

2021 Tourism Funding Application

Event/Program Title:

The Virginia Mason Mother's Day Half Marathon and 5K

Today's Date:

Saturday, August 1, 2020

Funding Request Amount:

1200.00

Proposed Location of Event/Program:

Juanita Beach Park

Proposed Date(s) of Event / Program:

05/09/2021

Daily Schedule

Organization:

Orca Running

Contact Name:

Hannah Vanhooser

Email for correspondence with the City:

hannah@orcarunning.com

Mailing Address:

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Phone:

2067477849

Cell:

Twitter:

Website:

www.themothersdayhalf.com

Facebook site:

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

SECTION I - General Information

1. Is this a new event?

Yes No

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

11

2. Please provide a description of the program/event:

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 its 11th year and draws well over 1,200 people each year. As the event grows every year we hope to bring in even more runners from out of town.

Event / Program Expenses

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

	Description	Cost
1.	Facebook Marketing	1000.00
2.	Instagram Marketing	200.00
3.		
4.		
5.		

Total Costs

1200

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)

50,000

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:

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. Specifically we will target surrounding states and cities in Washington that would require a drive where an overnight stay would make sense. Some our target audiences will be Spokane, Olympia, Vancouver BC, Portland, Ellensburg, and Boise.

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

We are going to increase the budget allocated towards targeting out of town participants. This will primarily be through social media ads and email marketing. Every year we have had a specific budget for targeting out of town participants the number of out of town participants has increased.

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

We can directly target online audiences who live far enough away where they will need an overnight stay. We use ads that feature why people should choose to come to this particular race and why Kirkland is a great place for an overnight trip.

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:

1400

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:

We keep records of participation count through our registration software.

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

250

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:

Attendee's residency can be determined from registration data. All participants have to register and fill out address.

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

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:

Registration data from previous years.

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:

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

If other, please describe:

Please describe how you arrived at this estimate:

We used a post-race survey that asked a question about accommodations.

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

50

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:

We used a post-race survey that asked a question about accommodations.

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

100

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:

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.

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:

Social media allows marketing efforts to be directed towards specific geographic areas, so we will employ those tools in creating ads, whose success can be directly measured. We can tailor marketing towards past out of town participants which are some of our warmest leads. We will also target people with similar interests.

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 where runners will get a store discount. This will also encourage them to walk around downtown and explore other businesses.

4. Project Success and Sustainability (10 points):

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

The race is well established (in it's 11th 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 can leverage the participants from that race to help increase registrations.

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

N/A

6b. Totem Lake Events

N/A

6c. Shoulder Season Impact

N/A

6d. Welcome Back / Re-opening Themed Event

Our 2020 Mother's Day Half was moved to a virtual event due to Covid-19. We want to use 2021 as a welcome back to racing. We cannot wait to see participants in person again so we want to really hype this race up.

6e. Safe, Inclusive, and Welcoming Events

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.

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.

Orca Running is serious about the safety of our staff, participants, and vendors. We will take all of the precautionary measures we can to have a safe race. We will hold outdoor packet pick-up to avoid congregating indoors. Staff and volunteers will wear masks and gloves. Kiosks will be cleaned between uses. Attendees will be asked to wear masks until the race start and wear a buff or gaitor during the run. We will have hand washing stations at portable restrooms. We will increase the number of start waves and spread them out to avoid crowding. No pre-race announcements to avoid crowding. All aid stations will have hand sanitizer and wipes. All post race food will be pre-packaged and all water will be pre-poured. Congregating will not be allowed post race and awards will be mailed out.

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

Hannah Vanhooser

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 "Harold Warburton". The signature is written in a cursive style with a prominent initial "H".

Application Date:

Saturday, August 1, 2020