
Civic Clubs	\$ 1,100.00	Easter Egg Hunt
Additional Funding Needed	\$ 5,080.00	
Sub Total	\$ 43,680.00	

Port of Bremerton Request

Fireworks (carry forward from 2020)	\$ 6,000.00	
Concerts by the Bay (carry forward from 2020)	\$ 2,500.00	\$ 8,500.00

Kitsap County LTAC Request

Float rebuild and travel (1)	\$ 1,250.00	
2021 Event Marketing (carry forward \$3520)	\$ 5,000.00	
Concerts by the Bay	\$ 3,000.00	
Fireworks (2020 carry forward-\$3000)	\$ 3,000.00	\$ 12,250.00

City of Port Orchard LTAC Request

Event Marketing	\$ 10,500.00	
General/Operational Expense	\$ 2,000.00	
Float rebuild and travel (1)	\$ 1,250.00	
Concerts by the Bay	\$ 10,000.00	
Fireworks-Barge	\$ 5,000.00	\$ 28,750.00

Total Revenue **\$ 93,180.00**

EXPENSES:

Event Marketing	\$ 17,580.00	
Operations/General Expenses	\$ 6,000.00	
Insurance-Auto & Liability	\$ 6,500.00	
Float Rebuilding and Travel Expenses (1)	\$ 2,500.00	
Concerts by the Bay	\$ 16,500.00	
Battle of the Bands	\$ 3,000.00	
Sani-Can Order-All Events	\$ 2,000.00	
Seagull Splat Run	\$ 1,700.00	
Seagull Splat Run-Port Orchard Police	\$ 600.00	
Grand Parade	\$ 5,500.00	
Parade Shuttle Service (2 vans)	\$ 800.00	
Dinghy Derby	\$ 100.00	
4th of July Fireworks Show	\$ 22,500.00	
Fireworks Barge Expense	\$ 5,000.00	
Festival by the Bay-New signs & Banner	\$ 1,400.00	
Easter Egg Hunt	\$ 1,500.00	
Total Expenses	\$ 93,180.00	

(1) The float will undergo a complete rebuild in 2022 down to the chasis and replacing all the platform wood.

Note: This budget does not reflect the FOF Royalty Scholarship Program

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