


KITSAP COUNTY  
LODGING TAX FUNDING AWARD APPLICATION

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

TYPE OF PROPOSAL APPLICANT INFORMATION

Project Title: Tourism Promotion  
Project Dates: Beginning: 01/01/2025 Ending: 12/31/2025  
Name of Organization: Visit Kitsap Peninsula Web Site: www.visitkitsap.com  
Mailing Address: 19225 8th Ave. NE, Suite 201-2022, Poulsbo, WA 98370  
Contact Person: Alyolynn Sperber E-Mail: alyolynn@visitkitsap.com Phone: 310-994-7383  
Amount Requested: \$ 891,226 Total Project Cost: \$ 891,226  
Portion of Total Project Cost Requested: 100% (%)

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](mailto:purchasing@kitsap.gov). Hardcopies will not be accepted.

SUBMISSION REQUIREMENTS

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



## Lodging Tax Proposal for FY 2025: January 1-December 31, 2025

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### VISIT KITSAP HISTORY

Visit Kitsap Peninsula (VKP) has proudly served as Kitsap County’s professional Destination Marketing Organization (DMO) for over 40 years, with a mission to cultivate sustainable tourism and economic vitality while preserving the natural beauty, maritime heritage, Indigenous cultures, and small-town charm of our communities. Founded in 1983 as a Washington State 501c6 non-profit membership-based economic development organization, VKP is recognized as the official agency responsible for providing information about the Kitsap Peninsula.

Key accomplishments include our successful branding strategy initiated in 2009. This long-term effort positioned the Kitsap Peninsula as a major visitor and event destination, with a focus on outdoor recreation and the region’s natural environment. The theme, "The Natural Side of Puget Sound," has been instrumental in promoting the region as a year-round, easily accessible destination.

In 2013, VKP produced the Kitsap Peninsula Water Trails map, which led to a collaboration with government, business, and environmental groups, resulting in the designation of the Kitsap Peninsula National Water Trails—the first such designation in Washington State—by the United States Department of the Interior in 2014.

Our mission is to create positive economic growth and development by marketing the Kitsap Peninsula as a world-class visitor destination. In non-pandemic years, the tourism industry has generated nearly \$40 million in sales tax revenues and provided jobs for nearly 8,000 people. Tourism remains one of the most productive and fastest-growing economic sectors in Kitsap County and Washington State.

### OPPORTUNITY FOR FUTURE SUSTAINABILITY

**The potential for additional revenue sources to supplement LTAC funding from the county and cities is a Tourism Promotion Area (TPA) or Tourism Improvement District (TID) assessment.** Both are a collected fee; the TPA is a set dollar amount collected from hotel/lodging rooms sold (\$2-5) and the TID is a percentage of revenue from hotel/lodging rooms sold (1-2%). Achieving this requires a collaborative community effort. Currently a **Steering Committee comprised of local hotel, chamber and tourism partner representatives is in place to access options and spearhead viability and next steps.** Ultimately this will be a hotel /lodging run coalition/board that will manage and control the TPA or TID which **requires 60% of total hotel/Lodging room support from hotel/lodging owners in Kitsap County. Final approval comes from the state legislature.** The potential revenue from this initiative could be the catalyst that shifts VKP tourism marketing and sales efforts with the ability to grow and expand the positive impact that tourism has on our Kitsap County community.

### PROJECT TIMELINE

Project timeline encompasses the entire year; January 1, 2025 to December 31, 2025. Marketing, Promotional, Advertising, Collaborations and Campaigns are ongoing and run throughout the year with some following a seasonal timeline: Winter, Spring, Summer, Fall.



## Lodging Tax Proposal for FY 2025: January 1-December 31, 2025

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### TOURISM PROMOTION PROJECT DESCRIPTION

Visit Kitsap Peninsula (VKP) is utilizing a flywheel strategy to generate sustained tourism growth, positioning the Kitsap Peninsula as a premier destination. **This approach gradually builds momentum, where each success fuels future growth**, and is especially focused on preparing for the 2026 World Cup. VKP aims to serve as a basecamp for travelers visiting the Seattle area during the event.

