

**HISTORIC DOWNTOWN POULSBO ASSOCIATION FUND (131) DESCRIPTION:**

In 1988, business owners in the downtown area, with the cooperation of the City, formed a business improvement area association (BIAA). This organization, dedicated to the beautification and promotion of historic downtown Poulsbo, is now known as the "Historic Downtown Poulsbo Association" (HDPa).

The purpose of the association as stated in their mission statement is: *"To aid general economic development and facilitate business cooperation through promotion and improvement of the Downtown Business District"*.

Businesses self-assess themselves fees to support the beautification, preservation, and promotion of downtown Poulsbo. Donations are also accepted from corporations and any other business or individuals who wish to support the program. By attending quarterly member meetings on the second Tuesday of March, June, September, and December, members can: join committees; run for open board positions; and discuss their ideas. A monthly newsletter keeps members informed about downtown events, ongoing projects, and upcoming promotions.

The skill and expertise of HDPa members has been the key to the success of the organization. The volunteer board and committee members decide how the association's budget will be spent. In addition, the City Council approves both the budget and expenditures. Funds are used for promotion, beautification, and administration purposes.

The City is paid for its accounting services. Part-time staff carries out board policy and assists the committee chairs.

The Association has erected attractive blue standards to hold decorative banners and flower baskets which are planted each spring. With assistance from the Poulsbo Garden Club, flowers are planted twice each year in the barrels and ground areas throughout the business improvement area. Comfortable wooden benches are cleaned and revarnished twice each year. Trash cans and ash cans purchased by the HDPa help keep the streets free of litter. The downtown is decorated for the winter holiday season with placards, wreaths,

and garlands purchased and maintained by the HDPa.

Brochures, television, radio, Internet, and print media are used to promote the downtown area. The Internet directory at "poulsbo.net/downtown" provides the names and telephone numbers of each association business member as well as a monthly events newsletter. Live web site links are also provided to all member businesses' websites. The marketing committee has also negotiated favorable advertising rates for association members.

**FUND RESOURCES:**

Businesses located in the downtown area pay an assessment based on the type of business and square footage of floor space. These assessments are levied by applying a quarterly minimum fee, or, based on the square footage of floor space, whichever is greater.

The deputy fire marshal determines the correct square footage and the City bills association members on a quarterly basis. For 2003, assessments are estimated to be \$49,000.

HDPa'S QUARTERLY ASSESSMENT SCHEDULE		
	Minimum Quarterly Base	Assessment per square footage
Retail	\$60	30 cents
Non-Retail	\$45	18 cents

**EXPENDITURE HIGHLIGHTS:**

Ongoing:

- purchase of replacement beautification elements when needed
- design, purchase and distribution of "Minutes Away, A World Apart" Brochure
- monthly Poulsbo LENKE "What's New"
  - direct mail to media, accommodations, & yacht clubs
  - direct mail to all members

Seasonal-Spring

- planting of pots and ground areas for summer and fall
- purchase and planting of flower baskets for placement on blue standards

**Seasonal-Summer**

- NW Yachting/Tours Ads
- Diner's Guide Publication
- Radio & Print Advertising
- Brochure Printing
- Co-op ads with Poulsbo Chamber of Commerce and the Visitors Convention Bureau

**Seasonal-Fall**

- planting of barrels and ground areas for spring
- community "Trick or Treat" in downtown Poulsbo
- downtown "Scarecrow Tour" ballot & raffle
- Christmas in Poulsbo
  - decoration of downtown with Christmas banners, lighted garlands, placards, and wreaths
  - Father Christmas and the Giving Tree (contributions collected for Fishline)
  - KBSG Radio - "Minutes Away, A World Apart"
  - KSTW TV - " Minutes Away, A World Apart "
  - Kitsap Newspaper Group - "Experience Little Norway"
  - Kitsap Newspaper Group - Holiday Gift Guide

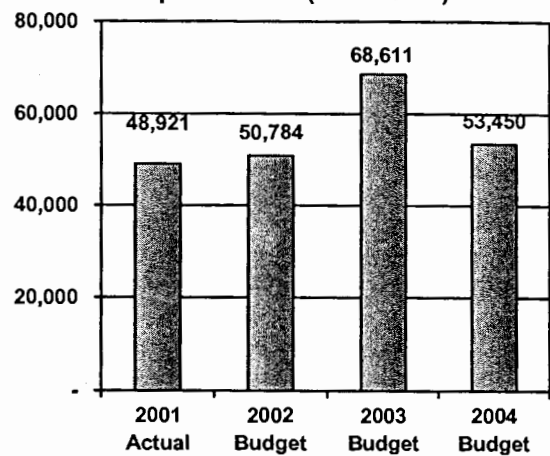
**Season-Winter**

- replace Christmas Banners with Nordic ship banners
- Put up & take down and storage of Holiday decorations

**Promotions Contribution—Special Events:**

- Community Events Productions (3rd of July)
- Cultural Arts Foundation (Arts by the Bay; Poulsbo Art Walk)
- Viking Fest Corporation (Viking Fest)

**Historic Downtown Poulsbo Association Expenditures (2001-2004)**



**HISTORIC DOWNTOWN POULSBO ASSOCIATION RESOURCES (FUND 131)**

ACCOUNT DESCRIPTION	2001 ACTUAL	2002 ACTUAL	2003 BUDGET	2004 BUDGET	% CHANGE
BEGINNING BALANCE	25,598	29,907	28,474	25,000	-14%
MISCELLANEOUS REVENUE	53,230	49,350	56,200	53,450	-5%
<b>TOTAL HDPA RESOURCES</b>	<b>78,828</b>	<b>79,258</b>	<b>84,674</b>	<b>78,450</b>	<b>-8%</b>

**HISTORIC DOWNTOWN POULSBO ASSOCIATION USES (FUND 131)**

ACCOUNT DESCRIPTION	2001 ACTUAL	2002 ACTUAL	2003 BUDGET	2004 BUDGET	% CHANGE
SUPPLIES	1,229	3,383	1,500	250	-500%
OTHER SERVICES AND CHARGES	45,692	45,400	65,111	51,200	-27%
INTERFUND PAYMENT FOR SERVICES	2,000	2,000	2,000	2,000	0%
FUND BALANCE	-	-	16,063	25,000	36%
<b>TOTAL HDPA USES</b>	<b>48,921</b>	<b>50,784</b>	<b>84,674</b>	<b>78,450</b>	<b>-8%</b>