



2008 Explore Kirkland Funding Request

Date:	Funding Request Amount:
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Applicant Name:		
Contact Name (if different):		
Representing:		
Project Title:		
Address:		
Phone:	Cell:	FAX:
Web Address:		E-mail Address:

SECTION I

Please describe how this project, program, or opportunity meets the following tourism goals. Please review the Kirkland Marketing Plan before completing this section.*

1. Increases hotel occupancy in Kirkland by extending length and frequency of overnight stays.
2. Increases overnight stay during the off season (October–May).
3. Provides visitor attractions and/or promotes the area’s existing attractions.
4. Attracts more businesses to Kirkland and thereby generates additional business for hotels and motels.
5. Improves the City’s overall image to stimulate positive customer awareness.

* Go to: http://www.ci.kirkland.wa.us/depart/CMO/SpecialEvents/Resource_Center.htm and click Kirkland Marketing Plan (PDF-563 kb)

Financial Factors:

1. How much Hotel/Motel Tax funding is being requested?
2. Total Project Budget _____ Total Funding Request _____.
3. How will requested funds be used for tourism promotion, marketing special events, acquisition of tourism-related facilities or operation of tourism-related facilities?
4. Briefly describe the expected return on investment. If a public-private partnership is being posed, a direct return on investment must be shown through generation of additional hotel-motel tax revenues.
5. Attach proposed budget. Include other partners, sponsors, grantors and the amount of support directly related to this project. *See example below.*

Item	Total Cost	Community Funding Request	Source of Non-Kirkland Funding
Banners	\$3000.00	\$2000.00	\$1,000 (Waste Management)
T-shirts	\$500.00	\$200.00	\$300.00 (Shirt Factory)
Total Budget	\$3500.00	\$2200.00	

Risk Considerations

1. What are potential risks to the projects success?
2. What steps have been taken to ensure the project's success?

SECTION II

Marketing Plan

Attach a proposed marketing plan. The plan should coincide with the budget, and include a timeline of marketing activities. *See example below.*

Marketing efforts include things such as: print media paid ads, free press, and calendar listings; radio; broadcast/TV; collateral materials like posters, flyers, and rack cards; website; graphic design; printing; community outreach such as KLIFE, local newsletters, Neighborhood Associations, links to local websites, inclusion in Kirkland Event Guide (KEG); distribution of materials.)

Will you be creating collateral materials? If yes, please describe how many items you will distribute (i.e. 200 flyers) and the distribution area (i.e. Seattle, Greater Puget Sound, Canada, etc.)

Marketing Plan		
Marketing Effort	Completed by (Date)	Budget Amount
Graphic Design	January 31	\$250
Printing	February 15	\$400
Banners	March 15	\$3,000
Radio Ad—Running daily at 9:00 a.m. June 1–July 1	March 30	\$1,000
Ad Buy in Seattle Times—Running Sundays in the Travel Section September–October	March 30	\$500

SECTION III

Evaluation of Project

1. How will you measure the success of your project? Please list qualitative and quantitative criteria for measuring success.
2. How will you gather the following data regarding visitors generated by the project:
 - a. How did they hear about your project? (measures effective marketing and PR efforts)
 - b. Where did visitors come from? (measures how far visitors came from for the event or activity)
 - c. If your participants stayed overnight, did they stay in a Kirkland hotel or with family and friends? (measures impact on local hotels and the market of who is coming into Kirkland)

SECTION VI

Publicity/Promotion Policy

Prominent acknowledgment of Explore Kirkland and the City of Kirkland is required of all recipients for use in all publicity materials, including, but not limited to brochures, press releases, programs, posters, public service announcements, flyers, newsletters, and advertisements.

Please submit three signed copies of your request and attachments to: Sheila Cloney, 123 Fifth Avenue, Kirkland, WA 98033. For questions please call 425-587-3010, or email tourism@ci.kirkland.wa.us