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Submission information

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

Submitted by Visitor (not verified)

Fri, 09/22/2023 - 9:23am

24.113.153.238

Event

First Night

Location

Downtown Port Townsend, multiple venues

Event Start Date

Sun, 12/31/2023

Event End Date

Sun, 12/31/2023

Requested Amount

\$ 9,500.00

Total Project Budget

\$ 21,000

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.

If not fully funded, we would apply to different grants. TPA is requesting \$9,500 for this event, but the estimated project budget is \$21,000. We will be using TPA season sponsorship and other grant money to make up the difference.

Organization/Agency Name

The Production Alliance (TPA)

Federal Tax ID Number

812,518,239

Event, Project or Activity Name (if applicable)

First Night

Contact Name and Title

Danny Milholland

Mailing Address

870 Martin Road

City, State, Zip Code

Port Townsend, WA, 98368

Phone

3,603,850,519

Email Address

danny@theproductionalliance.org

Organization Type

Non-Profit

Signature

Danny Milholland

Date

Fri, 09/22/2023

Application Overview and Questions

Attachment #1

[theproductionalliance_firstnight.pdf](#) [2]

Attachment #2

[theproductionalliance_nonprofitstatus.pdf](#) [3]

Attachment #3

[2023_season_of_events.jpg](#) [4]

Questions

Predicted

In 2022, First Night attracted approximately 2,000 attendees. This was determined with a mix of direct count (tickets sales), structured estimate (capacity of venues), and indirect county (visual estimates for outdoor activities, non-ticketed). As a multi-venue event we utilized different methods for estimating overall attendance.

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

Indirect Count

Predicted

We estimate that 15% of attendees travelled from 50 miles or greater to attend the event. This was based off of pre-sale tickets.

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

Direct Count

Predicted

We estimate that ~5% of attendees travelled from out of state or country to attend the event. This was based off of pre-sale tickets.

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

Direct Count

Predicted

5 - 10 % historically, more if we are able to invest in better marketing and we are excited to partner with downtown hotels this year.

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

Indirect Count

Predicted

~90 - 95% historically.

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

Indirect Count

Application Scoring

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

No, this is the 16th annual First Night. However TPA inherited the event in 2021. Prior to that it was managed by the Jefferson County Historical Society.

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

Yes, the event will utilize local vendors and create local jobs (event staff, marketing, design, and local printing companies). Roughly 85 percent of TPAs annual budget goes back to local vendors, businesses, and professionals. The only things that are not spent on local vendors at First Night are fireworks, and the Seattle based band, Chaotic Noise.

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

Yes, this event occurs on December 31 during a federal holiday weekend, which will encourage overnight stays in Port Townsend. We believe this is a highly marketable event for families and travelers looking for a destination adventure on New Years Eve.

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

TPA is partnering with many different local organizations and businesses to put on this event. This includes Northwind Arts, Jefferson County Historical Society, Key City Public Theatre, Elevated Ice Cream, Bishop Hotel, and The American Legion. We are also planning to engage with Owl 360 (The Nest Coffee Shop) and hotels in downtown Port Townsend.

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

The event is made possible in part by TPA season sponsors, which includes Power Trip Energy, The Food Co-op, Ecliptic Software, Fort Worden Hospitality, Port of Port Townsend, KPTZ, and The Leader.

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)

Yes, multiple performances are free to the public including all of the outdoor entertainment on Madison Street, which in 2022 featured the Unexpected Brass Band, a lantern parade, Fire Dancers and Spinners, other musical performances, and a fireworks show.

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

This is a single day event however it will be held on Sunday evening before a federal holiday (Jan 1). We will use our email list and social media platforms to promote other events happening over the weekend to inspire overnight stays.

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

No.

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

Yes, The Production Alliance is a 501(c)(3) nonprofit organization operating under our fiscal sponsor StrongerTowns (strongertowns.org).

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

The 2022 First Night celebration was the largest turn out in event history, with over 2,000 estimated attendees. We had very positive feedback from the community and expect similar attendance for this upcoming year. With more than 15-years of experience and a history of success in event management and community engagement, TPA strives to be an asset to our community by producing and supporting a robust season of events and festivals. Our network includes more than 100+ local businesses & nonprofits, 12 public agencies, 125 regional vendors, 300+ adult and youth volunteers.

