

# TheKitsap Launches Digital Upgrade Program for Silverdale and Poulsbo Handyman Businesses

*Local service providers in Poulsbo and Silverdale, including independent handymen and small trades professionals.*

POULSBO, WA, UNITED STATES, June 24, 2025 /EINPresswire.com/ -- Local trades professionals, including [Poulsbo Handyman](#) and [Silverdale Handyman](#) service providers, now have access to a subsidized digital infrastructure package through TheKitsap.com's latest initiative. Designed to improve visibility and competitiveness, the program provides a complete suite of digital tools tailored to small businesses in Kitsap County.

As part of the Digital Kitsap Initiative, TheKitsap.com has structured a support package for qualifying businesses in Kitsap County. The program applies \$7,206 in TheKitsap Enrollment Credits toward a set of digital services, reducing the total cost from \$10,094 to \$2,888. The package includes components such as website development, mobile adaptability, web-based applications, e-commerce tools, and video production.

## Addressing Gaps in Digital Infrastructure for Local Handymen

A significant number of Silverdale Handyman and Poulsbo Handyman businesses operate without a digital presence. According to a 2024 CNBC report, 28% of U.S. small businesses lack a website, making it difficult to reach clients who search online for local services.



The Kitsap



The Kitsap digital initiative business

TheKitsap.com was developed in response to these challenges, offering affordable, high-quality solutions to businesses across Kitsap County. A spokesperson for the initiative noted, "TheKitsap.com was created to help small trades and service providers establish an effective digital identity, using tools previously out of reach for many due to high costs."

#### Scope of Services Offered Under the Program

TheKitsap.com's Digital Kitsap Initiative provides a structured bundle of digital services intended to support local business operations. The package includes website development, mobile compatibility, app deployment, e-commerce functionality, digital promotional tools, and multimedia content creation.

The full set of services has a documented value of \$10,094. For qualifying small businesses in Kitsap County, a total of \$7,206 in TheKitsap Enrollment Credits may be applied, lowering the participant cost to \$2,888.

This includes is designed to assist businesses in adapting to current digital standards without bearing the full financial burden typically associated with such services.

#### Licensing Agreements Reduce Costs for Local Trades

According to TheKitsap.com, pricing efficiency is achieved through strategically negotiated licensing agreements. These allow access to premium software and creative technologies at a lower cost, enabling the platform to offer [Kitsap Web Design](#) and digital media services typically reserved for larger enterprises.

Savings gained from these agreements are passed on to local businesses, particularly in sectors such as home repair, plumbing, and construction, where Silverdale and Poulsbo Handyman professionals often operate independently with limited marketing budgets.

#### Eligibility Criteria and Local Business Focus

The program is available to small businesses, nonprofits, and entrepreneurs in Kitsap County with fewer than 50 employees. Tradespeople who qualify may include self-employed individuals and family-run companies that require modern online tools to remain competitive in a changing digital economy.

TheKitsap.com emphasizes that Silverdale Handyman and Poulsbo Handyman businesses represent a vital part of the county's small business ecosystem and can significantly benefit from this digital transition.

#### Digital Tools for a Stronger Kitsap Business Community

Research from Deloitte (2023) indicates that digitally-enabled small businesses experience faster growth and increased revenue per employee. TheKitsap.com's program is aligned with this trend and aims to support Kitsap County in building a digitally resilient local economy.

By improving access to Kitsap Web Design and other digital assets, the initiative offers an opportunity for local service providers to elevate their visibility and better serve their communities.

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