



## **City of Port Orchard**

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### **Lodging Tax Advisory Committee October 1, 2019; 12:30 p.m. at City Hall**

Committee Members present: Chair Jay Rosapepe; Chan Park, Comfort Inn; Keith Woyshtnis, Saints Car Club; Matt Murphy, Port Orchard Chamber of Commerce; Jack Edwards, Days Inn; and staff City Clerk Brandy Rinearson.

**Introductions/Roll Call** - Chair Rosapepe introduced himself and so did each of the committee members and staff.

Chair Rosapepe reminded the committee that the City has allocated \$100,000 for 2020 Lodging Tax distribution.

Clerk Rinearson provided a summary of the two reports (Lodging Tax Financial Report and the 2018 Payment History) to the committee.

Applicants spoke to the committee explaining their proposal which are as follows:

#### **Visit Kitsap Peninsula**

Patty Graf-Hoke, Director, and Christine Stansbury with the Board of Directors presented current and past marketing brochures featuring the City. They support local agencies by leveraging the funds with other donors to focus on regional marketing such as radio, broadcasts, television, Seattle magazines, invest in international print writers, print ads, etc... This is done for all of Kitsap Region, including Port Orchard, to help support and fund events and activities to attract tourists to the area. The marketing is done 365 days, not just during the summer. They are making it known that Port Orchard is part of the destination of the Kitsap Peninsula. The mission is to attract the leisure travelers. Lastly, showed a 15 second ad promoting the Peninsula.

Amount of funding requested: \$18,000.

#### **Sidney Museum and Arts Association**

Christine Stansbury, Treasurer, and Luella Hauenstein, President, presented to the committee. The request for this year is slightly up from last year. The ask is to support the payment of the website, sign on the State highway, and advertising. The advertising is distributed to other visitor centers from Vancouver B.C. to Vancouver, WA. The other is in the Country Register that is distributed in Oregon, Idaho, Washington, and British Columbia. The advertising is to bring people to the City, the Museum, Log Cabin, and the Art Gallery.

Amount of funding requested: \$6,460.

**Port Orchard Chamber of Commerce – Explore Port Orchard – Tourism Marketing**

Christine Stansbury presented to the committee. She provided a brief history of how Explore Port Orchard formed and the purpose of the group. The group does tourism marketing encouraging people to come and spend the day or night in Port Orchard or to the South Kitsap area. The funds being asked is to go towards Sound Publishing advertising and various programs. Brochures about exploring Port Orchard are being provided at the airport, marina's, and other Chambers. Additional advertisement is done in the Discover Kitsap Peninsula. In addition, providing memberships to Washington Tourism Alliance and Washington Festivals and Events Association, to allow the consortium to advertise their events at the membership rates. Lastly, maintenance for the website and Facebook notification boosts are some other expenses being requested.

Amount of funding requested: \$12,500.

**Port Orchard Chamber of Commerce –Visitor Center**

Matt Murphy, Executive Director, presented to the committee. He explained a little of the operation side of the Visitor Center and what they provide in person, online, and through the mail. In addition, costs associated with maintaining the website for visitors and potential visitors. Although the Chamber services South Kitsap, the funds being asked are specifically for City of Port Orchard businesses and tourism in the City.

Amount of funding requested: \$10,000.

**Port Orchard Chamber of Commerce – Seagull Calling Festival/Events**

Matt Murphy, Executive Director, presented to the committee. Provided a brief history of the Seagull Calling Festival and Wings Cook off. They have been testing Geofencing, specific targeted advertisement, to people who attend festivals. The funds being asked for this year are for operational expenses of events and for permits for the Seagull Calling Festival and the Cornhole Tournament.

Amount of funding requested: \$3,000.

The committee took a 15-minute break.

**City of Port Orchard – Summer Event Foot Ferry Services**

City Clerk Rinearson presented to the committee. She provided a brief history of the partners participating in this service and the funds they contributed, as well as the overall estimated expense for the service. In addition, provided a brief history of the ridership count over the past few years. The ask is more this year due to the low ridership count.

Amount of funding requested: \$7,000.

**Saints Car Club – The Cruz**

Keith Woyshnis presented to the committee. The ask for this year's funds is for advertising, as the cost has gone up. He provided a brief history of the event and the number of cars that

participate and where they are coming from. In addition, he explained the method they use to track visitors.

Amount of funding requested: \$3,000.

The committee took a 15-minute break.

**Fathoms O' Fun Festival – Marketing and Operations of Events**

Helene Jensen presented to the committee. She provided a brief history of what they have been providing and how they track visitors to the community over the years. They are asking for funds to market the events and general operation funds to help keep the event going. The operation expense include maintenance to the float, musicians for the Concerts by the Bay series, the rental cost for the barge to hold the fireworks show, and new tires for the vehicle that hauls the float around the State.

Amount of funding requested: \$32,500.

**Kitsap Mustang Club – Mustangs on the Waterfront**

Susan Stadshaug, Show Chair, and Len McCready, President, presented to the committee. Provided a brief summary of what they used last year's Lodging Tax Funds for and what their event brings to the community. In addition, explained how they track visitors and where they come from. The ask is for advertising and some operation costs for port-o-potties and to improve the sound system.

Amount of funding requested: \$2,500.

The committee took a 15-minute break.

**Port Orchard Bay Street Association (POBSA) – Tourism Marketing**

Kathleen Wilson, President; Dave Jeffcoat, Suanne Martin-Smith, and Christine Stansbery Board Members presented to the committee. Ms. Wilson provided a history of their advertising efforts and their printed brochure. The ask is for advertising, website, and printed brochures.

Amount of funding requested: \$10,700.

**Port Orchard Bay Street Association (POBSA) – Marketing and Operations of Events**

Kathleen Wilson, President; Dave Jeffcoat, Suanne Martin-Smith, and Christine Stansbery board members presented to the committee. Provided a brief summary of events that occurred last year. The ask is for operations of the events and help to promote them. Provided an update on events that will change and stay the same for the upcoming year.

Amount of funding requested: \$28,345.

There being no further business, Chair Rosapepe adjourned the meeting at 3:35 p.m. Audio-only, recording was successful.

Next meeting: October 2, 2019