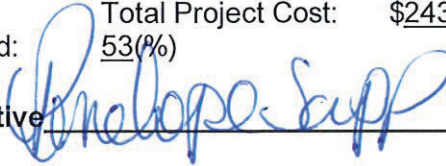


**KITSAP COUNTY
LODGING TAX FUNDING AWARD APPLICATION**

Application Deadline: August 30, 2024 @ 2:00 pm

Project Title: Kitsap Fair and Stampede Association Marketing Proposal
Project Dates: Beginning: 01/01/2025 Ending: 12/31/2025
Name of Organization Kitsap Fair and Stampede Assoc. Web Site www.kitsapfair.org
Mailing Address: 1300 NW Fairgrounds Road, Bremerton WA. 98311
Contact Person: Penelope Sapp E-Mail: penelope.sapp@gmail.com Phone: 360-362-6044
Amount Requested: \$128,500.00 Total Project Cost: \$243,500.00
Portion of Total Project Cost Requested: 53(%)

Signature of Authorized Representative



Indicate the Project Type:

- ☒ Tourism marketing;
- ☒ Marketing and operations of special events and festivals designed to attract tourists;
- ☐ Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- ☒ Operations of tourism-related facilities owned or operated by nonprofit 501(c)(3) and 501(c)(6) organizations.

NOTE: Applicants must refer to the Kitsap County Lodging Tax Funding Award Process Instructions for complete details of requirements.

Applicants Must Submit The Following:

- ☒ Application Funding Cover Sheet signed by an Authorized Representative
- ☒ Project Description
- ☒ Scope of Work
- ☒ Project Timeline
- ☒ Project Budget
- ☒ Project/Organizational History
- ☒ Business Qualification
- ☒ Tax Information
- ☒ Certificates of Insurance

If these basic criteria are not met, the application will not be considered by the Lodging Tax Committee.

Applications must be submitted in one combined PDF document and emailed to purchasing@kitsap.gov. Hardcopies will not be accepted.

Questions?

Contact Glen McNeill at (360) 337-4789 or gsmcneill@kitsap.gov
Kitsap County Administrative Services
614 Division St., MS-7
Port Orchard, WA 98366

TYPE OF PROPOSAL

APPLICANT INFORMATION

SUBMISSION REQUIREMENTS



Lodging Tax Request: Organization/Event Description

Project Title: Kitsap Fair and Stampede and Kitsap Blues Festival Event Marketing

Name of Organization: Kitsap Fair and Stampede Association

Size of staff and board: 14

Size of Volunteer Base: 250

Geographic Area Served: Washington State and throughout the Country

Demographic Served: Everyone Type of Service Provided: Education and entertainment.

Description of Proposed Project:

This proposal will cover the Kitsap Fair and Stampede and the Kitsap Blues Festival, both held on the Kitsap County Fairgrounds, requesting marketing funds to draw more attendees.

The Kitsap Fair and Stampede is an event that just celebrated its 100th Anniversary in 2023; it is a five-day event filled with livestock, rodeo, still-life, concerts, games, food, etc. This is an opportunity to highlight Kitsap, drawing people not only from other counties but from other states. In 2023, we had approximately 59,000 people attend the fair, and while our final numbers are not in yet, we estimate about 47,000 for 2024. The decrease of attendance was due to the rainy weather. Our rodeo had a record number of contestants participating, and our association had to block out 100 hotel rooms, not only for the rodeo, but for entertainment. Our new ticket system provided some information on the attendees when they purchased tickets online were from Kitsap, Pierce, Mason, Snohomish, King, Thurston, Grant and Jefferson County, to name a few. We found that we had attendees from California, Alaska and British Columbia as well. Our fair draws people from all over the country, but marketing is what makes this a success.

This year, we held our inaugural Blues Festival, partnering with the Admiral Theater, the weekend after the fair, something that not only our community is looking for but blues fans from all over welcome. Since this was our first year, we anticipated that attendance would be low, but that did not stop us from putting together an entertainment line-up that would draw people from all over. We had over 75 Rvs,

and tent campers onsite, who came from Eastern and Western Washington, Utah, British Columbia, Oregon, Texas, Idaho, and Alaska. Fans of the blues will travel everywhere to enjoy this music, and members of Kitsap County were excited that they could attend this event in their backyard.

