



## 2021 Tourism Funding Information

The Kirkland Tourism Program is pleased to announce the Tourism Development Committee (aka Lodging Tax Advisory Committee) Tourism Funding Application is available for 2021. **Applications are due** August 7, 2020.

The Revised Code of Washington (RCW) 67.28.180 provides authority for cities to adopt a lodging tax. The City of Kirkland has adopted a 1% lodging tax rate and may invest these revenues into events or programs that attract visitors to Kirkland.

The Kirkland Tourism Program has been in operation since 2002. During that time, over \$700,000 has been awarded to tourism events and programs. The Kirkland Tourism Development Committee (TDC) has proposed to make up to \$60,000 available for 2021. These funds will be awarded for the marketing or operations of special events and festivals designed to attract tourists to Kirkland and be distributed on a reimbursement basis. The TDC will look supportively at new events, while also giving serious consideration to events with track records for bringing visitors to the City.

**The goal of this Tourism funding is to attract visitors who come to Kirkland from 50 miles or more.** Overnight stays not only improve the tourist environment of Kirkland; their revenues sustain the Tourism Program budget.

## Tourism Grant Recipient Requirements

### Washington State Reporting Requirements:

In 2013, the Washington Legislature added a provision to the Lodging Tax Statute (RCW 67.28.1816(2) (a)) which requires: Applicants applying for use of revenues in this chapter must provide estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip.

At the end of the award period, the legislation requires organizations to report on their success in attracting those visitors. All funds are awarded on a reimbursement basis and will not be awarded until the Tourism Funding Expenditure Report Worksheet and the Tourism Funding Reimbursement Form are submitted.

### Criteria:

In addition to State requirements, the TDC has identified the following criteria that will be used in evaluating and ranking the applicants.

#### **Tourist Attraction and Marketing - 50 points**

The extent the event/program demonstrates the ability to attract visitors from 50 miles or more away and generate overnight stays.

## **Project Scope - 20 points**

The extent the event/program improves the City's overall image by providing a positive visitor experience and/or promoting the area's existing attractions including the Kirkland waterfront, Totem Lake, the Cross Kirkland Corridor and other compelling areas of Kirkland.

## **Economic Impact – 10 points**

The extent the event/program will generate a positive economic impact by increasing visitor expenditures in Kirkland.

## **Project Success and Sustainability - 10 points**

The extent the applicant has a track record of implementing a successful event/program including contract and permit compliance. The ability of the event to secure additional funding sources beyond City of Kirkland tourism funding.

## **Community and Business Collaboration - 10 points**

The extent the applicant collaborates and partners with other Kirkland events and organizations, businesses & hotels in leveraging resources and marketing efforts. Such as Co-op advertising and cross promotional opportunities.

# **Bonus Points**

## **New Events – 15 points**

New event/programs that have been in existence for less than three years qualify for up to 15 bonus points.

## **Shoulder Season Impact - 10 points**

Events that take place in the shoulder season (October-April) qualify for up to 10 bonus points.

## **Totem Lake Events – 10 points**

Events that take place within the boundaries of the Totem Lake Urban Center, qualify for up to 10 bonus points.

For more information about the Totem Lake Urban Center, visit:

[https://www.kirklandwa.gov/Residents/Totem\\_Lake.htm](https://www.kirklandwa.gov/Residents/Totem_Lake.htm)

## **Welcome Back / Re-opening Themed Events – 10 points**

Events that strongly promote and embrace COVID-19 recovery/welcome back as the overarching theme qualify for up to 10 bonus points.

## **Safe, Inclusive, and Welcoming Events – 10 points**

Events that have a stated purpose that reinforces the City's commitment to being a safe, inclusive, and welcoming place for all people, with particular focus on increasing awareness of and/or celebrating cultural, ethnic, and/or racial diversity, qualify for up to 10 bonus points.

# **City Requirements**

## Non-Reimbursable Expenses:

Awarded funds may not be used to reimburse anything other than marketing and operations of special events and festivals designed to attract tourists. Non-reimbursable expenses include but are not limited to: alcohol, pre-paid Visa cards, staff gifts, parking tickets, traffic citations, rental cars, and off-duty police contracts.

