



Poulsbo Event and Recreation Center

Proposal to Kitsap Public Facilities District
December 3, 2018

A Unique Opportunity for a New Community Asset

Events + Fields + Recreation

- ❖ Premier event facility available for regional conferences, business meetings, workshops, banquets, community events, performing arts, weddings, exhibitions, and institutional functions; and
- ❖ Multi-use sports fields with tournament capabilities; and
- ❖ Recreation Center to provide space for physical fitness, classrooms and administrative space for Poulsbo Parks and Recreation.



Poulsbo is an ideal location

- ❖ **Crossroads of Puget Sound:** Poulsbo serves as North Kitsap's commercial, employment and residential center.
- ❖ **Desirable quality of life:** Poulsbo is a unique and desirable community, with shared cultural heritage, and a small town feel.
- ❖ **Continued growth:** 2014-2016 - Population growth was 8% and jobs/employment 12% growth.
- ❖ **Strong tourism:** Poulsbo's vibrant and thriving downtown continues to be the cornerstone of our tourism industry.
- ❖ **Established user base:** Demand for a multi-use facility is already established in Poulsbo.



POULSBO



AT THE CROSSROADS
OF PUGET SOUND



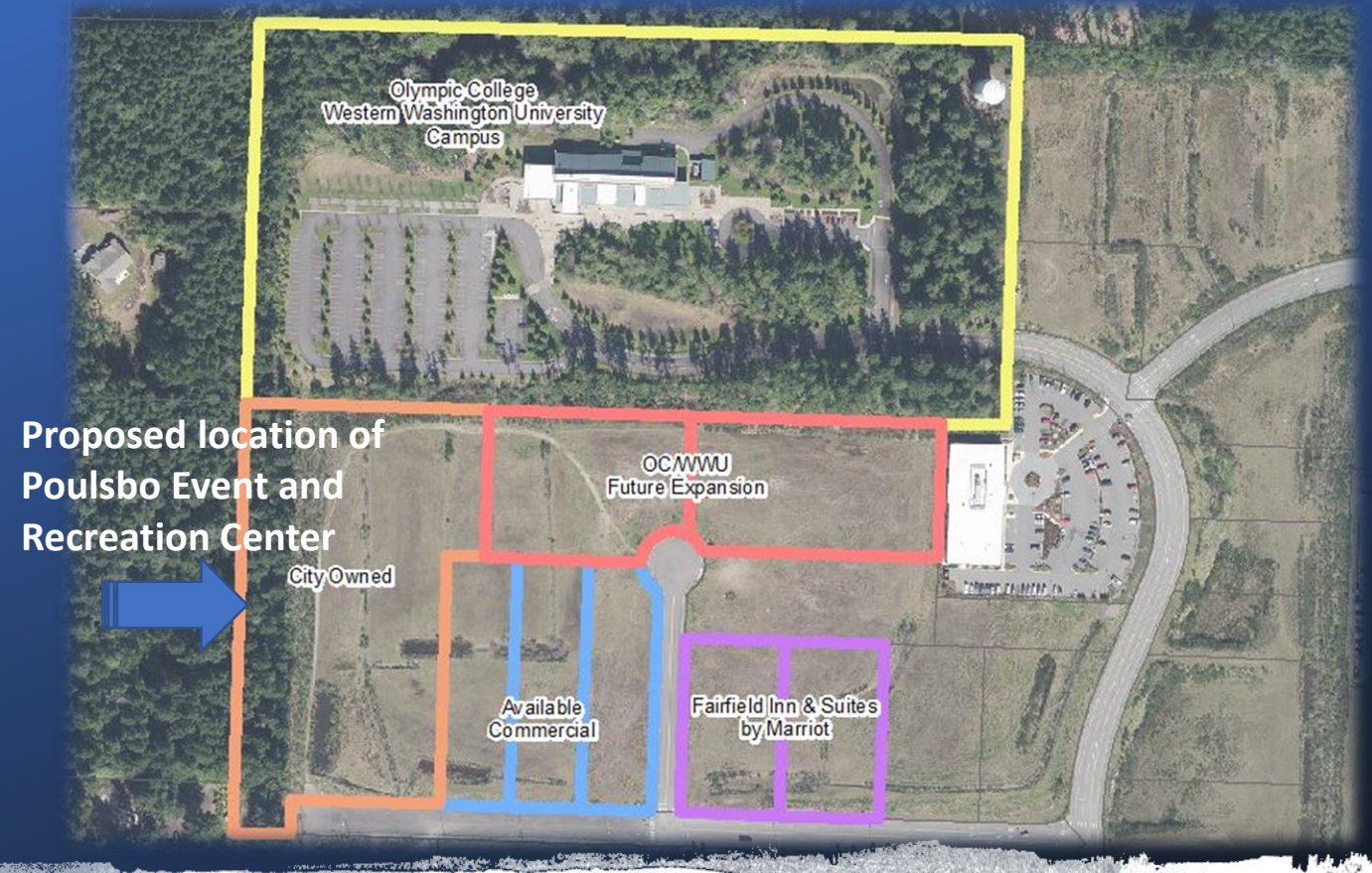


City of Poulsbo

Poulsbo's College Market Place

- College Market Place provides the perfect home within the multi-use area:
 - Olympic College and WWU Campus
 - Co-anchors Wal-Mart and Home Depot
 - Marine View Beverage and Cascade View Medical Center
 - Fairfield Hotel by Marriott
 - New multi-family residential opportunities

The Poulsbo Event and Recreation Center location is on 6 acres owned by the City of Poulsbo.



- ❖ Walking distance to 101-room Fairfield Hotel by Marriott
- ❖ Walking distance to Olympic College and Western Washington University Campus