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

No, TPA has not received City of Port Townsend LTAC funds. TPA received funding through the Jefferson County LTAC, however we did not receive our full request and therefore we are seeking additional funding to support this event.

Application Timeline

General Information

Source URL:<https://cityofpt.us/node/22229/submission/46179>

Links

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

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

https://cityofpt.us/system/files/webform/theproductionalliance_nonprofitstatus.pdf [4]

https://cityofpt.us/system/files/webform/2023_season_of_events.jpg

Application and Proposal for Port Townsend Lodging Tax Funds

Description of the event or project being proposed for LTAC funding including a detailed project budget:

First Night is an all-ages New Year's Eve extravaganza featuring live music and performances, interactive art experiences, heritage and history exhibits, food, fireworks and more. The event takes place on Sunday, Dec 31, 2023 at various locations in Downtown Port Townsend, and is a self-guided tour where visitors and locals can visit indoor and outdoor downtown venues. The exact schedule and list of performers/activities is still being solidified at the time of this proposal, but venues will include:

- Brigid's Loft | 647 Washington St - Dance classes
- Cotton Building | 607 Water St - Lantern decorating with Northwind Art
- JC Museum of Art & History | 540 Water St - crafts and hands-on activities
- Key City Public Theatre | 419 Washington St - theatrical performances
- Madison Street - outdoor entertainment
- The American Legion Hall - circus acts and acrobats variety show

Snacks, hot drinks, and all-ages craft mocktails for sale at Key City Public Theatre, PLUS food and beverages for sale in Pope Marine Park.

TPA strives to create an accessible environment with entertainment for the whole community by offering creative and inspiring activities tailored to different age groups. In addition to the musical and acrobatic entertainment, the lantern parade will let all ages show off their hand-made lanterns and bring people together. TPA is also going to invite Owl 360 (The Nest) to collaborate on a venue with dedicated activities for teens/young adults, which would be a new addition to this event. We propose to mentor youth interested in event coordination to develop the activities and creative venue space, so they can gain hands-on experience organizing events, while tailoring it to their peers' interests. We are also collaborating with Wolf and Crow Production on a late night indoor dance party at the American Legion to ring in the new year.

This event brings in a considerable amount of pedestrian traffic to all of the businesses downtown, providing a mid-winter economic boost for local stores and restaurants. Madison Street is closed to vehicle traffic between Water and Washington streets from 6PM-10PM, which creates a safe, festive, and engaging atmosphere for residents and travelers to enjoy music and entertainment free of charge.

With the City of Port Townsend LTAC funds, we would use the money for marketing management and promotion, and to build partnerships with local businesses and hotels. TPA is currently working with the Bishop Hotel on a promotional opportunity for the Olympic Peninsula Apple and Cider Festival by offering their guests reduced ticket fees for the Cider Saloon on October 14th. Similar to the Cider Festival, we are also planning to develop lodging and ticket packages for First Night, which would encourage out of county residents to come to Port Townsend specifically to participate in the New Years event. The Bishop Hotel and TPA would work to cross promote this event to the Bishop Hotel's sizable social media following. If chosen for LTAC funding, we would look to expand our hotel partnership with other hotels downtown. This is a great opportunity for travelers to visit Port Townsend during the holiday weekend with a federal holiday on Monday January 1st. Our packages would be promoted to targeted online audiences in King, Whatcom, and Kitsap counties to attract regional visitors.

Our proposed budget is outlined below:

Marketing, Advertising, and Digital Design:

Social media manager to manage event promotion on Instagram, Facebook, and other online platforms. Paid ads on social media (boosted posts)	\$2,000
Digital and Print advertising	\$1,000
Graphic design for new event branding and art	\$500

Printing:

Flyers, hand bills, and posters	\$500
Roadside banners	\$1,500

Entertainment:

Musicians, Chaotic Noise (Seattle)	\$1,000
Fireworks show	\$3,000

The event website can be found here: <https://theproductionalliance.org/events/first-night>

The Production Alliance is a 501(c)(3) nonprofit organization operating under our fiscal sponsor StrongerTowns (strongertowns.org).

StrongerTowns

Innovation for Rural Communities

EIN: 81-2518239

1239 Taylor Street, Port Townsend, WA, 98368

strongertowns.org



StrongerTowns is located in Port Townsend, Washington and serves all of Jefferson County. We are a 501(c)(3) nonprofit and exist primarily on the volunteer efforts of our board, advisory teams, and wonderful community members.

Founded in 2016, StrongerTowns has a goal of supporting local initiatives that have a need for nonprofit status yet are still too nascent and experimental to warrant a full independent corporate structure. StrongerTowns has six active programs underway— Skillmation, The Production Alliance, Community Build, and YEA Music. StrongerTowns maintains strong working partnerships with the EDC Team Jefferson, the Benji Project, Habitat for Humanity, Port Townsend, Chimacum and Quilcene School Districts, Jefferson Community Foundation, Owl 3060, WA State STEM, Rotary and Kiwanis.

StrongerTowns Board of Directors

- Martha Trolin, Chair
Adams Street, Port Townsend, WA
- Daniel Milholland, Vice Chair
Martin Road, Port Townsend, WA
- Ben Bauermeister
Taylor Street, Port Townsend, WA
- Daniel Ferland
Tyler Street, Port Townsend, WA
- Debbi Steele
Redwood Street, Port Townsend, WA

The Production Alliance

Building Community Through Celebration

EIN: 81-2518239

870 Martin Road, Port Townsend, WA, 98368

theproductionalliance.org



The Production Alliance creates joy, inspires engagement, and builds resilient communities by leading collaborative partnerships to create dynamic and inclusive celebrations.

Our Alliance – our dedicated crew, stellar adult and youth volunteers, and talented production partners – upholds community celebration and "sense of place" as conduits for positive social change and improved quality of life in Jefferson County. We strive to be an asset in our community by facilitating intergenerational mentorship, resource sharing, sustainable practices, and broadscale volunteerism.

Established in 2019, The Production Alliance is a 501(c)(3) nonprofit organization operating under our fiscal sponsor StrongerTowns.

TPA Core Team

- Daniel Milholland, Executive Director
- Kiyota Sage, Director of Technology
- Caraway Tobin, Technical Director
- Magdalene Adenau, Community Engagement & Outreach
- Ana Gonzalez, Marketing Coordinator
- Dan Anderson, Equipment & Public Safety Manager
- Shane Parish, Construction & Engineering
- Krista Myers, Event Coordinator
- Megan Claflin, Event Coordinator
- Tomoki Sage, Videographer
- Julia Cochrane, Parking Guru
- Indi Nelson, Event Crew
- Damon Barlow, Event Crew



The Production Alliance

Building Community Through Celebration



WHO'S WHO UNDER 40

A social networking celebration honoring Jefferson County's up and comers

APR. 27



JEFFCO JOBS & TRADES FAIR

Connecting homegrown talent with our regional job market

MAY. 12



CHAUTAQUA WEEK

3-Day Weekend of Arts, Culture, History and Civic Engagement

MAY 19-21



ALL COUNTY PICNIC

Building Community Resilience Through Neighborhood Networks

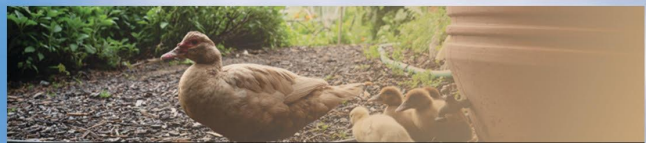
AUG. 20



CAKE PICNIC

A Hometown Throwdown with Free Artisan Cake

MAY 20



JEFFCO FARM TOUR

Tour Local Farms & Experience Farm-Made Products

SEPT. 16-17



FIELD DAY

All ages family friendly summertime fun

JUNE 24



APPLE & CIDER FESTIVAL

Celebrate the season Taste the region

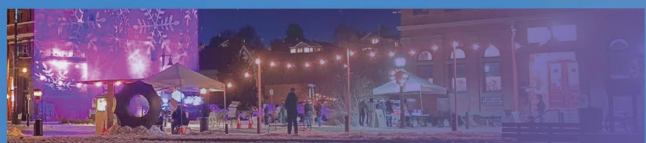
OCT. 13-15



BOATYARD BBQ

Celebrating the safe return of our fishing fleet and the maritime culture of Jefferson County!

SEPT. 28



FIRST NIGHT

An All-Ages New Year's Eve Extravaganza

DEC. 31

Learn more at theproductionalliance.org

Our Season is Made Possible Thanks to the Generosity of Our Sponsors