## City of Kirkland Special Event Permits:

All applicants must contact the Special Event Permitting Office prior to submitting this application to understand the requirements necessary for the production of their event. Please contact Sudie Elkayssi, Special Event Special Projects Coordinator at [selkayssi@kirklandwa.gov](mailto:selkayssi@kirklandwa.gov) or call (425) 587-3347 to determine permit needs and requirements. If an event is awarded tourism funding but is unable to receive special event permitting approval, awarded tourism funding will be subject to reallocation by the Tourism Development Committee for the current or a future funding cycle.

## City of Kirkland Business License:

Organizations holding events in Kirkland are required to obtain a City of Kirkland business license. Business license information can be found on the City website under [Business Licenses](#) or by calling (425) 587-3140. Proof of a City of Kirkland business license is due 30 days prior to your event.

### 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.

## Questions:

For questions or additional information, please contact our Tourism Development staff at: [tourism@kirklandwa.gov](mailto:tourism@kirklandwa.gov).

## Applications:

Applications are due August 7, 2020.

**The schedule for accepting, reviewing and awarding funding is as follows:**

June 2020:	2021 Tourism Event Funding Grant Application Opens
August 7, 2020:	Tourism Funding Applications are due by 5 p.m.
August 21, 2020* 9:00 a.m. to 1 p.m.:	TDC hears short presentations from applicants – Council Chambers (may be changed to an online meeting if in-person meetings continue to be restricted)
September 3, 2020 9 to 11 a.m.:	TDC ranking and final funding recommendations - Norkirk Room.

December 2020:	City Council adopts budget and approves funding.
January 2021:	Municipal Service Agreements emailed to approved projects and agencies for signatures.
February 2021:	Municipal Service Agreement due back to City of Kirkland.
February – December 18, 2021:	Submit Tourism Funding Reimbursement Form (with copies of receipts and invoices) and Tourism Funding Expenditure Worksheet for reimbursement (after completion of the event).

\*All TDC meetings are open to the public and located at City Hall (123 5th Avenue, Kirkland)

## Attachments/Resources

[www.kirklandwa.gov/specialevents](http://www.kirklandwa.gov/specialevents)

For additional information or questions, please contact Sudie Elkayssi at 425-587-3347 or [selkayssi@kirklandwa.gov](mailto:selkayssi@kirklandwa.gov)

## Special Event Requirements and Permit Application

[www.kirklandwa.gov/businesslicenses](http://www.kirklandwa.gov/businesslicenses)

**State regulations pertaining to expenditure of tourism funds**

<http://apps.leg.wa.gov/rcw/default.aspx?cite=67.28.080>

## Business License Information

[www.kirklandwa.gov/businesslicenses](http://www.kirklandwa.gov/businesslicenses)

**State regulations pertaining to expenditure of tourism funds**

<http://apps.leg.wa.gov/rcw/default.aspx?cite=67.28.080>

## Map of Kirkland / Parks Information

<http://www.kirklandwa.gov/Assets/IT/GIS/Kirkland+Neighborhood+Area+Map.pdf>

**Online Park Rentals and Services**

<https://secure.rec1.com/WA/city-of-kirkland/catalog>

<https://www.kirklandwa.gov/Assets/CMO/CMO+PDFs/Kirkland+Parks+Facilities+and+Trails+Guide.pdf>

## 2021 Tourism Funding Application

**Event/Program Title:**

2021 Attain Housing 7 Hills of Kirkland

**Today's Date:**

Wednesday, May 5, 2021

**Funding Request Amount:**

3000

**Proposed Location of Event/Program:**

Kirkland

**Proposed Date(s) of Event / Program:**

May 1st - 31st

**Daily Schedule**

Activity	Start Date	End Date	Start Time	End Time
Event Day	05/01/2021	05/31/2021	00:00	23:59

**Organization:**

Attain Housing

**Contact Name:**

Jesse Perrell

**Email for correspondence with the City:**

[jesse@attainhousing.org](mailto:jesse@attainhousing.org)

**Mailing Address:**

125 State Street South  
Kirkland, Washington, 98033

**Phone:**

4255769531

**Cell:**

4254427105

**Twitter:**

<https://twitter.com/attainhousing>

**Website:**

[7hills.attainhousing.org](http://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:

The 7 Hills of Kirkland, over 20 years, has highlighted the City of Kirkland as a place to visit, ride bikes, check out local businesses, and take in the parks and outdoors the city has to offer.