- ❖ Minutes from SR 3 freeway, with easy access to regional destinations such as NS Bangor, Downtown Poulsbo, Clearwater Casino, Hood Canal Bridge, Bainbridge Island and ferries; transit is also nearby
- ❖ Adjacent property will be acquired based upon feasibility study

A Catalyst for Economic Development

1

Designed to attract both regional and local events

Meets a demand for mid-sized conference spaces in North Kitsap.

Corporate, government and private events all viable for the proposed facility.

Commercial kitchen and excellent A/V facilities provided.

2

Economic catalyst at an excellent location

Catalyst for final build-out of College Market Place.

Connection to OC/WWU and current/new residents, provides a 'built in' user group.

Brings in new/outside consumers to retail center.

3

Additional sports fields round out tournament opportunities

The additional sports fields, with NKSD fields, provide opportunity for regional tournaments.

Fairfield Inn & Suites, with Poulsbo's two existing hotels teaming up, provide heads in beds.



Poulsbo Event Center

- Premier facility for conferences, business meetings, workshops, lectures, weddings, and banquets.
- Variety of meeting rooms to serve both small and larger sized events.
- 2nd floor location orientation towards Liberty Bay and Mount Rainier views.
- Family friendly option event venue in North Kitsap.

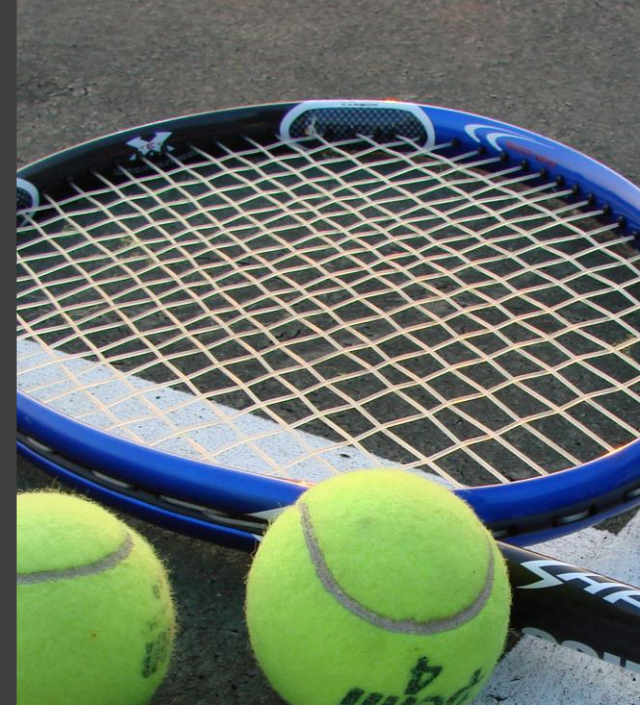


“We rarely get calls from professional meeting planners about Poulsbo because of the lack of professional venues.” Patricia Graf-Hoke, Director, Visit Kitsap

Tournament Fields

- Add to the suite of existing fields in Poulsbo to host tournaments.
- Brings consumers into community and provides four-season economic drive on its own.
- Fields are planned to be lighted, with adequate seating, and all-weather turf.
- Soccer, football, softball and lacrosse



