

**KITSAP COUNTY
LODGING TAX FUNDING AWARD APPLICATION**

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

Project Title: Whaling Days
Project Dates: Beginning: 7/25/25 Ending: 7/27/25
Name of Organization Whaling Days Web Site whalingdays.com
Mailing Address: PO Box 2021 Silverdale, WA 98383
Contact Person: Brenda Kelley E-Mail: whalingdaystreasurer@gflad.com Phone: 360.731.3155
Amount Requested: \$ 480,000 Total Project Cost: \$ 583,950
Portion of Total Project Cost Requested: 82% (%)

Signature of Authorized Representative

Brenda Kelley

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 2022 on file, 2023 extention (Gintz Warner)
- 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

SUPPORTING INFORMATION

A. Intro:

The economic impact of Silverdale Whaling Days is extensive. The local hotels and surrounding area hotels are full. Oyster Bay Inn located in Bremerton is a sponsor of Whaling Days, due to how many people we put in their hotel. We DO NOT apply for any other LTAC funding from surrounding Cities. Bars, restaurants and businesses sell tickets to have access to view fireworks and parking but see a huge increase in sales the entire week surrounding the event with vendors and companies that Whaling Days bring into Silverdale. Whaling Days struggled for some time with power outages, rainstorms, and extreme heat but we have seen those numbers increase due to in-kind advertising, funding received, and partnering with community events. None of this would have been possible without County LTAC funding. In 2023 we planned to increase our appeal with a new layout, allowing us to bring in a larger stage, move the Fireworks Barge, obtain a new Fireworks Company, and additional activities. The moving of the entire festival and opening the layout gave us better footage and visuals for marketing our 50th anniversary in 2024.

B. Project Description:

Our biggest requests are a Drone Show, FREE Headliner acts and Carnival/Activities in the family area. Friday has always had a big draw with Fireworks, this year we plan to scale back the Friday Fireworks show and bring in a big headliner act resulting in many coming from out of the area. 2024 resulted in approximately 5,000 people on site Friday during our headliner act with standing room only. Saturday, we want to bring a drone show with proper funding for a great first ever show in Kitsap County and we need funding for Advertising in combination with Fireworks with a Star Wars theme, this will draw the masses! We need to lock in an Event Company with mechanical rides and larger soft play activities including an obstacle course, golf, slide, etc. to create a "Carnival Place" experience for all ages. We would sell wristbands to see if this is something that would be viable to continue and use this to partner with another non-profit for their fundraising also. Instead of a "Family Stage" we are looking into a video wall. This would allow us to show live feeds of the festival, parade, play cartoons and have a family movie in the early evening and teen movie in the evening. We anticipate that funding these main 3 projects will bring in an additional 7,000 people into Silverdale from 2024 which has already seen extremely high numbers. More people mean more hotels, rentals, shopping, eating, drinking, fueling up etc. We are also in need of shuttle services including ferries to increase numbers.

Whaling Days is a family-oriented, non-profit, volunteer-run community festival on the "Old Town" Silverdale waterfront which includes Kitsap County Park areas as well as Port of Silverdale property. Since 1974, thousands of people have enjoyed the annual event and entertainment Whaling Days has to offer. Whaling Days gives back to the local community through funds raised to support other non-profit organizations and student scholarships. The Board works diligently throughout the year to put on the annual festival. We rely on sponsorships along with the funds raised during the festival to cover the expenses and have enough money to put the festival on for the following year. Whaling Days has only applied for funds three previously.

In 2024 we celebrated the 50th Annual Festival, brought on a full-time event manager, increased the Fireworks show and brought in Sir Mix a Lot. Additionally the President and Event Manager were recognized by County Commissioners for having such a successful

event. The big question is “What’s next”? A Drone show on Saturday in combination with Fireworks set to a Star Wars theme would bring people from far and wide!

c. **Scope of Work:**

Our Board not only participates during the festival weekend, as well as meeting twice monthly for year-round planning. The Event Manager is available on a full-time basis as it’s required to have someone available to vet companies, sponsorships, and assist in all areas as needed. Our *on-site festival volunteers*’ have number in the hundreds as each event requires assistance/support. We have seen this number drop since Covid and are leaning more towards having to pay for labor and in-kind trade with local businesses. We were able to “erect” the festival starting Friday morning, now we are starting on the Wednesday before. It takes more time, as there are more regulations, requirements, more things being delivered, and larger quantities to accommodate the attending public.

1. Secure LTAC funding, deadline 8/31/2024
2. Start work on sponsorships – 10/1/2024
3. Website updating – to be completed by February 1st for vendor applications
4. Complete all contracts by March 1st, 2025
5. Complete all agreements by April 1st, 2025
6. Advertising to roll out starting May 1st, 2025

D. **Scope of Work/Project Timeline:**

Main items for funding:

Drone show - \$90,000 this amount will bring a good-sized show while working with Western Fireworks and our Sound people for a great experience. Must book by March 1st 2025 with deposit.

