

Submission information

Form: [Application and Proposal for Port Townsend Lodging Tax Funds](#) [1]

Submitted by Visitor (not verified)

Fri, 09/22/2023 - 4:34pm

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Event

Quimper/Olympic Peninsula Wedding Expo

Location

Multi-venue locations throughout PT and east Jefferson County

Event Start Date

Event End Date

Requested Amount

\$ 5,000.00

Total Project Budget

\$ 15,000

If not fully funded, would you still accept partial funding for your project?

Yes

If so, please describe how the project would still be successful.

With partial funding, we will prioritize the essential components that ensure the event's success and attendee satisfaction. We will work closely with vendors who are enthusiastic about the event and potentially reduce the venues so that we can focus on showcasing the unique beauty of the area while still allowing us to provide attendees with a compelling experience.

We will be sure to track the participation and economic impact of the event, including room nights and lead generation to demonstrate the event's value to the city and potential for the event's growth. While full funding would allow us to execute the project at its optimal scale, we are confident that with partial funding and a focused approach, the Quimper Peninsula Wedding Expo can still achieve its core objectives of promoting the region as a premier wedding and event destination and supporting local businesses.

Organization/Agency Name

Quimper Events Collective

Federal Tax ID Number

932,479,284

Event, Project or Activity Name (if applicable)

Wedding Expo

Contact Name and Title

Alexis Arrabito, President

Mailing Address

310 24th Street

City, State, Zip Code

Port Townsend WA 98368

Phone

3,607,740,825

Email Address

quimpereventsco@gmail.com

Organization Type

Non-Profit

Signature

Jessie Short, QEC Secretary

Date

Fri, 09/22/2023

Application Overview and Questions

Attachment #1

[pt_ltac_application.pdf](#) [2]

Attachment #2

[0018927805_certificate.pdf](#) [3]

Attachment #3

[qec-leader.png](#) [4]

Questions

Predicted

As this would be a new event it is very difficult to predict attendance. We will be sure to collect an accurate count via ticket sales, clicker counts at entry points to be able to determine a baseline for the event going forward.

What method will be used or has been used in previous years to determine attendance?

Direct Count

Predicted

We will be strategically leveraging any LTAC funding we receive toward outreach to those outside of the area.

What method will be used or has been used in previous years to determine attendance?

Direct Count

Predicted

For our inaugural event we will likely focus our efforts to the drive-market regions within the state. Utilizing the data we collect from our first year will guide our approach for future events and additional geographic targeting.

What method will be used or has been used in previous years to determine attendance?

Direct Count

Predicted

By targeting outside of the area, we will assume many of the attendees will require overnight lodging. We plan to partner with accommodations to offer packages to include tickets or discounted rates to entice visitors to stay. The intention of our event has long reaching benefits, as any wedding booked would guarantee additional room bookings for the wedding/event guests. As weddings are specifically tailored events, its difficult to estimate guest counts. We will ask our partners to share data from any bookings that they are referred from our event.

What method will be used or has been used in previous years to determine attendance?

Representative Survey

Predicted

As our marketing efforts will be focused outside of the area, we anticipate the attendance for locals will mainly be through word-of-mouth. We will still encourage their attendance as we want to showcase our membership and the services they provide (florals, venues, catering, etc.) and which is why our organization does not focus specifically on weddings, we service all types of events (birthday parties, family reunions, celebrations of life).

What method will be used or has been used in previous years to determine attendance?

Direct Count

Application Scoring

F. Is the event or initiative a new offering to Port Townsend (less than 3 years)? (2 points)

Yes. The Quimper Events Collective/Expo, being a newly formed organization in its founding year, qualifies as a new offering to Port Townsend. While some of its individual members may have businesses spanning 1-20 years, the collective itself is a fresh initiative to the community.

G. Will the event or project create local jobs or utilize local vendors? How is this determined/measured? (3 points)

Yes, our membership is composed of vendors that live and serve East Jefferson County region. Membership applications are reviewed upon submission and our bylaws state:

b. Initial Membership Requirements – Membership in the Collective shall be composed of professional individuals or entities that provide goods, services, or venues to events and/or weddings, the wedding and/or event industry, or wedding and/or event related events, on the Quimper Peninsula. Additionally, prospective Members must: i. Member Businesses must be registered and conduct more than 50% of their business in Jefferson County, Washington. ii. Complete and submit the online Membership application and accept the Collective's Bylaws and other Terms and agree to abide by the Collective's Code of Ethics;

Our Members include Port Townsend-based businesses: With These Rings, PT Picnics & Parties, Corvus Crafts, Tippy Gypsy Mobile Bar Service, Snowberry Event + Design, Cold Mountain Cakes, Northwest Maritime Center, Lexi Mara Design, Wake & Wave Boards, The Bishop Hotel, Bar Car Mobile, Fort Worden Hospitality.