The event also gives the Pacific Northwest cycling community a way to support their neighbors, raising 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 in a normal year begins and ends at Marina Park in downtown Kirkland.

In 2020 with public health considerations, we produced a redesigned event that had participants riding on their own throughout the month of May, winning prizes from Kirkland businesses. In 2021, again in light of COVID, we are producing the event as a month long celebration of Kirkland and our community.

Event participants register for free, and are invited to participate in weekly and month long ride challenges, to get out riding in the Kirkland area, ride more miles, climb more hills, and win prizes from local businesses like Zoka Coffee, Zeek's Pizza, Chainline Brewing, and Kirkland Bicycle.

Local businesses, individual riders, and ride clubs create their own custom fundraising pages to promote to their communities, to raise funds for Attain Housing in the months leading up to and throughout the month of May.

## 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 and digital targeting WA, OR, BC	\$3000
2.		
3.		
4.		
5.		

### Total Costs

3000

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)**

\$20,000

**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](mailto: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, and highlights the City of Kirkland as a place to live, visit, and enjoy the outdoors.

Our event 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.

In 2020 and 2021, with travel restrictions and a 'ride-anywhere' version of the event, there's been an opportunity to invite participation from bicyclists (and runners) from across the US and abroad. We're intent on continuing the event as a combination of in person ride and ride-anywhere, and look forward to enticing these new further afield audiences to come visit in the future.

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 are rolling into 2021 with a more robust, accessible, and local-business supporting version of the event.

The 2021 event and our promotion of it, features more and bigger prizes from local businesses, including a drawing for a road bike from Kirkland Bicycle, gift certificates from Zeek's and Zoka Coffee, growlers from Chainline Brewing, and more.

2020 was 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.

In a difficult 2020 and 2021, the event has and continues to remind our community that we are all in this together, that there are ways to support our neighbors and local businesses during this time, and have fun doing it.

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, and of the newly realized capacity for the month-long event to reach and engage with both the existing PNW community over the course of months rather than a single day, and the context it's given to bring in new participants from further away.

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. In 2020 and 2021, the more open ended nature of the event, and peer-to-peer aspect of it has resulted in more participants coming to join the event via invites from other participants. This is a huge positive for the event, as these sort of annual rides and runs see both their growth and reliable-base in friends and family establishing their own traditions in returning to ride each year.

**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:**

250

**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 2020 direct count of riders, individuals, and businesses who registered and created a fundraising page for Attain Housing.

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

0

**4a. Methodology:**

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

**If other, please describe:**

There is not an in person event at a specific location in Kirkland.

**Please describe how you arrived at this estimate:**

Without an event scheduled on a particular day, and with public health and safety discouraging people from traveling for non-essential reasons, we don't anticipate event participants traveling. Participants who win prizes from local businesses may be visiting the business to pick up a prize or shop as the

opportunity presents itself.

**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

**5a. Methodology:**

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

**If other, please describe:**

There is not an in person event at a specific location in Kirkland.

**Please describe how you arrived at this estimate:**

Without an event scheduled on a particular day, and with public health and safety discouraging people from traveling for non-essential reasons, we don't anticipate event participants traveling. Participants who win prizes from local businesses may be visiting the business to pick up a prize or shop as the opportunity presents itself.

**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:**

0

**6a. Methodology:**

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

**If other, please describe:**

There is not an in person event at a specific location in Kirkland.

**Please describe how you arrived at this estimate:**

Without an event scheduled on a particular day, and with public health and safety discouraging people from traveling for non-essential reasons, we don't anticipate event participants scheduling a hotel stay or vacation accommodations for the event this year.

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

0

**7a. Methodology:**

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

**If other, please describe:**

There is not an in person event at a specific location in Kirkland.

**Please describe how you arrived at this estimate:**

Without an event scheduled on a particular day, and with public health and safety discouraging people from traveling for non-essential reasons, we don't anticipate a significant number of event participants

to be traveling to visit family or friends with the specific main intent of participating in this event.

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

0

**8a. Methodology:**

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

**If other, please describe:**

There is not an in person event at a specific location in Kirkland.