Fireworks - \$75,000 this will cover a small show Friday and accompanying drone fireworks with manned barge for 2 days. This requires additional security during moorage, additional fire inspection and deposit by March 1st, 2025.

Carnival Place - \$50,000 this covers a professional event company with staff to set up all activities, man the mechanical, provide power and tear down. To obtain this Whaling Days must book by 9/15/2024, we may need to secure with deposit.

Marketing - \$30,000 this amount is needed to promote the Friday headliner, Saturday drone show and Carnival Place. King 5/Comcast/Radio/Digital and more. This also includes posters, postcards etc.

Security - \$27,000 regular security and barricade safety team in addition professional event security is needed for headliner, fireworks barge for maintaining clearance from attendees, personal security for headliner at dressing trailer

Rentals and Environmental - \$18,500 this includes an increase for port a potties, ADA and hand washing stations due to Park and Port bathrooms being unavailable.

F. **History:**

Silverdale Whaling Days has a goal of providing a free and affordable family-friendly festival to be enjoyed during the last full weekend of July, every year since 1974. There is a great sense of

community behind Whaling Days and traditions that bring people back annually to Kitsap County for this event. Many have moved away or are military transferred but return for this event annually. Whaling Days advertises outside of Kitsap to draw people to Kitsap County, so more can experience what Kitsap has to offer. We also work with other groups/organizations like Kitsap County Sheriffs, CKFR, and TTF Bangor to have a presence and gets them interacting with the community. Just celebrating our 50th annual festival, the board is excited for the direction Whaling Days is going and the new/fun exciting things we can bring to Silverdale.

Other organizations who benefit from off-shoot events/fundraisers during Whaling Days are, Meals on Wheels Kitsap/Whale of a Run, Lions Grand Parade, Silverdale Rotary Duck Race, Kitsap Corn Hole, Boy Scouts Troop 1540, Kingston Cheer Squad, TTF Retirement fund, and YMCA.

The next page is our proposed budget for 2025 festival.

Respectfully Submitted,

Brenda Kelley

Silverdale Whaling Days Treasurer/Event Manager

360-731-3155

whalingdaystreasurer@gmail.com

SILVERDALE WHALING DAYS

2025 BUDGET

updated 8/24/24

I N C O M E	2025 BUDGET	2025 ACTUAL	DIFFERENCE
21+ Club	\$ 35,000.00		\$ (35,000.00)
ATM guy	\$ 600.00		\$ (600.00)
Community Donations (not sponsorships)	\$ 2,000.00		\$ (2,000.00)
Interest	\$ 100.00		\$ (100.00)
Kids Area - Carnival / Rides	\$ 1,000.00		\$ (1,000.00)
Merchandise Sales	\$ 3,000.00		\$ (3,000.00)
Scholarship Donations	\$ 2,000.00		\$ (2,000.00)
Sponsorships (including County)	\$ 500,000.00		\$ (500,000.00)
Street Fair	\$ 35,000.00		\$ (35,000.00)
Whaling Days Festival starting cash replaced	\$ 3,000.00		\$ (3,000.00)
<i>Silverdale Rotary</i>	\$ 3,500.00		\$ (3,500.00)
<i>Whale of a Run</i>	\$ 200.00		\$ (200.00)
<i>other</i>	\$ 250.00		\$ 250.00
Total Income	\$ 585,650.00	\$ -	\$ (585,650.00)

E X P E N S E S	2025 BUDGET	2025 ACTUAL	DIFFERENCE
21+ Club/Tables, Chairs, Tents	\$ 35,000.00		\$ 35,000.00
Administrative/Website Improvements	\$ 25,500.00		\$ 25,000.00
Advertising	\$ 30,000.00		\$ 30,000.00
Capital Outlay/Repairs	\$ 25,000.00		\$ 25,000.00
Community Development Support / Projects	\$ 500.00		\$ 500.00
Community Donations	\$ 2,000.00		\$ 2,000.00
Drone Show	\$ 90,000.00		\$ 90,000.00
Entertainment - Main Stage	\$ 90,000.00		\$ 90,000.00
Family Area	\$ 75,000.00		\$ 75,000.00
Environmental Boy Scouts clean-up	\$ 3,500.00		\$ 3,500.00
Environmental Waste Management/PSE	\$ 1,000.00		\$ 1,000.00
Environmental Port a Potties/hand washing	\$ 9,500.00		\$ 9,500.00
Event Manager	\$ 50,000.00		\$ 50,000.00
Fireworks + Barge	\$ 75,000.00		\$ 75,000.00
Insurance/Permits	\$ 5,500.00		\$ 5,500.00
Merchandise	\$ 7,500.00		\$ 7,500.00

