



KPFD *EventFund*

Regional Tournaments & Events
Funding Guidelines and Instructions

• OVERVIEW

The **Kitsap Public Facilities District (KPFD)** uses a Washington State sales tax rebate to invest in sports, recreation, entertainment and conference facilities with other partners in Kitsap County. The KPFD also seeks to promote the use of these facilities, to expand local recreational options and stimulate economic benefit to the community by assisting local organizations host regional sports tournaments and special events at the facilities built or renovated with KPFD-managed funds.

• *EventFund* PURPOSE

The KPFD is making funds available for promotion and marketing of events through the **KPFD *EventFund*** to support Kitsap County-based organizations that want to host, produce and/or market local and regional sports tournaments or special events at KPFD supported facilities.

• *EventFund* GUIDELINES

The KPFD Board of Directors accepts applications and makes fund allocations from the **KPFD *EventFund*** twice a year. Round I on is held in December/January and Round II is held in May/June. Fund award decisions are competitive and range from \$500 to \$5,000.

Applicants must be a Kitsap County-based organization requesting funds for promoting and marketing regional sports tournaments and events hosted at one of the following three facilities developed with KPFD-managed funds.

- Kitsap Conference Center at Bremerton Harborside
- Kitsap Fairgrounds and Events Center
- Facilities within North Kitsap Regional Event Center in Poulsbo

KPFD *EventFund* primarily supports programs through funds for promotion and marketing that stimulate economic activity by drawing out-of-county participants, families and tournament enthusiasts to Kitsap County, while also providing entertaining and healthful recreational opportunities for Kitsap County residents.

The applicant organization's mission, local community affiliations, memberships, as well as a written statement about the proposed tournament or event are required as part of the application. The application must also identify the public benefit to result from the use of fund allocations from the ***EventFund***.

Awards must be used for the purpose of marketing and promoting the event and the facility, the purpose must be stated clearly in the proposal and in accord with the event plan, budget and time line. The KPFD logo and name must be prominently displayed in the marketing literature. 10% or more of the funds awarded must be spent with the Visit Kitsap Peninsula tourism organization for assistance with logos, literature, press releases, flyers, advertising and posters to promote and advertise the event, unless otherwise noted by the PFD Board.

Organizations may apply for **KPFD EventFund** for a specific activity or event for up to three years. The intent is to support the organization or event until it is self-sustaining. To be considered for funding in any additional years, the event follow-up reporting requirement must be detailed and complete, demonstrating progress toward self-sufficiency.

The KPFD is committed to the development of successful events in Kitsap County that promote and utilize the KPFD qualified facilities. To that end, we encourage applicants to contact the KPFD staff prior to submitting an application for funding. We are pleased to discuss project ideas, help develop a realistic event budget or assist as you prioritize the organizational details of the event.

We also are available to review the funding proposal. These services are available as time permits until one week prior to the application deadline.

Allocation of **KPFD EventFunds** is based on a number of factors including, but not limited to, projected number of participants, projected audience size, potential for future growth of the tournament or event, uniqueness or duplication of programming within the Kitsap County area, and demonstration of the need of the organization. Additional community support, matching funds and the potential for long-term sustainability are also important and are considered a strong positive for receiving an allocation from the KPFD **EventFund**. In all instances, the funds requested are to be clearly shown to be used for promoting and marketing the event

KPFD EventFund prioritizes support for programs and events that:

- Draw a large number of participants and audience members from a geographic area beyond Kitsap County.
- Encourage over-night stays in Kitsap County area hotels, motels, B & B's and campgrounds, especially during off-season months.
- Demonstrate collaborative efforts among teams, schools, businesses and government agencies.
- Leverage KPFD allocation with funds from other sources.
- Encourage use of volunteers.

- Enhance participation opportunities for children and youth.

KPFD requires KPFD *EventFund* recipients to submit a detailed after-event report so that the KPFD Board of Directors can evaluate and document the public benefits received.

- A brief narrative highlighting an overall evaluation of the event.
- The strengths and weaknesses of the event.
- Number of participants; the demographics of the participants (i.e. age, county and state of residence.)
- Number of spectators/audience; the demographics of this group (i.e. age, county and state of residence.)
- Estimated number of overnight stays in Kitsap County associated with the event. Consult with the Visit Kitsap Peninsula tourism office for assistance
- Financial report comparing the event budget with the actual revenue and costs, showing in detail where the PFD *EventFund* dollars were spent.
- Outline future plans for the event/tournament...

Please Note: the KPFD Board of Directors occasionally may revise this policy to maintain flexibility and to reflect community needs.

• DELIVERY INSTRUCTIONS

Applications may be submitted to KPFD in two ways:

- 1) Mailing: Applications and supporting documents may be mailed to:
Kitsap Public Facilities District, 9481 Silverdale Way NW, Suite 265, Silverdale, 98383.
- 2) Email: Application and documents may be attached to an email and submitted to:
execdirector@kitsap-pfd.org. A confirmation will be sent within two working days that the application has been received.

PLEASE NOTE: Late applications will not be accepted

If you have any questions, please send an email to:
execdirector@kitsap-pfd.org or call (360) 698-1885.

Thank you for your interest in applying for the KPFD *EventFund*.

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KPFD *EventFund*

Application and Instructions

• APPLICATION FORM

PART I - APPLICATION INFORMATION

- a) Name of the Event: _____
Amount of funding requested \$ _____

- b) Name of organization _____
- c) Address _____

- d) Contact person _____
Telephone _____ Email _____

- e) Organizational structure _____
(For-profit; nonprofit; government/parks program, etc.)

- f) If nonprofit group, list Board of Directors and affiliations:

- g) Geographic area and population served _____

- h) Role of volunteers in organization _____

- i) If collaborative project, describe lead organization and its relation to others involved.

NOTE: Fill out Application Form; use your own stationary or plain paper for the remainder of the Application.

• **APPLICATION INSTRUCTIONS – Supporting Information**

PART 2 - EVENT DESCRIPTION

(limit 2 pages, one-side each)

- a. Project goals, objectives, and timeline;
- b. Estimate anticipated economic impact;
- c. Describe how will you monitor and measure the success of this activity;
- d. Number and type of people, including volunteers and staff, who will participate in and benefit from this activity;
- e. List potential and actual sources of support for this activity;
- f. Explain plans for sustaining this activity in future years;
- g. Describe the public benefits to be derived from this activity.

PART 3 - EVENT BUDGET:

(limit each summary to one side of one page)

- a. Summary of proposed Event revenue and expense budget, **especially the marketing & promotion expenses**. Please note status (committed or requested) of each revenue source.
- b. If available, a summary of actual activity revenue and expense statement from current or prior year (include names of businesses or agencies, not necessary to list names of individual donors.)

PART 4 - DOCUMENTATION OF SUPPORT FROM COLLABORATING AGENCIES:

If the Event/activity for which you seek funds is being accomplished in collaboration with other teams, groups or agencies, include letters of commitment or other documentation of support from these partners. (no limitation on number of letters)

PART 5 - ADDITIONAL INFORMATION:

Please address anything else about this Event that you feel is relevant to this application.