

2022 Tourism Funding Grant Application



Submission date: **6 August 2021, 2:58PM**
Receipt number: **32**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Attain Housing 7 Hills of Kirkland
Today's date	08/06/2021
Funding Request Amount	4000
Proposed Location of Event/Program	Marina Park
Event date(s)	May 30th, 2022
Organization	Attain Housing
Contact Name	Jesse Perrell
Email for correspondence with the City	jesse@attainhousing.org
Street Address	125 State Street South
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	4255769531
Cell	4254427105
Website	7hills.attainhousing.org
Facebook site	https://www.facebook.com/attainhousing

Section I - General Information

Is this a new event?

No

If not, how many years has this event been in existence?

23

Please provide a description of the program/event

Every Memorial Day, Marina Park is transformed into a cycling hub as 900-1400 riders converge for the 7 Hills of Kirkland bike ride. The event gives the Pacific Northwest cycling community a way to raise money for Attain Housing, a 501(c)(3) charity that assists individuals and families on the Eastside who are caught in a homelessness crisis. The supported, non competitive ride begins and ends at Marina Park in downtown Kirkland. In 2020 and 2021, we produced a redesigned event that had participants riding on their own throughout the month of May, winning prizes from Kirkland businesses. We plan to expand on this for 2022, growing it to include and celebrate more local Kirkland businesses, as month long event that leads up to the in-person Memorial Day ride.

Event/Program Expenses (*)

Item 1 Description

Four month Facebook marketing campaign.

Item 1 Cost

2000

Item 2 Description

One month marketing campaign with Outdoors NW

Item 2 Cost

1000

Item 3 Description

Item 3 Cost

Item 4 Description

Item 4 Cost

Item 5 Description

Item 5 Cost

Total Costs **\$3000.00**

What is the total budgeted cost of your event/program? **25000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

Each year, the 7 Hills of Kirkland bike ride gains more awareness as a premiere training ride for cyclists throughout the Pacific Northwest. Our event traditionally draws riders from all corners of Washington, Oregon, British Columbia, and Northern California. The event historically draws a ridership similar to other supported road rides in the region, which is predominantly male, and the largest age group represented as over 40. We've worked on and seen more registration from younger riders and young families, and seen the gender balance of our ridership shift to be more balanced.

We are actively working on how Attain Housing's mission and work in housing is reflected in the voices and diversity within our organization. This work extends to the community events we produce, and the 7 Hills of Kirkland in 2022 will be measured for us as a successful event in terms of diversity and inclusion of previously under-represented voices and communities: in planning, in the local businesses and groups we collaborate with, and in event participation.

1b. Describe how you plan to promote your event to this audience:

In 2018, Attain Housing hired a dedicated media staff member with a background working for the Seattle Mariners. The marketing campaign for the 7 Hills of Kirkland has in years since, focused on targeted social media outreach, press releases to print and web-only cycling and events media outlets, and AM/FM radio stations broadcasting in Washington and Oregon. The 2020 event gave us the staff time and budget bandwidth to focus on a video campaign, and to develop our Youtube channel and begin earnestly growing an audience there, that we plan to continue in 2022.

The changes and quick revisions necessary to producing the 2020 and 2021 events resulted in a successful fundraiser that engaged the cycling community in supporting our work as well as local businesses. We plan to roll into 2022 with a more robust, accessible, and local-business supporting version of the event. We are excited about what we learned with the altered version of the 7 Hills, and about a 2022 event that will be even stronger for it.

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip?

Riders overwhelmingly return year after year, to rides like 7 Hills that have become traditions for their family, or reliable training rides for their friends or ride team. We're excited for the annually growing percentage of out-of-state riders we pick up every year. Much of this outreach is by networking with clubs and bike shops in other cities distributing posters and getting on emailed ride lists. Social media targeting and marketing through specific Portland and Vancouver BC media outlets has been the most clearly measurably significant in this growth of traveling audience.

3. Total projected attendance for event:

1800

3a. Methodology

Direct Count

3b. Please describe how you arrived at this estimate: **Based on our direct count 2019 ridership, and our goal to increase our rider numbers, we estimate 1,300 riders and another 500 supporters, friends, families and others being drawn to Marina Park for the event.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **150**

4a. Methodology **Direct Count**

4b. Please describe how you arrived at this estimate: **Based on 2019 rider registration. Our registration form asks riders for their home address, which we review to determine from where riders are coming.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **60**

5b. Methodology **Direct Count**

5b. Please describe how you arrived at this estimate: **Based on 2019 rider registration. Our registration form asks riders for their home address, which we review to determine from where riders are coming.**

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: **45**

6a. Methodology **Informal Survey**

6b. Please describe how you arrived at this estimate: **Review of our registrations, and use a post-event survey with incentive prizes to answer to track visitor lodging.**

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends: **15**

7a. Methodology **Informal Survey**

7b. Please describe how you arrived at this estimate: **Review of our registrations, and use a post-event survey with incentive prizes to answer to track visitor lodging.**

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night. **45**

8a. Methodology **Informal Survey**

8b. Please describe how you arrived at this estimate: **Review of our registrations, and use a post-event survey with incentive prizes to answer to track visitor lodging.**

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

To increase the number of visitors traveling over 50 miles, we will continue to grow our social media, and PNW cycling community reach to clubs, media outlets who write about us, bike shops and organizations. We have a clear picture after the last few years, with our energy and budget spent in different ways, of what we can accomplish and how we can grow the most effectively with what we have. For families and riders traveling for the Memorial Day Weekend, the typical weekend looks like arriving Saturday, staying nearby, and waking up early Monday morning to get to ride start by 6am. The early ride start in itself has most people planning to stay nearby at least Sunday through Sunday evening. The want for a shower and somewhere to keep their things during/post ride usually means a hotel within pedaling distance from the Marina Park finish line.

1b. Describe the event's marketing plan and strategy:

Our paid marketing will focus as it has most recently, on targeted by city by social media and campaigns with mixed radio/digital marketing companies in the region. Our marketing staff will focus their time on press releases and publicity with web and print media in the Pacific Northwest and focused on cycling and outdoors. We'll work with local hotels and businesses to develop co-marketing plans and travel package combos.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Starting and ending at Marina Park, the 7 Hills of Kirkland takes cyclists along Lake Washington Boulevard, with its lake and mountain views. Cyclists tour Kirkland via downtown, Market Street, Juanita and Holmes Point, Norway Hill, Kingsgate, Rose Hill and the Yarrow Bay area before returning to Marina Park. In the past years, we've enhanced our finish line celebration by featuring local vendors, music and neighboring businesses. We receive buckets of positive feedback every year from event participants, vendors, and volunteers. "The course is great, and support throughout the event is great. Finishing is always the best part." "Loved the event as always."

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

In 2020 and 2021, we were happy to have landed on an event solution that connected our cyclist community not just to the housing cause they are used to riding for, but that connected them clearly to supporting and celebrating local businesses during COVID. We grew and developed this aspect of the event in 2021 with a month of May program that had over 100 participants and ride teams fundraising and riding for prizes from local businesses all month. With a return to a Memorial Day event, combined with a month long ride program, the possibilities for us working together with local businesses expand. We look forward to more collaboration and inventiveness in 2022 with business like Kirkland Bicycle, Heathman, Chainline Brewing, and Flatstick who we've collaborated with for years, and to working together again with businesses like Zoka Coffee and Zeek's Pizza who we found new ways of collaborating with during COVID.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

We continue to centralize event coordination via the internal staff at Attain Housing. We are fortunate to have the same staff member handling permitting and event planning year after year going on 7 years. We reach out to all of our caring community, from businesses and community groups to congregations and volunteers to improve the event as a fund-raiser and community builder for Attain Housing. The City of Kirkland have been the very best to work with, and looking forward to more events together!

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

The event seeks out sponsorship from corporations, in-kind and financial support from Kirkland small businesses and community groups, and has a strong and dedicated base of event participants, donors, and volunteers that return every year in support of Attain Housing and the 7 Hills event.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

The event historically involves a couple dozen Kirkland businesses and organizations; the collaboration varies widely, from Kirkland Bicycle having rider packet pickup at their shop and staffing support stops with bike techs, to Kiwanis hosting and co-promoting pancake breakfasts on the Memorial Day weekend with us. We add to and develop these relationships every year. In 2022 we look forward to reconnecting to these businesses, as well as those we made new connections with this year.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

The 7 Hills of Kirkland historically draws a ridership similar to other supported road rides in the region, which is predominantly male, white, and the largest age group represented as over 40. We've worked on the event program, design, and marketing, to reach and bring in other audiences. So far what we've seen is more registration from younger riders and young families, and the gender balance of our ridership shift to be more balanced. We've worked on making the ride routes more safe, and on the finish line being a welcoming and inclusive environment for event participants, their friends and family, and the community.

Over the last few years our organization has been actively working on how Attain Housing's mission and work in housing is reflected in the voices and diversity within our organization. This work extends to the community events we produce, and the 7 Hills of Kirkland in 2022 will be measured for us as a successful event in terms of diversity and inclusion of previously under-represented voices and communities: in planning, in the local businesses and groups we collaborate with, and in event participation.

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

The month of May program we developed for 2020 and 2021 had participants riding on their own, or with family members, competing in ride challenges with prizes such as gift cards from local businesses like Zoka Coffee and Zeek's Pizza.

A Memorial Day event with a start and finish at Marina Park, and food stops along the route, would adjust as needed to safety measures and health regulations, incorporating mask wearing, social distancing, and other measures to reflect local guidance.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[792200_483070038424292_630161581_o.jpg](#)

[33.jpg](#)

[IMG_8702.jpg](#)

[IMG_8919.jpg](#)

[IMG_8740-5K.jpg](#)

[IMG_20200424_144659.jpg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Jesse Perrell

Organization Representative Signature



[Link to signature](#)

Application Date

8/6/2021

City

Kirkland

State

Washington

Country

USA

2022 Tourism Funding Grant Application



Submission date: **3 August 2021, 3:15PM**
Receipt number: **9**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Kirkland Uncorked
Today's date	08/03/2021
Funding Request Amount	15,000
Proposed Location of Event/Program	Marina Park
Event date(s)	July 8-10, 2022
Organization	Bold Hat Productions
Contact Name	John Thorburn
Email for correspondence with the City	john@boldhatproductions.com
Street Address	12217 Evanston Ave N
Street Address Line 2	
City	Seattle
State	Washington
Zip	98133
Phone	
Cell	
Website	www.KirklandUncorked.com
Facebook site	https://www.facebook.com/KirklandUncorked/

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	14
Please provide a description of the program/event	Kirkland Uncorked is Washington's biggest summer wine festival, celebrating Washington wine, food and art on Kirkland's picturesque waterfront, successfully attracting thousands of locals and travelers each year. The festival showcases top Washington wineries, dozens of local restaurants, and local and visiting artists and vendors. The event benefits Homeward Pet Adoption Center while guests experience the wonders of food and wine tourism.

Event/Program Expenses (*)

Item 1 Description	Broadcast / Digital Radio Advertising
Item 1 Cost	6000
Item 2 Description	Geo-Targeted Internet Banner Advertising
Item 2 Cost	5000
Item 3 Description	Regional Print Advertising
Item 3 Cost	2000
Item 4 Description	Public Relations (Cision/PR Web for long lead stories)
Item 4 Cost	1600
Item 5 Description	Public Toilet Supplies
Item 5 Cost	400
Total Costs	\$15000.00

What is the total budgeted cost of your event/program? **220000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

As a prominent wine focused event, we target Columbia Valley and Eastern Washington wine regions. We also promote to major Washington cities including Bellingham, Spokane, Tacoma and Olympia. Outside of Washington, we promote to Vancouver, BC and Portland, OR, as well as targeted national travel writers.

We target both individuals interested in tourism as well as businesses, wineries, artists, and restaurants who attend Kirkland Uncorked to market their products and services to a new audience. 25% of our 2019 vendors came from 50 miles away, including Eastern Washington, Oregon, California and Hawaii.

1b. Describe how you plan to promote your event to this audience: **We will reach our target audiences through a variety of channels, including broadcast and digital radio advertising spots in the selected markets, geo-targeted banner advertising on sites focused on wine tourism and travel, and regional print advertising along the west coast. Additionally, we will engage with long-lead national travel writers to place Kirkland Uncorked stories in travel and leisure magazines that index high with our target audiences.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **We reviewed our attendance information from surveys and our online ticket agent including doing a zip code study, and reviewed anecdotal data from partner hotels. Over the past three years, we have seen an average of 70% of our audience as day-trippers, 24% of our audience coming from 50+ miles out of town and 6% from out of the state or country. The above attendance estimates are based on 2019 total attendance figures of 35,000 attendees. We expect to see a 50% increase in the above figures through expanded advertising if we received full tourism grant funding.**

3. Total projected attendance for event: **35000**

3a. Methodology **Indirect Count**

3b. Please describe how you arrived at this estimate: **Based on actual recorded attendance plus indirect count of crowd size in street fair.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **8400**

4a. Methodology **Representative Survey**

4b. Please describe how you arrived at this estimate:

We reviewed our attendance information from surveys and our online ticket agent including doing a zip code study, and reviewed anecdotal data from partner hotels. Over the past three years, we have seen an average of 70% of our audience as day-trippers, and 24% of our audience coming from 50+ miles out of town and 6% from out of the state or country. The above attendance estimates are based on 2019 total attendance figures of 35,000 attendees. We expect to see a 50% increase in the above figures through expanded advertising if we received full tourism grant funding.

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country

2100

5b. Methodology

Representative Survey

5b. Please describe how you arrived at this estimate:

We reviewed our attendance information from surveys and our online ticket agent including doing a zip code study, and reviewed anecdotal data from partner hotels. Over the past three years, we have seen an average of 6% from out of the state or country. The above attendance estimates are based on 2019 total attendance figures of 35,000 attendees. We expect to see a 50% increase in the above figures through expanded advertising if we received full tourism grant funding.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

1650

6a. Methodology

Representative Survey

6b. Please describe how you arrived at this estimate:

We conducted a post-event survey of 2019 Tasting Garden ticket purchasers and participating vendors to examine if they stayed overnight and where (paid vs. unpaid accommodations).

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends: **1000**

7a. Methodology **Structured Estimate**

7b. Please describe how you arrived at this estimate: **We conducted a post-event survey of 2019 Tasting Garden ticket purchasers and participating vendors to examine if they stayed overnight and where (paid vs. unpaid accommodations).**

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night. **1650**

8a. Methodology **Representative Survey**

8b. Please describe how you arrived at this estimate: **We conducted a post-event survey of 2019 Tasting Garden ticket purchasers and participating vendors to examine if they stayed overnight and where (paid vs. unpaid accommodations).**

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays: **Marketing plan elements that attract visitors from 50 miles or more away include Broadcast / Internet Radio campaigns on major networks and digital radio providers with a reach throughout Western Washington and into British Columbia, geo-targeted internet banner advertising, direct mail and e-mail campaigns targeting key demographics outside the Seattle Metropolitan area, and public relations/earned media efforts targeting travel and wine writers, bloggers and publications during the months leading up to the festival.**

1b. Describe the event's marketing plan and strategy:

Kirkland Uncorked uses an aggressive marketing strategy aimed at attracting both out-of-town visitors and local "day trippers" to visit Kirkland for the weekend, positioning the event as a destination festival celebrating Washington wines. On our festival website, there is a page dedicated year-round to Explore Kirkland, showcasing the area hotels and restaurants with videos, photos and more so that we are promoting the city and local hotels as a destination BEYOND our event dates.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

The festival embraces all that Marina Park and the surrounding community offers by maximizing every opportunity to build attractions and activities within the event. From the Tasting Garden stretching to the north tip of Marina Park, to the Street Fair occupying the south end of the Park and all of Kirkland Ave west of Lake St., plus an expanding display of high end power boats, sailboats and yachts showcased in the Kirkland Uncorked Boat Show in the marina itself. Kirkland Uncorked promotes the downtown corridor and Marina Park as a year-round gateway for guests to visit by car or by boat to access all that Kirkland has to offer.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

Kirkland Uncorked encourages visitor spending on every level. The festival is designed to encourage visitors to dine and shop while attending the event. We do this by intentionally limiting food options within the Tasting Garden, and allowing guest re-entry, so that festival-goers can grab a meal at the dozens of walkable restaurants in the Downtown Kirkland area.

In 2019, Uncorked partnered with local organizations in the following ways: worked with a half dozen local restaurants for the Friday Burger Brawl promotion, , including newly opening Shake Shack in Kirkland Urban, introducing guests to the amazing culinary offerings around the city; and local businesses like The Grape Choice (sponsor of the Uncorked Wine Shop), and Rairdon's Alfa Romeo of Kirkland, Silver Lake Winery, Fred Meyer, QFC, Coastline Burgers, MudBay, Uptown Apartments at Kirkland Urban, Two Men and a Truck and Clear Chiropractor all participated in the Tasting Garden and/or Street Fair. Our 2021 festival is scheduled for August 27-29.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Kirkland Uncorked is produced by Bold Hat Productions, with a fulltime staff of six working year-round to grow and improve the event. In addition to this dedicated staff, more than 40 seasonal staff and 300 volunteers are hired to coordinate and produce the festival.

Each year, we work closely with the City of Kirkland to ensure we are exceeding our obligations as careful and responsible stewards of Marina Park and the City of Kirkland Marina, with constant communication between our team and local police, fire and health department officials. Additionally, we continually monitor the impact of the festival to ensure that Kirkland Uncorked is a positive and profitable experience for organizations doing business year-round in and around Marina Park.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

In 2022, we plan to secure additional funding through sponsorship recruitment, targeting both large corporate business and local, small business to participate in Kirkland Uncorked and provide the festival with solid, financial footing. Examples of past sponsors include Celebrity Cruises, Fred Meyer / QFC, and Overlake Hospital and Medical Center.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

Creating and fostering partnerships with other Kirkland events and organizations is critical to our continued success. The more awareness raised for not only Kirkland Uncorked, but our partners as well, helps create opportunities for visitors to come explore this incredible city. For that reason, we plan to continue our presence at two local community events, the Kirkland 4th of July Parade and the Kirkland Wednesday Market. In both instances, we bring along our non-profit partner, Homeward Pet Adoption Center, in order to reiterate that the funds raised at Uncorked help support their incredible cause. Our presence at these events plays a small part in allowing Homeward Pet Adoption Center to continue enriching the community for years to come.

Additionally, we collaborate with Kirkland businesses by partnering with a number of local stores to become Advanced Ticket locations. The Kirkland Fred Meyer store (along with six other Fred Meyer locations) sell VIP tickets to Uncorked, bringing in 3,500+ individuals to these locations, leveraging partnerships where we attract new ticket buyers and drive ticket buyers to these retail locations for a greater economic impact in the community.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

Every festival and event produced by Bold Hat Productions is created to foster and build community in the cities and regions where they are held. Our team prides itself in building an environment at Kirkland Uncorked that is inviting, safe and inclusive for ALL guests. This starts with the hiring of dozens of temporary employees and more than 100 volunteers that support the operations of the festival weekend, and extends to the outreach we do through local marketing channels such as The Stranger newspaper and Seattle Gay News to welcome all members of the community.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

Kirkland Uncorked is following current Health and Safety guidelines as outlined under the Washington Ready reopening plan found here:

<https://www.governor.wa.gov/sites/default/files/COVID19%20Spectator%20Event%20Guidance.pdf>

If further restrictions are required by state authorities, we will implement some or all of the attached health protocols.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

[Kirkland Uncorked COVID-19 Response Plan 2021.docx \(1\).pdf](#)

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

SECTION VI - Signature of Applicant

Organization Representative Name **John Thorburn**

Organization Representative Signature



[Uploaded signature image: John_Thorburn.png](#)

Application Date **08/03/2021**

City **Seattle**

State **Washington**

Country **United States**

2022 Tourism Funding Grant Application



Submission date: **5 August 2021, 2:40PM**
Receipt number: **29**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Kirkland Summerfest
Today's date	08/04/2021
Funding Request Amount	15000
Proposed Location of Event/Program	Marina Park, Heritage Park
Event date(s)	July 29-31
Organization	Chump Change Foundation
Contact Name	Rob Butcher
Email for correspondence with the City	hello@chumpchange.org
Street Address	P.O. Box 10
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98083
Phone	4254561111
Cell	
Website	kirklandsummerfest.com
Facebook site	@The.Real.Summerfest

Section I - General Information

Is this a new event?

No

If not, how many years has this event been in existence?

10

Please provide a description of the program/event

Kirkland Summerfest is Kirkland's largest festival taking place in the heart of downtown Kirkland. This three-day celebration of music, art, culture, food, and libations presents experiences including live entertainment and performances, kid's activities, art booths and demonstrations, as well as a wine and beer festival with a beer garden. A true community event, Kirkland Summerfest is planned by a volunteer committee and benefits Kirkland-based non-profits. Kirkland Summerfest has mixed admission offerings with some areas free and open to all ages, while some activities require purchased tickets. With over 35,000 attendees, Summerfest is Kirkland's signature event of the year.