Miscellaneous Expenses	\$ 5,200.00		\$ 5,200.00
Purchasing/water/food etc	\$ 1,000.00		\$ 1,000.00
Rentals	\$ 9,000.00		\$ 9,000.00
Safety Team + Paid event security	\$ 25,000.00		\$ 25,000.00
Safe Security	\$ 2,000.00		\$ 2,000.00
Scholarships	\$ 2,000.00		\$ 2,000.00
Volunteer Recruiting / Appreciation	\$ 2,000.00		\$ 2,000.00
Street Fair	\$ 7,500.00		\$ 7,500.00
Storage-moving/labor etc	\$ 750.00		\$ 750.00
VIP Event/thank you for sponsors	\$ 1,500.00		\$ 1,500.00
Whaling Days Festival starting cash	\$ 3,000.00		\$ 3,000.00
Total Expenses	\$ 583,950.00	\$ -	\$583,950.00
<i>income vs expenses</i>	\$ 1,700.00	\$ -	

BUSINESS INFORMATION

Business Name:

SILVERDALE WHALING DAYS

UBI Number:

602 939 864

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

3442 NW RANDALL WAY, SILVERDALE, WA, 98383-7953, UNITED STATES

Principal Office Mailing Address:

PO BOX 2021, SILVERDALE, WA, 98383, UNITED STATES

Expiration Date:

07/31/2025

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

07/15/2009

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE, SILVERDALE WHALING DAYS

Charitable Corporation:



Nonprofit EIN:

91-1521350

Most Recent Gross Revenue is less than \$500,000:



Has Members:



Public Benefit Designation:



Host Home:

**REGISTERED AGENT INFORMATION**

Registered Agent Name:

TREASURER

Street Address:

5337 NW RANDALL WAY, SILVERDALE, WA, 98383, UNITED STATES

Mailing Address:

PO BOX 2021, SILVERDALE, WA, 98383-2021, UNITED STATES

**Application for Extension of Time To File an Exempt Organization
Return or Excise Taxes Related to Employee Benefit Plans**

Department of the Treasury
Internal Revenue Service

File a separate application for each return.
Go to www.irs.gov/Form8868 for the latest information.

Electronic filing (e-file). You can electronically file Form 8868 to request up to a 6-month extension of time to file any of the forms listed below except for Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts. An extension request for Form 8870 must be sent to the IRS in a paper format (see instructions). For more details on the electronic filing of Form 8868, visit www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits.

Caution: If you are going to make an electronic funds withdrawal (direct debit) with this Form 8868, see Form 8453-TE and Form 8879-TE for payment instructions.

All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

Part I - Identification

Type or print <small>File by the due date for filing your return. See instructions.</small>	Name of exempt organization, employer, or other filer, see instructions. SILVERDALE WHALING DAYS	Taxpayer identification number (TIN) 91-1521350
	Number, street, and room or suite no. If a P.O. box, see instructions. PO BOX 2021	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. SILVERDALE WA 98383	

Enter the Return Code for the return that this application is for (file a separate application for each return)

0	1
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Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 4720 (other than individual)	09
Form 4720 (individual)	03	Form 5227	10
Form 990-PF	04	Form 6069	11
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 8870	12
Form 990-T (trust other than above)	06	Form 5330 (individual)	13
Form 990-T (corporation)	07	Form 5330 (other than individual)	14
Form 1041-A	08		

• After you enter your Return Code, complete either Part II or Part III. Part III, including signature, is applicable only for an extension of time to file Form 5330.

• If this application is for an extension of time to file Form 5330, you must enter the following information.

Plan Name _____
 Plan Number _____
 Plan Year Ending (MM/DD/YYYY) _____

Part II - Automatic Extension of Time To File for Exempt Organizations (see instructions)

The books are in the care of **BRENDA KELLEY, PO BOX 2021 SILVERDALE WA 98383**
 Telephone No. **360-731-3155** Fax No. _____

• If the organization does not have an office or place of business in the United States, check this box

• If this is for a Group Return, enter the organization's four-digit Group Exemption Number (GEN) _____. If this is for the whole group, check this box . If it is for part of the group, check this box and attach a list with the names and TINs of all members the extension is for.

1 I request an automatic 6-month extension of time until 11-15, 2024, to file the **exempt organization return** for the organization named above. The extension is for the organization's return for:
 calendar year 2023 or
 tax year beginning _____, 20____, and ending _____, 20____.

2 If the tax year entered in line 1 is for less than 12 months, check reason: Initial return Final return
 Change in accounting period

3a If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	3a	\$
b If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	3b	\$
c Balance due. Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	3c	\$





Dyes Inlet

Silverdale Whaling Days Festival
Old Town Silverdale
2024 Site Map



- INFORMATION / LOST & FOUND
- FESTIVAL OFFICE TRAILER
- FIRST AID STATION
- AUTOMATED TELLER MACHINE
- DUCK RACE TICKET SALES BOOTH
- STREET CLOSED TO VEHICLES
- 15-MIN. UNLOAD / LOAD PARKING



PUBLIC MOORAGE

PORT OF SILVERDALE PIER

SILVERDALE ROTARY DUCK RACE

FIREWORKS

BOAT LAUNCH (CLOSED)