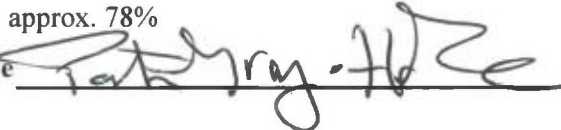


TOURISM PROMOTION PROGRAM • APPLICATION FORProject Title: 12-Month Kitsap County Tourism Marketing ServicesProject Dates: Beginning: January 1, 2021Ending: December 31, 2021Name of Organization Visit Kitsap PeninsulaWeb Site www.VisitKitsap.comMailing Address: 9230 Bayshore Drive NW, Suite 101, Silverdale, WA 98383Contact Person: Patricia Graf-Hoke, Director E-Mail: grafhoke@visitkitsap.com Phone: 360-908-0088Amount Requested: \$ 275,000Total Project Cost: \$ 350,000Portion of Total Project Cost Requested: approx. 78%

Signature of Authorized Representative

**■ 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.

X 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 2020 calendar year.

Send Completed Application and Required Documentation to:

Please submit by mail to:**MAILING ADDRESS**

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

OR Hand deliver to:**PHYSICAL ADDRESS**

Vicki Martin, Buyer
Kitsap County Administration Building 614
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

APPLICANT

TYPE OF

SUBMISSION

OGDEN UT 84201-0038

In reply refer to: 0441623249
Jan. 07, 2010 LTR 4168C E0
91-1146544 000000 00
00059546
BODC: TE

KITSAP PENINSULA VISITOR &
CONVENTION BUREAU
9481 SILVERDALE WAY NW STE 281
SILVERDALE WA 98383-8524

Employer Identification Number: 91-1146544
Person to Contact: Ms. Barrera
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Dec. 30, 2009, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(06) of the Internal Revenue Code in a determination letter issued in September 1983.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



Rita A. Leete
Accounts Management II

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
Go to www.irs.gov/Form990 for instructions and the latest information.

2019

Open to Public Inspection

Department of the Treasury Internal Revenue Service

A For the 2019 calendar year, or tax year beginning, 2019, and ending

B Check if applicable: Address change, Name change, Initial return, Final return/terminated, Amended return, Application pending
C Visit Kitsap Peninsula, 9230 Bay Shore Dr NW Ste 101, Silverdale, WA 98383
D Employer identification number: 91-1146544
E Telephone number: 800-337-0580
G Gross receipts \$: 496,918.

F Name and address of principal officer: Patricia Graf-Hoke, Same As C Above
H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No

I Tax-exempt status: 501(c)(3), 501(c)(6), 4947(a)(1) or 527

J Website: Visitkitsap.com
K Form of organization: Corporation, Trust, Association, Other
L Year of formation: 1981
M State of legal domicile: WA

Part I Summary

1 Briefly describe the organization's mission or most significant activities: See Schedule O

Table with 2 columns: Description and Amount. Rows include: 2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets. 3 Number of voting members of the governing body (11). 4 Number of independent voting members of the governing body (12). 5 Total number of individuals employed in calendar year 2019 (3). 6 Total number of volunteers (0). 7a Total unrelated business revenue from Part VIII, column (C), line 12 (0). 7b Net unrelated business taxable income from Form 990-T, line 39 (0).

Table with 3 columns: Description, Prior Year, Current Year. Rows include: 8 Contributions and grants (11,159 / 25,000). 9 Program service revenue (426,586 / 471,918). 10 Investment income. 11 Other revenue. 12 Total revenue - add lines 8 through 11 (437,745 / 496,918).

Table with 3 columns: Description, Prior Year, Current Year. Rows include: 13 Grants and similar amounts paid. 14 Benefits paid to or for members (905 / 1,316). 15 Salaries, other compensation, employee benefits (116,194 / 128,670). 16a Professional fundraising fees. 16b Total fundraising expenses (106,448). 17 Other expenses (326,132 / 377,095). 18 Total expenses. Add lines 13-17 (443,231 / 507,081). 19 Revenue less expenses. Subtract line 18 from line 12 (-5,486 / -10,163).

Table with 3 columns: Description, Beginning of Current Year, End of Year. Rows include: 20 Total assets (74,082 / 57,100). 21 Total liabilities (8,890 / 2,071). 22 Net assets or fund balances. Subtract line 21 from line 20 (65,192 / 55,029).

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here: Signature of officer: Patricia Graf-Hoke, Executive Director. Date.