Event/Program Expenses (*)

Item 1 Description

Advertising, promotions, signage, social

Item 1 Cost

19000

Item 2 Description

Entertainment

Item 2 Cost

20000

Item 3 Description

Permits

Item 3 Cost

9000

Item 4 Description

Production Costs

Item 4 Cost **96000**

Item 5 Description

Item 5 Cost

Total Costs **\$144000.00**

What is the total budgeted cost of your event/program? **144000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **We are targeting those who love music, art, food, beer, and wine throughout the Pacific Northwest.**

1b. Describe how you plan to promote your event to this audience: **Summerfest is over the same weekend as the popular Bellevue Arts and Crafts Fair which draws an audience of over 200,000 from across the country. Summerfest targets and cross-promotes to the same audience with an alternative offering of music, food, beer, and wine. Summerfest also partners with Eastside Beer Week which celebrates 30+ craft breweries throughout the Eastside culminating in the Sails and Ales Beer Festival portion of Summerfest held over the three-day weekend. The event itself and featured breweries promote the beer festival and Summerfest to their respective audiences. Additionally, Sip Kirkland is a Washington Wine Festival featuring 20+ wineries that have their own diverse audiences and localities. Summerfest is a Seafair community event partner and chosen sanctioned event that showcases the region's diversity and supports community. Kirkland Summerfest partners, and thus promotes, with local businesses, news magazines and media stations, festival vendors, booked entertainment and their audiences, and more.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **Funding allows us to increase our social media, print, and online target marketing. Our print marketing is focused on regional industry and media such as Alaska Airlines In-Flight Magazine, the Eastside's 425 Magazine, and more. Summerfest is featured in regional news outlets such as Q13 FOX, KING 5, and KOMO News. Social media promotion includes Facebook and Instagram paid/targeted advertisement, as well as organic promotion leading up to Summerfest, all utilizing analytics and demographic data. In 2021, 38% of surveyed visitors heard about Summerfest through social media, while 13% were reached through posters, signage, and physical promotion.**

3. Total projected attendance for event: **35000**

3a. Methodology	Indirect Count
3b. Please describe how you arrived at this estimate:	We will have direct numbers with ticket sales, purchases, and vendor registrations. Some indirect numbers also comes from interactions within the free area of the festival like the street market and kid's section, leading to an overall estimate that is in-line with previous attendance.
4. Total projected number of visitors traveling more than 50 miles to attend event: 2000	
4a. Methodology	Informal Survey
4b. Please describe how you arrived at this estimate:	Each year we have volunteers perform informal surveys to collect this type of data. In 2021, 32% of surveyed visitors traveled over 50 miles to attend Summerfest. From direct ticket sales, 109 visitors traveled from out of state. Also in 2021, the headlining performer Nite Wave provided analytics of their audience reach, with website and social media data having over 60,000 unique visits and about 10% are from out of state or out of the country.
5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country 50	
5b. Methodology	Informal Survey
5b. Please describe how you arrived at this estimate:	Each year we have volunteers perform informal surveys to collect this type of data in addition to the Nite Wave attraction noted above. From direct ticket sales, 123 visitors traveled from out of state.
6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: 100	
6a. Methodology	Informal Survey

6b. Please describe how you arrived at this estimate:

Each year we have volunteers perform informal surveys to collect this type of data. In addition to the Nite Wave attraction noted above, multiple surveyed visitors mentioned staying at local hotels including the Hyatt and Woodmark. From direct ticket sales, 123 visitors traveled from out of state, with an increased likelihood that those visitors would require an overnight stay based on distance traveled.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

150

7a. Methodology

Informal Survey

7b. Please describe how you arrived at this estimate:

Each year we have volunteers perform informal surveys to collect this type of data. In addition to the Nite Wave attraction noted above, multiple surveyed visitors mentioned staying with friends and family in the Kirkland area.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

200

8a. Methodology

Informal Survey

8b. Please describe how you arrived at this estimate:

Each year we have volunteers perform informal surveys to collect this type of data. In addition to the Nite Wave attraction noted above, multiple surveyed visitors mentioned staying at local hotels including the Hyatt and Woodmark. From direct ticket sales, 123 visitors traveled from out of state, with an increased likelihood that those visitors would require an overnight stay based on distance traveled as well their desire incentive to attend all three days of the festival.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Kirkland Summerfest offers a wide array of activities, including live performances, games, activities, street market vendors, and a wine and beer festival that changes daily throughout the weekend. To get the full experience of Summerfest, a guest needs to attend all three days. We also have many performers and vendors who travel from out-of-state and will need lodging during their stay. As noted, promotion from Seafair, regional news outlets, and the audiences of regional vendors/performers increases the likelihood of guests traveling to attend Summerfest that will need overnight stays.

As an example, in 2021, the headlining act Nite Wave played a sold out show and their audience attracts tens of thousands, with many coming from other states and many fans from other countries.

1b. Describe the event's marketing plan and strategy:

Kirkland Summerfest is promoted by Alaska Airline In-Flight Magazine; 425 Magazine; interviews on Q13 FOX, KING 5, and KOMO News; Facebook and Instagram ads; Seafair website and promotional materials; live entertainment act audiences including their websites and social media; 30+ breweries featured in Eastside Brew Week for the Sails and Ales Beer Festival; 20+ wineries featured in Sip Kirkland Wine Festival; volunteer street team posters and canvassing; and local business promotional materials.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Kirkland Summerfest is the definition of a community event. It would not be able to run without the direct help of our community volunteers, with many new volunteers joining us this year after moving to the Kirkland area over 2020. Each year we see more growth and attendance than the last and always have received positive feedback from the city, the Kirkland Downtown Association, and guests. The average rating of our surveyed visitors was 4.8/5, with many citing the fun atmosphere, number of breweries and wineries, food selection, and activities as positives. We also received positive feedback in regards to being the first major event in Kirkland post-pandemic, resulting in many new visitors excited to experience a larger event for the first time in over a year.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

This three-day long festival brings people into the heart of Kirkland, and allows them to shop, eat, drink, and use public transit. We partner with local businesses and vendor merchants, who benefit greatly from the direct traffic and customer base from Summerfest.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

We enjoy the overwhelming support of the downtown merchants and Kirkland community for Summerfest over the last 11 years. This is largely the result of our being long-time residents in the community. We have sponsorship opportunities that grow every year. The larger we show our reach, the greater success we have attracting larger companies to our event. With this experience, we understand and follow all of the licensing and permitting laws.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

We work with a wide range of sponsors and local businesses which invest in the festival. Our efforts are year-round through our involvement in Kirkland's Rotary and Kiwanis clubs as well as direct funding and volunteering for several Kirkland-based non-profits.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We work closely with our six Kirkland-based non-profit beneficiaries. We share our volunteer pool with the KDA. We donate money, employee time and event materials to KDA events including Kirkland Oktoberfest, Wine Walks, Winterfest, Wednesday Market, and Summer Concert Series. We also donate to a range of non-profit auctions and other events throughout the year. We support both Kirkland Rotary clubs through the Duck Dash and through financial support of direct event participation. By donating to local auctions, we not only benefit the specific charity, but also open the opportunity to promoting the festival through other channels.

Our partners include Kirkland Summerfest, Kirkland Downtown Association, Greater Kirkland Chamber of Commerce, Kirkland Rotary, Seafair, Kirkland Arts Center, Kirkland Cultural Arts Commission, Kirkland Interfaith Network, Eastside Timebank, Kirkland Reads, City of Kirkland, Explore Kirkland, Seattle Uncorked, Eastside Beer Week, Community Cat Coalition, Kirkland Library, Pasado's Safe Haven, Studio East/StoryBook Theater, NAMI Eastside, Boy Scouts of America, Kirkland Choral Society, MEOW Cat Rescue, Sibling House, and Make-A-Wish Foundation.

6a. New Event - 15 points

While Kirkland Summerfest is not new, it had a completely new structure in response to the pandemic, resulting in new activities, admission, schedule, and operations. 2021 was the first year of the Sails and Ales Beer Festival as part of Eastside Beer Week, a separate event with a unique audience within Summerfest.

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

Kirkland Summerfest is a very inclusive and positive event. We encourage those of all cultures, ages, and backgrounds to come and enjoy the festivities in a safe, welcoming environment. As a Seafair-sanctioned event, Summerfest is recognized as a community event that showcases the region's diversity. Summerfest is open to all ages and offers activities, entertainment, food, and libation that are appealing to all demographics. Our festival entertainment is unmatched in Kirkland with its variety, diversity, and quality.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

In 2021, Summerfest introduced a number of competitive games and a voting event. As a part of Sails and Ales Beer Festival, visitors were able to vote for their favorite Brewery for Eastside Beer Week and win merchandise from participating breweries. Additionally, there was a scavenger hunt throughout the weekend for Summerfest that involved visitors collecting stamps at certain locations, then participating in a game to win merchandise, tickets, mystery bags, and the like. We also had kids' games and cornhole scattered around the festival for visitors to engage with and compete. All activities listed were overwhelmingly successful with visitors requesting more engagement, prizes, challenges, etc. in upcoming years.

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We will be complying with all city, county, state, and federal guidelines to ensure the health and safety for event volunteers, staff, vendors, and guests. The most recent guidelines as of June 30, 2021 for Kirkland, King County, and the State of Washington removed most COVID-19 restrictions that impact event and festival operations with no capacity limits or physical distancing requirements for outdoor activities. Federal guidelines reflect this as well.

If any new guidelines are put in place, we will respond accordingly. Capacity limits, mask requirements, physical distancing, or the like will reflect changes in our event layout, communication between stakeholders, and health and safety protocols.

We have a detailed COVID-19 plan from 2020 that lays out risk prevention, training of staff and volunteers, PPE and sanitation plans, layout changes to reduce group gatherings, etcetera that we can reimplement if needed based on the latest and best information provided. We are aware COVID-19 is an active situation and changes frequently which may affect our operations.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[A7304775.jpeg](#)

[A7304663.jpeg](#)

[KSF-53.jpeg](#)

[KSF-148.jpeg](#)

[KSF-182.jpeg](#)

[KSF-224.jpeg](#)

[KSF-231.jpeg](#)

[KSF-358.jpeg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Holly Thompson

Organization Representative Signature



[Link to signature](#)

Application Date

08/05/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **6 August 2021, 2:34PM**
Receipt number: **31**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Kirkland Oktoberfest
Today's date	08/05/2021
Funding Request Amount	15000
Proposed Location of Event/Program	Marina Park
Event date(s)	September 23-25
Organization	Chump Change Foundation
Contact Name	Rob Butcher
Email for correspondence with the City	hello@chumpchange.org
Street Address	P.O. Box 10
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98083
Phone	4254561111
Cell	
Website	oktoberfestkirkland.com
Facebook site	@The.Real.Oktoberfest

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	10
Please provide a description of the program/event	Kirkland Oktoberfest is a three-day authentic München-style Oktoberfest Biergarten. This includes live German music, DJs, traditional foods and libations, games, contests, and more. The beer garden is for 21+ visitors with valid identification, with all ages areas including the vendor street market and Wiener Dog Races.

Event/Program Expenses (*)

Item 1 Description	Advertising
Item 1 Cost	24000
Item 2 Description	Entertainment
Item 2 Cost	20000
Item 3 Description	Permits and Fees
Item 3 Cost	9000
Item 4 Description	Production
Item 4 Cost	96000
Item 5 Description	Cost of Goods
Item 5 Cost	100000
Total Costs	\$249000.00

What is the total budgeted cost of your event/program? **249000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **We are targeting Eastern Washington, Portland and larger Oregon area, as well as Vancouver, B.C. as these markets generate most of our out of town guests, known from ticket data analysis. Markets include European heritage, beer enthusiasts, and fans of outdoor festivals. Our push into regional magazines, targeted radio advertising, social media marketing, and canvassing will broaden our reach into new markets. For the past three years, Kirkland has secured its place in the Oktoberfest circuit, bringing guests to town from B.C., Orgeon, and Idaho. We are also leveraging the considerable fan base of the out of state bands that will be performing.**

1b. Describe how you plan to promote your event to this audience: **Oktoberfest promotes through targeted online and social media marketing like Instagram and Facebook ads, regional magazine and news outlets, as well as joint promotion of partners like local businesses, participating breweries, vendor merchants, and live act audiences.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **Funding allows us to increase our social media presence and campaigning, print, radio, and online target marketing. Our print marketing is focused on regional industry and media such as Alaska Airlines In-Flight Magazine, the Eastside's 425 Magazine, and more. Social media promotion includes Facebook and Instagram paid/targeted advertisement, as well as organic promotion leading up to Oktoberfest, all utilizing analytics and demographic data. Our research shows Kirkland rated as a favorite for people considering traveling to an Oktoberfest event during the Autumn season. We also advertise on select, regional radio stations that have popular online streaming.**

3. Total projected attendance for event: **25000**

3a. Methodology **Direct Count**

3b. Please describe how you arrived at this estimate: **This will primarily be a direct count from ticket sales, and augmented by a structured estimate for the non-ticketed portion of the event. We also have a count estimate from purchases, and vendor registration.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **400**

4a. Methodology **Direct Count**

4b. Please describe how you arrived at this estimate: **We pull this information from our website ticket sales based on zip code. This will be augmented by an informal survey for the non-ticketed portion of the event asking for location information and distance traveled.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **125**

5b. Methodology **Direct Count**

5b. Please describe how you arrived at this estimate:

We pull this information from our website ticket sales based on zip code. This will be augmented by an informal survey for the non-ticketed portion of the event asking for location information and distance traveled.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

325

6a. Methodology

Informal Survey

6b. Please describe how you arrived at this estimate:

Each year we have volunteers perform informal surveys to collect this type of data. The data collected from ticket sales that show visitors traveling from out of state or over 50 miles would increase the likelihood of them needing overnight stays and lodging. We partner with area hotels in Kirkland, Bellevue, and Redmond to offer package discounts, with bookings giving more direct count data.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

200

7a. Methodology

Informal Survey

7b. Please describe how you arrived at this estimate:

Each year we have volunteers perform informal surveys to collect this type of data. The data collected from ticket sales that show visitors traveling from out of state or over 50 miles would increase the likelihood of them needing overnight stays, with some having friends or family in the area. These numbers are also based off pre-COVID data.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

400

8a. Methodology

Informal Survey

8b. Please describe how you arrived at this estimate:

Each year we have volunteers perform informal surveys to collect this type of data. From data collection from ticket sales that shows visitors traveling from out of state or over 50 miles, there is an increased likelihood that those visitors would require an overnight stay based on distance traveled as well their desire incentive to attend all three days of the festival. We partner with area hotels in Kirkland, Bellevue, and Redmond to offer package discounts, with bookings giving more direct count data.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Each of the three days Kirkland Oktoberfest offers unique activities including Tapping of the Firkin, live musical performances, games, competitions, the Bavarian Handshake, Wiener Dog Race, and more. There is also authentic food and beer, street market vendors, and more that change throughout the weekend. We partner with local hotels to offer package discounts, generating overnight stays. By changing the schedule and offerings each day of the festival, we increase the incentive and desire for visitors to attend all three days, thus requiring one or more overnight stays.

1b. Describe the event's marketing plan and strategy:

Kirkland Oktoberfest is promoted by Alaska Airline In-Flight Magazine; 425 Magazine; Facebook and Instagram ads; targeted, regional radio station promotion; live entertainment act audiences including their websites and social media platforms; participating breweries; volunteer street team posters and canvassing; and local business and vendor merchant promotional materials.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Kirkland Oktoberfest is a much loved community event, with many local sponsors in attendance. It would not be able to run without the direct help of our community volunteers. Each year we see more growth and attendance than the last and always have received positive feedback from the city, the Kirkland Downtown Association, and guests. We make the most of promoting local businesses and the city through our upbeat, positive messaging and guest experience. We will offer re-entry as well throughout the three days, allowing guests to go to local restaurants for lunch and dinner; shop local businesses; and spend the day in town. Also, through our non-profit, Chump Change Foundation, this event provides a positive platform to help promote and support other local non-profits.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

This three-day long festival brings people into the heart of Kirkland, and allows them to shop, eat, drink, and use public transit. We partner with local businesses and vendor merchants, who benefit greatly from the direct traffic and customer base from Oktoberfest. We begin promotion with our promotions one month before the event.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

We enjoy the overwhelming support of downtown merchants and the Kirkland community, largely the result of our being long-time residents ourselves. We have sponsorship opportunities that grow every year. The larger we show our reach, the greater success we have attracting larger companies to our event. With this experience and putting on Oktoberfest for almost ten years now, we understand and follow all of the licensing and permitting laws.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

We work with a wide range of sponsors and local businesses which invest in the festival. Our efforts are year-round through our involvement in Kirkland's Rotary and Kiwanis clubs as well as direct funding and volunteering for several Kirkland-based non-profits.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We work closely with our six Kirkland-based non-profit beneficiaries. We share our volunteer pool with the KDA. We donate money, employee time and event materials to KDA events including Kirkland Summerfest, Wine Walks, Winterfest, Wednesday Market, and Summer Concert Series. We also donate to a range of non-profit auctions and other events throughout the year. We support both Kirkland Rotary clubs through the Duck Dash and through financial support of direct event participation. By donating to local auctions, we not only benefit the specific charity, but also open the opportunity to promoting the festival through other channels.

Our partners include Kirkland Summerfest, Kirkland Downtown Association, Greater Kirkland Chamber of Commerce, Kirkland Rotary, Seafair, Kirkland Arts Center, Kirkland Cultural Arts Commission, Kirkland Interfaith Network, Eastside Timebank, Kirkland Reads, City of Kirkland, Explore Kirkland, Seattle Uncorked, Eastside Beer Week, Community Cat Coalition, Kirkland Library, Pasado's Safe Haven, Studio East/StoryBook Theater, NAMI Eastside, Boy Scouts of America, Kirkland Choral Society, MEOW Cat Rescue, Sibling House, and Make-A-Wish Foundation.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

Kirkland Oktoberfest is a very inclusive and positive event. We encourage those of all cultures, ages, and backgrounds to come and enjoy the festivities in a safe, welcoming environment. Oktoberfest has areas open to all ages and offers activities, entertainment, food, and libation that are appealing to all demographics. The history and events of Oktoberfest draws in many with European or similar cultural ties, which are based in traditions that intersect with many groups of people. Our festival entertainment is also unmatched in Kirkland with its variety, diversity, and quality.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

Oktoberfest offers many competitive games and activities throughout the weekend. Competitions include a Chicken Dance Competition; Bavarian Handshake Competition and World Record Challenge; various, traditional Bavarian games; Human Foosball Tournament; Bier Pong Tournament; Cornhole Tournament; Mr. and Mrs. Oktoberfest Pageant; Dad Bod Competition; Yodeling Competition; Morganfahrt Dash Race; Keg Rolling Competition; Stein Hoisting Competition; and Weiner Dog Races. There is no shortage of competitive tournaments at Kirkland Oktoberfest!

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We will be complying with all city, county, state, and federal guidelines to ensure the health and safety for event volunteers, staff, vendors, and guests. The most recent guidelines as of June 30, 2021 for Kirkland, King County, and the State of Washington removed most COVID-19 restrictions that impact event and festival operations with no capacity limits or physical distancing requirements for outdoor activities. Federal guidelines reflect this as well.

If any new guidelines are put in place, we will respond accordingly. Capacity limits, mask requirements, physical distancing, or the like will reflect changes in our event layout, communication between stakeholders, and health and safety protocols.

We have a detailed COVID-19 plan from 2020 that lays out risk prevention, training of staff and volunteers, PPE and sanitation plans, layout changes to reduce group gatherings, etcetera that we can reimplement if needed based on the latest and best information provided. We are aware COVID-19 is an active situation and changes frequently which may affect our operations.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[265-DSC_4141.jpeg](#)

[149-DSC_3938.jpeg](#)

[Kirkland_Oktoberfest_2018_Friday_endlessforms.pho to_229.jpeg](#)

[oktoberfest_kirkland_day2-1.jpeg](#)

[Kirkland_Oktoberfest_2018_Friday_endlessforms.pho to_88.jpeg](#)

[oktoberfest_kirkland_day2-16.jpeg](#)

[oktoberfest_kirkland-25.jpeg](#)

[oktoberfest_kirkland-48.jpeg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Holly Thompson

Organization Representative Signature



[Link to signature](#)

Application Date

08/06/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **2 August 2021, 6:30PM**
Receipt number: **21**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Celebrate Kirkland
Today's date	8/2/2021
Funding Request Amount	10,000
Proposed Location of Event/Program	Marina Park and downtown
Event date(s)	7/4/2022
Organization	Kirkland Downtown Association
Contact Name	Tessa Hansen
Email for correspondence with the City	tessa@kirklanddowntown.org
Street Address	400 Urban Plaza Suite 135
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	4258271707
Cell	
Website	kirklanddowntown.org
Facebook site	@kirklanddowntown

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	23
Please provide a description of the program/event	The premier 4th Eastside celebration, grown over 20 years, includes patriotic parade, kids parade, park festival, and fireworks. 35-45k spectators, including tourists. Hotels report 90%+ multiple-night occupancy. Boaters arrive from around Puget Sound. Visitors are attracted to our small-town celebration and community “resort” ambiance. Motivated by the event, tourists stay making Kirkland their home-base for Eastside and mountain excursions.

Event/Program Expenses (*)

Item 1 Description	Marketing/Advertising
Item 1 Cost	3000
Item 2 Description	Entertainment/Fireworks
Item 2 Cost	5000
Item 3 Description	Banners/Signage
Item 3 Cost	2000
Item 4 Description	
Item 4 Cost	
Item 5 Description	
Item 5 Cost	
Total Costs	\$10000.00

What is the total budgeted cost of your event/program? **130,000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **For local residents, most have attended and look forward to this day-long quintessential family 4th of July celebration. Many have families from out of town who join them. For out-of-area visitors, KDA promotes this unique family-friendly all-day event in conjunction with making Kirkland a vacation home-base for exploring other Eastside and mountain venues as summer in the Puget Sound kicks off.**

1b. Describe how you plan to promote your event to this audience: **We promote Kirkland's shopping, restaurants, recreation, amenities, and ambiance. We market through our website, extensive social media postings, Facebook ads, and the distribution of posters in communities over 50 miles away. We will renew our partnership with commercial radio resulting in "push" ads ahead of the event, as well as promotion through AAA Journey Magazine and Alaska Airlines Flight magazine in partnership with Explore Kirkland.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **The 2022 event falls on a Monday, increasing the potential for long weekend multi-night hotel stays. This funding request seeks support for marketing and advertising that will allow us to expand and advertise further away. A smaller portion of the funds sought will ensure that the event itself has high-quality entertainment to motivate visitors to return. KDA will promote more than just the event/day. We will promote Kirkland as a vacation destination and all that our city has to offer, as well as its proximity to Eastside excursions, culture, and recreational activities.**

3. Total projected attendance for event: **45000**

3a. Methodology **Informal Survey**

3b. Please describe how you arrived at this estimate: **An actual count of Parade participants and where they are from. We also estimate crowd size based on square footage from photographs to count attendance throughout the day and evening.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **2500**

4a. Methodology **Direct Count**

4b. Please describe how you arrived at this estimate: **We survey our 7 hotels for occupancy numbers and rates for July 2, 3, 4, 5 getting the number of rooms and an average number of lodgers. We also interview visitors who visit the hospitality booth seeking information to ask them where they are visiting from.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **347**

5b. Methodology **Informal Survey**

5b. Please describe how you arrived at this estimate:

Volunteers will count out-of-state cars parked in lots and on the street within a 6 block radius of the downtown core assuming an average of 3.5 persons per car and accounting for the fact that this likely represents 70% of those traveling to the event. We also ask at the information booth.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

1372

6a. Methodology

Informal Survey

6b. Please describe how you arrived at this estimate:

We query the Kirkland hotels to check occupancy rates and percentage of hotel occupied, plus the average number per room for the 2nd, 3rd, 4th, and 5th. There are 732 total hotel rooms and at 75% occupancy that 549 times 2.5 per room equals 1372. We also ask at the Hospitality/Information Booth.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

650

7a. Methodology

Informal Survey

7b. Please describe how you arrived at this estimate:

Visitor information collected at the KDA hospitality booth during the event, information from neighborhood and social media groups through meetings prior to the event (how many are expecting visits?).

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

1372

8a. Methodology

Structured Estimate

8b. Please describe how you arrived at this estimate:

Check occupancy with 7 hotels. With a total of 732 Kirkland hotel rooms, it is likely that there will be 75% occupancy with people staying at least 2-nights and likely three (2.5) equals 1372 nights

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Most Kirkland residents have attended and look forward to this day-long quintessential family 4th of July celebration. Many have families from out of town who join them. For out-of-area visitors, Kirkland's 4th of July is a unique family-friendly day-long small-town patriotic celebration of our independence. Our parade and fireworks show with waterfront activities attract both boaters and visitors alike. With the 2022 Fourth of July on a Monday, weekend or extended stays are highly likely.

