

2021 Tourism Funding Application

Event/Program Title:

2021 Attain Housing 7 Hills of Kirkland

Today's Date:

Friday, August 7, 2020

Funding Request Amount:

\$5000

Proposed Location of Event/Program:

Marina Park

Proposed Date(s) of Event / Program:

Memorial Day, Monday, May 31st, 2021

Daily Schedule

Activity	Start Date	End Date	Start Time	End Time
Setup/Load in	05/31/2021	05/31/2021	04:00	06:00
Event Day	05/31/2021	05/31/2021	06:00	17:00
Load out	05/31/2021	05/31/2021	17:00	20:00

Organization:

Attain Housing

Contact Name:

Jesse Perrell

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Mailing Address:

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Phone:

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<https://twitter.com/AttainHousing>

Website:

7hills.attainhousing.org

Facebook site:

<https://www.facebook.com/attainhousing>

SECTION I - General Information

1. Is this a new event?

Yes No

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

19

2. 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, 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 2021, growing it to include and celebrate more local Kirkland businesses, as month long event that leads up to the Memorial Day ride.

Event / Program Expenses

Please detail the costs you intend to pay for out of this funding in the table below:

	Description	Cost
1.	Marketing: Social media & print targeting WA, OR, BC	\$5,000
2.		
3.		
4.		
5.		

Total Costs

5000

Total Costs should match Funding Request Amount above.

4. What is the total budgeted cost of your event/program? (Please provide the overall gross cost of your event in its entirety)

\$35,000

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

No Yes

NOTE: Organizations will be required to obtain all necessary special event permits. Please contact the Special Event Special Projects Coordinator, Sudie Elkayssi, selkayssi@kirklandwa.gov, or 425-587-3347 to determine permit needs and requirements.

6. Does your organization have a current City of Kirkland Business License?

Yes No

NOTE: Organizations will be required to obtain a business license. Business license information can be found on the City's website under Business. Proof of a City of Kirkland business license is due 30 days prior to your event.

7. Have you watched the online tourism workshop? (see link to video below)

Yes No

Visit the City of Kirkland website to view the tourism workshop video:

<https://www.youtube.com/watch?v=lqtQmEnvcmQ&feature=youtu.be>

SECTION II – Washington State Required Projected Tourism Benefit

RCW 67.28 provides authority for cities and counties to use lodging tax for tourism promotion to attract visitors and encourage tourism expansion. State law also details certain reporting requirements for jurisdictions that levy a lodging tax. Each agency awarded Kirkland lodging tax funds will be required to submit a Tourism Funding Expenditure report, due to the City by December 18, 2021.

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 2021 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 these last two years 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 2021.

The changes and quick revisions necessary to producing the 2020 event resulted in a successful fundraiser that engaged the cycling community in supporting our work as well as local businesses. We plan to roll into 2021 with a more robust, accessible, and local-business supporting version of the event. 2020 has been a difficult year, but we are excited about what we learned with the altered version of the 7 Hills, and about a 2021 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?

Funding received will allow us to market the 2021 7 Hills of Kirkland effectively; to continue to extend and grow our out of area audience, and bring attention to Kirkland businesses and all that the city has to offer.

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.

For the items below please estimate the attendance and provide the methodology you will use in measuring the actual attendance for each category.

Methodologies

a. **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

b. **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

c. **Representative Survey:** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and

includes margin of error and confidence level.

d. **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

e. **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)

f. **Other :** (please describe with each question below)

3. Total projected attendance for event:

1800

3a. Methodology:

Representative Survey Indirect Count Direct Count Informal Survey
 Structured Estimate Other

If other, please describe:

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:

Other Structured Estimate Informal Survey Representative Survey Indirect Count
 Direct Count

If other, please describe:

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

5a. Methodology:

Direct Count Indirect Count Representative Survey Informal Survey
 Structured Estimate Other

If other, please describe:

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:

30

6a. Methodology:

- Direct Count Indirect Count Representative Survey Informal Survey
 Structured Estimate Other

If other, please describe:

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:

30

7a. Methodology:

- Direct Count Indirect Count Representative Survey Informal Survey
 Structured Estimate Other

If other, please describe:

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.