**2024 Achievements:** As of July 31, 2024, **VKP recorded 1,520,156 trips with an average stay of 2.5 days.** The top visitor markets include Seattle-Tacoma, Portland, Spokane, Tri-Cities, and Los Angeles. Media coverage highlights include features in **Travel + Leisure, Matador Network**, and other prominent outlets. **VKP also launched a new commercial and revamped its website, providing an enhanced experience for visitors.** Expanding group business opportunities for local hotels and venues is central to the flywheel strategy. In 2023, **VKP built a cohesive hotel community through quarterly Hospitality Hours and increased collaboration.** In 2024, **VKP achieved key wins by attending industry conferences such as MPI, WSAE, and Connect PNW, hosting the first VKP Olympia Planner Lunch, and securing follow-up Olympia sales calls.** Plans for 2025 include expanding outreach, securing new bookings, and targeting new business opportunities.

**Operations:** To maintain momentum, VKP is requesting funding to support operational costs and a staff of four, including a new Marketing Manager and Office Administrator, to **increase capacity for high-performance tourism marketing.** The request also includes funding for office space at Vibe Coworks in Poulsbo, **providing a stable base for the team to coordinate efforts.**

**Marketing & Promotions:** VKP plans to invest \$192,000 in **digital advertising on platforms like Google Ads, YouTube, and Spotify**, along with print ads in the Washington State Visitor Guide and Seattle Magazine. A \$20,900 **co-op campaign with Brand USA**, with a \$2,500 match from the State of Washington Tourism, **will target Canadian visitors.** Additionally, \$44,000 will be allocated for new videos and photography to **showcase Kitsap's natural beauty across digital and social media platforms.**

**Sales & Business Development:** VKP will invest \$20,000 in a CRM system to manage leads and track relationships. Participation in industry sales conferences will help expand group business opportunities for local hotels and venues, ensuring sustained growth.

VKP is requesting \$891,226 to continue this flywheel strategy, ensuring increased visitation and long-term economic benefits for Kitsap County.



**Lodging Tax Proposal for FY 2025: January 1-December 31, 2025**

**SCOPE OF WORK**

<b>OPERATIONS:</b> Visit Kitsap Peninsula is the official Destination Marketing Organization (DMO) for the Kitsap Peninsula. Adequate and consistent funding of operational costs for the VKP business office and necessary staff is critical to tourism growth and future tourism opportunities. Kitsap County LTAC funding will support the budget needed for VKP to perform with high level results the tourism marketing and promotion related work necessary to to attract tourists and increase tourism for the Kitsap Peninsula.	<b>BUDGET</b>
Staff of three including: Executive Director, Director of Business Development & Sales, Office Administrator/Accountant (new role), and a Marketing Manager (new role) in order to expand operations for an enhanced visitor and partner experience.	\$325,000
VKP business office - renting dedicated desk and office at Vibe Coworks in Poulsbo, WA	\$15,600
Business operating costs including but not limited to: Needed CRM System to nurture contacts, create sales leads; storage Unit at Reliable Storage, Bookkeeping & Payroll Services, Printing, Verizon, Google Workspace, Business and D&O Insurance, IT Support, Office Gear such as new accounting laptop.	\$74,026
<p><b>RESEARCH &amp; DATA - Timeline: January through December 2025</b></p> <p>Geolocation data to include custom analysis dashboard for clusters (hotels, parks, attractions, high-visitation areas, etc.) of points of interest with charts, graphs, maps and tables and historical data. Included quarterly data report and geofencing management and data analysis. Visit Kitsap Peninsula</p> <p>STR - \$5,160            AirDNA - \$6,500            Datafy.- \$16,000 + data storage &amp; setup fees</p>	<p>\$30,000</p> <p><i>Estimated amount for unknown price increases or additional user seats.</i></p>
<p><b>MARKETING:</b> The objective of a DMO is to to attract tourists from 50+ miles away from the destination by promotion, advertising and marketing efforts and to build tourism for the communities they serve. These marketing and promotional efforts and data tools are often too expensive for individual cities and towns to execute on their own and is where VKP provides not only cohesive messaging to build and promote tourism for the Kitsap Peninsula but to highlight the county's cities and towns unique features and tourism opportunities. We anticipate cities offering Lodging Tax to fund projects related to photography and videography, specific to their cities, along with highlighting their marquee events.</p>	
<p><b>ADVERTISING - Timeline: January through December 31, 2025</b></p> <p>Primary focus on digital ads focused on geo-targeting via Datafy and other digital platforms such as Google Ads, YouTube, Expedia, Spotify, Trip Advisor, etc. Targeted broadcast, and print and digital</p>	\$192,000