1b. Describe the event's marketing plan and strategy:

We will focus most of our advertising and promotion regionally using several communication channels: posters, magazine ads, banners and signage, radio, social media chatter, and social media ads. Local promotion will encourage visitors to attend our day-long event with family and friends and explore all that our town has to offer.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

This is a positive, happy community event that has been in existence for 23 years. People who grew up in Kirkland who have moved look forward to coming back home for the event. There is a strong sense of nostalgia among our community members. Each year families look forward to bringing their kids to our parade and the streets are lined with residents and visitors alike. We welcome everyone. We honor America and our veterans. There is a strong sense of our shared community values and aspirations. The downtown is spruced up and decorated. Our local businesses flourish as people eat, drink, and shop in our downtown core. The day ends with the beauty and magnitude of fireworks launched over the water.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

The event stretches for 12 full hours all centered in downtown Kirkland. Many local businesses and corporations participate in and sponsor the event and are invested in serving our families and visitors. Many find recreational opportunities (boating, swimming, paddle-boarding, volleyball) along the lakeshore, shopping in our downtown core, and eating in our local restaurants. The entire town of Kirkland benefits from the number of people in attendance at this beloved event.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

KDA has successfully staged this day-long event for 23 years with incredible participation from the business community who are happy to align and support such a positive celebration. We maintain a strong track record working successfully with the City and maintaining compliance in permitting, contracts, and reporting.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Celebrate Kirkland is supported by the City of Kirkland as well as Waste Management. It is also powered by local business event sponsorships (\$300-\$25,000).

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

This event is only possible through partnerships. We give discounted parade registration to non-profits which open the door for many organizations to have a presence during the parade. Several of our other event festivals have floats in the parade and we cross-promote with these organizations. Explore Kirkland remains a marketing partner and we also involve our local hotels and restaurants with visitor offers.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

The 4th of July welcomes all to our day-long event. We have parade participants from various cultures, we accept all parade registrants, the show is ADA accessible, and the parade is on video for those who cannot attend.

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We are aware and knowledgable about current restrictions and plan to keep up to date with the changing plans. We will follow and comply with any and all protocols for 3 main categories: health screening, social distancing, and sanitation, as guided by government recommendation, in place at the time of the event. We will develop and provide a detailed health and safety plan closer to the event, that complies with all federal, state, county, and city guidelines in effect at that time.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

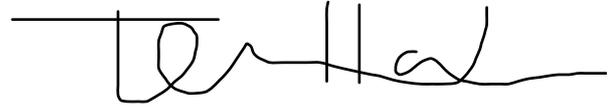
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[IMG_1028.JPG](#)
[fullsizeoutput_4bd.jpeg](#)
[36768777_10155287809270738_7936178249573335040_o.jpg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Tessa Hansen

Organization Representative Signature

A handwritten signature in black ink, appearing to read 'Tessa Hansen', written on a horizontal line.

[Link to signature](#)

Application Date

8/2/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **6 August 2021, 4:29PM**
Receipt number: **15**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Pumpkins in the park
Today's date	7/27/2021
Funding Request Amount	3000
Proposed Location of Event/Program	Marina Park
Event date(s)	10/29/22
Organization	Kirkland Downtown Association
Contact Name	Tessa Hanson
Email for correspondence with the City	tessa@kirklanddowntown.org
Street Address	400 urban plaza suite 135
Street Address Line 2	
City	kirkland
State	Washington
Zip	98033
Phone	4258271707
Cell	2534448951
Website	www.kirklanddowntown.org
Facebook site	https://www.facebook.com/kirklanddowntown

Section I - General Information

Is this a new event?

No

If not, how many years has this event been in existence?

3years

Please provide a description of the program/event

As a new event in 2019, Pumpkins in the Park was a great success. This event consists of two parts, a fall harvet style festival in Marina Park and trick or treating at the neighboring merchants. The festival itself consists of farmers selling late harvest produce, a few specialized food vendors, carnival games, farm animals, Disney princesses, and art and crafts. All the shops in downtown that are marked with a balloon, have candy for the kids to trick or treat and parents to do a little shopping. The event ends at the perfect time to check out a local restaurant for a light bite or happy hour.

Event/Program Expenses (*)

Item 1 Description

Advertising and marketing

Item 1 Cost

1500

Item 2 Description

Attractions and Decor

Item 2 Cost

1500

Item 3 Description

Item 3 Cost

Item 4 Description

Item 4 Cost

Item 5 Description

Item 5 Cost

Total Costs **\$3000.00**

What is the total budgeted cost of your event/program? **7000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

Families across the region with children who want something fun to do while exploring Kirkland on Halloween weekend. Downtown Kirkland provides a safe and enjoyable way to trick or treat with a hometown feel. More often than ever, residents and visitors alike are looking for alternate ways to trick or treat and are willing to travel to ensure family safety

1b. Describe how you plan to promote your event to this audience:

The Kirkland Downtown Association used a wide variety of marketing channels including, local and regional newspapers and magazines, event calendars as well as social media. These publications reach people across the pacific northwest. Events are also advertised at other events that the KDA produces during the summer to those visiting Kirkland. In 2019 the Facebook event page for Pumpkins in the Park reached 41,000 users, with 7% from other states.

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **With this grant, the KDA will be able to farther our reach and advertise at more of a regional level enocuraging families to stay for the weekend. It will also be used to promote visiting Kirkland outside of the summer months.**

3. Total projected attendance for event: **2000**

3a. Methodology **Direct Count**

3b. Please describe how you arrived at this estimate: **This estimated was preformed taking pictues every hour of the event and counting the number of individuals for each area of the event.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **250**

4a. Methodology **Informal Survey**

4b. Please describe how you arrived at this estimate: **This number was estimated by asking attendees at random for their zipcode throughtout the event. Around 25% of attendees were from zipcodes more then 50 miles away. We also track website and Facebook traffic to get a better picture of who is looking at this event and where they are located.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **70**

5b. Methodology **Indirect Count**

5b. Please describe how you arrived at this estimate: **We contact hotels for zip code data along with asking attendees at random during the event**

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: **50**

6a. Methodology **Structured Estimate**

6b. Please describe how you arrived at this estimate:	Collaboration with the Healthman Hotel and other local lodging establishments for lodging packages will expand reach.
7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:	400
7a. Methodology	Informal Survey
7b. Please describe how you arrived at this estimate:	A family event such as this, will encourage families to stay together. Information is gathered from visitors at the informations booth as well as surveys on local neighborhood social media sites
8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.	150
8a. Methodology	Structured Estimate
8b. Please describe how you arrived at this estimate:	The Pumpkins in the Park event falls on a Saturday which makes is a great weekend destination choice for many. Information is gathered from visitors at the information booth as well as social media surveys

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:	Halloween activities are often sought after and hard to find, especially in an urban setting. The event location is near restaurants, hotels and businesses that attract people to come more then just for the Pumpkins in the Park event but for the entire Kirkland experience.
--	--

1b. Describe the event's marketing plan and strategy:

The Kirkland Downtown Association forms partnerships with many different local and regional magazine publishers, one of which is the Alaska Airlines Magazine which is seen by thousands of people daily. The marketing plan will be done through social media advertising, school districts and through magazine and newspaper articles and advertisements. We have annual event guides in collaboration with Explore Kirkland that have heavily distributed.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

With lots of decor and specialized vendors in Marina Park, this event will make downtown look and feel extra festive. Another event means another chance to show off our downtown and community connectedness. This event is perfect for promoting the downtown experience outside of the summer season. The visitors will be able to take advantage of the shopping district, lodging and restaurant establishments. This event fills a void to make Kirkland more of a year round travel destination.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

With trick or treating at the merchants almost all event attendees will be going inside of each shop, which will result in dollars spent. This time of year is considerably slower for merchants and restaurants therefore it will create a reason for people to get out and enjoy what Kirkland has to offer. The photos and promotions that will result can assist Explore Kirkland with year round tourism promotion.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

The Kirkland Downtown Association has a long and successful track record of producing large events for the community. Our event manager is well versed with permitting guidelines and procedures.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

The additional funding needed to produce this event will come from event sponsors and vendors sales.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

Pumpkins in the Park will be a community collaboration with Explore Kirkland, Parks along with other local non-profits. We will collect donations from the community to donate to non-profits in the area. We will have postcards or other marketing materials for other events in Kirkland to encourage those visiting to return.

6a. New Event - 15 points

This event was created to help make Kirkland fun all year. With its first year being so successful, the Kirkland Downtown Association decided to make this an annual event. Starting with just trick or treating it has turned into a much larger fun for the whole family style event with carnival games and fall treats.

6b. Shoulder Season Impact - 10 points

This event fills an "event void" on the shoulder season. The Kirkland Downtown Association produced this event in an effort to find creative ways for visitors and residents to experience what Kirkland has to offer in the less busy months. It brings people to downtown and physically into shops.

6c. Safe, Inclusive, and Welcoming Events - 10 points

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We are aware and knowledgeable about current restrictions and plan to keep up to date with the changing plans. We will follow and comply with any and all protocols for 3 main categories: health screening, social distancing and sanitation, as guided by government recommendation, in place at the time of the event. We will develop and provide a detailed health and safety plan closer to the event, that complies with all federal, state, county and city guidelines in effect at that time.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

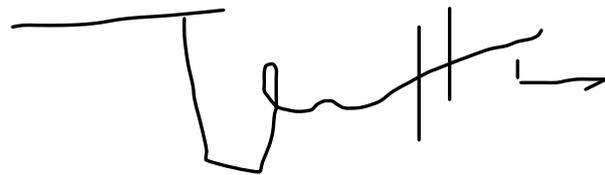
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SECTION VI - Signature of Applicant

Organization Representative Name

Tessa Hansen

Organization Representative Signature



[Link to signature](#)

Application Date

8/6/2021

City

kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **2 August 2021, 6:33PM**
Receipt number: **23**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Kirkland Waterfront Car Show
Today's date	8/2/2021
Funding Request Amount	7500
Proposed Location of Event/Program	Downtown Business District
Event date(s)	8/14/2022
Organization	Kirkland Downtown Association
Contact Name	Tessa hansen
Email for correspondence with the City	tessa@kirklanddowntown.org
Street Address	400 Urban Plaza Suite 135
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	4258271707
Cell	
Website	kirklanddowntown.org
Facebook site	@kirklanddowntown

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	19
Please provide a description of the program/event	350 cars, motorcycles, and trucks immaculately maintained, custom, tricked out, distinctive traveling from all over the Northwest to show and be seen. An estimated 10,000 people will converge on Kirkland to see these vehicles up close, talk with the owners/creators, shop and dine; a perfect day in a beautiful lakeside location. Perfect opportunities for local business to attract these out-of-area customers. The show introduces the beauty, fun and ambiance of Kirkland guaranteeing return visits.

Event/Program Expenses (*)

Item 1 Description	advertising
Item 1 Cost	2000
Item 2 Description	entertainment/sound
Item 2 Cost	1500
Item 3 Description	promotional materials
Item 3 Cost	3000
Item 4 Description	banners and signage
Item 4 Cost	1000
Item 5 Description	

Item 5 Cost

Total Costs **\$7500.00**

What is the total budgeted cost of your event/program? **28000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **We attract a regional audience (WA, Canada, OR, ID, CA) that love to visit this and other shows throughout the summer, as well as the entrants and vendors that follow the show circuit. Considered clean family (and nostalgic) entertainment, visitors make it a day enjoying downtown restaurants, browsing boutiques and vendors, and relaxing in Marina and Peter Kirk parks.**

1b. Describe how you plan to promote your event to this audience: **We promote through auto magazines and newsletters around the region, visit other car shows passing out invitations, advertise on social media and maintain a dedicated website that is easily found through Google search. We send newsletters to car club organizations who have attended the show from Canada to California.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **The quality of the 2021 show will seed the interest in the 2022 show. KDA must promote widely to get a sufficient number of cars and dealers involved, ensure that amenities are in place for entrants and visitors, and offer other entertainment throughout the day to keep visitors recreating in Kirkland. LTAC funding will make this possible. The bigger we are able to build this show the more visitors it will attract. LTAC with other private resources will "rightsize" the event to be noticed regionally.**

3. Total projected attendance for event: **10000**

3a. Methodology **Structured Estimate**

3b. Please describe how you arrived at this estimate: **Starting with an actual count of entrants (and how many per vehicle), vendors, and other participants, we then use a square yardage estimation strategy, based on photos and drone footage to deduce the number of people per sq yd and then calculate the overall crowd size.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **1200**

4a. Methodology **Informal Survey**

4b. Please describe how you arrived at this estimate: **We can get actual data on all registrants, vendors, and other participants which includes origin address. We add to this a survey at our hospitality area to deduce a general number. A part of the hospitality survey will be to ask where people are from and monitor percentage over 50 miles.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **125**

5b. Methodology **Informal Survey**

5b. Please describe how you arrived at this estimate: **Survey data gathered from those visiting hospitality area plus percentage analysis of those entrants, vendors and participants. We will hold a raffle as a method to collect addresses also.**

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: **406**

6a. Methodology **Structured Estimate**

6b. Please describe how you arrived at this estimate: **Assuming 1.5 people per room, we will query our 7 area hotels for number of rooms rented during the car show weekend, assuming that 50% are in Kirkland for the car show if not other large events are simultaneously occurring (723 rooms x 75% occupancy x 50% for car show x 1.5 people = 406).**

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends: **250**

7a. Methodology **Informal Survey**

7b. Please describe how you arrived at this estimate: **Information will be gathered via neighborhood groups such as "Be Neighborly" and Kirkland Next Door. We will also query our extensive Kirkland email list asking people to report if they have guests and how many.**

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night. **650**

8a. Methodology **Representative Survey**

8b. Please describe how you arrived at this estimate: **We will poll our 7 hotels (723 rooms) for actual attendance for the 3 nights around the event. Our conservative prediction is 60% occupancy (433 rooms) at 1.5 average nights to equal 650 nights.**

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Car shows throughout the Puget Sound region draw participants, and attendees widely with many enthusiasts spending every weekend at a different show throughout the summer. Many who have attended that event previously aid in extending communication to their own local channels. We have direct links to booking stays at hotels on our website from our partnership with the Heathman hotel. On window placards, car owners label where they are from, many from all over the state even from Idaho, Oregon and British Columbia.

1b. Describe the event's marketing plan and strategy:

Key to successful entrant recruitment and large visitor attendance is wide advertising and proper scheduling (not conflicting with other shows). Early communications with car clubs and car magazines stake out our weekend with those who will show and attend. In July the event will be promoted regionally, for visitors, as part of our advertising with Journey AAA magazine.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

This is a non-alcohol family event parent and kids can enjoy together, entertaining and educational for all ages. We create a party atmosphere around the show and throughout Marina Park with music, food trucks, vendors, souvenirs, and games. Local restaurants and shops are open to provide other activities as people browse the cars. It is a relaxed and fun day spent in downtown Kirkland, likely with perfect summer weather. We create an experience that will draw people back to explore Kirkland more on other weekends.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

The purpose of this event is to entice visitors (and participants) to patronize Kirkland businesses now that they are downtown for the car show. We work with the local businesses to assist them with their own or small group promotions, such as a coupon book offered at the hospitality booth and inserted into participant swag bags. We work to have those that come for the cars to stay for the shopping.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

2022 will be the 20th year for the Waterfront Car Show. The value of longevity is that the event has a strong positive reputation and is well known by participants and visitors who enjoy such entertainment.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Our funding model receiving 15-20% from public funds and 80% from private donations has worked. We believe there are sufficient vehicle related businesses in the Seattle area that will support and value participation in the show. One area we plan to strengthen will be growing an earned income piece with souvenirs, T-shirts, and a raffle.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We work closely with Explore Kirkland in marketing and promotion. We invite and coordinate local retail, food service, and hotels to create patronage incentives as a group either in pre-event marketing or day of event promotions. Car club entrants (350) will get a swag bag with local gifts and coupons. We seek out and hire local musicians and announcers to work this event, as well as area youth for park and street maintenance.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We are aware and knowledgeable about current restrictions and plan to keep up to date with the changing plans. We will follow and comply with any and all protocols for 3 main categories: health screening, social distancing and sanitation, as guided by government recommendation, in place at the time of the event. We will develop and provide a detailed health and safety plan closer to the event, that complies with all federal, state, county and city guidelines in effect at that time.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[Kirkland-Waterfront-Car-Show-21--nosp.png](#)
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[67901623_10156054728780738_7850942828287885312_o-2.jpg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Tessa Hansen

Organization Representative Signature

A handwritten signature in black ink, appearing to be "L. H. [unclear]", written over a horizontal line.

[Link to signature](#)

Application Date	8/2/2021
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City	Kirkland
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State	WA
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Country	USA
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2022 Tourism Funding Grant Application



Submission date: **5 August 2021, 4:13PM**
Receipt number: **24**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Winter Programs
Today's date	8/2/2021
Funding Request Amount	10000
Proposed Location of Event/Program	Marina Park/ downtown streets
Event date(s)	12/3/2021
Organization	Kirkland Downtown Association
Contact Name	Tessa Hansen
Email for correspondence with the City	tessa@kirklanddowntown.org
Street Address	400 Urban Plaza Suite 135
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	4258271707
Cell	
Website	kirklanddowntown.org
Facebook site	@kirklanddowntown.org

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	21
Please provide a description of the program/event	<p>A much-loved community-wide annual event that kicks off the holiday season in Kirkland. This includes downtown decorating and lighting and the evening public tree lighting, afternoon/early evening entertainment for adults and kids, llamas, the building of a snow packed sledding hill, food trucks, and musical performances by various groups. Additionally, we work with downtown merchants on decorating their store exteriors and light poles to enhance a unified holiday celebratory appeal. We set up a mail box and operate a letters to Santa program. We also host Winter farmers markets which encourage shopping in downtown for the holidays. All of these combined make for an excellent holiday weekend getaway. This year in 2022, we plan to put the tree on a timer so there is a lighting every night for everyone to enjoy throughout the entire season.</p>

Event/Program Expenses (*)

Item 1 Description	music and entertainment
Item 1 Cost	1500
Item 2 Description	advertising
Item 2 Cost	4300
Item 3 Description	banners and signage

Item 3 Cost	1100
Item 4 Description	decorations/lighting
Item 4 Cost	3100
Item 5 Description	
Item 5 Cost	
Total Costs	\$10000.00

What is the total budgeted cost of your event/program? **27500**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland?	Yes
Does your organization have a current City of Kirkland Business License?	Yes
Have you watched the online tourism workshop? (see video below)	Yes

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

Families or couples with a high level of disposable income seeking wholesome, fun holiday activities in an easy-going environment that offers comfort, luxury, and variety. Kirkland has a strong "resort" feel that inspires weekend sojourns and pampering. We intend to make Kirkland the Leavenworth on the westside of the state. With so many activities happening, such as wine walks, winter markets, tree lighting, and Santa letters there is plenty to do to keep the whole family busy for a weekend getaway.

1b. Describe how you plan to promote your event to this audience: **We will promote the ambiance of Kirkland and its amenities along with the Winterfest event suggesting a weekend rather than an event. We will take full advantage of our social media channels (Facebook, Twitter, Instagram) and place online ads. We work with vendors such as Dufft Electric boats to cross promote coming to Kirkland for the winter season.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **We consider LTAC investment as the margin for excellence. LTAC funds expand our marketing, advertising and promotions, and enables more entertainment. For 20 years we have built and cultivated a solid audience, created a well-known event that reaps the benefits of people making it a regular stop on their holiday celebrations. With every passing year, we must grow the event in variety or quality to continue to attract return audiences. LTAC allows KDA to advertise and promote further away from Kirkland and motivate locals to invite friends and relatives.**

3. Total projected attendance for event: **12000**

3a. Methodology **Structured Estimate**

3b. Please describe how you arrived at this estimate: **We gather a large percentage of visitors for the tree lighting, entertainment, and sledding in Marina Park. At that point we will do a count from photographs based on square footage assuming 85-90% of those attending are visitors to Kirkland. This is just only accounting for the Winterfest event itself.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **500**

4a. Methodology **Representative Survey**

4b. Please describe how you arrived at this estimate:

Our MC will do a hand-raise with the audience asking how far they have traveled which we will photograph for a count. We will create an incentive for visitors to self report when they visit the KDA booth. For Santa letters, we send letters back to all over the country, even some out of the country.

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country

100

5b. Methodology

Representative Survey

5b. Please describe how you arrived at this estimate:

Hotel occupancy for the total of 723 rooms in Kirkland is surveyed and in the past stands at 90% at this time with full occupancy among registered Airbnb units. We will then assume 30% of those staying were motivated by Winterfest at 1.7 visitors per room and 30% of those from another state or country. These numbers are from our 2019 Winterfest as 2020 was canceled.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

100

6a. Methodology

Structured Estimate

6b. Please describe how you arrived at this estimate:

This is an estimate not only for Winterfest weekend but for the holiday season as a whole. Assuming we have 50 people staying in town for Winterfest and other small group coming for weekend getaways and even some people who are doing staycations.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

250

7a. Methodology

Informal Survey

7b. Please describe how you arrived at this estimate:

Audience query as part of the entertainment portion -- "How many of you have friends or family staying with you tonight?" Also asking for informal feedback via our social media accounts.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

203

8a. Methodology

Structured Estimate

8b. Please describe how you arrived at this estimate:

723 hotel rooms in Kirkland + 30 Airbnb spaces x 90% occupancy x 30% here for Winterfest = 203

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Winterfest is a "must see" for many since it often coincides with the launch of the Christmas ships and marks the start of the holiday season in Kirkland. People return year after year enjoying the predictable ambiance, safety, and convenience-- decorations and lights, dramatic tree lighting, sledding on real snow in the park, music, and food trucks. During the shoulder season, downtown as many options for families and friends to stay busy for an entire weekend.

1b. Describe the event's marketing plan and strategy:

Marketing is similar to Leavenworth --"A very special place for the holidays" -- with photos happy people dining, shopping, and being part of the park events. We promote Kirkland lodging, encouraging people to stay over the weekend and use Kirkland as home base for Eastside and mountain excursions. We want Kirkland to become a family tradition for families to come stay in town and do their holiday shopping here. We promote shopping with collaboration with Shop Local Kirkland and encouraging people to shop in our locally owned boutiques.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Winterfest amplifies our image as family friendly, fun, safe, enjoyable, with easy access. While drawing larger numbers than there would be on a typical Winter day, Winterfest never feels hectic or crowded, and people are generally in a happy mood. This strengthens Kirkland's positive image -- wholesome, smaller town, but sophisticated. For many from around the region, Winterfest is a part of their standard holiday celebration.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

Winterfest is designed to draw an audience to the downtown core while leaving plenty of room to take advantage of other recreational, shopping and dining options. Winterfest provides 3-4 hours of an 8 hour visitor engagement, as well as overnight stays over a weekend. Through our visitor booth and advertising we will encourage people to visit other Kirkland venues for entertainment and recreation. We will market actively promoting local attractions and business.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

KDA maintains a great reputation with City staff on permitting, contracting, and working closely with police and fire. After each Winterfest, we debrief with City officials and engage in continuous quality improvement. After 20 years, the event typically goes very smoothly.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Winterfest is popular for area business sponsors and we have typically funded at least 70% through business and private donations and other contracts with the city.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

A big part of the KDA mission is promoting local business and other local non-profits. Kirkland non-profits are invited to have booths at Winterfest. We give visitors a guide with coupons pointing them to local business. We work closely with the Chamber of Commerce and Explore Kirkland on event promotion and day-of marketing.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

Winterfest occurs during the shoulder season, bringing people to Kirkland, during a time when the weather may otherwise dampen foot traffic. Many visitors and locals will shop, eat and drink thru-out the day in addition to partaking in the Winterfest fun.

