



# KPFD Event Fund Policy

## • OVERVIEW

The **Kitsap Public Facilities District (KPFD)** utilizes sales and use tax rebates to invest in sports, recreation, entertainment and conference facilities within the county and surrounding communities. The KPFD seeks to promote the use of these facilities by expanding local recreational options, stimulating economic benefit to the community, and assisting local organizations host regional sports tournaments and special events.

## • PURPOSE

The purpose of the **Event Fund** is to financially assist the promotion and marketing of events hosted at a KPFD-funded facility. Any organization that wishes to host, produce and/or market local and regional sports tournaments and/or special events at a KPFD-supported facility are encouraged to apply.

## • GUIDELINES

- Applications are accepted year-round.
- Funding is limited to \$5,000 per application.
- Applications must be formally presented to the KPFD Board of Directors at a regularly scheduled public meeting.
- The KPFD Board of Directors is the lone authority for funding request approval.
- Funding must be used for marketing and promotion of the event. Funding may not be used for tangible items such as t-shirts, gift bags, giveaways, food, or beverages.
- Marketing and promotion costs will be reimbursed to the organization at the completion of the event. Receipts must be provided when submitting for reimbursement.
- The event must be held at a PFD-funded facility, such as:
  - Kitsap Conference Center at Bremerton Harborside
  - Kitsap Fairgrounds & Events Center
  - Facilities within the North Kitsap Regional Events Center in Poulsbo
  - Port Gamble Forest Heritage Park



#### • GUIDELINES CONT'D

- Applications must include:
  - The organization's mission statement
  - Local community affiliation(s)
  - Event purpose and details
  - Proposed date(s) and location(s)
  - Marketing/promotion budget and projected costs
  - Public benefit of the event
  - Any additional funding contributors
  - Anticipated event attendance and demographics
  
- Organizations hosting events may apply annually for Event Funds for up to three years maximum.
  
- Event Fund recipients must provide the KPF Board of Directors with a detailed post-event report, including:
  - Overall evaluation
  - Demographics of participants and attendees
  - Estimated number of overnight stays in Kitsap County associated with the event
  - Financial report comparing the event marketing budget with actual expenditures
  - Outline of any future events to be held in Kitsap County

#### • DELIVERY INSTRUCTIONS

***Applications may be submitted to the KPF in two ways:***

- 1) Mail the application and supporting documents to:  
Kitsap Public Facilities District, 19980 10th Ave NE, Suite 204F, Poulsbo, WA 98370
  
- 2) Email the application and supporting documents to: [execdirector@kitsap-pfd.org](mailto:execdirector@kitsap-pfd.org)

*A confirmation will be sent within two business days that the application has been received.*

If you have any questions, please contact the KPF office at (360) 698-1885

**Thank you for your interest in the KPF Event Fund.**



# KPFD Event Fund

Application and Instructions

**• APPLICATION FORM**

**PART I - APPLICATION INFORMATION**

Name of the Event \_\_\_\_\_

Venue \_\_\_\_\_

Date(s) \_\_\_\_\_

Amount of funding requested \$ \_\_\_\_\_

Name of organization \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Organizational structure \_\_\_\_\_

(For-profit; nonprofit; government/parks program, etc.)

If nonprofit group, list Board of Directors and affiliations:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Geographic area and population served \_\_\_\_\_

\_\_\_\_\_

Role of volunteers in organization \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**

1. Project goals, objectives, and timeline
2. Estimate anticipated economic impact
3. Describe how will you monitor and measure the success of this activity
4. Number and type of people, including volunteers and staff, who will participate in and benefit from this activity
5. List potential and actual sources of support for this activity
6. Explain plans for sustaining this activity in future years
7. Describe the public benefits to be derived from this activity

**PART 3 - EVENT BUDGET**

- 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 provide any additional information about this Event that you feel is relevant.