**Please describe how you arrived at this estimate:**

Without an event scheduled on a particular day, and with public health and safety discouraging people from traveling for non-essential reasons, we don't anticipate a significant number of event participants to be traveling or scheduling hotel or other accommodations at this time.

***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:**

Our goal in 2021 is to increase the audience and broaden the scope of the event, to include more community, draw attention to and engage with more local businesses, and bring in more riders who will travel to participate in the event when we return to Marina Park.

To increase the number of visitors traveling over 50 miles, we 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 from prior years, and from adapting the event during COVID, of what we can accomplish and how we can grow and expand the scope of the event.

In a normal year, for families and riders traveling for the Memorial Day Weekend, the typical weekend looks like arriving Saturday, staying as close to Marina Park as possible, 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 day 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:**

In 2021, we are promoting in ways that encourage group participation, incentivizing participants to invite friends, family and community near and far to register themselves. We've invested time and some dollars in developing this software and building up a set of tools and services that allow us to grow and market the event in this way.

We are spending our marketing budget on a combination of Facebook and Instagram ads targeted to cities between 50 and 300 miles from Kirkland, and on events/things-to-do marketing campaigns targeting the Pacific Northwest through The Stranger and Portland Mercury.

We're working with local businesses to develop co-marketing plans that connect them to our event audience, and that give these businesses a visible way of likewise connecting their community to the local housing/homelessness cause.

**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 2020 and the current year, we've adapted to continue our focus on Kirkland by celebrating the community and local businesses, as we work together to take care of one another and our neighbors in crisis.

Cyclists, community leaders, businesses, friends and family are encouraging each other to participate, challenge one another, get outdoors, see and support our awesome Kirkland and PNW community.

**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 are expanding and developing this aspect of the event in 2021 with a month of May program.

The event challenges riders and fundraisers to reach goals during the month, for which they can win prizes that the event has either purchased or had donated from local businesses. These prizes range from discounts on Zoka Coffee orders, to growlers with refills at Chainline Brewing, to a road bike from Kirkland Bicycle.

We are highlighting local businesses, and working to send our event participants their way in the ways that are most beneficial to them during this time.

**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 annually 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 we are all 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 annually 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 2020 and 2021 we've gotten creative in how we work with this network and support each other. In some ways, with the mechanical organization and usually large volunteer need of the event have reduced, we've had more bandwidth to collaborate and build on our relationships with these community partners. There have definitely been limitations during COVID to how we can work together, and what sort of collaboration is worth it or possible for other orgs.

The extended duration of the event, and focus on publicly visible participation, has given us more context for collaborative marketing efforts with media outlets like The Stranger, and with local businesses like Zoka Coffee and Kirkland Bicycle.

**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**

**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 with 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 shifting 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, using an app called Ride With GPS to track their rides and compete in ride challenges with prizes such as gift cards from local businesses like Zoka Coffee and Zeek's Pizza.

In 2021, we are again following this basic template. Participants may use the phone app to ride the traditional 7 Hills course at any time during the month if they like, but may also ride in their garage on a spin cycle or locally near their home. Businesses are providing safe pick up for growlers, gift cards that can be used for online orders, and other ways to connect with the event that work well for them.

**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](mailto:tourism@kirklandwa.gov).

## **SECTION V - Publicity/Promotion Policy**

Prominent display of the Explore Kirkland logo (and link to [www.explorekirkland.com](http://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](mailto: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](mailto: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:



ATTAIN HOUSING PRESENTS

# 7 HILLS OF KIRKLAND


MAY 2021  
ONLINE  
ALL MONTH

A FULL MONTH OF CYCLING CHALLENGES, LEADER-BOARDS, GAMES, AND MILEAGE & CLIMBING CONTESTS

CYCLING TO RAISE FUNDS FOR FAMILIES IN EAST KING COUNTY STRUGGLING WITH RENT DURING COVID

FOR MORE INFO, VISIT [7HILLS.ATTAINHOUSING.COM](https://7HILLS.ATTAINHOUSING.COM)

COMPETE TO WIN PRIZES FROM LOCAL BREWERIES, BIKE SHOPS, AND COFFEE ROASTERS

**attain**   
HOUSING





## **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 'JP', with a long horizontal line extending to the right.

**Application Date:**

Wednesday, May 5, 2021