**PORT OF BROWNSVILLE**

**SPECIAL EVENT – TOURISM PROMOTION POLICY**

**GENERAL POLICY GUIDELINES**

The Port of Brownsville’s mission includes (i) responsibly providing public access to, and promoting safe and responsible use of, the marine resources of the Puget Sound; and (ii) to develop, expand, and diversify the Port of Brownsville economy and create jobs. State law also defines the scope of port district powers to include expending moneys and conducting the promotion of resources and facilities in the District or general area by advertising, publicizing, or otherwise distributing information to attract visitors and encourage tourist expansion (RCW 53.08.255).

The Port recognizes that supporting certain local events, activities, and programs will further the Port’s mission by attracting visitors and encouraging the expansion of tourism within the Port District. Additionally, the Port finds that certain activities that promote the Port’s facilities and resources can directly promote tourism within the Port District. Therefore, it is the policy of the Port to support events, activities, or programs when the Commission determines they further the goals of attracting visitors, expanding tourism, and promoting the Port’s marina facilities, properties and public access amenities.

The types of activities that may be supported include community-based activities, events, or programs and educational activities, including those that promote environmental awareness in connection with Port resources. Together, such activities will be referred to in this policy as “Special Events.”

When providing support to a Special Event, the Commission must find that the level of support provided by the Port is commensurate with the benefit to the Port district in relation to its goal of promoting tourism. Supported Special Events must result in the promotion of tourism by attracting visitors from outside of the Port District. Further, any support of a Special Event will require the primary event sponsor to identify the Port as a supporter and promote the resources and facilities of the Port by advertising, publicizing, or otherwise distributing information in connection with the Special Event.

This policy does not establish the right to Special Event support. Applications for support will be reviewed under this policy and will be subject to the sole discretion of the Commission for approval or denial based on budget or any other business reason.

**GENERAL BACKGROUND**

The Port of Brownsville, as a special purpose public entity, is authorized to expend its resources only in those areas where it is specifically authorized or implied by law. The Port is not authorized to contribute funds to third parties where there is donative intent, and no goods or services are received in return. As a special purpose district, however, the Port has authority to make certain, limited types of promotional expenditures if they are specifically authorized for port districts under the laws of the state of Washington (RCW 53.08). The Port may provide funding to third parties or support events, programs or activities for promotional purposes where there is a clear, identifiable connection between the event, program, or activity and the Port’s specific purpose and authority as established under state law. Contributions to the general community or charitable organizations are not authorized. Additionally, Port funding cannot be used for permanent construction, alteration, repair, improvement or maintenance activities conducted by third parties.

**REQUIREMENTS**

The Port Commission shall be tasked with authorizing expenditures under this policy. The approved objectives are: (1) conduct promotion of the Port’s public access amenities and resources, facilities, and properties in the Port District; (2) attract visitors from outside of the Port District; and (3) encourage tourist expansion.

In the event the Port receives more expenditure requests than the Port can fund, the commissioners shall grant approval to the highest-ranking activity/event(s) per the adopted criteria.

Port commissioners shall not personally make such expenditures or seek reimbursement therefor. All payments and reimbursements shall be identified and supported on vouchers approved by the Port Auditor.

Support will be provided only if an application (see below) is approved and the primary sponsor of the Special Event executes a written agreement in a form approved by the Port.

**REQUESTS FOR SUPPORT**

All requests for Port support shall be submitted in writing using the Port’s Special Event & Tourism Promotion Application. The Port Manager will make an initial determination whether the request complies with the Port of Brownsville’s policy. All sponsorship requests are assessed based on budget availability. Applications should be submitted in person at, or mailed to, the Port’s Administration Building at 9790 Ogle Rd NE, Bremerton, WA 98311.