6c. Safe, Inclusive, and Welcoming Events - 10 points

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We are aware and knowledgeable about current restrictions and plan to keep up to date with the changing plans. We will follow and comply with any and all protocols for 3 main categories: health screening, social distancing and sanitation, as guided by government recommendation, in place at the time of the event. We will develop and provide a detailed health and safety plan closer to the event, that complies with all federal, state, county and city guidelines in effect at that time.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[78839583_10156322775950738_4325828328238874624_n.jpg](#)
[626DF363-7D62-402C-A8CA-3AB1527EEC28.jpeg](#)
[9F650C15-FBC7-4FDA-AF92-0F765181FE62.heic](#)
[79442061-5A35-49D6-8CDC-7C66DC297556.heic](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Tessa Hansen

Organization Representative Signature



[Link to signature](#)

Application Date

8/5/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **5 August 2021, 4:13PM**
Receipt number: **22**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Wine Walks
Today's date	8/2/2021
Funding Request Amount	5000
Proposed Location of Event/Program	Downtown Businesses
Event date(s)	4/22,6/24, 10/21, 11/18
Organization	Kirkland Downtown Association
Contact Name	Tessa Hansen
Email for correspondence with the City	tessa@kirklanddowntown.org
Street Address	400 Urban Plaza Suite 135
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	4258271707
Cell	
Website	kirklanddowntown.org
Facebook site	@kirklanddowntown

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	8 years
Please provide a description of the program/event	Four times during the year, 400-500 people from all around the metropolitan area converge on Kirkland to explore downtown visiting local businesses and restaurants, and tasting (and purchasing) Washington wines. The Kirkland Chamber and the KDA combine forces to make this a high-impact event for participants, wineries, and our local merchants. Many people eat and shop during and after the walk, as well as staying over in local hotels rather than drink and drive.

Event/Program Expenses (*)

Item 1 Description	Advertising
Item 1 Cost	2500
Item 2 Description	promotional materials
Item 2 Cost	1500
Item 3 Description	Banners, signage, website
Item 3 Cost	1000
Item 4 Description	
Item 4 Cost	
Item 5 Description	
Item 5 Cost	

Total Costs	\$5000.00
What is the total budgeted cost of your event/program? (Please provide the overall gross cost of your event in its entirety)	20000
Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland?	Yes
Does your organization have a current City of Kirkland Business License?	Yes
Have you watched the online tourism workshop? (see video below)	Yes

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:	Adults between 21-75 with high levels of disposable income. Wine walks and other wine events are a popular event in Kirkland. Not only do Kirkland and nearby city residents come to Kirkland for each walk, many attend from outside our community and as far away as east of the Cascades. Kirkland has become a destination due to its easy access, lakeside ambiance, great restaurants and bars, and wonderful boutique retail shops. Our wine walks regularly sell out.
1b. Describe how you plan to promote your event to this audience:	The Kirkland Chamber and the KDA promote these events through multiple channels. Local advertising encourages residents to attend and in turn invite out-of-area people to join. Broad advertisement throughout the Puget Sound area encourages out-of-town visitors to come to enjoy our community. Many attendees are returning participants and bring new friends with them, introducing them to Kirkland and all it offers.

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip?

LTAC funding allows KDA to promote the event more widely attracting newcomers to visit Kirkland and attend the wine walk discovering our lakeside community. As an alcohol-related event, there is a greater opportunity for local hotel stays, AirBnb's, or with friends or family. Longer stays in Kirkland mean more money spent locally and a greater chance of return business.

3. Total projected attendance for event: **2800**

3a. Methodology **Direct Count**

3b. Please describe how you arrived at this estimate: **ticket sales**

4. Total projected number of visitors traveling more than 50 miles to attend event: **220**

4a. Methodology **Direct Count**

4b. Please describe how you arrived at this estimate: **tickets sales data and cross checking when looking at ID's at check in.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **88**

5b. Methodology **Informal Survey**

5b. Please describe how you arrived at this estimate: **Ticketing process includes gathering addresses; we can also cross check as we check id's at check in.**

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: **39**

6a. Methodology **Informal Survey**

6b. Please describe how you arrived at this estimate: **We assume that approximately half the attendees from out of state will stay in local paid lodging. During registration, we take surveys to provide data for lodging information.**

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends: **35**

7a. Methodology **Informal Survey**

7b. Please describe how you arrived at this estimate: **Through surveys at registration.**

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night. **36**

8a. Methodology **Informal Survey**

8b. Please describe how you arrived at this estimate: **Through data gathered at registration.**

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Wine walks appeal to a wide adult demographic from 21-75 with high levels of disposable income. Locals often invite friends and family to visit during our wine walk weekends. People often come in groups with some not attending the wine walk but will stay for the weekend and patronize our local merchants and restaurants.

has also become a known and loved destination whenever an event is staged, so the 4 wine walks offer more excuses to enjoy downtown Kirkland and patronize local business. This event has steadily built a dedicated audience over the last 6 years and a loyal following. As an event involving alcohol, many people wisely choose to stay local before and after the events.

1b. Describe the event's marketing plan and strategy:

We market our wine walks through multiple channels including print, social media marketing and email marketing to our list. Participating wineries also market to their lists which include local and regional contacts. Our partner organizers such as the Chamber of Commerce and Seattle Uncorked market through their digital, social and print channels. In addition our ticketing agency markets in the Portland area.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

The 4 wine walks engender a very upbeat audience that spend money on food, drink, and merchandise. Store owners get increased traffic and visitors become aware of our downtown merchants and restaurants. The wine walks are based on a wine/food culture and are non-political, very relaxed, and have an ongoing following. The wine walks appeal to a wide age range and is open to all 21 and above.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

People pay an entry fee of \$25-\$30 which is an affordable way to have fun and experience our local community. The affordability also draws visitors from out of the area. Throughout the walk, many take advantage of special bottle offers from the wineries and also shop in the stores that are hosting tastings. Finally, many then go for dinner and/or more drinks before going home or to hotels. A projected \$75 per person one-night expenditure in Kirkland x 2800 attendees over the 4 wine walks would equal \$210,000 of revenue for our Kirkland merchants.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

The strong partnerships between KDA and the Chamber have resulted in sold-out wine walks for the last few years. We have procedures to adhere to the strict rules of the State Liquor Control (or be shut down). We are closely monitored and interviewed at each walk and have successfully complied. We have a history of successful permitting and contract compliance with the City.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

A majority of our funding is raised through private business sponsorships, ticket sales, and in-kind donations from local businesses.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We work in partnership with the Kirkland Chamber of Commerce for the wine walks. We also promote our events through Explore Kirkland, Kirkland Living and BeLOCAL Kirkland, the Kirkland Weblog, the Heathman Hotel, participating merchants, and our sponsors. Our wine walks rely on participation from the local business community that serves as hosts for tastings.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

3 out of 4 of our wine walks specifically take place during the shoulder season (February, October, and November), bringing locals and out-of-towners to Kirkland during a time when the weather may otherwise dampen downtown foot traffic.

6c. Safe, Inclusive, and Welcoming Events - 10 points

The parent organizations celebrate diversity and welcome all 21 and over to attend a safe and inclusive event in our community.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We are currently producing a large weekly public event, the Kirkland Wednesday Market, which has a safety plan approved by the City and Seattle King County Public Health Department. We are aware and knowledgeable about current restrictions and plan to keep up to date with the changing plans. We follow and comply with any and all protocols for 3 main categories: health screening, social distancing, and sanitation, as guided by government recommendations, in place at the time of the event. We will develop and provide detailed health and safety plans closer to the event, that comply with all federal, state, county, and city guidelines in effect at that time.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

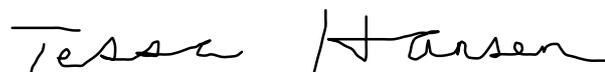
[7294F149-9107-4B6F-9DC3-7F355996C7EC.JPG](#)
[IMG_2751.jpeg](#)
[IMG_5147.jpg](#)
[IMG_5148.jpg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Tessa hansen

Organization Representative Signature



[Link to signature](#)

Application Date

08/05/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **26 July 2021, 3:49PM**
Receipt number: **13**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Kirkland Urban Pride
Today's date	7/24/2021
Funding Request Amount	50000
Proposed Location of Event/Program	Kirkland Urban
Event date(s)	6/24-6/25
Organization	Kirkland Urban
Contact Name	Jackie Socha
Email for correspondence with the City	jackiesocho@google.com
Street Address	425 Urban Plaza
Street Address Line 2	Suite 260
City	Kirkland
State	Washington
Zip	98033
Phone	4252399873
Cell	
Website	www.kirklandurban.com
Facebook site	https://www.facebook.com/kirklandurban

Section I - General Information

Is this a new event? **Yes**

If not, how many years has this event been in existence?

Please provide a description of the program/event **Kirkland Urban had a parade in 2021 for Pride. It was so successful that we would like to expand the program in 2022.**

Event/Program Expenses (*)

Item 1 Description **Performers (DJ, dancers, performers)**

Item 1 Cost **30000**

Item 2 Description **Flags and pride give aways**

Item 2 Cost **4000**

Item 3 Description **Balloons**

Item 3 Cost **4000**

Item 4 Description **Facepainting/kids events**

Item 4 Cost **5000**

Item 5 Description **Decorations**

Item 5 Cost **7000**

Total Costs **\$50000.00**

What is the total budgeted cost of your event/program? **75000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **No**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **We will be targeting young families in the Western Washington region**

1b. Describe how you plan to promote your event to this audience: **We have a Public Relations Company, Fearey Group, who promotes our events using blogs, event schedules and have a social media company, Kashfia Media who post on our behalf and can target the right demographics on social.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **We will be able to offer an event Friday night as well as a Parade Saturday morning. The event will be stretched out over a longer duration of time and more offerings will be provided for both kids and adults.**

3. Total projected attendance for event: **800**

3a. Methodology **Structured Estimate**

3b. Please describe how you arrived at this estimate: **Our events have been drawing about 400 people each time. The 2021 Pride Parade had approximately 400 in attendance (we ordered 400 flags and ran out) and this was with only 2 weeks of promoting it. With more time to plan and get the word out, we expect at least double the attendance next year that we saw last year.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **100**

4a. Methodology	Other: guess
4b. Please describe how you arrived at this estimate:	There are not many Pride events that are marketed towards children and families. We believe that this niche will attract more people from outside cities.
5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country	0
5b. Methodology	Other: guess
5b. Please describe how you arrived at this estimate:	I can not predict that there will be international visitors.
6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:	100
6a. Methodology	Indirect Count
6b. Please describe how you arrived at this estimate:	Hope to work with nearby hotels to market the event and offer lodgings. Heathman hotel is only steps away from Kirkland Urban.
7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:	50
7a. Methodology	Indirect Count
7b. Please describe how you arrived at this estimate:	Best guess of families that will come up and stay with local families for a night out.
8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.	100
8a. Methodology	Other: best guess

8b. Please describe how you arrived at this estimate:

This will be the first year of doing this event in this capacity. We are hoping with great communication and marketing there will be a good turnout for families to make a weekend out of the event. Friday night will be music and light show followed by parade the following morning.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

There are not many Pride events in the area that are marketed to families. Kirkland Urban has been building its followers with monthly kids events that come highly attended and get more and more popular each month. At night, we plan to have a live dj and band, with a light show. The following morning, there will be a more family focused activities on site including face painting, balloon twisting and a parade. We will be working with local LGBTQ+ organizations and have them involved as much as possible.

1b. Describe the event's marketing plan and strategy:

Our marketing strategy includes social media, event calendar listings, postings in Kirkland Living as well as Seattle Times. For the weeks leading up to it, we will have banners and window graphics promoting the event. We will also lean on our retailers to get the word out to their audiences. Our social media marketer, Kashfia media, has proven algorithms to hit the right demographic. We will also reach out to local hotels and package up media collateral to share with visitors.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Kirkland Urban is located right in the heart of Kirkland just steps from the marina and Peter Kirk Park and the transit center. We have ample (700 spaces) parking that has 4 hours FREE with validation at any of our retailers. Pride is an inclusive event that helps bring awareness and offers support to our LGBTQ+ community. The event we had in 2021 was a smaller scale and was a huge success where there was not one person not smiling. I will be providing pictures and video of the event to offer a taste of the occasion. Our hope is to involve surrounding businesses and retailers in offering coupons, specials etc. to celebrate the occasion.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

With parking so accessible and affordable, it will make visitors aware of the convenience in parking in downtown Kirkland. There have been a lot of openings during the Covid year of new restaurants in the downtown area that may be overlooked because people don't get out as much as they used to. This event will provide awareness to how easy and convenient getting to Kirkland can be and also how many exciting new openings there are.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

I have been coordinating events and marketing for Kirkland Urban over the past two years. I also have contracts with event producers that have experience in working with the City to get appropriate permits.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

I will be requesting additional funding from my client, Google via the budget process this year.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

This past year, we partnered with PFLAG, Friends of Youth, as well as Eastside Pride. We would like to expand this list and bring in artists and vendors that are part of the LGBTQ+. Ryan James Fine Arts is a tenant at Kirkland Urban and we can leverage his connections in the community. We also have Kirkland Downtown Association and the Chamber of Commerce as tenants and work with Kirkland Living to promote our events.

6a. New Event - 15 points

We had a smaller scale Pride event in 2021 which was a huge success and is why we would like to expand it next year. This qualifies because it has only been done once before and is the only event like it on the Eastside.

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

This event is family friendly, inclusive, and welcoming to the full extent. Community organizations and schools will be welcomed to participate.

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

The adult focused event will be Friday with a more family focused event held the following Saturday- this will attract a broader demographic of visitors as well as encourage an overnight stay.

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

The event will be 100% outside. There are signs promoting physical distancing as well as hand sanitizer stations throughout the property. The property has two levels where the plaza can be viewed so plenty of space for spectators to spread out. Any state and county guidelines will be followed.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

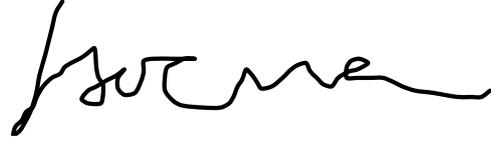
If you would like to include photos now, please attach them here:

SECTION VI - Signature of Applicant

Organization Representative Name

Jackie Socha

Organization Representative Signature



[Link to signature](#)

Application Date

7/24/2021

City

Kirkland

State

Washington

Country

USA

2022 Tourism Funding Grant Application



Submission date: **2 August 2021, 2:29PM**
Receipt number: **25**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	2022 Eastside Community Musical
Today's date	08/02/2021
Funding Request Amount	5000
Proposed Location of Event/Program	Kirkland Performance Center
Event date(s)	February 18-March 5
Organization	Kirkland Performance Center
Contact Name	Kayla Teel
Email for correspondence with the City	kayla@kpcenter.org
Street Address	350 Kirkland Ave
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	8608773177
Cell	
Website	kpcenter.org
Facebook site	https://www.facebook.com/kpcenter.org

Section I - General Information

Is this a new event? **No**

If not, how many years has this event been in existence? **3**

Please provide a description of the program/event **The Eastside Community Musical is a collaboration between Kirkland Performance Center and Studio East, bringing a community theater production to our community that is completely produced, rehearsed, and performed on the KPC stage.**

Event/Program Expenses (*)

Item 1 Description **Marketing Staff**

Item 1 Cost **3000**

Item 2 Description **Posters**

Item 2 Cost **1500**

Item 3 Description **Facebook Ads**

Item 3 Cost **500**

Item 4 Description

Item 4 Cost

Item 5 Description

Item 5 Cost

Total Costs **\$5000.00**

What is the total budgeted cost of your event/program? **36,500**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **The tourism audiences from more than 50 miles away that will be targeted are people interested in musical theater, Disney, and the performing arts.**

1b. Describe how you plan to promote your event to this audience: **We plan to promote this event using email marketing campaigns, internet ads, social media, and word of mouth.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **Funding received will increase the number of people traveling by assisting us in our efforts to market the show to as many people as possible. We hope that through paid ads targeting folks interested in musical theater, we will see more people traveling to Kirkland to witness the magic of the Eastside Community Musical!**

3. Total projected attendance for event: **2124**

3a. Methodology **Direct Count**

3b. Please describe how you arrived at this estimate: **This estimate is based on the direct count of tickets sold for the 2020 Eastside Community Musical (Mamma Mia - Feb 2020).**

4. Total projected number of visitors traveling more than 50 miles to attend event: **15**

4a. Methodology **Structured Estimate**

4b. Please describe how you arrived at this estimate: **This is an approximation based on data from prior Eastside Community Musical ticket sales.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country

8

5b. Methodology

Structured Estimate

5b. Please describe how you arrived at this estimate:

This is an approximation based on data from prior Eastside Community Musical ticket sales.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

10

6a. Methodology

Structured Estimate

6b. Please describe how you arrived at this estimate:

We approximate that 66% of people who travel more than 50 miles to see a show at KPC will stay in paid lodging establishments.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

5

7a. Methodology

Structured Estimate

7b. Please describe how you arrived at this estimate:

We approximate that 33% of people who travel more than 50 miles to see a show at KPC will stay with family and friends.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

1

8a. Methodology

Structured Estimate

8b. Please describe how you arrived at this estimate:

We expect that people from out of town staying in Kirkland will see the performance one time, and will need to stay overnight for one evening.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

The 2022 Eastside Community Musical will be a very popular Disney title: Beauty and the Beast. We expect this title to bring visitors from 50 miles or more because of name recognition, love of Disney, and because people will be yearning for a musical theater experience. The cast and crew for this production will be very large, which will naturally attract more travelers to come see the production through word of mouth and social media posts made by the cast and crew.

1b. Describe the event's marketing plan and strategy:

We will market this show much like we did for Music Man and Mamma Mia!, our respective 2019 and 2020 community musicals. Between Kirkland Performance Center and Studio East, we will be utilizing paid online advertising, posters, visual advertisements in front of the theater, social media campaigns, and email campaigns to the entire email lists of both organizations.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Quality community theater is something that for decades has strengthened communities, bringing dozens of local people together to create something beautiful for the entire region (and beyond) to enjoy. We brought back the Eastside Community Musical because of popular demand - we found through surveying our audiences that members of our community wanted more musical theater at KPC. We believe this program not only brings a positive visitor experience, but brings immense joy to each and every person who attends.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

"Dinner and a show" is one of the most desirable outings for families, friend groups, and date nights. We believe that nearly all of those who attend the Eastside Community Musical will be looking for somewhere to eat prior to the show, and many will also seek to grab drinks or dessert locally afterward. We are a gathering space that is within walking distance to all of our city's finest local businesses, and expect all of our patrons to enjoy what our downtown area has to offer when they attend our performances.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

For over 20 years KPC has implemented successful programming that has been compliant with all permitting and contractual requirements.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Both Kirkland Performance Center and Studio East will be seeking individual and corporate sponsorship for the event beyond City of Kirkland tourism funding and ticket sales.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

KPC will be collaborating with Studio East, combining both organization's marketing and development staffmembers to ensure the event's success.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

Our currently protocol at KPC is limiting attendance to 130 per performance, distancing audience members, not selling food or drink, and requiring masks for all attendees. Additionally, we will deep clean the space in between each performance.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

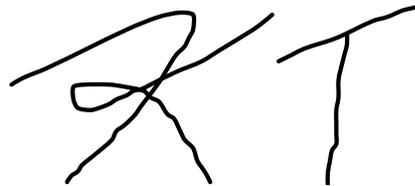
If you would like to include photos now, please attach them here:

SECTION VI - Signature of Applicant

Organization Representative Name

Kayla Teel

Organization Representative Signature



[Link to signature](#)

Application Date

08/02/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **27 July 2021, 1:30PM**
Receipt number: **16**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Little League Junior Softball World Series
Today's date	07/28/2021
Funding Request Amount	\$11000
Proposed Location of Event/Program	Everest Park
Event date(s)	Approximately July 31, 2022 thru August 6, 2021 Will update when LLI Board of Directors sets date
Organization	Little League Baseball/Junior Softball World Series,
Contact Name	John T
Email for correspondence with the City	chad98006@comcast.net
Street Address	12107 SE 46th Court
Street Address Line 2	
City	Bellevue
State	Washington
Zip	98006
Phone	14256413276
Cell	14252418811
Website	littleleague.org/jlsbws

Facebook site	NA
Twitter	NA

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	20
Please provide a description of the program/event	A softball tournament of 10 teams from around the WORLD competing for the Little League's Championship of girls ages 13/14. Also a collection of social events for these girls for them to learn from around the WORLD. There will be one team from Europe, Canada, Latin America, Asia Pacific, Eastern USA, Western USA, Southeastern USA, Southwestern USA, Central USA and a Host team from the east side of Lake Wash. We also feature an '11th' team of 12 volunteer Umpires from around the WORLD

Event/Program Expenses (*)

Item 1 Description	Hotel Rooms, meals and Transportation for the teams and umpires for 8 days
Item 1 Cost	11000
Item 2 Description	
Item 2 Cost	
Item 3 Description	
Item 3 Cost	
Item 4 Description	
Item 4 Cost	
Item 5 Description	

Item 5 Cost

Total Costs **\$11000.00**

What is the total budgeted cost of your event/program? **Approximately \$110,000**
(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **No**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **All the parents and families of the participants and their friends. Also all SOFTBALL sports fans. Since all but one of the teams are from outside of the Washington area, they will live more than 50 miles from Kirkland. Little League International will be doingh a lot of advertising to those families and friends to come to Kirkland. Also, ESPN will be advertising all over the WORLD to entice people to come to Kirkland**

1b. Describe how you plan to promote your event to this audience: **By paying the Hotel Rooms and meals for the participants in Kirkland, we will be enticing/encouraging all parents and friends to also stay in Kirkland**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **If this event was not held, there would be no incentive to travel, stay and do purchasing in Kirkland for this group of people and there would be no Worldwide advertising for these people to comer to Kirkland.**

3. Total projected attendance for event: **7500**

3a. Methodology	Other: Information collected by local Team Hosts combined with estimates of attendance at individual games
3b. Please describe how you arrived at this estimate:	Attendance at individual games was estimated by allowable seats in grandstands
4. Total projected number of visitors traveling more than 50 miles to attend event:	7200
4a. Methodology	Other: Information gathered by Local Team Hosts combined with estimates at individual games
4b. Please describe how you arrived at this estimate:	Attendance at individual games was estimated by allowable seats in grandstands
5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country	7200
5b. Methodology	Other: Information collected by Local Team Hosts combined with estimates of attendance at individual games
5b. Please describe how you arrived at this estimate:	Attendance at individual games was estimated by allowable seats in grandstands
6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:	7200
6a. Methodology	Other: Information collected by local team hoasts combiined with talks with parents and friends by tournament staff. Also feedback from local hotels/motels.
6b. Please describe how you arrived at this estimate:	See above
7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:	300
7a. Methodology	Other: Parents and friends of local team as discussed with parents of team members

7b. Please describe how you arrived at this estimate: **See above**

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night. **1800**

8a. Methodology **Other: Used an average of 4 people per room night for each room night.**

8b. Please describe how you arrived at this estimate: **7200 people with an average of 4 people per family comes to 1800 room nights**

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays: **All the teams (except the Host Team) and the umpires will be traveling more than 50 miles as they have to travel by Air to get here. The families also have to travel more than 50 miles by air to get here. Since we are paying for the rooms for the teams and umpires (650 room nights) they will stay in Kirkland Since the teams will stay in Kirkland, the families will want to stay in Kirkland (another approximately 950 room nights)**

1b. Describe the event's marketing plan and strategy: **Local marketing will be thru the local Little League's in the Greater Seattle area. World wide marketing will be via Little League International advertising will be by their Media releases and on line advertising system. ESPN marketing will be provided by their TV outlets advertising "coming events" on their affiliated stations**

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions. **We will utilize an "AUNT?UNCLE" or Host system of local residences to "host" each team and show them around Kirkland and surrounding area. They will be seeing Kirkland Parks, waterfront, shopping, restaurants and other amenities from a local residents point of view. These experiences will be positive because the local residents will be showing the beautiful City of Kirkland**

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

Since we are paying for approximately 650 room nights, that part of the economy will be positively impacted. With approximately 7200 visitors strolling thru downtown shopping facilities they will undoubtedly buy so that part of the economy will be positively impacted. With those same 7200 visitors expected to eat and sleep in Kirkland restaurants and hotels/motels, that part of the economy will be positively impacted.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

This will be our 21st year hosting this event in Kirkland and, except for the additional paperwork, it has been a positive experience. Generally speaking, the City Council, City Staff and Parks Department have been very supportive and encouraging to work with.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

We sell ads for our World Series program. We sell Corporate Sponsorship to raise money. We get a set amount from Little League International to advertise for their Corporate Sponsors in our Program. We ask local Little Leagues to donate money to assist in funding the World Series. We do In-Kind agreements with local merchants to assist in event performance so we do not have to pay for that event. Some times we have a local concessionaire run the Everest Park Concession Stand and, if it is profitable, we get a percentage of that income.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We utilize the City TV and Parks brochures to help advertise our event. We also ask the Chamber of Commerce for information packets to hand out to visitors We also utilize our aforementioned Aunts/Uncles to provide information to visitors.