H. Will the event or project increase overnight stays in the offseason (October-May)? (3 points)

Yes. We are currently reviewing potential dates to hold the event, and have tentatively landed on a fall/October 2024 weekend. We anticipate asking our accommodations partners to offer hotel packages to include event tickets with their bookings or a promotional code for tickets after booking.

I. Describe any partnerships with organizations or businesses related to this event of project. (2 points)

All of our membership businesses will be invited to participate. They are all vetted and experienced local event professionals. As our organization is a 501(c)6, a designated business league with the common interest of promoting our location for weddings and events as well as promoting the economic development of our membership.

J. Does the event or project leverage any matching funds or in-kind support? (2 points)

We will be asking those businesses that partner with us in this endeavor to provide financial or in-kind support so that we can promote the event to as wide of an audience as possible to make the event a success. We may also incorporate sponsorship opportunities with media publications for in-kind advertising.

L. The event or project must be open to the public to qualify for LTAC funding. Does the event or initiative have a free participation option? (1 point)

We have not determined ticketing prices yet but as one of the core visions of the organization is to create a Strong and Inclusive Community, we want to make the event as accessible as possible and therefore are willing to set a free tier of some kind.

M. Can the public attend or participate in the event or project over more than one day? (2 points)

Yes

N. Is your organization represented on LTAC by a board or staff member? (1 point)

Yes. Fort Worden Hospitality and The Northwest Maritime Center are founding members of our organization and Natalie Maitland is on our board of directors.

O. Are you a 501(c)(3) non-profit organization? (2 points)

No, we are a designated 501(c)(6)

P. Briefly describe a relevant past organizational success related to this project/event. (2 points)

Our organization was invited to participate in the most recent THING Festival where we decorated and staffed a booth. Numerous Seattle Theater Group organizers stopped by throughout the weekend to say that talent and other vendors alike suggested that we be tasked with decorating behind the scenes areas next year!

Q. Did your organization receive LTAC funds for any event/project within the past year? (1 point for no)

No

Application Timeline

General Information

Source URL:<https://cityofpt.us/node/22229/submission/46185>

Links

[1] <https://cityofpt.us/bc-ltab/webform/application-and-proposal-port-townsend-lodging-tax-funds> [2]

https://cityofpt.us/system/files/webform/pt_itac_application.pdf [3]

https://cityofpt.us/system/files/webform/0018927805_certificate.pdf [4] <https://cityofpt.us/system/files/webform/qec-leader.png>

QUIMPER EVENTS

COLLECTIVE

1. Description of the event or project being proposed for LTAC funding including a detailed project budget;

We are requesting funding to create a multi-venue wedding expo/tour in 2024 with the goal of showcase the beauty and versatility of the Quimper/Olympic Peninsula as a premier wedding and event destination while providing a platform for local creatives and event professionals to collaborate, network, and demonstrate their talents.

Our proposed multi-site expo will feature diverse venues across our service area/county such as:

- ❖ Fort Worden - Port Townsend
- ❖ Northwest Maritime Center - Port Townsend
- ❖ Misty Clover Farm - Port Townsend/Discovery Bay
- ❖ The Resort at Port Ludlow - Port Ludlow
- ❖ Finnrivier - Chimacum

And offer our members the opportunity to demonstrate their services through:

- ❖ **Vendor Exhibitions:** A curated selection of vendors, including florists, photographers, caterers, planners and more will showcase their services at each location.
- ❖ **Workshops and Demonstrations:** Makeup artists, hair stylists, wedding planners.
- ❖ **Local Food & Beverage Tastings:** Local restaurants, caterers, and bakeries will offer tastings of their wedding menu offerings.
- ❖ **Interactive Installations and Photo Opportunities:** Creative and Instagram-worthy installations throughout the event venues.

Budget - Item	Cost
Kitsap Wedding Expo exhibition 10 x 20 double corner booth	\$850
Attend Wedding Expo to promote our location and venues as well as generate leads and promote our own Expo event. Vendors who choose to participate will buy-in to the co-op to offset some of the costs for their exposure.	