We estimate that we had about 900 attendees. Due to this just ending last week, we cannot provide any zip codes, but we did book 30 rooms for the entertainers. The feedback was very positive, and we predict this festival will grow in numbers over the next few years, drawing more tourism to Kitsap County.

History of Organization/Event:

In 2019, the Kitsap County Commissioners appointed a transition board that would be responsible to take over the fair event and create a non-profit that would not only focus on the annual fair, but other events such as D-Derby, Monster Trucks, Blues Festivals, etc., that would draw more attendance. The Kitsap County Fair is an event that has been held for over 100 years and it continues to be one of the most anticipated events in our community. Our rodeo just celebrated its 75th anniversary and the Cowboy Channel was there to televise it live. The Kitsap Blues Festival is new, but this will be another large event that our community, and tourists, will look forward to years to come.

The Kitsap Fair is our primary event, and we strive to provide high quality events that are offered at larger fairs. Our rodeo draws the biggest names in the business, and we offset a lot of the rodeo costs with sponsorships, due to such a supportive community. Our vendors are selected from local businesses, but we also draw from a vendor pool that is successful in other larger fairs, bringing various options for attendees. We continue to focus on our livestock exhibitors, because the children work hard all year round, and are proud of their work.

2024 was the inaugural year for our Blues Festival, but given the short timeframe we had to promote it, we had attendees from all over Washington State and several other states as well. This festival will grow in numbers and will become a major event that people look forward to annually. There are many blues fans who travel from festival to festival, and if we continue to highlight top names in the business, the draw to Kitsap County will grow.

Our board is committed to adding more events for not only our community but to others who will visit our county, making it a destination hotspot.

Scope of Work:

This proposal is to request funds for marketing. We still talk with local residents that do not realize we have a county fair, so we need to do better. Our marketing team will begin the planning process to advertise our annual fair and the Blues Festival through social media, billboards, print advertising, webpage updates, and radio ads. We want to focus on the groups that will draw more attendance by highlighting our entertainers, rodeo contestants and fair events, such as livestock and still-life exhibits. We have seen a decrease in still-life exhibitors and want to promote this area to increase our annual entries by creating a marketing plan that will focus on schools and community clubs that will draw interest to our fair.

The marketing scope of work will be as follows:

Develop themes and logos for all events

Develop and implement marketing strategies for events

Design and produce creative campaigns that include social media, print, and commercial advertising

Develop and implement tools to capture the numbers of tourists that attended events from outside of the county.

Project Timeline:

Our marketing team will begin early January 2025, researching and developing an outline of their marketing plan. This will include ideas for advertising campaigns and what target audiences they will be focusing on. In late February of 2025, the marketing team will present their marketing plan to the Kitsap Fair and Stampede Board for approval. March through April will allow for significant time for the marketing team to create drafts of ads, logos, themes, etc. By late April 2025, the marketing team will package drafts of all content and marketing plans to present to the board for approval. We will begin launching ads in May through all of August. It is important to note that when the marketing team creates all content, they ensure that the Kitsap County logo is included, promoting that the lodging tax-funded this marketing.