6a. New Event - 15 points

NA

6b. Shoulder Season Impact - 10 points

NA

6c. Safe, Inclusive, and Welcoming Events - 10 points

This event is conducted in a very safe atmosphere and we always welcome anyone interested and the event is FREE

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

This event is held over a 7 day period between teams from around the WORLD and is competitive and at the same time has a international social part of it.

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

This event will comply with all local. County. State, and Federal requirements pertaining to COVID-19 or any other illness/pandemic

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

[2021 JSWS COVID Safety Plan.doc](#)

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

SECTION VI - Signature of Applicant

Organization Representative Name

Little League Baseball

Organization Representative Signature



[Link to signature](#)

Application Date

07/28/2021

City

Bellevue

State

Washington

Country

USA

2022 Tourism Funding Grant Application



Submission date: **4 August 2021, 4:23PM**
Receipt number: **26**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Mother's Day Half Marathon and 5K
Today's date	08/03/2021
Funding Request Amount	\$1500
Proposed Location of Event/Program	Juanita Beach Park
Event date(s)	May 8th, 2022
Organization	Orca Running
Contact Name	Hannah Vanhooser
Email for correspondence with the City	hannah@orcarunning.com
Street Address	8211 NE 115th Place
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98034
Phone	2067477849
Cell	
Website	https://www.orcarunning.com/mothers-day-half/
Facebook site	https://www.facebook.com/OrcaRunning

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	12
Please provide a description of the program/event	<p>The Mother's Day Half is a half marathon, 5k and free kid's race organized in celebration of Mother's Day. The start and finish are at Juanita Beach and the run showcases the scenery of Kirkland. The event is in it's 12th year and draws well over 1,200 people each year. As we come back from covid we hope to have a full size event in 2022 and hope to bring in more runners from out of town.</p>

Event/Program Expenses (*)

Item 1 Description	Online Marketing (social media and email)
Item 1 Cost	1500
Item 2 Description	
Item 2 Cost	
Item 3 Description	
Item 3 Cost	
Item 4 Description	
Item 4 Cost	
Item 5 Description	
Item 5 Cost	
Total Costs	\$1500.00

What is the total budgeted cost of your event/program? **50,000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **Historically 15% of our runners have come from more than 50 miles away. Specifically we will target surrounding states and cities in Washington that would require a drive where an overnight stay would make sense. Some of our hot target markets are Portland, Vancouver, Bellingham, Spokane, Ellensburg, Tacoma, and Coeur D'alene.**

1b. Describe how you plan to promote your event to this audience: **We will utilize the data from all of the participants who have traveled to our events in the past, and target those participants (and others like them) through Facebook and Instagram Ads. We will also use targeted email lists to advertise to out of town runners.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **We will significantly increase the budget allocated towards targeting out of town participants. By being able to increase our marketing budget we hope to see a significant increase in out of town runners.**

3. Total projected attendance for event: **1400**

3a. Methodology	Direct Count
3b. Please describe how you arrived at this estimate:	Participant numbers from past events prior to 2020.
4. Total projected number of visitors traveling more than 50 miles to attend event:	200
4a. Methodology	Direct Count
4b. Please describe how you arrived at this estimate:	From our registration data we have historically had 15% of our runners come from more than 50 miles away.
5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country	35
5b. Methodology	Direct Count
5b. Please describe how you arrived at this estimate:	This is a direct count from our participant database in 2019.
6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:	180
6a. Methodology	Structured Estimate
6b. Please describe how you arrived at this estimate:	The race starts at 7am. Most people will not want to drive more than 50 miles on race morning. We also send out a post-race participant survey and questions are included regarding hotel stay and travel.
7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:	20
7a. Methodology	Structured Estimate
7b. Please describe how you arrived at this estimate:	The % of people who indicated they stayed with a family or friend via a post-race survey.
8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.	100

8a. Methodology

Structured Estimate

8b. Please describe how you arrived at this estimate:

We estimate that if 200 people are using paid lodging that the average person will be travelling with a spouse or friend and share a room. Some people will stay independently and some will stay with more than one person.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

We will market the race as a great out of town, getaway race. Runners love to travel to destination races. Most people who are traveling to a race want to stay before/ or after to explore all the city has to offer and have a less stressful race experience. Its no fun to drive 2 hrs to a race and then have to drive 2hrs home after being on your feet running for 13.1 miles.

1b. Describe the event's marketing plan and strategy:

We will market the race as a run-cation (run vacation) via social media and email marketing. We will start early and target out of town participants so they can make plans to make a weekend out of the race. Our ads and emails will feature Kirkland and all it has to offer.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

The race course showcases so much of Kirkland--the waterfront, the parks, and the Corridor Trail. Participants get an instant "tour" of the city as they complete the run. Pre and post-race communications to the out of town participants will include hotel, restaurant, and activity recommendations.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

Runners love run-cations. We anticipate most participants will want to go out to eat after the race. Runners from out of town will stay in local hotels as close to the race venue as possible. We will be hyping up the city of Kirkland and all of the local attractions via our social media and participant emails. We hold our pre-race packet pick-up at Everyday Athlete (if covid restrictions allow) where runners will get a store discount. This will also encourage them to walk around downtown and explore other businesses.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

The race is well established (in it's 12th year!) and is self-sufficient financially through local business sponsorship and registration revenues. Orca Running has produced a number of permitted special events in Kirkland successfully.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Registration revenue is our main source of funding. We also have several local race sponsors that support the race financially.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We have over 20 local businesses who are sponsors! Businesses such as Virginia Mason, Everyday Athlete, Lake Washington PT, and others will help promote the event to their audiences.

Orca Running also puts on the Kirkland Shamrock Run and Lake Washington Half and can leverage the participants from that race to help increase registrations.

6a. New Event - 15 points

N/A

6b. Shoulder Season Impact - 10 points

N/A

6c. Safe, Inclusive, and Welcoming Events - 10 points

Orca Running takes pride in being a safe and welcoming space for all communities. We have made pledges to have a diverse ambassador group, continue to donate to local BIPOC and LGBTQ non-profits, use our platform to get more minorities into sport, collaborate with more BIPOC and LGBTQ designers and local businesses, and make sure that our marketing is diverse and inclusive. We also provide community race entries that help offset race costs for participants who are unable to afford the cost of the race.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

N/A

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

Orca Running is serious about the safety of our staff, participants, and vendors. We are constantly monitoring new covid guidelines and communicating them to our participants and everyone involved with the race. We will take all of the precautionary measures we can to have a safe race and will always follow local regulations. Some of the measures we have taken in the past year are mailing packets, wearing masks, extra hand washing stations, wave starts, and pre-packaged post race food.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[058A9004.jpg](#)

[058A8984.jpg](#)

[MothersDay2021_1465.jpg](#)

[MothersDay2021_0335.jpg](#)

[MothersDay2021_0236.jpg](#)

[058A8867.jpg](#)

[058A9037.jpg](#)

[mdh_vector_logo.png](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Hannah Vanhooser

Organization Representative Signature



[Link to signature](#)

Application Date

08/03/2021

City

Kirkland

State

WA

Country

United States

2022 Tourism Funding Grant Application



Submission date: **6 August 2021, 4:42PM**
Receipt number: **30**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Lake Washington Half Marathon
Today's date	08/04/2021
Funding Request Amount	1500
Proposed Location of Event/Program	Juanita Beach Park
Event date(s)	November 5th, 2022
Organization	Orca Running
Contact Name	Hannah Vanhooser
Email for correspondence with the City	hannah@orcarunning.com
Street Address	8211 NE 115th Place
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98034
Phone	2067477849
Cell	
Website	https://www.orcarunning.com/lake-washington-half/
Facebook site	https://www.facebook.com/lakewashingtonhalf

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	5
Please provide a description of the program/event	The Lake Washington Half marathon is a classic end of season half marathon that features a beautiful loop course that starts and finishes and Juanita Beach Park in Kirkland. Participants run along the shores of Lake Washington and through the charming neighborhoods of Kirkland. This is Orca Running's first year producing it.

Event/Program Expenses (*)

Item 1 Description	Facebook Ads
Item 1 Cost	1000
Item 2 Description	Instagram ads
Item 2 Cost	500
Item 3 Description	
Item 3 Cost	
Item 4 Description	
Item 4 Cost	
Item 5 Description	
Item 5 Cost	
Total Costs	\$1500.00

What is the total budgeted cost of your event/program? **50,000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **We will target all of the major cities that require a 50+ mile drive. Some of our target markets will be Tacoma, Olympia, Vancouver, Portland, and Spokane.**

1b. Describe how you plan to promote your event to this audience: **We will promote the event through ads/emails targeting prior participants and similar audiences of runners from 50+ miles away from Kirkland.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **This funding will be applied directly to marketing to out of town runners. Runners that come from 50+ miles away will want to spend at least one night in Kirkland to make their race weekend more convenient (and fun!)**

3. Total projected attendance for event: **1200**

3a. Methodology **Structured Estimate**

3b. Please describe how you arrived at this estimate: **This is an estimate based on how many participants this race has had each year prior to 2020.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **180**

4a. Methodology **Structured Estimate**

4b. Please describe how you arrived at this estimate:	Generally 15% of our runners are from out of town. We hope to increase this number to 20% this year with a larger marketing budget and more specific targeted ads.
5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country	20
5b. Methodology	Direct Count
5b. Please describe how you arrived at this estimate:	This was how many runners were from out of state in 2019. There was no marketing budget at all that year and we hope to increase this number significantly.
6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:	140
6a. Methodology	Representative Survey
6b. Please describe how you arrived at this estimate:	Past surveys from other races that show ask questions about paid lodging vs staying with friends/family.
7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:	40
7a. Methodology	Representative Survey
7b. Please describe how you arrived at this estimate:	Past surveys that we have taken post-race.
8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.	70
8a. Methodology	Structured Estimate
8b. Please describe how you arrived at this estimate:	This is an estimate taking into account that some people will carpool and stay in the same room.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

We will market the race as a great out of town getaway race. Runners love to travel to destination races and the city of Kirkland has so much to offer. Most people who are traveling to a race want to make a weekend of it to make it less stressful and to explore new places.

1b. Describe the event's marketing plan and strategy:

We will market the race as a chance to get away for the weekend and explore and awesome town. We will specifically target out of town participants via ads and feature all Kirkland has to offer. We will highlight hotels and restaurants and activities.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

The race shows so much of Kirkland! The beautiful Lake Washington and the Corridor trail are highlights as runners wind through many Kirkland neighborhoods. We will also highlight restaurants, hotels, parks, and other attractions in our marketing and pre-race emails.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

Runners love run-cations. We anticipate most participants will want to go out to eat after the race. Runners from out of town will stay in local hotels as close to the race venue as possible. We will be hyping up the city of Kirkland and all of the local attractions via our social media and participant emails. We hold our pre-race packet pick-up at Everyday Athlete (if covid restrictions allow) where runners will get a store discount. This will also encourage them to walk around downtown and explore other businesses.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Orca Running puts on several successful events in Kirkland, including The Kirkland Shamrock Run and The Mother's Day Half.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

The race is self-sufficient financially through local business sponsorship and registration revenues. Orca Running has produced a number of permitted special events in Kirkland successfully.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We love our local sponsors! We have community partners such as Everyday Athlete, Lake Washington PT, and others will help us promote the race. Orca Running also puts on the Kirkland Shamrock Run and the Mother's Day Half and can market to participants from those races.

6a. New Event - 15 points

N/A

6b. Shoulder Season Impact - 10 points

N/A

6c. Safe, Inclusive, and Welcoming Events - 10 points

Orca Running takes pride in being a safe and welcoming space for all communities. We have made pledges to have a diverse ambassador group, continue to donate to local BIPOC and LGBTQ non-profits, use our platform to get more minorities into sport, collaborate with more BIPOC and LGBTQ designers and local businesses, and make sure that our marketing is diverse and inclusive. We also provide community race entries that help offset race costs for participants who are unable to afford the cost of the race.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

N/A

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

Orca Running is serious about the safety of our staff, participants, and vendors. We are constantly monitoring new covid guidelines and communicating them to our participants and everyone involved with the race. We will take all of the precautionary measures we can to have a safe race and will always follow local regulations. Some of the measures we have taken in the past year are mailing packets, wearing masks, extra hand washing stations, wave starts, and pre-packaged post race food.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[lwh email header.png](#)

[lwh medal 2021.png](#)

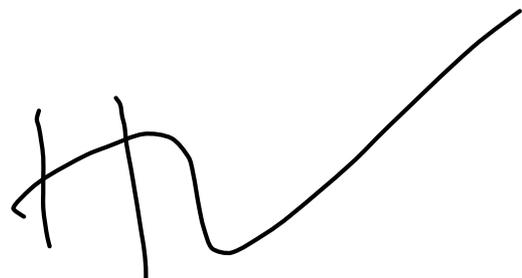
[lwh logo fb \(1\).png](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Hannah Vanhooser

Organization Representative Signature



[Link to signature](#)

Application Date

08/04/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **12 July 2021, 8:45AM**
Receipt number: **11**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	12Ks of Christmas
Today's date	07/10/2021
Funding Request Amount	\$2,000
Proposed Location of Event/Program	Kirkland Marina and Cross Kirkland Corridor Trail
Event date(s)	12/10/22
Organization	Snohomish Running Company
Contact Name	Ron Montague
Email for correspondence with the City	ron@snohomishrunning.com
Street Address	9783 MarineView Drive
Street Address Line 2	
City	Mukilteo
State	Washington
Zip	98275
Phone	
Cell	4256520408
Website	https://src12kssofchristmas.com/
Facebook site	https://www.facebook.com/12kssofChristmas

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	10
Please provide a description of the program/event	The 12ks of Christmas is a family oriented holiday themed 5K and 10K event that starts and finishes at Marina Park in Kirkland. Runners experience the delights of downtown Kirkland's Christmas themes, run along the shore of Lake Washington and then experience the delight of running along the old railway know as the Kirkland Cross Corridor trail. Runners are encouraged to run in costumes and many families have included the run as part of their Christmas traditions.

Event/Program Expenses (*)

Item 1 Description	Graphics for the race theme of the race. For example one year we focused on elves and the four food group. A
Item 1 Cost	1500
Item 2 Description	Facebook Ads
Item 2 Cost	500
Item 3 Description	
Item 3 Cost	
Item 4 Description	
Item 4 Cost	
Item 5 Description	

Item 5 Cost

Total Costs **\$2000.00**

What is the total budgeted cost of your event/program? **Estimated gross cost of the event is \$60,000**
(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **No**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **Snohomish Running Company has successfully produced running events throughout northwest Washington and continues to attract runners from across the 50 states and international athletes. We have developed an opt in mailing list of over 60,000 runners, have an average of 20% open rate for our newsletters and emails. We target social media ads specifically for Tacoma, Spokane, Olympia, Portland and the Tri-cities. We recently acquired the ability to market to over 20,000 runners that participate in the highly successful Bellingham Bay Marathon**

1b. Describe how you plan to promote your event to this audience: **All social media and email lists will be used to attract participants. Typically each there are 4 email and socail media blasts that are generated to build awareness of the event. The date annoucement, theme reveal, medal revial, shirt reveal and several posts related to price increases to the race.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **Creative graphics and social media ad buys are critical to attract participants locally and from areas directly outside of Kirkland. To be successful in attracting new participants the event graphics must suggest a "fun" theme that would attach someone's interest. The graphics plus the pictures of past events has inspired families to come from across the state to participate. We have many visitors who come to the Kirkland area to visit family that participate in the event and we promote this idea within our marketing efforts.**

3. Total projected attendance for event: **2750**

3a. Methodology **Structured Estimate**

3b. Please describe how you arrived at this estimate: **We can track the number of participants though our registration program.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **250**

4a. Methodology **Structured Estimate**

4b. Please describe how you arrived at this estimate: **We can track registrations by zip code**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **75**

5b. Methodology **Structured Estimate**

5b. Please describe how you arrived at this estimate: **We can track participants by zip code**

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: **50**

6a. Methodology **Indirect Count**

6b. Please describe how you arrived at this estimate: **Media posts, informal survey**

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends: **50**

7a. Methodology **Informal Survey**

7b. Please describe how you arrived at this estimate: **Media post and informal survey**

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night. **50**

8a. Methodology **Informal Survey**

8b. Please describe how you arrived at this estimate: **Past informal survey of participants.**

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays: **The event is held on the second Sunday of December and has become a family tradition. We promote the Christmas spirit that is found in Kirkland and encourage families to not only participate in the race but to stay and enjoy the many business and areas in Kirkland that add to the holiday spirit.**

1b. Describe the event's marketing plan and strategy: **Snohomish Running Company uses social media and emails to attract runners to our events. We have an opt in email list of over 60,000 and use Facebook, Twitter and instagram extensively to provide information about our event starting in July.**

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions. **The 12ks of Christmas show off downtown Kirkland, the shores of Lake Washington and the Kirkland Cross Corridor trail. With the exception of 2020 - the event has grown by 10-15 percent each year. Marina Park where you find the start and finish area is a center point of Kirkland and gives visitors place to start exploring the visual attractions of the city. The shores of Lake Washington on an early December morning can be spectacular the ability run on the amazingly flat, paved with no traffic while viewing the both Kirkland and the skyline of Seattle is amazing!**

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

The event will attract more than 2500 individuals to Kirkland several weeks ahead of Christmas. It is expected that many of these individuals will stay to eat and shop in Kirkland after the race. Generally our races attract about 40% new runners who will be introduced to the delights of downtown Kirkland for the first time. The Christmas theme of the race and its focus on family participation is guaranteed to have our registered guest in a great holiday mood ready to enjoy what Kirkland has to offer.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Snohomish Running Company has been in the business of producing races for the last 10 years. Currently we produce 5k, 10k, half marathons and marthon across 8 events through out the year. Each race requires coordination and permitting through at least one local government entity and in most cases multiple local government entities.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Registrations is our primary method of funding the race, Sponsorships for the race and vendors at the race provide additional revenue.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We work to involved local business who would benefit by being affiliated with the 12ks of Christmas. Several local businesses have set up booths at the start finish line to advertise and other businesses have participated in our virtual swag bag by including promotional certificates.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

This event is held on the second Sunday of December which falls inot the shoulder season for Kirkland.

6c. Safe, Inclusive, and Welcoming Events - 10 points

Our holiday themed event welcomes and encourages families and friend to participate. Observing the race you will see many small groups of friends and family dressed in holiday attire running together. The race requires over 30 police officers and about 30 on course volunteers to provide traffic control to ensure runner safety. On onsite trailer for medical issues is on site along with first aid assistance along the course.

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

Snohomish Running Company (SRC) has followed the governor's guidance through out the pandemic. Per the current COVID-19 requirements issued June 30, 2021

SRC will:

Recommend but not required that any participant be vaccinated but this is not required

Non- vaccinated participants will be advised to wear face coverings but not required.

No Physical distancing will be enforced

As the event will be under 10,000 participants and will be outside there will be no limit to the number of participants

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

[COVID19 Spectator Event Guidance.pdf](#)

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

SECTION VI - Signature of Applicant

Organization Representative Name **Ron Montague**

Organization Representative Signature

A handwritten signature in black ink that reads "Ron Montague". The signature is written in a cursive style with a small box at the end of the last name.

[Link to signature](#)

Application Date **07/12/2021**

City **Mukilteo**

State **WA**

Country **USA**

2022 Tourism Funding Grant Application



Submission date: **25 June 2021, 4:15PM**
Receipt number: **8**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Kirkland Children's Fair
Today's date	06/25/2021
Funding Request Amount	\$2000
Proposed Location of Event/Program	Marina Park/ Kirkland downtown
Event date(s)	08/20/2022
Organization	Space For Youth
Contact Name	Seema Datar
Email for correspondence with the City	seesat@hotmail.com
Street Address	8431 NE 123rd PL
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98034
Phone	4259315880
Cell	
Website	https://www.childrensbusinessfair.org/kirkland-washington

Facebook site

<https://m.facebook.com/events/276841944158880>

Twitter

Section I - General Information

Is this a new event?

Yes

If not, how many years has this event been in existence?

Please provide a description of the program/event

We will be hosting our annual Kirkland Children's Business Fair year in August 2022 in Kirkland downtown. Details for the event are available at: <http://bit.ly/kirklandfair>. This event is a one-day marketplace that provides a platform for young kids ages 6-15 to spread their entrepreneurial wings in a fun and engaging way, with a practical experience of selling a product or service. This fair is an opportunity for children to explore their passion, ideate, create a product of their interest, and gain insight into marketing their product.