Paid Preparer Use Only: Print/Type preparer's name: Dennis Bryan CPA, Preparer's signature: Dennis Bryan, CPA, Date: 8-3-20, Check self-employed if PTIN: P00314405, Firm's name: Parker Mooers & Cena PS, CPA's, Firm's address: 9222 Bay Shore Dr NW Ste 150, Silverdale, WA 98383, Firm's EIN: 91-1702384, Phone no.: (360) 692-8808

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/03/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER PROPEL INSURANCE/PHS 52813224 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	CONTACT NAME: PHONE (866) 467-8730 (A/C, No, Ext):		FAX (888) 443-6112 (A/C, No):
	E-MAIL ADDRESS:		
	INSURER(S) AFFORDING COVERAGE		NAIC#
INSURED VISIT KITSAP PENINSULA 9230 BAY SHORE DR NW STE 101 SILVERDALE WA 98383-9162	INSURER A : Sentinel Insurance Company Ltd.		11000
	INSURER B :		
	INSURER C :		
	INSURER D :		
	INSURER E :		
	INSURER F :		

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYYY)	LIMITS	
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liability			52 SBA AE1529	03/10/2020	03/10/2021	EACH OCCURRENCE	\$1,000,000
	<input type="checkbox"/> General Liability GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			52 SBA AE1529	03/10/2020	03/10/2021	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000
							BODILY INJURY (Per person)	
	UMBRELLA LIAB EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE	
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N N/A If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE	OTHER
							E.L. EACH ACCIDENT	
							E.L. DISEASE -EA EMPLOYEE	
							E.L. DISEASE - POLICY LIMIT	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Those usual to the Insured's Operations.

CERTIFICATE HOLDER KITSAP COUNTY 614 DIVISION ST # 7 PORT ORCHARD WA 98366-4614	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Susan L. Castaneda</i>
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2021 Lodging Tax Request: Visit Kitsap Peninsula

Project Title: Kitsap County Tourism Development & Marketing Program

Name of Organization: Visit Kitsap Peninsula (VKP)

Size of staff & board: 1 FT, 1 PT, 10-board members - **Size of Volunteer Base:** none (in-house)

Geographic Area Served: Communities, hotels/lodging establishments and tourism related businesses located in unincorporated Kitsap served by all three Kitsap County Commissioners.

Demographic Served: Domestic and international tourists, residents/employees Seattle/Puget Sound region, travel writers/publications, hospitality/tourism industry professionals/planners.

Type of Service Provided: Year-Round Economic/Tourism Development & Marketing Services for Kitsap County

Description of Proposed Project & Services 2021: The VKP uses the County's lodging tax funds to provide professional tourism marketing services, programs, public relations, event support, and economic development to support Kitsap lodging establishments and other tourism related businesses 24/7, 365-days a year.

The VKP does not charge any membership or other fees for its services. All VKP marketing support services are made available to Kitsap lodging establishments, businesses, non-profit groups, and event organizers at no charge.

During the Covid-19 crisis the VKP, adhering to official state and Kitsap County safety and health guidelines, initiated new programs to provide stakeholders with immediate marketing support to help them keep the lights on. We intend to employ similar strategies in 2021 as businesses that rely on Kitsap's tourism industry navigates uncharted waters and unknown obstacles. The mission of the VKP is to be pro-active and look for opportunities to take action and meet the needs of the myriad businesses that rely on visitors to make their cash registers ring. It will also require funds to implement marketing programs that offers the most benefit and return on investment.

At this time, the VKP is the only professional non-profit organization in the region that provides Kitsap County with year-round tourism marketing in all communities served by all three commissioner districts.

SCOPE of WORK 2021: (#2)

The VKP will continue to use Kitsap County lodging tax funds to directly support Silverdale hoteliers and other lodging establishments that generate those funds. Funds will pay for internal and external marketing programs and paid media to attract out-of-area travelers most likely to spend one or more nights.

As noted above all marketing programs are designed stay in effect and continue to assist hoteliers, businesses, attractions, and event organizers in what promises to be both uncertain and changing official recovery guidelines. Again, all marketing services provided by the VKP are free and hoteliers and businesses have 24/7 access to the VKP website to update their listing information as needed. Please see attached "2021 VKP Marketing Plan" and "Scope of Work Deliverables" for details.

PROJECT TIMELINE: (#3) - VKP marketing programs and services noted in the Scope of Work/Deliverables are provided to 365 days a year and most marketing programs are provided 24/7.

BUDGET: (#4). Please see attached 1-page Revenue/Income Budget Estimate for 2021.

HISTORY of ORGANIZATION: (#6). - Visit Kitsap Peninsula (VKP) is a 501c6 non-profit founded in 1983, located in Silverdale. The VKP is the official WA State tourism destination-marketing agency (WSDMO) charged with serving Kitsap County/Kitsap Peninsula region.

COMMUNITY-ECONOMIC IMPACT (#2) - The economic impact caused by the global pandemic has painfully demonstrated the real economic power of tourism. Not only is tourism vital to lodging establishments and the hospitality sector, but it plays a vital role in generating sales revenue for Kitsap dining/drinking establishments, wholesale food and beverage distribution, transportation (ferries), construction (new hotels), retail (shopping), the arts, entertainment, festivals, event facilities, event services and, of course, employment.