30

8a. Methodology:

- Direct Count Indirect Count Representative Survey Informal Survey
 Structured Estimate Other

If other, please describe:

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.

Expenditure Report Worksheet will be required for reimbursement. The City must report this information to the Washington State Joint Legislative Audit & Review Committee.

SECTION III – Kirkland Tourism Development Committee

Additional Criteria

1. Tourism Marketing and Attraction (50 points):

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, 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 plan to repeat and develop this aspect of the event into 2021 with a month of May program.

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 2021 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.

4. Project Success and Sustainability (10 points):

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 6 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 2021 we look forward to reconnecting to these businesses, as well as those we made new connections with this year.

6. Bonus Points: If you are applying for bonus points, please describe how your event qualifies in the spaces below (further detail about each bonus points category is available in the "criteria" section of this application):

6a. New Event

6b. Totem Lake Events

6c. Shoulder Season Impact

6d. Welcome Back / Re-opening Themed Event

We managed to pull through with a successful event in 2020, but our riders and community definitely let us know that they missed having an in person ride on Memorial Day! We're looking forward to an early morning at Marina Park, and celebrating Kirkland and our community together in 2021. What we learned this year will allow us to both ramp up, and focus on how the event supports and celebrates our local businesses, and we are looking forward to this.

6e. Safe, Inclusive, and Welcoming Events

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.

From earlier this year, 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 2021 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.

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

All live events and large social gatherings held in the City of Kirkland are required to comply with federal, State and County health regulations and protocols focused on reducing the spread of COVID-19. This is an ever-changing landscape and it is critical that all events comply with the most current set of federal, State and County health regulations.

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 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. We feel confident about building a safe and successful event in 2021 in an ever-changing landscape.

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:

Recommendations and corresponding requirements established by Public Health – Seattle & King County must be thoroughly audited prior to your event to ensure compliance with the current COVID-19 related guidelines and safety protocols. Any formal health and safety plans required by Public Health – Seattle & King County must be submitted to the City 30 days prior to the event. Submit plans to: tourism@kirklandwa.gov.

SECTION V - Publicity/Promotion Policy

Prominent display of the Explore Kirkland logo (and link to www.explorekirkland.com where applicable) is required of all recipients for use in all publicity materials including, but not limited to, electronic promotion (website, social media), brochures, press releases, programs, posters, public service announcements, flyers, newsletters, and advertisements. The Explore Kirkland logo will be provided at the same time as

the Municipal Services Agreement. In addition, we request five to eight photographs of your event to use in Explore Kirkland tourism promotion. Please send photos to tourism@kirklandwa.gov by February 28, 2021. Please track press coverage and send copies of any articles covering the event/promotion to tourism@kirklandwa.gov.

Event Photos:

In order to assist with tourism event promotion we ask festival and event coordinators to submit five to eight high resolution (300 dpi) photos. If your event is new and you don't have photos, please provide any promotional graphics and/or event logos you'd like used for promotion. We may include these photos/images/logos in tourism promotion collateral, web and social media promotions, and publicity outreach. Please submit these photos/images/logos no later than February 28, 2021.

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





SECTION VI - Signature of Applicant

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if awarded, will go to the Organization. I have contacted the City of Kirkland Special Event Permitting Office and can meet all the requirements for putting on an event in Kirkland. I understand the insurance, business license and state reporting requirements. If my event is funded I agree to use the Explore Kirkland logo in all promotional material.

I acknowledge that changes in project scope must be requested in writing and an in-person presentation to the Tourism Development Committee may be required for continued funding consideration.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in meetings of the Tourism Development Committee that are open to the public under RCW 42.30.

Organization Representative Name

Jesse Perrell

Organization Representative Signature: click inside box and use mouse to sign, or if using a touch screen device, use stylus or your finger.

A handwritten signature in black ink, appearing to read 'Jesse Perrell', written over a light gray rectangular box.

Application Date:

Friday, August 7, 2020