We expect to support close to 50 booth applications. We are thrilled to see the interest & high participation from kids in our local communities in similar events across the Seattle area.

I am reaching out to see if we can get your support from Kirkland Tourism to get the necessary funding to make this event a great success and have this folded as an annual event for our City. I am happy to provide more details or answer any questions. My number is @425-931-5880.

Look forward to hearing from you.

Sincerely,
Seema Datar

Event/Program Expenses (*)

Item 1 Description	Rental for venue for the Kirkland Children's Fair
Item 1 Cost	800
Item 2 Description	Buying one-day insurance for the reserved venue
Item 2 Cost	250
Item 3 Description	Temporary food booth permit
Item 3 Cost	200
Item 4 Description	Snacks and finger food for the participants at the event
Item 4 Cost	250
Item 5 Description	Lunch for the participants and families at the event
Item 5 Cost	500
Total Costs	\$2000.00

What is the total budgeted cost of your event/program? **2000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **No**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

Kirkland Children's Fair is a family event, where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. The audience for the event can be from Kirkland or any community on the eastside, Seattle neighborhoods and across states/international.

1b. Describe how you plan to promote your event to this audience:

- Article published by Kirkland Living magazine & their social media platforms**
- Alderwood Mall events page and their social media to inform people about the event**
- Public event on facebook, and email/social media outreach to friends and family**
- Neighborhood schools PTSA to share information among the school communities**
- Media article on Kirkland Reporter**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip?

With the funding, we will be able to obtain a larger venue that can accommodate more people, and thereby we are able to accept more booth applications and encourage more children to participate in this annual event. This will also encourage participants' families to invite their family and friends from farther places in summer [e.g: Oregon] to invite them to check out the event and encourage these kids, and this would in turn attract more people to visit Kirkland city.

3. Total projected attendance for event:

100

3a. Methodology

Structured Estimate

3b. Please describe how you arrived at this estimate:

The estimate is based on the quotes we got from reaching out to property managers when searching for possible venue options to host the event, per-day insurance costs for such one-day events, cost for obtaining temporary food-booth permits as the event can have booths where they include baked goods for sale, and providing snacks & refreshments for children and their families that will be participating in our one-day event.

4. Total projected number of visitors traveling more than 15
50 miles to attend event:

4a. Methodology

Structured Estimate

4b. Please describe how you arrived at this estimate:

The estimate is based on the quotes we got from reaching out to property managers when searching for possible venue options to host the event, per-day insurance costs for such one-day events, cost for obtaining temporary food-booth permits as the event can have booths where they include baked goods for sale, and providing snacks & refreshments for children and their families that will be participating in our one-day event.

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country

10

5b. Methodology

Structured Estimate

5b. Please describe how you arrived at this estimate:

The estimate is based on the quotes we got from reaching out to property managers when searching for possible venue options to host the event, per-day insurance costs for such one-day events, cost for obtaining temporary food-booth permits as the event can have booths where they include baked goods for sale, and providing snacks & refreshments for children and their families that will be participating in our one-day event.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

4

6a. Methodology

Structured Estimate

6b. Please describe how you arrived at this estimate:

The estimate is based on the quotes we got from reaching out to property managers when searching for possible venue options to host the event, per-day insurance costs for such one-day events, cost for obtaining temporary food-booth permits as the event can have booths where they include baked goods for sale, and providing snacks & refreshments for children and their families that will be participating in our one-day event.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

15

7a. Methodology

Structured Estimate

7b. Please describe how you arrived at this estimate:

The estimate is based on the quotes we got from reaching out to property managers when searching for possible venue options to host the event, per-day insurance costs for such one-day events, cost for obtaining temporary food-booth permits as the event can have booths where they include baked goods for sale, and providing snacks & refreshments for children and their families that will be participating in our one-day event.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

4

8a. Methodology

Structured Estimate

8b. Please describe how you arrived at this estimate:

The estimate is based on the quotes we got from reaching out to property managers when searching for possible venue options to host the event, per-day insurance costs for such one-day events, cost for obtaining temporary food-booth permits as the event can have booths where they include baked goods for sale, and providing snacks & refreshments for children and their families that will be participating in our one-day event.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Kirkland Children's Fair is a family event, where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. The audience for the event can be from Kirkland or any community on the eastside, Seattle neighborhoods and across states/international.

More details and event highlights from 2021 can be found at: <https://lynnwoodtoday.com/childrens-business-fair-at-alderwood-mall-showcases-future-entrepreneurs/>

1b. Describe the event's marketing plan and strategy:

- Article published by Kirkland Living magazine & their social media platforms
- Alderwood Mall events page and their social media to inform people about the event
- Public event on facebook, and email/social media outreach to friends and family
- Neighborhood schools PTSA to share information among the school communities
- Media article on Kirkland Reporter

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Kirkland Children's Fair is a family event, where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. The audience for the event can be from Kirkland or any community on the eastside, Seattle neighborhoods and across states/international.

More details and event highlights from 2021 can be found at: <https://lynnwoodtoday.com/childrens-business-fair-at-alderwood-mall-showcases-future-entrepreneurs/>

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

Kirkland Children's Fair is a family event, where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. The audience for the event can be from Kirkland or any community on the eastside, Seattle neighborhoods and across states/international.

More details and event highlights from 2021 can be found at: <https://lynnwoodtoday.com/childrens-business-fair-at-alderwood-mall-showcases-future-entrepreneurs/>

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Kirkland Children's Fair is a family event, where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. To facilitate the event, we will have done the due diligence to obtain all the necessary permits & contract that comply with the City rules and regulations, and anything specific to the venue where the event will be hosted, such as per-day insurance costs for such one-day events, obtaining temporary food-booth permits as the event can have booths where they include baked goods for sale, and any other permits that are necessary to enable public to participate in our one-day event.

More details and event highlights from 2021 can be found at: <https://lynnwoodtoday.com/childrens-business-fair-at-alderwood-mall-showcases-future-entrepreneurs/>

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

With the funding, we will be able to obtain a larger venue that can accommodate more people, and thereby we are able to accept more booth applications and encourage more children to participate in this annual event. This will also encourage participants' families to invite their family and friends from farther places in summer [e.g: Oregon] to invite them to check out the event and encourage these kids, and this would in turn attract more people to visit Kirkland city. Beyond the Kirkland tourism funding, we will seek seed funds from Acton Children's Fair and Acton Academy to help us support this cause and scale further in our city and neighborhoods.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We are seeking connections using the contacts at Kirkland Living Magazine, and BeLocal Kirkland. We are also planning to meet with BoldHatProductions to see how we can partner with them to market the fair, and see if there is an option to couple this event in one of the larger events of Kirkland that happens every year such as Kirkland Uncorked.

6a. New Event - 15 points

Kirkland Children's Fair is a New Event being planned for Kirkland and eastside. This is a fun, family event where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. We are so excited to host our first annual Kirkland event this year, and we hope to make this an annual event going forward.

6b. Shoulder Season Impact - 10 points

Kirkland Children's Fair is a New Event being planned for Kirkland and eastside. This is a fun, family event where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. The event can happen any time of the year depending on the venue we choose. By nature, summer would be ideal as we can plan to have this event outdoor and that can naturally attract the public audience that is necessary to make this event a success. However, this event can also happen indoor if needed and during Shoulder seasons, as long as folks know about the event and we can expect them to come, visit and check out the booths.

6c. Safe, Inclusive, and Welcoming Events - 10 points

Kirkland Children's Fair is a New Event being planned for Kirkland and eastside. This is a fun, family event where the participants include young children who are entrepreneurs showcasing what they creatively made and family, friends and public who will be the audience supporting these children and encouraging them in their entrepreneurship journey. As this is a children/family event, it is very inclusive and encourages people across all diversity to participate in this free event.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

The Kirkland Children's Business Fair has the potential to become a multi-day event especially if we can partner with Kirkland Uncorked.

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We will be hosting the event in a fully safe and secure environment, and taking all necessary precautions to align with the WA state health guidelines. If this will be hosted as an independent event, or if it makes sense to have this event be part of a larger event like Kirkland Uncorked, we will be able to abide by any rules & regulations that are to be met for a public event in the city of Kirkland.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

[FairFlyer_2022.JPG](#)

[Logo.JPG](#)

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[FairFlyer_2022.JPG](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Seema Datar

Organization Representative Signature



[Link to signature](#)

Application Date

06/25/2021

City

Kirkland

State

WA

Country

United States

2022 Tourism Funding Grant Application



Submission date: **6 August 2021, 3:36PM**
Receipt number: **28**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Tia Fuller with SRJO
Today's date	08/06/2021
Funding Request Amount	3000
Proposed Location of Event/Program	Kirkland Performance Center, Kirkland, WA
Event date(s)	February 6, 2022
Organization	Seattle Repertory Jazz Orchestra
Contact Name	Fran Kremen
Email for correspondence with the City	franskremen@gmail.com
Street Address	PO Box 45592
Street Address Line 2	
City	Seattle
State	Washington
Zip	98145
Phone	2065236159
Cell	2064982843
Website	www.srjo.org
Facebook site	http://www.facebook.com/theSRJO

Section I - General Information

Is this a new event?

Yes

If not, how many years has this event been in existence?

Please provide a description of the program/event

SRJO is extremely excited to welcome Tia Fuller, three-time winner of Earshot Jazz' "Concert of the Year" Award! Tia Fuller has toured the world in Beyoncé's band, performed a concert for President Barack Obama at the White House, and appeared on the Today Show, Good Morning America, Oprah, and at the Grammy Awards.

Tia is also featured in Pixar's film, "Soul," for the character of Dorothea Williams, voiced by Angela Bassett.

Tia Fuller on the film:

"To be the saxophonist for a Black woman in this film is to say that representation is imperative—that diversity and inclusivity amount to deconstructing marginalizing views and reconstructing a more accurate account of our strength and influence in society and music."

Event/Program Expenses (*)

Item 1 Description

Marketing and community outreach

Item 1 Cost

1000

Item 2 Description

Facility costs

Item 2 Cost

1000

Item 3 Description	Livestream costs
Item 3 Cost	1000
Item 4 Description	
Item 4 Cost	
Item 5 Description	
Item 5 Cost	
Total Costs	\$3000.00

What is the total budgeted cost of your event/program? **37000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland?	Yes
Does your organization have a current City of Kirkland Business License?	Yes
Have you watched the online tourism workshop? (see video below)	Yes

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

SRJO will promote this event to current subscribers and single-ticket purchasers and to our general mailing list, including lapsed subscribers, lapsed single-ticket buyers, and recipients of our periodic SRJO newsletter. Social media (Instagram, Twitter and Facebook) and our website will supplement this publicity. Finally, we will reach out to arts organizations with a broader audience throughout the state and beyond, in an attempt to purchase or trade advertising with them (e.g., Methow Arts, Centrum Port Townsend, Seasons Concert Hall in Yakima, Portland Jazz Festival, Oregon Jazz Society).

1b. Describe how you plan to promote your event to this audience:

The concert will be promoted through all our social media channels (website, Facebook, Twitter and Instagram); through our season brochure, which is distributed both in hard copy and online; and through more than 200 regional news outlets, including the Seattle Times, KNKX, Earshot Jazz Newsletter, Kirkland Reporter, and Kirkland Living Magazine. We will also have special outreach, with discounted admission, to numerous community groups in Kirkland, including Boys and Girls Club, Kiwanis, Youth Eastside Services, Sustainability Foundation of Kirkland, Kirkland Woman's Club, Kirkland Rotary, Hopelink, Friends of Youth, Kirkland Black Lives Matter group, and senior retirement facilities.

We will promote the event to concierges at Kirkland hotels and include the concert in local, regional and jazz-specific calendar listings in publications such as the Spokesman Review (Spokane); Herald (Bellingham); Sun (Bremerton); Record (Ellensburg); Echo (Leavenworth); Olympian (Olympia); Peninsula News (Port Angeles) and World (Wenatchee).

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip?

SRJO's reputation among music enthusiasts is one of professionalism and integrity. In addition to main stage performances, SRJO's youth education programs speak to our commitment to the future. Together, these create a polished, family-friendly image that SRJO carries to each venue. We feel that our partnerships with the City and the KPC benefit all parties.

3. Total projected attendance for event: **500**

3a. Methodology **Structured Estimate**

3b. Please describe how you arrived at this estimate: **We derive our audience/visitor estimates by analyzing customer data from our database (both subscription and single tickets), including to-date ticket sales. We also extrapolate from patron feedback and past events.**

4. Total projected number of visitors traveling more than 25
50 miles to attend event:

4a. Methodology

Structured Estimate

4b. Please describe how you arrived at this estimate:

We derive our audience/visitor estimates by analyzing customer data from our database (both subscription and single tickets), including to-date ticket sales. We also extrapolate from patron feedback and past events.

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country

10

5b. Methodology

Structured Estimate

5b. Please describe how you arrived at this estimate:

We derive our audience/visitor estimates by analyzing customer data from our database (both subscription and single tickets), including to-date ticket sales. We also extrapolate from patron feedback and past events.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

5

6a. Methodology

Structured Estimate

6b. Please describe how you arrived at this estimate:

We derive our audience/visitor estimates by analyzing customer data from our database (both subscription and single tickets), including to-date ticket sales. We also extrapolate from patron feedback and past events.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

5

7a. Methodology

Structured Estimate

7b. Please describe how you arrived at this estimate:

We derive our audience/visitor estimates by analyzing customer data from our database (both subscription and single tickets), including to-date ticket sales. We also extrapolate from patron feedback and past events.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

5

8a. Methodology

Structured Estimate

8b. Please describe how you arrived at this estimate:

We derive our audience/visitor estimates by analyzing customer data from our database (both subscription and single tickets), including to-date ticket sales. We also extrapolate from patron feedback and past events.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

SRJO's ticket pricing and patron demographics demonstrate that we attract audiences who are inclined to take advantage of Kirkland's many restaurants, hotels and activities. This matinee performance will provide an excellent opportunity for out-of-town visitors to enjoy a weekend in Kirkland, exploring the city's amenities before and after the concert. Our venue for this concert, the Kirkland Performance Center, is walking distance from the Kirkland waterfront and other attractions. The concert will also be listed on event websites and on city, state and national events calendars including explorekirkland.com; waconcerts.com; frommers.com; experiencewa.com and concertful.com.

As described in Section II, the concert will be marketed through all our social media channels (website, Facebook, Twitter and Instagram); through our season brochure, which is distributed both in hard copy and online; and through more than 200 regional news outlets, including the Seattle Times, KNKX, Earshot Jazz Newsletter, Kirkland Reporter, Kirkland Living Magazine, Jazz Times Magazine, Jazziz Magazine, The Stranger and The Seattle Times. In addition to special outreach with discounted admission to numerous community groups in Kirkland, we will reach out to an extensive list of music teachers at schools throughout the region, again offering deeply discounted group admission rates and/or free tickets for those groups. This level of outreach is possible because of SRJO's ability to offer live-streaming performances that can be shared over the Internet. In addition, Tia Fuller's national and international following will draw people from all over the world to this live-streamed concert.

1b. Describe the event's marketing plan and strategy:

The concert will be promoted through all our social media channels (website, Facebook, Twitter and Instagram); through our season brochure, which is distributed both in hard copy and online; and through more than 200 regional news outlets, including the Seattle Times, KNKX, Earshot Jazz Newsletter, Kirkland Reporter, and Kirkland Living Magazine. We will also have special outreach, with discounted admission, to numerous community groups in Kirkland, including Boys and Girls Club, Kiwanis, Youth Eastside Services, Sustainability Foundation of Kirkland, Kirkland Woman's Club, Kirkland Rotary, Hopelink, Friends of Youth, Kirkland Black Lives Matter group, and senior retirement facilities.

We will promote the event to concierges at Kirkland hotels and include the concert in local, regional and jazz-specific calendar listings in publications such as the Spokesman Review (Spokane); Herald (Bellingham); Sun (Bremerton); Record (Ellensburg); Echo (Leavenworth); Olympian (Olympia); Peninsula News (Port Angeles) and World (Wenatchee).

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Because of the significance of Ms. Fuller's performance, we will make special mention of the Kirkland City Council Resolution 5434 (framework for Kirkland to become a safe, inclusive and welcoming community) in all news releases and announcements about this concert.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

Arts travelers make ideal tourists, staying longer and spending more to seek out authentic cultural experiences. Local merchants profit from the arts: non-residents spend over \$30 per person, per event, beyond the cost of admission on items such as meals, parking and babysitters. Attendees who live outside the county in which the arts event takes place spend almost twice as much as their local counterparts, providing valuable revenue for local businesses and the community.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Our executive team oversees all aspects of program implementation, including contract and permit compliance. Nearly all of SRJO's Kirkland concerts sell out, and our longstanding partnership with KPC, combined with marketing and outreach, will ensure a successful event. SRJO also maintains a healthy mix of ticket sales and contributed income.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

We are currently seeking additional support for this concert from King County's 4Culture, ArtsFund and from individual and corporate donors. This, of course, supplements ticket sales.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

For 20 years the Kirkland Performance Center has served as SRJO's Eastside home. As you know, KPC has enriched Kirkland and its surrounding communities since 1998, serving as a cultural hub for concerts, festivals and events. Owing to the excellent acoustics at KPC, Jim Wilke (host of KNKX Radio's "Jazz Northwest" program) has recorded and re-broadcast virtually every SRJO concert performed at the hall for the past 20 years. In addition, three of SRJO's commercially released CDs have been recorded live in concert at KPC.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

We will work closely with the professional staff and management of Kirkland Performance Center to follow all local and federal guidelines CDC and KPC's for the safety of audience, performers and staff at this event. This includes enforcing proper distancing between musicians plus limiting public attendance at the event to as small a number of listeners as is required by health regulations, and providing sanitization/hygiene for all people in the entire building. We are in sync with the health regulations that KPC is required to observe for events they host in their facility, and we will continue this effort throughout the coming months.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

SECTION VI - Signature of Applicant

Organization Representative Name

Fran Kremen

Organization Representative Signature



[Link to signature](#)

Application Date

08/06/2021

City

Seattle

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **2 August 2021, 3:17PM**
Receipt number: **18**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	The Great Northwest 3on3
Today's date	07/29/2021
Funding Request Amount	30,000
Proposed Location of Event/Program	Northwest University, Carillon point, Downtown Kirkland
Event date(s)	July 30-31
Organization	Stars Unlimited
Contact Name	Jason Waltman
Email for correspondence with the City	Jwalt20.lifechurch@gmail.com
Street Address	Po Box 91
Street Address Line 2	
City	Monroe
State	Washington
Zip	98272
Phone	
Cell	4259237367
Website	www.starsunlimited.team

Facebook site

@starsunlimitedwa

Twitter

Section I - General Information

Is this a new event?

No

If not, how many years has this event been in existence?

1 year

Please provide a description of the program/event

The first annual Great Northwest 3on3 just concluded last night and I will say it was a huge success! We have done many 3on3 tournaments the past 5 years but the positive response we got from this weekend was the best we have ever received. In our first year our reach was very effective and had teams from Idaho, Oregon, Eastern Washington, Vancouver, all over the state. I knew of many teams staying over night and enjoying all that Kirkland has to offer.

Description of the event: We did a two day 3on3 basketball tournament hosted at Northwest University. We partnered with multiple businesses in the area and barely touched the surface with what we can do in the years to come. We had a couple months to promote and execute this event with the uncertainty of COVID lingering. Originally we were going to host at Carillon Point but there was still concern with COVID. Northwest University opened the door and helped execute a very successful event for the city.

We would love to see this event city wide and use multiple locations to become the Hoopfest of Western Washington! To do that we need help!

Event/Program Expenses (*)

Item 1 Description	Marketing- We were able to utilize a lot of our network from past tournaments which was helpful. We were able to direct some funds we received to Facebook/Instagram adds. I would really like to increase our budget so we can really get the word out about this event all over the state and beyond. We only had two months to promote this year which many families had made Summer plans already. If we can start our marketing earlier and increase our reach I can really see this event double or triple in size next year!
Item 1 Cost	3000
Item 2 Description	Officials/ Refs: Next year we would like to run between 15- 20 courts which would be expensive. For a weekend that could cost up to 4,000
Item 2 Cost	4000
Item 3 Description	Staff- For this event to take off and be able to sustain itself we need to add staff. We are short handed because of the many sports and outreach events we do throughout the year. Currently it is my dad and I who are full time staff. I would like to at least bring on one more full time staff member.
Item 3 Cost	7000
Item 4 Description	Equipment- We currently have 16 hoops. We would like to buy more but they are not always cheap. We would like to at least add 4 more next year.
Item 4 Cost	4000
Item 5 Description	Activity vendors, DJ, bouncy houses, videographer, photographer, Location fees
Item 5 Cost	12000
Total Costs	\$30000.00

What is the total budgeted cost of your event/program? **\$25,000- If we can receive help we would like to add multiple new features to this event next year.**
(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **No**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

Basketball is a huge market!! Especially for youth and high schoolers. Families are willing to travel all over the country to play in AAU tournaments because they think their kid is going to be the next Michael Jordan or Sue Bird. If we can provided a high quality basketball experience in the beautiful city of Kirkland I can see people not only from in state participate but expanding to connecting states and beyond in the next 2-5 years. Hoopfest in Spokane is the largest 3on3 basketball tournament in the world and it is in Spokane. If we can start to get more community involvement, the right investors and the city to buy in we could really make something special for the west side of the state. Who wouldn't want to stay and experience all that Kirkland has to offer?

1b. Describe how you plan to promote your event to this audience: **We mainly used our network for the first year, again a very successful event given the time frame we had. We would like to really up the marketing with high quality videos and photos for our social media outlets. We would like to be running adds 5 or 6 months before the event to really put this on all families radar. In the future, as early as next year we could use radio or tv spotlights as well.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **Families are looking for experiences. If we can provide an experience in a beautiful area as well as hit the sports market we have a really good chance of seeing numbers explode! Funds as well as the right people involved can really make something like this event blow up the next couple years.**

3. Total projected attendance for event: **3000**

3a. Methodology **Other: Calculated participant registrations and their families**

3b. Please describe how you arrived at this estimate: **This year we just touched the surface. We had COVID lingering, not much time to promote, and still had a great first year turnout and executed the event very well. We had amazing feedback of this being one of the best experiences families have had playing in a 3on3 tournament.**

With more time to promote, effective marketing and promo material we should be able to double or triple in size next year. We have seen a couple thousand people come through our past tournaments and it does not have the potential that we have in Kirkland.

4. Total projected number of visitors traveling more than 50 miles to attend event: **1000**

4a. Methodology **Other: Team registrations + families.**

4b. Please describe how you arrived at this estimate: **Let just say 50 teams sign up outside of 50 miles. 4 kids per team, with mom, dad, brother and sister. 5 family members x 4 on a team = 20x 50 =1,000**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **300**

5b. Methodology

Other: We have had teams from Idaho, Oregon and Canada participant in our tournaments. As word and marketing start to increase we could see a lot more from out of state and country come through.