Kitsap Fair and Stampede Marketing Budget Proposal 2025

Estimated costs associated with project	Total Funds Budget	Requested Funds Budget	Matching Funds Budget	Contract Balance
Personnel				
2 part-time content creators	\$ 70,000.00	-	70,000.00	-
1-part-time Social Media Person	\$ 45,000.00	-	45,000.00	-
Kitsap Fair and Stampede Marketing				
Billboards for Kitsap County	\$ 2,500.00	2,500.00	-	2,500.00
Billboards for I-5 Corridor	\$6,000	\$6,000	-	6,000.00
Radio Advertisements	25,000.00	25,000.00		
PBS Advertisements and Highlights of	15,000.00	15,000.00		
Newspaper Advertising	3,000.00	3,000.00	-	3,000.00
Online Advertising	5,000.00	5,000.00	-	
Banners to place throughout county	10,000.00	10,000.00	-	
Flags	3,000.00	3,000.00	-	
Signage for Schedule of Events	4,500.00	4,500.00	-	
Kitsap Blues Marketing			-	
Billboards placed in Kitsap	2,500.00	2,500.00	-	2,500.00
Billboards for I-5 Corridor	6,000.00	6,000.00	-	6,000.00
Radio Advertisements	25,000.00	25,000.00	-	25,000.00
Newspaper Advertising	3,000.00	3,000.00	-	3,000.00
Online Advertising	5,000.00	5,000.00	-	5,000.00
Banners to place throughout county	\$ 10,000.00	10,000.00	-	10,000.00
Flags	3,000.00	3,000.00	-	3,000.00
Project budget total				
Project budget total	\$ 243,500.00	\$ 128,500.00	\$ 115,000.00	\$ 66,000.00

2023	FEDERAL EXEMPT ORGANIZATION TAX SUMMARY	PAGE 1	
KITSAP FAIR AND STAMPEDE ASSOCIATION			
	2023	2022	DIFF
REVENUE			
CONTRIBUTIONS AND GRANTS	86,331	213,945	-127,614
PROGRAM SERVICE REVENUE	1,755,151	41,371	1,713,780
OTHER REVENUE	20,481	41,900	-21,419
TOTAL REVENUE	1,861,963	297,216	1,564,747
EXPENSES			
SALARIES, OTHER COMPEN., EMP. BENEFITS	255,121	50,053	205,068
OTHER EXPENSES	1,331,495	8,368	1,323,127
TOTAL EXPENSES	1,586,616	58,421	1,528,195
NET ASSETS OR FUND BALANCES			
REVENUE LESS EXPENSES	275,347	238,795	36,552
TOTAL ASSETS AT END OF YEAR	632,841	358,792	274,049
TOTAL LIABILITIES AT END OF YEAR	4,089	5,387	-1,298
NET ASSETS/FUND BALANCES AT END OF YEAR	628,752	353,405	275,347

Date of this notice: 02-20-2020

Employer Identification Number:
84-4802037

Form: SS-4

Number of this notice: CP 575 E

KITSAP FAIR AND STAMPEDE
ASSOCIATION
9057 WASHINGTON AVE NW
SILVERDALE, WA 98383

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 84-4802037. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

When you submitted your application for an EIN, you checked the box indicating you are a non-profit organization. Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, Tax-Exempt Status for Your Organization, has details on the application process, as well as information on returns you may need to file. To apply for recognition of tax-exempt status under Internal Revenue Code Section 501(c)(3), organizations must complete a Form 1023-series application for recognition. All other entities should file Form 1024 if they want to request recognition under Section 501(a).

Nearly all organizations claiming tax-exempt status must file a Form 990-series annual information return (Form 990, 990-EZ, or 990-PF) or notice (Form 990-N) beginning with the year they legally form, even if they have not yet applied for or received recognition of tax-exempt status.

Unless a filing exception applies to you (search www.irs.gov for Annual Exempt Organization Return: Who Must File), you will lose your tax-exempt status if you fail to file a required return or notice for three consecutive years. We start calculating this three-year period from the tax year we assigned the EIN to you. If that first tax year isn't a full twelve months, you're still responsible for submitting a return for that year. If you didn't legally form in the same tax year in which you obtained your EIN, contact us at the phone number or address listed at the top of this letter.

For the most current information on your filing requirements and other important information, visit www.irs.gov/charities.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

KITSAP FAIR AND STAMPEDE ASSOCIATION
C/O RICH E NESTOR
PO BOX 2510
SILVERDALE, WA 98383

Date:
March 6, 2023
Employer ID number:
84-4802037
Person to contact:
Name: Harold J Fodor
ID number: 31675
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
October 11, 2022
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053686005942

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements