

**KITSAP COUNTY
LODGING TAX FUNDING AWARD APPLICATION**

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

Project Title: SEA Discovery Center x
Project Dates: Beginning: 01/01/2025 Ending: 12/31/2025
Name of Organization SEA Discovery Center Web Site sea.wvu.edu
Mailing Address: PO Box 2318 Poulsbo, WA 98370
Contact Person: Holly Hill, Sr. Director, Western Locations E-Mail: holly.hill@wvu.edu Phone: 360-650-2248
Amount Requested: \$ 55,200 Total Project Cost: \$ 158,800
Portion of Total Project Cost Requested: 34.7% (%)

Signature of Authorized Representative 

Indicate the Project Type:

- XX 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
- XX 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.

x

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

APPLICANT INFORMATION

TYPE OF PROPOSAL

SUBMISSION REQUIREMENTS



**SEA
DISCOVERY
CENTER**



August 27, 2024

Kitsap County Lodging Tax Committee
Port Orchard, WA

Dear Committee members,

I am pleased to submit the attached application for Kitsap County Lodging Tax Funds on behalf of SEA Discovery Center in Poulsbo. As a main tourist attraction in Poulsbo, we are committed to supporting the tourism industry in the county. Recent data indicates that 41% of our visitors are from outside of Kitsap County, including visitors from Canada, the UK, Brazil, Mexico and more.

SEA is a self-sustaining program of Western Washington University and operates like a non-profit. As such, a portion of the center's annual budget comes from the university in the form of facility maintenance funds but does not cover all expenses. SEA must generate revenue to support outstanding operational costs which includes staff salaries.

Since reopening after the Pandemic, SEA has successfully secured long-term tenants for the second and third floors. Additional components of our long-term revenue strategy include applying for grants we are eligible for, identifying corporate sponsorships and being more assertive in requesting donations from visitors who come to the aquarium. To date, our average visitor donation is just over \$2 per person. Although our hours are more limited as we have a smaller staff than previously, we anticipate that this donation rate will provide significant operational funds for SEA.

I look forward to speaking with the committee to share more about our plans and goals for 2025.

Sincerely,

Holly Hill
Senior Director Western Locations



**SEA
DISCOVERY
CENTER**



Lodging Tax Request: Organization/Event Description

Project Title: SEA Discovery Center – Tourism Promotion Activities

Name of Organization: SEA Discovery Center

Size of staff and board: 2 part-time staff; 3 hourly staff (2.5 FTE) **Size of Volunteer Base:** 50+ regular volunteers

Geographic Area Served: Kitsap County, Olympic Peninsula & Region. **Demographic Served:** All ages, children to adults

Type of Service Provided: Tourism Activities

Description of Proposed Project: SEA is a self-sustaining program of Western Washington University and operates like a non-profit. We offer both informal and formal marine education to our 20,000+ annual visitors. More than 40% of our visitors are from outside of Kitsap County. In the aquarium, we highlight the unique marine-life of the Salish Sea to foster an appreciation of the outdoors, nature and the unique geography of Kitsap County.

SEA Discovery Center is requesting support for Tourism Marketing activities which include marketing, advertising and operational expenses for 2025. The following projects would be supported through Kitsap County Lodging Tax funding.

- 1. Washington State Ferries Advertising:** SEA Discovery Center proposes to have both digital ads and brochures placed on all routes of the Washington State Ferries. Through the Certified Folder program, SEA would gain access to more than 24M annual ferry riders. The digital ads would highlight SEA Discovery Center as the only aquarium in Kitsap County and promote the unique geography and marine life of the Salish Sea. SEA Discovery Center has previously conducted marketing locally via social media and general word of mouth and limited regional ads to promote activities for parents of young children.
- 2. Social Media and Digital Advertising:** We will implement a variety of marketing approaches, including print and digital advertising, social media ads, radio, earned media and other tactics with any allocated lodging tax funds. Highly targeted campaigns will focus on visitors currently located 50+ miles from the Center. Potential outlets include KING5.com, KUOW/NPR, The Olympian and more. **The campaigns will run year-round but have special emphasis during the late fall and winter months, when tourism traffic tends to decline.** Because we have not implemented this strategic level of regional marketing, we anticipate these strategies will attract new visitors to the center.

The attached marketing plan outlines a comprehensive strategy to identify and conduct targeted marketing to individuals and families that promotes Kitsap County and Poulsbo as well as identifies key performance indicators to determine the success of each individual campaign and/or strategy. SEA Discovery Center is the only free aquarium in Kitsap County and the Olympic Peninsula. By not charging admission, the center can uphold Western Washington University's strategic goal of inclusive access to marine education in addition to serving as a downtown anchor in Poulsbo for tourists visiting from around the world.

We currently track tourists to the center by requesting where all visitors are from and query their overnight lodging in the area as well when entering the facility. All visitors to SEA are required to "check-in" at the window before entering the facility, so we will have a robust data set by the end of the year.

- 3. Marketing Intern:** LTAC funds would be used to support a temporary student intern to serve as the marketing coordinator for SEA Discovery Center. This position does not currently exist within our existing

team and having additional support will ensure that all marketing dollars are spent in a way that meets our objectives of bringing more visitors to the aquarium specifically and to Kitsap County more generally. The intern would ideally be a local student studying marketing and can provide SEA with knowledge in this area.

- 4. Operational Support:** Additional operational support will allow SEA Discovery Center to create and maintain higher quality exhibits, which will encourage visitors to the aquarium. Our 2025 goal is to replace the Giant Pacific Octopus (GPO) Habitat and obtain a new GPO by mid-May 2025. Receiving operational support will allow SEA to redirect funds previously spent on utilities, etc. to cover costly tank repairs. Note that we will not use lodging tax funds for tank repairs; lodging tax funds would be used to support expenses of utilities (water, phone, internet, electricity, garbage, recycling), animal care and food, supplies and materials and other non-capital expenses.

History of Organization/Event: SEA Discovery Center has had a long history as a free marine science educational resource built by the community to serve the community. Originally conceived in the 1960s as the Poulsbo Marine Science Center and located on the shores of Liberty Bay, the center began its history as a marine education resource for the Kitsap community and school districts. In the 1990s, it moved to its present location in downtown Poulsbo, where it continued to serve the community with programming for all ages, until its temporary closure in 2005. In 2006, long-time Poulsbo entrepreneur and marine science advocate, Bill Austin, along with local resident Bruce Harlow and others reopened the center with the City of Poulsbo's partnership and community support and contributions. Working tirelessly, they reopened the center with new seawater systems and aquarium exhibits that are still present today, and eventually added a floating boathouse laboratory for elementary students. In May 2016, the Poulsbo Marine Science Center was formally gifted to Western Washington University to continue stewardship of the community's marine center. As a self-sustaining entity of WWU, the center reopened under a new name, SEA Discovery Center and once again served the community as a public aquarium and marine environmental education resource for the school districts, families, and learners of all ages until the current COVID-19 pandemic once again forced its closure. During the 2020-2022 closure, Western worked with city and community partners to create a reopening plan to meet the needs of local communities and other institutional and regional marine science centers. Updates were made to the physical building, new staff were hired to oversee the aquarium marine life, operations, outreach, education and fundraising. In May 2022, SEA welcomed the community back to discover the joy of the marine environment and cultivate the next generation of marine stewards once again.

SEA has not previously cultivated tourism in a robust way, but rather relied on walk-in traffic. With a newly reimagined organization, tourism is important to the center's future. SEA is open to the public for fewer hours and relies more on volunteer support.

Scope of Work: All activities will be created according to the attached plan, with an anticipated start date of January 2025 and continue for the full year.

Project Timeline: January 2025 – December 2025. All projects span the full calendar year.



2025 Tourism Marketing Plan

SEA Discovery Center's 2025 Tourism Marketing Plan is designed to attract a new audience outside of SEA Discovery Center's primary Kitsap County-centric audience. This plan outlines the promotional and marketing outreach efforts for the 2025 calendar year.

The plan includes digital ads and brochures on the Washington State Ferries, a targeted digital, broadcast and print paid media campaign in the fall/winter months, supported by ongoing social and earned media and printed material.

The impact of this annual plan will be measured through a variety of key performance indicators including a professionally implemented audience survey, data from media outlets, QR code or 'coupon' tracking, on-site questionnaire, marketing campaign analytics, and an annual visitor survey conducted via email.

Bridget Anderson, SEA Discovery Center's Director of Operations and Outreach, who has over 30-years of regional marketing and communications experience will lead this effort in collaboration with Western Washington University's Marketing Department.

GOALS

1. Increase out of area visitors to SEA Discovery Center by 30% in 2025.
2. Raise awareness of SEA Discovery Center outside Kitsap County through targeted fall/winter add campaign.
3. Promote a positive image of Kitsap County through marketing and earned media placement.

OBJECTIVES & TACTICS

Washington State Ferries Advertising

Year-round brochure placement on the full ferry route plus targeted routes for digital ads highlighting SEA Discovery Center and Kitsap County.

- Digital ads on Seattle/Bainbridge, Kingston/Edmonds, Seattle/Bremerton and Port Townsend/Coupeville

Digital

Create a fall/winter geo-targeted digital marketing campaign focusing on a 50–70-mile radius from Kitsap County. The campaign will include lifestyle and demographic audience targeting.

- KING5.com (campaign to reach 900,000 impressions)
- Facebook and Instagram ads and boosts

Broadcast

Support digital ad campaign with an on-air broadcast campaign on the local NPR station, KUOW. KUOW/NPR's audience is well-suited for this campaign and has over 418,000 weekly listeners in a broadcast range from Whatcom County to Thurston County and King County to Jefferson County.

- KUOW/NPR (3-week schedule = 418,000 weekly listeners)

Print

Each quarter print ads will be placed one in large regional newspaper to encourage visits to SEA and Kitsap County. Focus will be on family/lifestyle sections and will include an offer for a 'SEA gift' during their visit, allowing trackability of ad placement.

- Bellingham Herald
- Olympian
- Peninsula Daily
- Eastside | The Seattle Times

Earned Media

SEA Discovery Center will utilize ongoing media connections and will distribute press releases about special events, programs, and new additions to SEA Discovery Center. Interest in doing stories about SEA have been expressed by the following local programs:

- Evening Magazine (KING5)
- New Day (KING5)
- Sound Side (KUOW)
- MacaroniKid
- Kitsap Sun
- Kitsap Daily News

Social Media (4,000 followers)

SEA Discovery Center has an annual social media plan which will support this plan and

grow SEA's current audience by 2,000 followers annually.

- o Post on Facebook and Instagram 3x week
- o Include calls to action in all posts i.e., share, like, tell us etc.
- o Leverage partners social media to share SEA's posts

Budget

ITEM		BUDGET
Washington State Ferry Advertising	Digital ads and brochures: *Anticipated rates for 2024* * Digital ads on Seattle/Bainbridge = \$450/month x 12 months: \$4800 *Kingston/Edmonds: \$200/month x 12 months: \$2400 *Seattle/Bremerton: \$200/month x 12 months: \$2400 * Pt. Townsend/Coupeville: \$300/month x 12 months: \$3600 Brochure Placement on Ferries – All routes: \$450/month x 12 months: \$5400	\$18,600
Broadcast	Radio ads on KUOW/NPR	\$2,500
Digital Ads	Digital Display ads	\$2,500
Print Media	Print ads in regional papers	\$3000
Printed Brochures	For ferry placement	\$5000
Earned Media	Press releases and media relations	\$0
Social Media	Ongoing social presence	\$0
Marketing Intern	6 hours per week x 50 weeks: \$24/hr:	\$7200
TOTAL		\$35,200

Key Performance Indicators

SEA Discovery Center will measure the effectiveness of this marketing campaign through the following KPIs. The data will be instrumental in the future planning for 2024.

Digital	Analytic reports from digital media sources.
Broadcast	CPM and reach reports from broadcast station.

Print Media	Implement a 'coupon' type tracking for ads
Printed Brochures	Data collected from ferries and hotels via their independent surveys.
On-site visitors	SEA will collect zip code and overnight stay data from visitors coming to SEA.
SEA Audience	An annual survey of all SEA audience members will be conducted and will include questions about out-of-area stays and zip code data.



SEA DISCOVERY CENTER



Tourism Marketing Activities			
Item	Example Publication/Type	Kitsap LTAC Request	WWU Cost Share
Print Media	Print ads in regional newspapers	\$3,000	\$0
Digital Ads	Digital Display ads on websites	\$2,500	\$0
Printed Brochures	Brochures for Ferry placement	\$5,000	\$0
Broadcast Ads	KUOW or other regional advertising	\$2,500	\$0
Ferry Advertising	Full route digital ads and brochure display; full year	\$18,600	\$0
Marketing intern	6 hours per week x 50 weeks - \$24/hour	\$3,600	\$3,600
Marketing and Outreach Project Cost		\$35,200	\$3,600
Operational Expenses			
Operational Expenses	Items include expenses necessary to operate a public aquarium including utilities, animal care expenses, animal food, non-capital supplies and materials, general operating costs.	\$20,000	\$100,000
Operational Costs		\$20,000	\$103,600
TOTAL PROJECT COST			\$158,800
TOTAL REQUEST		\$55,200	



**SEA
DISCOVERY
CENTER**



SEA Discovery Center is a self-sustaining program of Western Washington University and operate as a non-profit within the university structure. The center receives limited support from the university and any remaining financial needs must be generated by the center. All grant funds for SEA Discovery Center are administered through the WWU Foundation, which is a 501c3, with Tax ID: 91-6073519 and EIN 91-6073519.

Western Washington University is accredited by the Northwest Commission on Colleges and Universities and has been accredited since 1921 continuously. The university is governed by a Board of Trustees, whose members are appointed by the Governor of the State of Washington.

Outreach and Continuing Education - SEA Discovery Center

FY24 Financial Summary as of June 30, 2024

LOCATION	Overhead <i>Fondo</i>	Assured Partners <i>Fondo</i>	Academic Education Prgms K- 12 <i>Fondo</i>	Kirsten Alvarado Design <i>Fondo</i>	El Paso County Lodging Tax <i>Fondo</i>	Boulder Lodging Tax <i>Fondo</i>	Port of Pueblo <i>Fondo</i>	Facility Rental <i>Fondo</i>	Volunteer Program <i>Fondo</i>	GRAND TOTAL	Operating Fund 1236 (FBSA) <i>Fondo</i>	Chart 2 Foundation Fund
REVENUE												
Other Sources												
Educational Sales - Nontaxable	200	-	2,995	-	-	36,177	-	1,815	-	5,010	-	-
Pueblo LTAC	-	-	-	-	-	-	-	-	-	36,177	-	-
State Operating Revenue	-	-	-	-	-	-	-	-	-	-	117,874	-
Contributions	-	-	-	-	-	-	-	-	-	-	-	72,800
Grants	-	-	-	-	-	-	-	-	-	-	-	42,611
Annual Permit Sales Rev-Taxable	35,715	-	-	-	29,996	-	-	-	-	35,715	-	-
Kitsap County LTAC	-	-	-	-	-	-	-	-	-	29,996	-	-
Facility Use Revenue	-	58,915	-	7,484	-	-	14,650	-	-	81,049	-	-
Confereces Revenue - Non Taxable	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	35,915	58,915	2,995	7,484	29,996	36,177	14,650	1,815	-	187,946	117,874	115,411
TOTAL REVENUE	35,915	58,915	2,995	7,484	29,996	36,177	14,650	1,815	-	187,946	117,874	115,411
EXPENSES												
Direct Program Expenses												
Supplies & Materials Exp	8,585	-	-	-	-	-	-	-	49	8,634	9,285	126
Lab Supplies	-	-	-	-	-	-	-	-	-	-	223	-
Software Leases/License Agreements	112	-	-	-	-	-	-	-	-	112	-	-
Permit Expenses	-	-	-	-	-	-	-	-	-	-	-	-
Print & Copy Center Expense	3,142	-	-	-	-	-	-	-	-	3,142	-	-
Postage & Mail Exp	-	-	-	-	-	-	-	-	-	-	294	44
Parking Expenses	-	-	-	-	-	-	-	-	-	-	176	-
Dues & Memberships Exp	-	-	-	-	-	-	-	-	-	-	-	60
Convention/Registration/Education & Training Exp	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions Exp	452	-	-	-	-	-	-	-	-	452	-	-
Advertising Exp	2,213	-	-	-	-	-	-	-	-	2,213	-	-
Marketing Services	-	-	-	-	-	-	-	-	-	-	-	-
Promotional Items/T-shirts	2,648	-	-	-	-	-	-	-	-	2,648	-	-
Clothing/Uniforms/Costumes	-	-	-	-	-	-	-	-	712	712	-	-
Event Exp	191	-	-	-	-	-	-	-	-	191	-	177
Food (covered by attendee fee)	-	-	-	-	-	-	-	-	-	-	-	-
Food (Not covered by attendee fee)	-	-	-	-	-	-	-	-	-	-	-	2,192
Administrative Assessment Fees	-	-	-	-	-	-	-	-	-	-	-	-
Bank Card Fees	2,218	-	-	-	-	-	-	33	-	2,251	-	546
Tax Expense	1,834	-	-	-	-	-	-	-	-	1,834	-	-
Other Goods & Services Exp	-	-	-	-	-	-	-	-	-	-	19	-
Unreconciled PCARD Transactions	-	-	-	-	-	-	-	-	-	-	-	-
Non-Mandatory Transfer In/Out	-	-	-	-	-	-	-	-	-	-	-	(25,000)
Travel	1,088	-	-	-	-	-	-	-	-	1,088	-	335
Subtotal	22,482	-	-	-	-	-	-	33	761	23,276	15,012	(21,320)
Direct Facility Expenses												
Freight/Transport Exp	-	-	-	-	-	-	-	-	-	-	1,410	-
Telephone Exp	-	-	-	-	-	-	-	-	-	-	870	-
Water/Sewer Exp	-	-	-	-	-	-	-	-	-	-	6,416	-
Repairs/Alt/Main Exp	-	-	-	-	-	-	-	-	-	-	213	-
Building Repairs/Parts/Supply-Alt/Main Exp	-	-	-	-	-	-	-	-	-	-	7,359	14,782
Repairs/Alt/Main Exp	-	-	-	-	-	-	-	-	-	-	231	-
Contracts-Equipment Maintenance Exp	-	-	-	-	-	-	-	-	-	-	3,178	-
Tf-Tek Systems	972	-	-	-	-	-	-	-	-	972	765	-
Electricity Exp	-	-	-	-	-	-	-	-	-	-	22,446	-
Misc Purchased Services Exp	1,083	-	-	-	-	-	-	-	-	1,083	3,862	-
Critter Ridders Pest Control	-	-	-	-	-	-	-	-	-	-	1,323	-
Air Management Solutions	-	-	-	-	-	-	-	-	-	-	639	-
Subtotal	2,054	-	-	-	-	-	-	-	-	2,054	48,712	14,782
Shared Support Overhead												
Staff Support Salary - Exempt	88,540	-	-	-	-	-	-	-	-	88,540	21,703	-
Staff Support Salary - Classified	-	-	-	-	-	-	-	-	-	-	21,225	-
Staff Support Benefits	33,670	-	-	-	-	-	-	-	-	33,670	12,676	-
Subtotal	122,210	-	-	-	-	-	-	-	-	122,210	55,604	-
TOTAL EXPENSE	146,746	-	-	-	-	-	-	33	761	147,540	119,329	(6,538)
PROGRAM NET	(110,831)	58,915	2,995	7,484	29,996	34,777	14,650	1,762	(761)	40,406	(1,455)	121,948

Acct	Title	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Year
Sales/Services - Off Campus														
G308	Educational Sales - Nontaxab	385.00	13,588.92	0.00	2,000.00	8,301.00	100.00	590.00	6,662.08	0.00	810.00	8,750.16	0.00	41,187.16
G361	Annual Permits Sales Rev-Tax	4,856.54	5,216.58	3,196.16	2,099.48	2,289.29	2,089.07	1,633.64	1,941.45	2,017.12	2,717.83	3,832.24	3,825.26	35,714.66
G398	Self Support/Auxiliary Non-Ta	0.00	0.00	0.00	0.00	0.00	0.00	29,995.50	0.00	0.00	0.00	0.00	0.00	29,995.50
	Subtotal	5,241.54	18,805.50	3,196.16	4,099.48	10,590.29	2,189.07	32,219.14	8,603.53	2,017.12	3,527.83	12,862.40	3,825.26	106,897.32
Other Sources - Off Campus														
G503	Facility Use Revenue - Non T	14,520.50	4,522.00	6,189.00	15,657.50	7,659.00	16,731.37	-22,806.50	7,189.00	7,189.00	7,189.00	7,189.00	9,820.00	81,048.87
	Subtotal	14,520.50	4,522.00	6,189.00	15,657.50	7,659.00	16,731.37	-22,806.50	7,189.00	7,189.00	7,189.00	7,189.00	9,820.00	81,048.87
	Total Revenue	19,762.04	23,327.50	9,385.16	19,756.98	18,249.29	18,920.44	9,412.64	15,792.53	9,206.12	10,716.83	19,771.40	13,645.26	187,946.19
Salary and Wage Expense														
F107	Temporary Classified	0.00	975.26	1,007.50	882.57	781.82	838.24	644.28	792.96	900.34	792.96	-7,615.93	0.00	0.00
F206	Permanent Pro Staff	7,541.40	6,431.86	7,854.59	7,854.58	7,854.58	7,854.58	7,854.58	7,854.58	7,854.58	7,854.58	7,854.57	-13,847.98	70,816.52
F221	Temporary Pro Staff	0.00	0.00	855.30	1,710.60	1,710.60	1,097.84	0.00	1,810.39	1,282.95	1,853.15	1,881.66	1,368.48	13,570.77
F722	Pro Staff Vacation Leave Buy	4,152.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,152.59
	Subtotal	11,693.99	7,407.12	9,717.39	10,447.75	10,347.00	9,796.47	8,498.86	10,457.94	10,037.87	10,900.69	2,120.59	-12,479.58	88,539.88
Fringe Benefits Expense														
F910	OASDI-Social Security	691.33	434.20	563.31	615.17	607.78	575.80	498.17	619.64	593.60	622.28	1027.70	-710.97	5,213.01
F915	OASDI-Medicare	161.69	101.54	131.76	143.88	142.14	134.67	116.50	144.92	138.81	145.53	24.04	-166.35	1,219.13
F920	Emp Benefits-Retirement	721.40	572.05	572.05	572.05	572.05	572.05	572.05	572.05	572.05	572.05	572.05	-863.70	5,578.26
F930	Emp Benefits-Med Aid/Indr Ins	39.87	55.84	72.14	79.47	78.03	71.70	73.95	84.46	87.55	90.55	-31.23	-99.32	603.01
F935	WA Paid Family & Medical Lx	35.50	16.15	21.16	22.77	22.56	21.03	17.97	22.10	21.23	22.16	4.22	-27.00	189.87
F940	Emp Bene-Health/Life/Disabl	2,404.50	1,259.50	1,259.50	3,549.50	2,404.50	2,404.50	2,404.50	2,404.50	2,404.50	2,404.50	2,404.50	-5,037.99	20,266.51
F960	Emp Benefits-Unemployment	12.85	7.60	10.63	11.49	11.29	10.76	9.12	11.49	11.03	11.56	2.27	-13.48	96.61
F972	HERP LAAL Payments	15.82	13.51	16.48	16.50	16.49	16.49	16.49	16.49	16.49	16.50	16.49	-29.00	148.75
F982	Benefit/Vacation Leave Accru	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	575.83
F983	Accrued Sick Leave	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-221.67
	Subtotal	4,072.96	2,460.39	2,647.03	5,010.84	3,854.84	3,807.02	3,708.75	3,878.75	3,842.18	3,885.15	3,095.05	-6,593.65	33,669.31
	Total Labor	19,766.95	9,867.51	12,364.42	15,458.89	14,201.84	13,697.49	12,207.61	14,336.69	13,880.05	14,365.84	5,215.35	-19,073.15	122,209.19
Personal Services Expense														
E060	Marketing Services	87.44	87.44	87.44	0.00	87.44	0.00	100.56	100.56	0.00	0.00	0.00	0.00	500.88
	Subtotal	87.44	87.44	87.44	0.00	87.44	0.00	100.56	100.56	0.00	0.00	0.00	0.00	500.88
Goods and Services Expense														
E111	Supplies & Materials Exp	0.00	36.99	219.28	39.34	10.86	81.60	0.00	0.00	125.47	17.49	242.60	7,860.57	8,633.60
E157	Software Licenses/License Agr	0.00	0.00	0.00	87.44	0.00	0.00	0.00	0.00	25.00	0.00	0.00	0.00	112.44
E165	Contracts-Equipment Maintnr	0.00	588.19	322.87	324.19	0.00	645.74	1.32	324.19	647.06	0.00	-3,177.75	971.52	971.52
E171	Printing Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,568.68	0.00	0.00	0.00	1,568.68
E172	Print & Copy Center Expense	0.00	0.00	0.00	0.00	48.86	0.00	206.48	0.00	0.00	0.00	0.00	0.00	255.14
E173	Self-serve Copier Expense	82.19	193.63	89.67	91.42	103.62	103.62	109.56	123.44	101.73	99.08	109.58	110.39	1,317.73
E200	Subscriptions Exp	0.00	0.00	0.00	0.00	0.00	0.00	149.80	100.56	0.00	100.56	0.00	0.00	451.58
E213	Misc Purchased Services Exp	0.00	0.00	0.00	0.00	0.00	1,082.72	0.00	0.00	0.00	0.00	0.00	0.00	1,082.72
E217	Bank Card Fees	220.88	339.59	284.63	7.69	200.61	252.15	174.69	76.22	131.68	159.58	157.54	245.85	2,251.09
E241	Advertising Exp	0.00	0.00	0.00	0.00	0.00	1,662.00	0.00	0.00	0.00	0.00	0.00	0.00	1,662.00
E244	Promotional Items/T-shirts	851.62	1,408.64	0.00	521.04	0.00	718.42	0.00	0.00	0.00	0.00	-851.62	0.00	2,648.10
E257	Clothing/Uniforms/Costumes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	931.37	0.00	711.94	-931.37	0.00	711.94
E260	Tax Expense	6.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,828.00	0.00	0.00	1,834.09
E281	Conferences/Event Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	191.28	0.00	0.00	0.00	0.00	191.28
E999	Unreconciled PCARD Transa	0.00	0.00	0.00	0.00	32.53	-32.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Subtotal	1,160.78	2,667.04	916.45	1,071.12	720.47	4,913.72	492.05	1,666.12	2,891.44	2,816.09	-4,351.26	9,288.89	23,691.91
Travel Expense														
E353	Private Auto	28.18	13.77	61.59	9.18	150.02	130.37	9.18	0.00	30.15	83.75	0.00	4.69	520.88
E354	Other Travel Expenses	0.00	0.00	0.00	24.45	45.85	15.00	0.00	0.00	0.00	0.00	0.00	0.00	112.90
E381	Ground Transportation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	453.84	0.00	0.00	453.84
	Subtotal	28.18	13.77	61.59	33.63	195.87	145.37	9.18	0.00	30.15	863.39	-4,351.26	4.69	1,087.62
	Total Expense	1,276.40	2,668.25	1,065.48	1,104.75	1,003.58	4,659.09	601.79	1,705.68	2,921.59	3,381.48	-4,351.26	9,293.58	25,330.41
	Total All Expenses	17,043.35	12,535.76	13,429.90	16,563.34	15,205.42	18,256.58	12,809.40	16,042.37	16,801.64	17,767.32	864.09	-8,779.57	147,539.60
	Total Revenues Less Expen	2,718.69	10,791.74	-4,044.74	3,193.64	3,043.87	663.86	-3,396.76	-249.84	-7,595.52	-7,050.49	19,907.31	23,424.83	40,406.99

Finance Reporting - Summary by Acct Detail - Monthly Trend (Data as of 26-Aug-2024 11:26:15 PM)

Period Jun-2024 (Year End) | Budget Annual Adjusted Budget | Chart = 1 | Fund = 12336 SEA Discovery Center Operating | Orgn = 3008E Outreach & Continuing Education | Prog = 0110PR Instruction - Operating | Locn = XPB Poulso

Acct	Title	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Year
Tuition and Fees														
G106	Tuition Operating Revenue	117,874.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	117,874.00
	Subtotal	117,874.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	117,874.00
	Total Revenue	117,874.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	117,874.00
Salary and Wage Expense														
F107	Temporary Classified	901.43	1,293.81	742.35	1,049.90	1,187.76	975.66	1,060.50	848.40	848.40	954.45	9,520.78	1,842.00	21,225.44
F206	Permanent Pro Staff	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21,702.54
	Subtotal	901.43	1,293.81	742.35	1,049.90	1,187.76	975.66	1,060.50	848.40	848.40	954.45	9,520.78	1,842.00	42,927.98
Fringe Benefits Expense														
F810	QASDI-Social Security	55.89	80.21	46.03	65.09	73.64	60.49	65.75	52.00	52.00	59.18	590.29	1,368.27	2,570.04
F815	QASDI-Medicare	13.07	18.76	10.76	15.23	17.22	14.14	15.38	12.30	12.30	13.84	138.05	320.04	601.09
F820	Emp Benefits-Retirement	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,435.77
F830	Emp Benefits-Med Aid/Ind Ins	9.63	13.81	7.93	11.22	12.69	10.42	12.97	10.38	10.38	11.68	138.14	193.14	442.39
F835	WA Paid Family & Medical Lu	1.96	2.82	1.62	2.28	2.59	2.10	2.24	1.79	1.80	2.01	20.40	50.37	91.98
F840	Emp Bene-Health,Life,Disabl	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,442.49
F860	Emp Benefits-Unemployment	0.99	1.43	0.82	1.15	1.31	1.08	1.17	0.94	0.94	1.05	10.41	25.54	46.83
F872	HERP LIAAL Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	45.51
	Subtotal	81.54	117.03	67.16	94.97	107.45	88.23	97.51	78.01	78.02	87.76	897.29	10,881.13	12,676.16
	Total Labor	982.97	1,410.84	809.51	1,144.87	1,295.21	1,063.89	1,158.01	926.41	926.42	1,042.21	10,418.07	34,425.67	85,604.08
Personal Services Expense														
E090	Marketing Services	0.00	0.00	0.00	0.00	0.00	100.56	0.00	0.00	0.00	0.00	0.00	0.00	100.56
	Subtotal	0.00	0.00	0.00	0.00	0.00	100.56	0.00	0.00	0.00	0.00	0.00	0.00	100.56
Goods and Services Expense														
E111	Supplies & Materials Exp	2,777.71	389.86	0.00	2,343.25	2,731.81	2,482.19	377.58	792.94	1,102.08	1,819.61	1,253.00	-6,784.60	9,285.43
E115	Lab Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	223.30	0.00	0.00	0.00	0.00	223.30
E131	Telephone Exp	4.32	161.67	76.17	80.00	77.93	76.57	76.47	96.65	95.21	95.27	12.79	15.06	870.11
E132	Postage & Mail Exp	0.00	0.00	0.00	0.00	176.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	176.00
E141	Electricity Exp	2,937.04	0.00	1,433.37	1,342.15	1,619.13	2,106.54	1,953.74	2,227.72	2,184.69	1,869.44	1,593.76	3,178.47	22,446.05
E144	Water/Sewer Exp	0.00	488.37	500.73	500.73	476.01	482.92	482.92	513.36	412.22	403.81	427.39	850.97	5,539.43
E145	Refuse Disposal Exp	29.72	29.72	0.00	29.72	495.52	89.16	0.00	29.72	29.72	37.84	37.84	75.68	876.52
E160	Repairs/Alt/Maint Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	254.57	0.00	0.00	254.57
E161	Building Repairs/Alt/Maint Ex	0.00	0.00	0.00	0.00	892.00	0.00	0.00	5,421.28	0.00	0.00	218.40	0.00	6,531.68
E162	Equipment Repairs/Alt/Maint	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	230.58
E163	Parts/Supplv-Repairs/Alt/Maint	0.00	0.00	0.00	0.00	0.00	0.00	0.00	573.13	0.00	0.00	0.00	0.00	573.13
E164	Other-Repairs/Alt/Maint Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	212.94	0.00	0.00	0.00	212.94
E165	Contracts-Equipment Maint	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,177.75	0.00	3,177.75
E172	Print & Copy Center Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	294.34	0.00	0.00	294.34
E194	Profession Lic/Permits/Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	117.00	0.00	0.00	0.00	117.00
E200	Subscriptions Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.56	0.00	0.00	100.56
E213	Misc Purchased Services Exp	174.83	163.85	295.11	1,990.35	54.65	174.88	2,861.29	174.88	54.65	295.11	174.88	174.88	6,589.36
E240	Other Goods & Services Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.29	0.00	0.00	0.00	19.29
E241	Advertising Exp	0.00	0.00	0.00	0.00	0.00	2,913.00	0.00	0.00	0.00	0.00	0.00	0.00	2,913.00
E242	Freight/Transport Expense	0.00	0.00	0.00	1,410.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,410.00
E244	Promotional Items/T-shirts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	851.62	0.00	851.62
E257	Clothing/Uniforms/Costumes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	931.37	0.00	931.37
E999	Unreconciled PCARD Trans	0.00	100.76	950.03	-1,050.79	665.66	-665.66	223.30	-223.30	0.00	0.00	0.00	0.00	0.00
	Subtotal	5,923.62	1,334.23	3,255.41	6,645.41	7,188.71	7,659.60	5,977.30	9,829.68	4,227.80	5,162.43	8,678.80	-2,258.96	63,624.03
	Total Expense	5,923.62	1,334.23	3,255.41	6,645.41	7,188.71	7,760.16	5,977.30	9,829.68	4,227.80	5,162.43	8,678.80	-2,258.96	63,724.99
	Total All Expenses	6,906.59	2,745.07	4,064.92	7,790.28	8,483.92	8,824.05	7,135.31	10,756.09	5,154.22	6,204.64	19,096.87	32,166.71	119,328.67
	Total Revenues Less Expen	110,967.41	-2,745.07	-4,064.92	-7,790.28	-8,483.92	-8,824.05	-7,135.31	-10,756.09	-5,154.22	-6,204.64	-19,096.87	-32,166.71	-1,454.67