5b. Please describe how you arrived at this estimate:

If we have 20 teams from out of state compete. 4 kids per team, with mom, dad, brother and sister. 5 family members x 4 on a team = 15x20 = 300

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: **250**

6a. Methodology

Other: Registrations + families

6b. Please describe how you arrived at this estimate:

We have a "Do you plan to lodge in Kirkland" on our registration page. For those who came from out of town most stayed the night in paid lodging this year. Again, it's hard to estimate if teams or families will stay with a friend or family but with increased reach and more teams coming to stay the weekend we will see increased paid lodging stays.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends: **150**

7a. Methodology

Other: Registrations

7b. Please describe how you arrived at this estimate:

It hard to know who will stay with friends and family or in paid lodging like I said we have a tab for will you spend the night in Kirkland but it can be unclear. Something we can look at to get a better count for paid lodging.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night. **50**

8a. Methodology

Other: registrations

8b. Please describe how you arrived at this estimate:

As we grow more hotel stays will be very evident. It will really come down to how well we can market and increase our reach. Going into our second year I could see a good amount more families staying in paid lodging.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

3on3 Basketball is a huge market. We really don't have a tournament on the west side of the state that has the potential as Kirkland. Arlington currently has the biggest on the west side about 180-200 teams each year. As stated earlier Hoopfest in Spokane is the largest 3on3 basketball tournament in the world attracting people from all over the USA and other countries. If we can continue to build off what we accomplished this year while marketing the beautiful city of Kirkland. I can really see people from all over coming to this event and doing so annually.

1b. Describe the event's marketing plan and strategy:

- 1. Use material from our event this past weekend to hit multiple areas around the state by organic social media sharing.**
- 2. Use paid advertising through social media outlets, radio and tv spotlights to target areas 50 mile away and beyond.**
- 3. Network with in and out of state, basketball programs (school and AAU) to help share our marketing material**
- 4. Network with multiple cities and counties to help share our marketing material**
- 5. Work closer with the city of Kirkland to increase our marketing reach to local and non local communities.**

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

By adding this event this year it truly gives a new flavor to the city. Kirkland is known for fun city experience and beautiful waterfronts. Events like Summerfest and Kirkland Uncorked target a different audience. By adding a large sporting event it completely brings in a new target audience to experience Kirkland and all it offers and will create opportunity for families to want to come back. Sports/basketball is very diverse and unifies people through fun and competition. If done well it can be a great for the cities image. When the sports demographic thinks of Spokane they think Hoopfest. If we can get that basketball demographic who may not be as inclined to come visit to see Kirkland as a destination for fun, beauty and basketball then we have helped the cities attraction level.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

If we are able to bring in thousands of people of the next few years it will make a huge impact. Not just in one weekend but people visiting for basketball may just come back because of being exposed to what Kirkland has to offer. Hotels, restaurants, shops, all will be positively impacted by the draw people coming to town for 2 days!

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

We have run 3on3 tournaments for over 5 years now in multiple communities. This past weekend was our first in Kirkland. The potential in Kirkland is off the charts as far as bringing in consumers.

Our organization has been sustainable because we have been able put on great events that people want to come back to as well as have an awesome team of volunteers who have helped us execute well. By increased funding and budget we can really start to make some major moves in the basketball community.

As far as permitting and compliance we have not had any issues in any of our events over the years.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

We are in talks with some potential major sponsors. Through networking for this past tournament we may have opened doors to really help us move forward. We were asked to get one tournament under our belt and to execute well and we can confidently say we did that. Being a non-profit organization is about networking and getting the right people involved. We feel confident that we can build our team with local community members to really impact the city of Kirkland.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

I was able to open the door with Rob Butcher and Phil Megenhardt letting them know what we were doing for our event. Rob was able to put our flyer on their website and Phil was very helpful with info on logistical information. Im excited to collaborate more with both of them and open doors to how we can all market our events collectively.

6a. New Event - 15 points

Next year will be our 2nd annual tournament. We only had a little bit of time to promote for 2021, so getting a full year to prepare and look ahead will be great!

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

Our event is very diverse and open to all!

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

We are running a 2 day weekend tournament!

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

This year participants and families were expected to follow the state guidelines. Keeping safe distances while not competing, wearing masks for those unvaccinated indoors, keeping hands washed and if they felt any COVID symptoms to not compete and remain home.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[IMG_0455.jpeg](#)

[IMG_0525.jpeg](#)

[IMG_0536.jpeg](#)

[IMG_0406.jpeg](#)

[IMG_0461.jpeg](#)

[IMG_0403.jpeg](#)

[IMG_0381.jpeg](#)

[IMG_0568.jpeg](#)

[IMG_0408.jpeg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Jason Waltman

Organization Representative Signature



[Link to signature](#)

Application Date

08/02/2021

City

Lake Stevens

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **1 August 2021, 10:35AM**
Receipt number: **20**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Shakespeare in the Park
Today's date	08/01/2021
Funding Request Amount	5000
Proposed Location of Event/Program	Juanita Beach
Event date(s)	A weekend in June
Organization	Studio East
Contact Name	Dana Fialdini
Email for correspondence with the City	danafialdini@studio-east.org
Street Address	348 Kirkland Ave
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98032
Phone	4258201800
Cell	
Website	https://studio-east.org/

Facebook site	https://www.facebook.com/StudioEastTheaterTraining/
Twitter	https://twitter.com/Studio_East

Section I - General Information

Is this a new event?	Yes
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If not, how many years has this event been in existence?

Please provide a description of the program/event	<p>Studio East will be bringing Shakespeare in the Park to Kirkland for one weekend in June. These shows will be free of charge for the entire community to enjoy and will be performed by Studio East's very own talented and hardworking teens. There is no better way to enjoy a Shakespeare show than by the shores of Lake Washington in Kirkland Washington.</p>
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Event/Program Expenses (*)

Item 1 Description	We will produce a large amount of print marketing for this event to help attract patrons from across the Puget Sound and beyond. Print marketing will include; postcards that will be mailed to a large radius of patrons. We will also print posters which will be distributed across Puget Sound.
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Item 1 Cost 3500

Item 2 Description	We will also increase our social media marketing with purchased Facebook and Google ads to ensure our marketing reaches communities across Washington.
--------------------	--

Item 2 Cost 1500

Item 3 Description	
--------------------	--

Item 3 Cost

Item 4 Description

Item 4 Cost

Item 5 Description

Item 5 Cost

Total Costs **\$5000.00**

What is the total budgeted cost of your event/program? **10000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

It is our goal to bring all theater patrons and families from the Puget Sound and beyond to support our teen actors by enjoying Shakespeare in the Park. We have patrons come from all areas of Washington to enjoy our teens on stage for other shows and it is our belief these families, as well as additional families, will come to support Shakespeare in the Park. We do know, that our patrons not only come to enjoy a show but to enjoy Kirkland for dining and other weekend activities. As we anticipate everything being fully opened again in 2022, we are excited to welcome more patrons and visitors to enjoy our show from beyond Kirkland.

1b. Describe how you plan to promote your event to this audience: **We plan to continue to leverage our partnerships with other theater groups, tourism groups and chambers to promote our shows. We also plan on increasing our print and social media marketing to expand our GO targeting to reach beyond the Puget Sound into Eastern Washington and Oregon. Kirkland is a destination for visitors and Shakespeare in the Park will be another reason for people to come to Kirkland and stay a few days.**

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **Funding from Kirkland Tourism will enable us to stretch our advertising dollars both with print and social media. With the funding from Kirkland Tourism, we will be able to expand our email database to include patrons who enjoy live theater in other cities, inviting them to travel to Kirkland to enjoy one of our shows along with all that Kirkland has to offer.**

3. Total projected attendance for event: **1200**

3a. Methodology **Indirect Count**

3b. Please describe how you arrived at this estimate: **During our pilot production in 2021, we had over 750 patrons enjoy Shakespeare in the Park. It is our goal to increase these numbers with additional marketing.**

4. Total projected number of visitors traveling more than 50 miles to attend event: **100**

4a. Methodology **Structured Estimate**

4b. Please describe how you arrived at this estimate: **We will speak with our patrons as they come to enjoy the show. Since the show is outside and is not a purchased ticketed event, we will not be able to capture formal survey results.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **50**

5b. Methodology **Informal Survey**

5b. Please describe how you arrived at this estimate:

We have learned from our past shows that family and friends come from out of state to support the teens.

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:

20

6a. Methodology

Structured Estimate

6b. Please describe how you arrived at this estimate:

From the families that come from out of state, we know many of them will stay in local hotels to enjoy all that Kirkland has to offer while they are in town to see a Studio East production.

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:

40

7a. Methodology

Informal Survey

7b. Please describe how you arrived at this estimate:

When speaking with our families who have guests from out of town, they have shared with us that either stay in a hotel or with family and friends.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

20

8a. Methodology

Informal Survey

8b. Please describe how you arrived at this estimate:

It is our goal to communicate with our patrons to learn more about their visit and where they stayed

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Funding from Kirkland Tourism will enable us to stretch our advertising dollars by expanding our direct mail and email database to include patrons who enjoy live theater in other cities, inviting them to travel to Kirkland to enjoy one of our shows along with all that Kirkland has to offer

1b. Describe the event's marketing plan and strategy:

With the support of The Kirkland Tourism, we will be able to build on our current marketing strategy that will include a strong data driven print and email marketing campaign. This campaign will include past Studio East patrons along with patrons and out of town visitors who have attended other theater performances in and beyond the Puget Sound. We will also continue to build on our social media and digital campaigns with strong hashtags and videos allowing us to market throughout the Pacific Northwest region. Along with our online presence, we will build a print marketing campaign that will include mailings to zip codes beyond a 50 mile radius. We will also continue our local marketing campaign to encourage local patrons and families to enjoy a show while spending the day enjoying all that Kirkland has to offer. Our informal surveys has shown that when patrons come see a show, they often visit other local establishments such as restaurants, coffee shops, dessert parlors and other local boutiques.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Studio East has partnered with the city and Kirkland Performance Center for the past 28 years to bring live theater to

downtown Kirkland through StoryBook Theater, teen performances and the most recent Community Musical.

From the beginning, we have brought over 950,000 audience members to Kirkland to experience musical theater for young people in a

professional, yet intimate setting. As downtown Kirkland continues to grow and rebuild from the pandemic, we continue to focus on expanding our relationships with businesses, building a positive and inviting experience for all visitors and local attractions. It is our goal to come together as a

community to rebuild Kirkland as a place for locals and out of town visitors to come and enjoy. Shakespeare in the Park is just another way we will

continue to bring live theater to Kirkland in a safe family friendly way.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

A well-rounded cultural program is vital for a City to entice visitors. Studio East is the longest running Kirkland organization performing live theater.

Providing this valuable art form speaks highly of Kirkland's commitment to the arts, and its commitment to the youth in our community. This improves the City of Kirkland's image as a place where visitors of all ages can experience culture of many kinds in a beautiful natural setting. Shakespeare in the Park is a unique offering as it will be performed outside, free of charge; removing all barriers allowing all families to enjoy live theater.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Studio East has been active in Kirkland for 29 years, developing life skills through the performing arts. Founded in Kirkland in 1994, Studio East is one of the largest youth theater programs in Western Washington. We have a year-round administrative and production staff of 12 people, and hire 90-110 teaching artists and performers each year and our managing director is experienced with contracts and permits.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

It is our goal to reach out to the corporate community for support in helping us securing additional funds to be able to produce Shakespeare in the Park free of charge for the entire community to enjoy. We will also explore in-kind relationships to help offset costs.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We work with the Kirkland Chamber, Kirkland SummerFest, the Kirkland 4th of July Parade, and the Kirkland Winterfest Tree Lighting along with other events that will take place throughout the year.

6a. New Event - 15 points

Although we piloted this new program in the summer of 2021 due to COVID restrictions, 2022 will be our first year producing and marketing Shakespeare in the Park as an annual event. It is our goal that Shakespeare in the Park becomes an annual tradition in Kirkland, continuing to provide a safe, free of charge theater experience on the shores of Lake Washington in Kirkland.

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

Our hearts, minds, and doors are open to ALL. Studio East is a safe welcoming place that does not discrimination based upon race, age, ethnicity, ancestry, gender identity, national origin, disability, size, religion, sexual orientation, or socioeconomic background. Our youth continue to share how Studio East is like their 2nd home, giving them a place to feel safe to express who they are without judgement or discrimination. Our audience and visitors will also feel the same welcoming, safe and inclusive environment when enjoying a performance.

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

All of our shows will follow updated COVID-19 protocols such as required face coverings, sanitation and cleaning as well as social distancing. Shakespeare in the Park will be held outside with a max number of patrons per show to ensure proper social distancing, You can review all update protocols through the below link: <https://studio-east.org/covid-response/>

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[3b6dddfc50cbca25ad52a232_248x332.jpg](#)
[793b98ec18a77ee8941ad696_442x332.jpg](#)
[c5057244a337aa3f309a6173_442x332.jpg](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Dana Fialdini

Organization Representative Signature

A handwritten signature in black ink, appearing to read 'Dana Fialdini', with a stylized, elongated shape.

[Link to signature](#)

Application Date

08/01/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **9 July 2021, 8:25AM**
Receipt number: **10**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Studio East Summer Teen Musical
Today's date	07/08/2021
Funding Request Amount	5000
Proposed Location of Event/Program	Kirkland Performance Center
Event date(s)	Last weekend of July and first weekend of August 2021
Organization	Studio East
Contact Name	Dana Fialdini
Email for correspondence with the City	danafialdini@studio-east.org
Street Address	348 Kirkland Ave
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	4258201800
Cell	
Website	https://studio-east.org/

Facebook site	https://www.facebook.com/StudioEastTheaterTraining
Twitter	https://twitter.com/studio_east?lang=en

Section I - General Information

Is this a new event?	No
If not, how many years has this event been in existence?	24
Please provide a description of the program/event	Our Summer Teen Show gives youth from 13-19 an opportunity to put on a full musical production on a professional stage. Youth participate onstage, backstage, and in the orchestra for the Teen Show, which performs 6-7 shows at Kirkland Performance Center each summer.

Event/Program Expenses (*)

Item 1 Description	We produce a large amount of print marketing for this event to help attract patrons from across the Puget Sound and beyond
Item 1 Cost	3000
Item 2 Description	Our Social Media Marketing reaches patrons across Washington
Item 2 Cost	2000
Item 3 Description	
Item 3 Cost	
Item 4 Description	
Item 4 Cost	
Item 5 Description	

Item 5 Cost

Total Costs **\$5000.00**

What is the total budgeted cost of your event/program? **45000**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

The Summer Musical brings theater patrons and families from out of the area and out of state to support young artistes.
Our patrons not only come to enjoy a show but to enjoy Kirkland for dining and other weekend activities.
As we anticipate everything being fully opened again in 2022, we are excited to welcome more patrons and visitors to enjoy our show from beyond Kirkland.

1b. Describe how you plan to promote your event to this audience:

We plan to continue to build on our partnerships with other theater groups, tourism groups and chambers to promote our shows. Through our print and social media marketing, we will look to expand our GO retargeting to reach beyond the Puget Sound into Eastern Washington and Oregon.

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip? **Funding from Kirkland Tourism will enable us to stretch our advertising dollars and reach out to additional tourism publications. We will also be able to expand our email database to include patrons who enjoy live theater in other cities, inviting them to travel to Kirkland to enjoy one of our shows along with all that Kirkland has to offer.**

3. Total projected attendance for event: **2400**

3a. Methodology **Direct Count**

3b. Please describe how you arrived at this estimate: **Ticket sales**

4. Total projected number of visitors traveling more than 50 miles to attend event: **200**

4a. Methodology **Indirect Count**

4b. Please describe how you arrived at this estimate: **We collect zip code information from the sell of our tickets, however we have found that local families are purchasing tickets for their out of town guests reducing our ability for a direct count.**

5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country **50**

5b. Methodology **Structured Estimate**

5b. Please describe how you arrived at this estimate: **We will ask our patrons when they purchase tickets online**

6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: **26**

6a. Methodology **Informal Survey**

6b. Please describe how you arrived at this estimate: **We send out a survey after the production to collect information and will include a question asking patrons if they stayed in a hotel when visit Kirkland to enjoy one of the performances.**

7. Total projected number of visitors staying in unpaid accommodations such as with family and friends: **200**

7a. Methodology

Informal Survey

7b. Please describe how you arrived at this estimate:

We send out a survey after the production to collect information and will include a question asking patrons where they stayed when visit Kirkland to enjoy one of the performances. Many friends and family members come from out of the area to enjoy the show and support their loved ones.

8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.

26

8a. Methodology

Informal Survey

8b. Please describe how you arrived at this estimate:

We send out a survey after the production to collect information and will include a question asking patrons if they stayed in a hotel when visit Kirkland to enjoy one of the performances.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Our Summer Teen Musical provides live, family-oriented theater opportunities in the downtown core of Kirkland. Visiting theater patrons and families can see a show, play in parks and dine all with in walking distance. This makes Kirkland a unique draw for patrons and families, live musical theater performances are the centerpiece of the Kirkland experience.

1b. Describe the event's marketing plan and strategy:

With the support of The Kirkland Tourism program we will be able to build on our current marketing strategy that will include a strong data driven emailmarketing campaign. This campaign will include past Summer Teen Musial patrons along with patrons and out of town visitors who have attended other theater performances in and beyond the Puget Sound.

We will also continue to build on our social media campaign with strong hashtags and videos allowing us to market throughout the Pacific Northwest region.

Along with our online presence, we will build a print marketing campaign that will include mailings to zip codes beyond a 50 mile radius as well as other tourism partners and chambers.

We will also continue our local marketing campaign to encourage local patrons and families to enjoy a show while spending the day enjoying all that Kirkland has to offer. Our informal surveys has shown that when patrons come see a show, they often visit other local establishments such as restaurants, coffee shops, dessert parlors and other local boutiques.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

Studio East has partnered with Kirkland Performance Center for the past 26 years to bring live theater to downtown Kirkland. From the beginning, we have brought over 800,000 audience members to Kirkland to experience musical theater for young people in a professional, yet intimate setting. As downtown Kirkland continues to grow and rebuild from the pandemic, we continue to focus on expanding our relationships with businesses, building a positive and inviting experience for all visitors and local attractions. It is our goal to come together as a community to rebuild Kirkland as a place for locals and out of town visitors to come and enjoy.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

A well-rounded cultural program is vital for a City to entice visitors. Studio East is the longest running Kirkland organization performing live theater. Providing this valuable art form speaks highly of Kirkland's commitment to the arts, and its commitment to the youth in our community. This improves the City of Kirkland's image as a place where visitors of all ages can experience culture of many kinds in a beautiful natural setting.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Studio East has been active in Kirkland for 29 years, developing life skills through the performing arts. Founded in Kirkland in 1994, Studio East is one of the largest youth theater programs in Western Washington. We have a year-round administrative and production staff of 12 people, and hire 90-110 teaching artists and performers each year and our managing director is experienced with contracts and permits.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Jim Walen and Representative Amy Walen have been long standing supporters of the Summer Teen Musical and it will be our goal to secure their continued support as well as reaching out to local and regional companies to secure additional funding. We have always successful been able to securing additional funding from corporate partners and individual donors as part of a strong fundraising program each year to ensure the success of the Summer Teen Musial.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

We work with the Kirkland Chamber, Kirkland Performance Center, Kirkland SummerFest, the Kirkland 4th of July Parade, and the Kirkland Winterfest Tree Lighting along with other events that will take place throughout the year.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

Our hearts, minds, and doors are open to ALL. Studio East is a safe welcoming place that does not discrimination based upon race, age, ethnicity, ancestry, gender identity, national origin, disability, size, religion, sexual orientation, or socioeconomic background.

Our youth continue to share how Studio East is like their 2nd home, giving them a place to feel safe to express who they are without judgement or discrimination. Our audience and visitors will also feel the same welcoming, safe and inclusive environment when enjoying a performance.

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Although the Summer Teen Musical is not a competition, it is showcased over two weekends; the last weekend in July and first weekend in August.

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

All of our shows will follow updated COVID-19 protocols such as required face coverings, sanitation and cleaning as well as social distancing. You can review all update protocols through the below link: <https://studio-east.org/covid-response/>

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[67565440_10157158183401405_5881797900433883136_n.jpg](#)
[69348583_10157210754136405_5289635868682747904_n.jpg](#)
[83777382_10157684775696405_2079847516634873856_n.jpg](#)
[87346718_10157747399146405_437129565089824768_n.jpg](#)
[Capture.JPG](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Dana Fialdini

Organization Representative Signature



[Link to signature](#)

Application Date

07/08/2021

City

Kirkland

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **6 August 2021, 3:00PM**
Receipt number: **27**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Tasveer Festival
Today's date	08/04/2021
Funding Request Amount	\$10,000
Proposed Location of Event/Program	Virtual
Event date(s)	10/1/2022 - 10/31/2022
Organization	Tasveer
Contact Name	Rita Meher
Email for correspondence with the City	rita@tasveer.org
Street Address	1826 247 PL NE
Street Address Line 2	
City	Redmond
State	Washington
Zip	98074
Phone	2063494478
Cell	2063494478
Website	tasveer.org
Facebook site	https://www.facebook.com/TasveerOrgUS

Section I - General Information

Is this a new event?

No

If not, how many years has this event been in existence?

Tasveer Festival combines three programs - Tasveer South Asian Film Festival (in its 16th year of existence), Tasveer South Asian LitFest (in its 3rd year of existence), and Desi Girls Comedy Project (in its first year).

Please provide a description of the program/event

Tasveer Festival will showcase the best in South Asian film, literature, and storytelling in a SXSW-style festival, permeating the month of October with arts and culture. Through this festival, Tasveer will provide a platform to amplify under-represented South Asian voices, place a spotlight on South Asian artists, and create a safe space for dialogues within our communities.

Through the Tasveer Festival we strive to carry our mission of stimulating thinking and social change through storytelling, helping to empower, transform, heal, and entertain attendees. Our diverse programs will encourage people to start and hold dialogues focused on South Asian stories regarding representation, equity, climate change, LGBTQ issues, women's rights, and much more.

“Nothing is more powerful than seeing your own language, your own colors, your own people, and your own dramas on screen.”

– Mira Nair, Director and Tasveer Alum

We want our community to engage with each other and with the society that we live in. We wanted to challenge our community to address the gaps, be they cultural, social, economic, or political. However, it is not only the South Asian community that we believe benefits from our events. Often times, the issues depicted in our films are relevant here in the United States or in other parts of the world.

Event/Program Expenses (*)

Item 1 Description

Graphic Design (festival poster, digital graphics)

Item 1 Cost

5000

Item 2 Description	Social Media Ads (Facebook, Instagram, Twitter, LinkedIn)
Item 2 Cost	2000
Item 3 Description	National Multichannel Press Release to thousands of publications
Item 3 Cost	3000
Item 4 Description	
Item 4 Cost	
Item 5 Description	
Item 5 Cost	
Total Costs	\$10000.00
What is the total budgeted cost of your event/program? (Please provide the overall gross cost of your event in its entirety)	\$144,250
Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland?	Yes
Does your organization have a current City of Kirkland Business License?	No
Have you watched the online tourism workshop? (see video below)	Yes

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target:

Tasveer's virtual programs have national and international reach. Some of the top cities that our audiences tune in from include: Seattle, Des Moines, Quincy, Bellevue, and Kirkland, WA; San Antonio, TX; Cheyenne, WY; New York, NY; Los Angeles and San Francisco CA; Mumbai, Chennai, Bengaluru, and Delhi India; Toronto and Montreal, Canada, and many more throughout Australia, Bangladesh, Canada, China, France, Germany, Hong Kong, India, Ireland, Israel, Malaysia, Mexico, Nepal, the Netherlands, Pakistan, Saudi Arabia, Singapore, South Africa, Sri Lanka, Sweden, Thailand, the United Arab Emirates, the United Kingdom, and the United States.