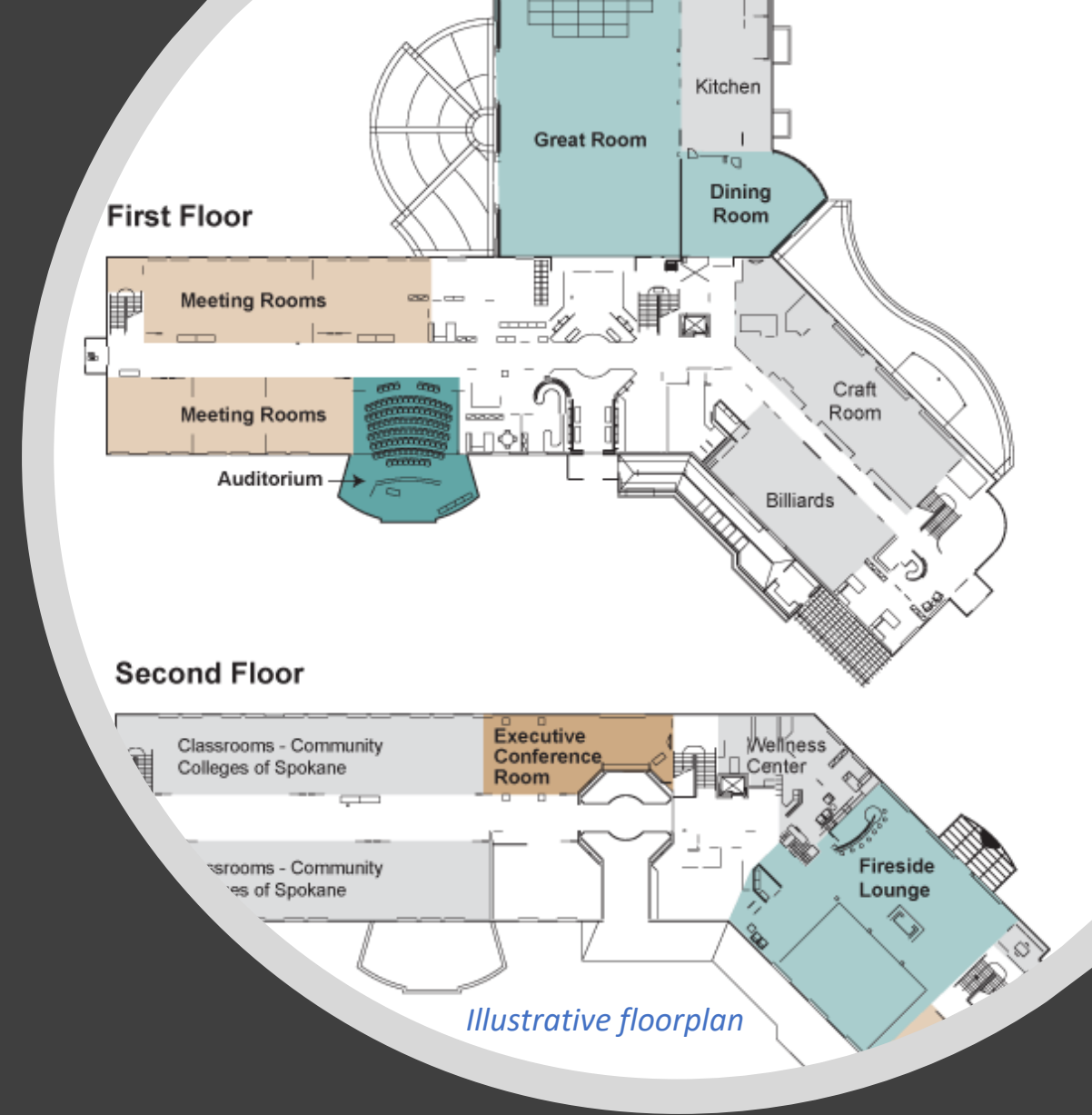


A new Poulsbo Recreation Center – serving greater North Kitsap

- ❖ 700 activities offered annually
- ❖ Nearly 10,000 participants
- ❖ Community events/dances
- ❖ Indoor fitness
- ❖ Sports Leagues
- ❖ Art, crafts, cooking classes
- ❖ Senior program and excursions
- ❖ Youth programming

Something for everyone

- ❖ 2-story building, oriented to take advantage of views of Mount Rainier and Liberty Bay.
- ❖ First floor – lobby, administrative, classrooms, fitness
- ❖ Second floor – Event Center, conference rooms, hospitality suite
- ❖ 25-35,000 square foot building
- ❖ Lighted multi-use fields
- ❖ On-site parking





Auburn Community and Event Center



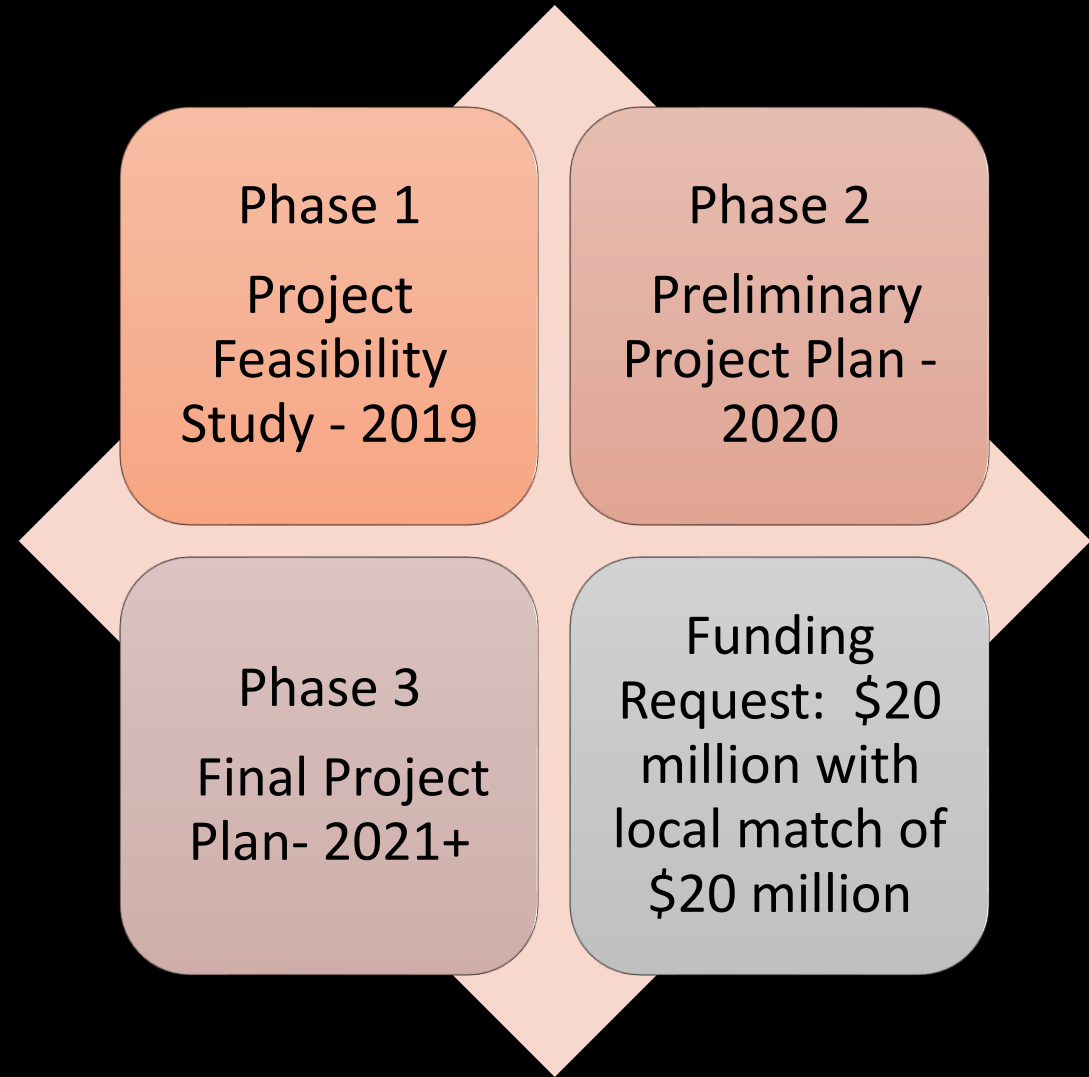
North Creek Event Center – UW Bothell Campus



CenterPlace – City of Spokane Valley

Examples of similar facilities

Poulsbo Event
and
Recreation
Center –
a public/public
partnership



Poulsbo Event and Recreation Center is a great choice for the next round of PFD funding:

- ✓ Multi-use event center with demonstrated demand.
- ✓ Catalyst for larger economic impact within the College Market Place development.
- ✓ City of Poulsbo has the resources, capabilities, partnerships and management team to build and operate the facility.

“Poulsbo is in a position to be marketed as an event destination because of its restaurants, a vibrant downtown, and inner city transportation. It’s ready to be a center for events. It is a desirable destination. This will be an economic asset.”

Patricia Graf-Hoke, Director, Visit Kitsap