From 2010 to 2019, VKP marketing strategies, promotions, help generate record tourism revenues for Kitsap County including \$40 million in retail Accommodate sales in 2019, and nearly \$450 million in tourism related sales. That includes \$12+ million in local tax revenues. Due to Covid-19, those number will be much lower.

(Community-Economic Impact continued)

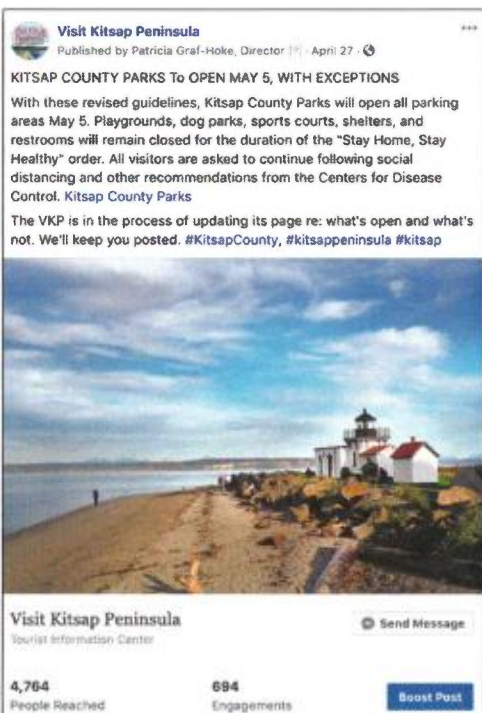
Luckily, Kitsap hoteliers were allowed to remain open. While most bookings were government/businesses travelers, many hoteliers reported "hometown" tourists and other leisure travelers also contributed to sale revenue in 2020. VKP initiated programs like KitsapBites.com and Retail Online to further encourage support of local businesses.

The VKP has the expertise, experience, resources, up to date websites, social media channels, and track record to conduct a sustained, flexible, and responsive marketing program in 2021. The only job and purpose of the VKP is to provide year-round tourism marketing services and programs to Kitsap County to support its tourism industry.

As noted in the marketing plan and deliverables, the VKP provides free promotional support and funding for a wide range of events including popular annual celebrations, current and new community events, arts/cultural events, farms and farmer's markets, maritime, recreation, water trails activities, and Kitsap County Park system.

In addition, the VKP marketing programs generate hundreds of leads annually via the VKP website and online travel sites from prospects around the USA and the world requesting travel and visitor information packets (see *VKP Marketing Plan for details*). Since the VKP doesn't actually host events or book conference or lodging reservations, it does not have access to data re: attendance, but a majority of the 50,000 visits to the VKP website, Facebook pages are tourists.

During Phase I and II, the VKP initiated special outreach programs to aid businesses, offer a thank you to lodging guests, and honor frontline workers. The VKP purchased gift cards from local hoteliers and businesses as part of the CHI-Franciscan Hero Recognition program and purchased product from local bakeries/cafes to share with hotel guests. Most recently, the VKP partnered with Olympic Outdoor Center to provide hotels with kayak rental gift certificates to give to guests. These are small, local promotions, but they provide much needed positive, enthusiastic support and reminder that we are all in this together.



For VKP uses local contractors and resources in the creation and execution of marketing programs and support of local events and facilities and services that provide event services.

BUILDS ON IDENTIFIED COMMUNITY ASSETS (#4)

The attached *VKP Marketing Plan for 2021, Scope of Works/Deliverables, and Performance Indicators* provides examples of how the VKP uses lodging tax funds to support the list of criteria shown above. Marketing programs used by the VKP during the past 10 years have established Kitsap County as "the Natural Side of Puget Sound" and fosters its reputation as a proud steward of Kitsap's natural environment, public parks, public access to outdoor recreation activities, shoreline, arts and culture. The VKP will continue to build on these Kitsap community and economic assets in 2021.

MEETS COMMUNITY OBJECTIVES (#5) a

The VKP works in partnership with the BOCC and county departments to ensure that tourism marketing, stakeholder outreach, and industry representation meets adopted policies, purposes and goals as identified in Kitsap County planning documents and guidelines.

Lodging tax funds allocated to the VKP by Kitsap County Lodging Tax Advisory Committee and BOCC, are used to support county facilities specifically Kitsap County Pavilion Event Center & Fairgrounds, ball fields, and numerous public and heritage parks. Throughout the year, the VKP provides free listing for all attractions on the VKP website, for festivals and event on the VKP Calendar of Events, especially those that are open and free to the public that use ticket sales to support local non-profit organizations.

Following is *VKP 2021 Marketing Plan, Budget, Scope of Work/Deliverables, and Performance Indicators*.