We know anecdotally that many of Tasveer's Washington audiences choose to enjoy our programs with their friends and family that live out of state or abroad. This creates a perfect opportunity to cultivate loyal fans from 50 miles away and more, who have a reason to visit Washington, and have already been exposed to tourism marketing for cities within King County.

1b. Describe how you plan to promote your event to this audience:

Tasveer Festival will be promoted to audiences through our E-News (6K+ subscribers), Social Media (9K+ followers), online ads, television ads, national press releases, and co-promotion with partner organizations from around the nation.

This strategy will organically engage potential audiences from 50 miles away or more, out of state, and internationally, as well as cultivating our deep base of King County attendees who we know will spread the word to their geographically diverse networks.

All festival attendees will then be exposed to promotional materials throughout the month of October that highlight Kirkland as an ideal tourist destination.

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip?

Funding received will greatly bolster our most effective marketing efforts, including those that are likely to reach out of state and international audiences. We will include direct calls to action for audiences to visit Kirkland including Slide Ads seen by all ticket holders, and verbal calls to action prior to all live events.

We will also work with the City of Kirkland to dedicate one of our film screenings to the partnership, including the opportunity for a representative of Kirkland to speak prior to the screening, and highlight tourist attractions and accommodations in Kirkland.

South Asian immigrants make up one of the most quickly growing demographics in King County, and continuing to offer culturally responsive entertainment and dialogue, a support system, and resource hub for South Asians will cement this corner of the world as an inviting tourist destination.

3. Total projected attendance for event:

45000

3a. Methodology	Direct Count
3b. Please describe how you arrived at this estimate:	Our inaugural virtual film festival in 2020, the Coalition of South Asian Film Festivals, garnered over 45,000 views throughout the two-week festival. With twice as many days in the festival and both literature and storytelling components added, we feel confident that we can reach or exceed these numbers with Tasveer Festival.
4. Total projected number of visitors traveling more than 50 miles to attend event: 36000	
4a. Methodology	Structured Estimate
4b. Please describe how you arrived at this estimate:	The above number represents virtual traffic, as Tasveer Festival will be almost entirely online. Approximately 36% of our online traffic comes from outside of the US. Of the online traffic coming from within the US, about 70% is out of state, or from 50 miles away. In all, approximately 80% of online traffic comes from 50 miles away or more. Therefore, approximately 36,000 potential tourists may see promotions for tourism activities in Kirkland.
5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country	15750
5b. Methodology	Structured Estimate
5b. Please describe how you arrived at this estimate:	The above number represents virtual traffic, as Tasveer Festival will be almost entirely online. Approximately 36% of our online traffic comes from outside of the US.
6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations: 200	
6a. Methodology	Structured Estimate

6b. Please describe how you arrived at this estimate:	Of the virtual attendees who are exposed to tourism promotion for Kirkland, we estimate that approximately 100 of those will convert into paid stays at Kirkland lodging.
7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:	100
7a. Methodology	Structured Estimate
7b. Please describe how you arrived at this estimate:	Of the virtual attendees who are exposed to tourism promotion for Kirkland, we estimate that approximately 100 of those will convert into visitor stays with family and friends.
8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.	200
8a. Methodology	Structured Estimate
8b. Please describe how you arrived at this estimate:	Estimated assuming on average the 100 guests staying in paid accommodations would stay for 2 nights, equivalent to a weekend trip.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Tasveer Festival is like no other event in the US, the only of its kind to showcase the best in South Asian independent films, literature, and storytelling through a single festival.

Tasveer Festival provides much needed artistic and social justice programming for South Asian audiences in the US, who otherwise rarely see themselves depicted (or depicted accurately) in media and the arts.

Because Tasveer Festival fills this gap, is accessible to individuals nation-wide, and gives ample opportunities to promote tourism, we feel confident that this endeavor will bring eager travelers to Kirkland in the months following the virtual festival.

Additionally we will make the decision to stay in Kirkland easy by incentivizing travelers to stay in Kirkland hotels through special discount codes.

1b. Describe the event's marketing plan and strategy:

Tasveer Festival promotion will include:

E-News Blasts (6K+ subscribers, national/ international audience):

--Bi-weekly emails highlighting the festival in July - August

--Weekly festival emails in September - October

--Final festival re-cap email in November

--The majority of Tasveer Festival emails will include sponsor recognition

Social Media (9K+ followers, national/ international audience):

--Posting about the festival starting in June

--Weekly posting about the festival starting in August

--Sponsor tags and recognition in multiple posts prior to and during the festival

Online Ads:

--Google ads leading up to the festival that reach diverse demographics and geographic locations

Television Ads:

--Tasveer has an ongoing relationship with KCTS 9 and will run 30 second advertisements for Tasveer Festival through September and October, reaching nearly 2 million viewers across Washington and British Columbia.

National press releases

--2-3 press releases about Tasveer Festival will be sent through the Cision PR Newswire network, with each press release garnering 100+ pickups, and potential audiences of 100Mil+

Co-promotion with partner organizations:

--Tasveer Festival will engage dozens of partnering organizations including sponsors, non-profits, media outlets, educational institutions, and more. Partners will broaden our reach through their own promotional channels, driving diverse audiences to our screenings. As mentioned previously, Tasveer Festival is the only festival of its kind, serving South Asian audiences that are hungry for accurate and diverse portrayals of the South Asian experience, and inviting non-South Asian audiences to deep-dive into the multiplicity of lived experiences throughout South Asia's global diaspora.

By association, the City of Kirkland's image will be bolstered, as a destination that invests in culturally diverse programming, and as a welcoming destination for South Asians visiting the Pacific Northwest.

The area's existing attractions will be highlighted through high-visibility digital promotions, and a dedicated screening with air time for a representative of the City of Kirkland to address audiences directly.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

The City of Kirkland will experience a positive economic impact through:

1. Increased tourist travel from around the nation, in the months following Tasveer Festival. Visitors will be more likely to stay at hotel locations where Tasveer has organized a special discount, and we will partner with hotels that collect the Lodging Tax fund.

2. Economic support to Kirkland individuals: Tasveer employs residents of Kirkland as staff and contractors

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

Tasveer has been successfully planning and implementing some of the largest South Asian film festivals in North America for 16 years. With exemplary programming and execution, our festivals succeed in engaging diverse audiences, industry leaders, social justice pioneers, academics, businesses, and government partners.

Tasveer is experienced in receiving and stewarding funding from city governments, including contracting and securing necessary permitting. Tasveer programs have been funded by the cities of Bellevue, Issaquah, Redmond, and Seattle, to name a few.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

Funding from Tasveer Festival is diversified, protecting the festival if one source of funding diminishes or goes away. The festival receives contributions from over a dozen sponsors, several foundations, City and State funding agencies, and limited income from individual donations and ticket sales. We are also launching a membership program that will hopefully provide a steady stream of income throughout the year as it builds.

This being said, Tasveer is a small organization that implements extremely robust annual programming, serving thousands of King County residents. Funding from local governments and foundations is key to our ability to present a program that is accessible to audiences of all income levels, to fairly pay artists and organizers, and to include programs that delve deep into the social justice issues of the times through the powerful mediums of film, literature, and storytelling.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

Community collaboration is built in to nearly every Tasveer program, and we are always looking for new ways to partner. Traditionally we work with partners to co-present film and literature offerings, which greatly increases our reach to new audiences. We also partner with many organizations and individuals to moderate discussions and interview authors and filmmakers. Should other Kirkland events overlap with Tasveer Festival in timing or content, we would happily engage in collaborative marketing efforts.

6a. New Event - 15 points

While Tasveer South Asian Film Festival has been operating successfully for 16 years, 2021 will be the first year for Tasveer Festival, in which we combine our film, literature, and storytelling events into a single SXSW-style festival. This gives us the benefit of experience and a dedicated audience base, as well as the appeal and intrigue of a new event.

6b. Shoulder Season Impact - 10 points

Tasveer Festival takes place throughout the month of October, bringing an abundance of culturally relevant entertainment to the shoulder season.

6c. Safe, Inclusive, and Welcoming Events - 10 points

Tasveer as an organization was created after its two co-founders experienced hate crimes in the wake of 9/11. As an organization that was created out of the need to cultivate safe spaces for South Asians, and uplift their art and diverse perspectives, our programs are the epitome of inclusivity. Always striving to further represent sub communities within the South Asian diaspora, our programs give intentional space to LGBTQ+ individuals, dalits and those in lower castes, less represented South Asian countries, and those experiencing mental illness or domestic violence.

Our virtual event will prioritize safety in the time of COVID-19, and any in-person offerings will strictly adhere to the most up-to-date recommendations from the Department of Health and the CDC.

6d. Multiday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

Tasveer has, since March 2020, adhered to the highest COVID-19 safety standards. All of our programming has been virtual, and our staff have been working from home. Fall 2021 will be our first foray into in-person events since the pandemic began, and we will require appropriate masking and social distancing at the 2-3 live events planned.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

[Rita and Farah.jpeg](#)

[Comcast Sponsorship.jpg](#)

[Tasveer Audience.jpg](#)

[TSAFF.jpg](#)

[HomePage_Poster.png](#)

SECTION VI - Signature of Applicant

Organization Representative Name

Ariel Brownstein

Organization Representative Signature



[Uploaded signature image: ArielSignature.png](#)

Application Date

08/06/2021

City

Redmond

State

WA

Country

USA

2022 Tourism Funding Grant Application



Submission date: **6 August 2021, 4:44PM**
Receipt number: **33**
Related form version: **11**

2022 Tourism Funding Application (*)

Event/Program Title	Explore Kirkland
Today's date	08/06/2021
Funding Request Amount	230,537
Proposed Location of Event/Program	City of Kirkland
Event date(s)	2022
Organization	City of Kirkland
Contact Name	Chris Hendrickson
Email for correspondence with the City	chendrickson@kirklandwa.gov
Street Address	123 5th Avenue
Street Address Line 2	
City	Kirkland
State	Washington
Zip	98033
Phone	4255873017
Cell	
Website	https://www.explorekirkland.com/
Facebook site	https://www.facebook.com/explorekirkland

Section I - General Information

Is this a new event?

No

If not, how many years has this event been in existence?

19

Please provide a description of the program/event

Explore Kirkland is the tourism brand for the City of Kirkland. Its primary function is to transform the City's lodging tax revenues by using them to support programs, efforts and events that benefit the Kirkland businesses who pay the tax in the first place. Explore Kirkland promotes Kirkland in a positive way, inviting guests from over 50 miles away to come and explore, recreate, relax, shop and dine in a beautiful City with gorgeous views and a welcoming atmosphere. Our overarching mission is to increase "heads in beds," meaning that we intentionally set out to generate overnight stays in our hotels, motels and short-term vacation rentals. The program develops, promotes and enhances visitor resources, including our newly renovated Explore Kirkland website, which highlights our best assets and provides a roadmap for adventures in our amazing City. Explore Kirkland strives to showcase our best, most inviting tourism features, including our parks, hotels, restaurants, retail stores, performing arts venues, unique boutiques and other niche businesses, luxury accommodations and our exciting collection of new businesses opening their doors at places like Kirkland Urban and Village at Totem Lake.

Event/Program Expenses (*)

Item 1 Description

Tourism Staffing

Item 1 Cost	101968
Item 2 Description	Internal services, advertising, photography, SEO, miscellaneous
Item 2 Cost	65069
Item 3 Description	Website hosting
Item 3 Cost	21500
Item 4 Description	Marketing
Item 4 Cost	42000
Item 5 Description	
Item 5 Cost	
Total Costs	\$230537.00

What is the total budgeted cost of your event/program? **230537**

(Please provide the overall gross cost of your event in its entirety)

Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland? **Yes**

Does your organization have a current City of Kirkland Business License? **Yes**

Have you watched the online tourism workshop? (see video below) **Yes**

SECTION II – Washington State Required Projected Tourism Benefit

1a. Please identify the specific tourism audiences or markets located more than 50 miles away that the event will target: **The Explore Kirkland tourism program targets business and leisure visitors traveling to the Puget Sound region by branding Kirkland as a destination both beautiful and unique. Specifically, Explore Kirkland Tourism Program focuses its marketing on regional travelers from Vancouver to Portland who**

are familiar with Seattle but looking for a new experience when traveling to the area.

With the ongoing challenges presented by the COVID-19 virus and its ensuing variants, special events unfortunately remained shrouded in uncertainty during the first half of 2021. Explore Kirkland did its best to support events held in the virtual realm, while continuing to showcase Kirkland as the “epicenter of resilience.” That said, 2021 was not without successes! We held our first ever 3 on 3 basketball tournament, the Great Northwest 3 on 3, which was a resounding success. Summerfest came back triumphantly, as well as other, signature Kirkland events including Kirkland Uncorked, the Kirkland Waterfront Car Show and more. Our hope for 2022 is to continue to build a culture of hope and restoration, by promoting Kirkland as the best place to come for a quick, safe, socially distanced weekend getaway. The successes of 2021 can be used as a foundation for a bright and hopeful 2022. Our work in tourism continues, despite ongoing COVID-19 challenges, and we are poised and ready to broaden our efforts in alignment with whatever presents itself in our “new normal.”

One of our biggest goals for 2022 is to more fully utilize our beautiful new Explore Kirkland website by publishing compelling content that draws visitors to our area. We want to intrigue readers to the point that they are inspired to come and visit our City. One of the most exciting accomplishments of 2021 was staff’s empowerment and increased ability to really dive into that website to make changes, add pages, alter the home page, customize content, publish blog posts, add beautiful photos, and more.

These skills will be further developed in 2022 and more fully utilized.

1b. Describe how you plan to promote your event to this audience:

We plan to maximize our new website and our relationship with PR firm Green Rubino to target those spur- of-the-moment weekend travelers. We also hope to continue building our presence on social media through boosted posts on the City's Explore Kirkland Facebook page. Further, we will more effectively utilize our tourism GovDelivery distribution list, previously only used for events guides, through more varied publications. Finally, we will continue to enhance, beautify and develop our brand new Explore Kirkland website, with content specifically written to emphasize Kirkland as a safe place to come for a quick weekend "staycation."

2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip?

The Explore Kirkland tourism program promotes Kirkland as a tourist destination with a range of activities and accommodations from luxury boutique hotels to family friendly budget hotels. Explore Kirkland advertising and media outreach focuses on publications that have readership 50 miles or more away, promoting Kirkland as a great destination to visit for a variety of reasons, including its waterfront parks and extensive opportunities for on-the-water recreation, other outdoor recreation, dining, wine tasting, shopping, arts and culture. In the past, we have capitalized on our dynamic repertoire of festivals and events hosted by our partnering organizations. While we had high hopes for the strong return of largescale events in 2021, the first part of the year we saw continued cancellations. We are very hopefully that 2022 will bring us the safe and healthy return of events that we'd hoped for in 2021. Explore Kirkland tourism funding is critical to the restoration of tourism in Kirkland, will help enhance economic development in the City, and will be used to continue to promote Kirkland in a positive light while showcasing our assets and events. We want to continually remind people how much they love our gorgeous City and realize that it's the perfect location for a quick, urban getaway. This will increase the number of people traveling to Kirkland for business and pleasure.

3. Total projected attendance for event:

651000

3a. Methodology

Structured Estimate

3b. Please describe how you arrived at this estimate:

This number is based on our 2020 total attendance actuals.

4. Total projected number of visitors traveling more than 50 miles to attend event:

325500

4a. Methodology

Structured Estimate

4b. Please describe how you arrived at this estimate:	This number is based on our 2020 total attendance actuals.
5. Of the total projected number of visitors traveling more than 50 miles to attend the event, the projected number of visitors who traveled from another state or country	97650
5b. Methodology	Structured Estimate
5b. Please describe how you arrived at this estimate:	This number is based on our 2020 total attendance actuals.
6. Total projected number of visitors staying in paid lodging establishments such as hotels, motels, and short term rentals such as bed and breakfasts, and other vacation rental accommodations:	107823
6a. Methodology	Structured Estimate
6b. Please describe how you arrived at this estimate:	This number is based on our 2020 total attendance actuals.
7. Total projected number of visitors staying in unpaid accommodations such as with family and friends:	215647
7a. Methodology	Structured Estimate
7b. Please describe how you arrived at this estimate:	This number is based on our 2020 total attendance actuals.
8. Total projected number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.	71882
8a. Methodology	Structured Estimate
8b. Please describe how you arrived at this estimate:	This number is based on our 2020 total attendance actuals.

SECTION III – Kirkland Tourism Development Committee Additional Criteria

1a. Please describe how the event/program will attract visitors from 50 miles or more away and generate overnight stays:

Historically, the Explore Kirkland tourism program has been focused on attracting visitors from 50 miles or more away through targeted advertising, collateral, public relations, social media and special projects designed to highlight Kirkland as a destination to visit for leisure or work. This remains our primary goal although the strategy looks slightly different with the deliberate reduction of print collateral and ads in print publications. For 2022, we plan to continue to promote Kirkland as the ideal place for a quick weekend “staycation,” promising fine dining, lodging ranging from luxurious to more casual, gorgeous parks, unique boutique shopping, and lots of opportunities for things like hiking and public art walking tours. We are working hard to resume our print publication advertising by working with various publications to create fresh new ads based on real time photos taken in 2021. We will work to target rural communities in east and north Snohomish County, Skagit County and Whatcom County, inviting folks to come for the ultimate urban adventure.

1b. Describe the event's marketing plan and strategy:

Selling Kirkland as an urban hub will appeal to those on a quest for a little nightlife but who may not be interested in venturing into downtown Seattle. We will attract this audience through our tourism GovDelivery platform, our Explore Kirkland website and our Explore Kirkland Facebook page. When appropriate, normal City channels such as Twitter and Instagram may also be utilized. The marketing plan may include quarterly newsletters sent through GovDelivery that can also be posted on the website, maximizing the GovDelivery resource. Regular Facebook posts will be mapped out, and interesting blogs and photojournalism-style features can be posted on the website and then promoted on social media.

2. Project Scope (20 points): Please describe how the event/program improves the City's overall image by providing a positive visitor experience and/or promoting

From January through May of 2021, we strategically worked to highlight virtual events as they happened, because we strongly felt and still feel, that they helped

the area's existing attractions.

portray Kirkland in a positive light. This strategy was employed to “bank” future tourism by promoting our resilient community and demonstrating our incredible heart and dedication to slowing the spread of COVID. We worked and will continue to highlight our successes, including our amazing farmers markets and the other events that could move forward in 2021, especially our new events. We are very proud that not only did the Olympics debut the first ever 3 on 3 basketball game play in 2021, we did too! Explore Kirkland held its first ever 3 on 3 basketball tournament at Northwest University and it achieved favorable reviews from dedicated 3 on 3 basketball tournament followers. If it’s awesome enough for the Olympics, it’s awesome enough for us!

We feel that our tourism banking strategy has helped improve the City’s overall image and we look forward to building this in 2022. The work we do in 2022, through the shiny new website and enhanced content on our Facebook page, will highlight our successes! Additionally, we have not stopped our efforts to attract brand-new events to our City. This diligent work has, for the second year in a row, successfully invited and welcomed new tourism grant applicants to our pool, helping to enhance and build our events repertoire! 2021 saw two brand new events successfully recruited by Tourism staff and funded by our Tourism Development Committee. We look forward to more in 2022.

It is always our goal to promote our assets and while also reminding people of our resilience and of the fact that we value safety! Kirkland boasts a very high vaccination rate which is a wonderful way to help people feel comfortable enough to come and visit. Yes, we are resilient and hopeful, while also prioritizing social distancing and mask-wearing for those who continue to do so. Any and all public health

guidelines and recommendations meant to reduce the spread of COVID in our state are valued and lauded in Kirkland.

3. Economic Impact (10 points): Please describe how the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

A primary component of the Explore Kirkland tourism program is to support and help promote Kirkland's tourism events, attractions and organizations. Explore Kirkland partners with the Kirkland Chamber of Commerce and Kirkland Downtown Association, events, hotels, attractions and activities to encourage and foster tourism efforts. With the continued cancellations in 2021, tourism staff was extremely dedicated in capturing the events that were held in order to use this as promotional material on our website and social media pages. We expect to see many more triumphant returns in 2022 and will continue to promote and support virtual offerings right along with any actual events that take place. There is still uncertainty, and there are still challenges to face, but we have proven our ability to nimbly adapt to whatever comes our way.

4a. Please describe your experience in implementing a successful event/program including contract and permit compliance:

The Explore Kirkland tourism program has been in existence for 19 years and has, up until 2020, continually increased the amount of lodging tax revenue through targeted initiatives and promotions. The program will double down in order to rebuild, recover and flourish in the face of COVID-19.

4b. What is your plan to secure additional funding sources beyond the City of Kirkland tourism funding?

This does not apply to our program.

5. Community Collaboration (10 points): Please describe your plan to collaborate and partner with other Kirkland events and organizations to leverage resources and marketing efforts.

Explore Kirkland is dedicated in its mission of supporting Kirkland's tourism events, attractions and organizations. We partner with the Greater Kirkland Chamber of Commerce and the Kirkland Downtown Association, plus various events organizations and hotels, to encourage and foster tourism efforts. We plan to continue our work to bolster our visibility by reaching out to new events organizers, in hopes of acquiring new events and activities to draw guests to our vibrant and gorgeous City.

6a. New Event - 15 points

6b. Shoulder Season Impact - 10 points

6c. Safe, Inclusive, and Welcoming Events - 10 points

6d. Mutliday Competitive Tournaments (athletic and otherwise) - 10 points

Section IV – Public Health and Safety Plan: COVID-19 (*)

Please provide a brief description of measures implemented before, during and after your event to ensure the health and safety of event volunteers, staff, vendors and attendees.

Explore Kirkland will always go above and beyond to comply with the latest recommendations put forth by Public Health - Seattle & King County, and any corresponding statewide recommendations and guidelines.

If you currently have a detailed health and safety plan with protocols for social distancing, sanitization / hygiene and other health and safety directives guided by local and federal recommendations and best practices, please attach it here:

SECTION V - Publicity/Promotion Policy

If you would like to include photos now, please attach them here:

SECTION VI - Signature of Applicant

Organization Representative Name **Chris Hendrickson**

Organization Representative Signature

A handwritten signature in black ink that reads "Chris Hendrickson". The signature is written in a cursive style with a long horizontal flourish at the end.

[Link to signature](#)

Application Date **08/06/2021**

City **Kirkland**

State **Washington**

Country **United States**