Print advertising - 2 half page ads in Seattle region/Washington (Seattle Met, 1889, Washington Wedding Day or other publications).	\$6,000
Advertising opportunities (digital or print)	\$5,300
Social media advertising	\$1,000
Ten hours of contracted design and review of materials at \$25/hour	\$250
Collateral manufacturing costs	\$600
Event materials - swag, prizes, etc.	\$500
Insurance	\$500
Total	\$15,000

The reason we have budgeted a large amount to marketing/advertising is because this is a new event, it lacks the recognition and reputation that established events hold. Therefore, we need additional advertising resources to build and promote our event in the market. In the highly competitive event industry, it's essential to stand out. Allocating extra funds to advertising will allow us to effectively compete for attendees' attention and ensure our event is on their radar. To achieve our attendance targets, we must reach a wide and diverse audience. Increased advertising will enable us to target various demographics and interest groups, expanding our reach beyond our initial network.

Sponsorship Attraction: To secure sponsorships crucial for the event's success, we need to demonstrate a strong marketing plan. Excess advertising funds will allow us to showcase the promotional benefits sponsors will receive, making it more enticing for potential partners.

Long-Term Sustainability: Building a successful expo takes time. Additional advertising investments now can help us establish a strong foundation for future editions, ensuring the event's sustainability and growth over time.

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, **STEVE R. HOBBS**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

QUIMPER EVENTS COLLECTIVE

A **WA NONPROFIT CORPORATION**, effective on the date indicated below.

Effective Date: 08/08/2023

UBI Number: 605 305 564



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

Steve R Hobbs

Steve R. Hobbs, Secretary of State

Date Issued: 08/08/2023

Collective brings local vendors

KIRK BOXLEITNER
KBOXLEITNER@PTLEADER.COM

Four years ago, Alexis Arrabito was getting married in her hometown of Port Townsend, but without a reliable online directory for relevant professionals, she was having a hard time finding local vendors she could hire for her wedding.

"I was having to look as far as Port Orchard for caterers, when I felt sure our own beautiful area offered such services," Arrabito said of East Jefferson County.

Three years ago, Arrabito had transitioned from larger corporate work to working at the Washington Hotel, again in Port Townsend, through which she's since discovered and connected with a growing host of overlooked event-related local small businesses.

"I saw that our community doesn't actually lack such vendors," Arrabito said. "It simply lacks a centralized repository to keep track of them."

...Which is where the registered nonprofit Quimper Events Collective comes in.

"The idea came to me just as we began heading into the pandemic," Arrabito said. "But now that we're finally coming out of it, there's a real appetite for these sorts of events again, and people who want to make these events happen will want to know, 'Who's out there to help me do this?'"

With Arrabito as president of its board of directors, the nonprofit has

been bringing together photographers, florists, caterers, planners, and more under a single umbrella so community members conducting weddings, anniversaries, graduations, retirements, celebrations of life, and other milestone events will have one source they can rely on for recommended local contacts in all the major event-related industries, without having to rely merely on word-of-mouth.

Arrabito pledged the events collective would serve to vet a diverse and supportive community of professional vendors to ensure their talent, reliability, and artistry.

If a local business owner is interested in joining the Quimper Events Collective, Arrabito advised them first to ensure they're registered, certified and/or licensed, as appropriate, within the state of Washington, then to check out the website to review what types of QEC membership might suit them best, as well as to obtain online application forms.

Not only would Arrabito love to see the Quimper Events Collective continue to grow into a welcoming and inclusive network for members and clients alike, but she also told *The Leader* she hopes it will help this region, which she noted already possesses considerable tourist appeal, become "a prime wedding destination," as engaged couples and other event-goers take in the "picturesque landscapes and historic charm" of the Quimper Peninsula, making

their special moments even more "enchanting."

To that end, Arrabito pointed out that even lodging options are listed by the QEC, for event guests visiting from out of town.

"The Quimper Events Collective is more than an alliance of professionals," Arrabito said.

"It's a celebration of unity, creativity and commitment. We're excited to provide everyone planning an event in Jefferson County with a seamless experience, where they can find the perfect vendors, who share our passion for making their lovely visions come to life."

Working at *THING* was rewarding, according to Arrabito. "We're very pleased with our *THING* experience this year," she told *The Leader*.

"Numerous Seattle Theater Group organizers stopped by throughout the weekend to say that talent and other vendors alike suggested that we be tasked with decorating behind the scenes areas next year!"

Arrabito also alerted the public to look for the Quimper Events Collective's increasingly comprehensive directory to be coupled with Jefferson County wedding tours in the future.

"One thing you learn in a seaport town is that a rising tide lifts all boats, so why not work to build each other up?" Arrabito said.

For further details, email quimpereventsco@gmail.com or call 360-774-0825.



THING-goers checked out the Quimper Events Collective booth. The nonprofit brings together local vendors in all major event-related industries. Photos courtesy of Alexis Arrabito