**Lodging Tax Proposal for FY 2025: January 1-December 31, 2025**

<p>publications based on the Top 10 DMAs for the Kitsap Peninsula: Seattle/Tacoma, Spokane, Portland OR, Los Angeles, Phoenix, San Diego, Tri-Cities Area, San Francisco, Sacramento, and Denver. Work with partner organizations on co-op ad buys as available such as Brand USA and the State of Washington Tourism to help us target International markets like Canada, China, United Kingdom, and Australia.</p> <p>We will take a ramp-up approach with moderate spend during the winter and early spring, low spend during the summer, and then heavy ramp-up to attract winter travel and traffic to the World Cup landing page for 2026 travel planning.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Co-op Advertising: Brand USA to attract visitors from Canada for \$20,900 with a \$2,500 match from the State of Washington Tourism.</li> <li>• Content Creators: Traveling While Black is interested in highlighting Kitsap as a destination for BIPOC. This would be a 3-part content engagement for \$10,000.</li> <li>• Broadcast Advertising: Out &amp; Back, a KCTS9 6-week advertising program for 15-second spots during the Out &amp; Back program hosted by Alison Mariella Désir, a show focusing on BIPOC in the outdoors and athletics. This would be a \$6,000 commitment.</li> <li>• Print Advertising: Full-page in the Washington State Visitor Guide is \$30,000 (this will be a collaborative project with the Greater Kitsap Chamber), a full-page with Seattle Magazine costs \$6,925 for one time or \$5,886 per issue for a 3x commitment. Estimated cost for a full page ad in Los Angeles magazine is \$14,500.</li> <li>• KUOW 94.9 FM: A weekly investment of \$1,800 would secure 10 prime time spots (drive time + prime rotation), this would be the equivalent of 2.5 hours of air time per week during the shoulder season with some air time during the summer to attract people moving to the Greater Seattle area.</li> </ul>	
<p><b>CREATIVE, PHOTOGRAPHY, &amp; VIDEOGRAPHY - Timeline: January through December 31, 2025</b></p> <ul style="list-style-type: none"> <li>• Creative for 2 seasonal advertising campaigns and promotion of the shoulder season (November through March) that will be used for advertising campaigns</li> <li>• Timeline: January - April 2025 and September - December 2025</li> <li>• Updated photography and videos for the new website and campaigns that highlights the culture and natural beauty of the Kitsap Peninsula. <ul style="list-style-type: none"> <li>○ Develop creative 2 concepts for seasonal filming (2 30-second videos for Winter &amp; Spring + 1 combined 60-second video; 5 videos total).</li> <li>○ Based on the chosen concept, develop storyboards for videos and a mood board for photography.</li> <li>○ Conduct video shoot (2 days total, 1 day per season) throughout Kitsap Peninsula.</li> </ul> </li> </ul>	<p>\$44,000</p>





**Lodging Tax Proposal for FY 2025: January 1-December 31, 2025**

<ul style="list-style-type: none"> <li>○ Includes creative direction, project management, model releases and 1 cinematographer and 1 licensed drone operator at approximately 5 locations per day (10 locations total). Camera kit includes: drone, drone license, audio gear, lighting and grip, capturing 4K video footage.</li> <li>○ Conduct photo shoot alongside video noted above, at the same 10 locations to build a branded image library for website and digital channels with unlimited use rights.</li> <li>○ Video post-production editing, color and sound (1, 1-min. horizontal video and 4, 30-second social media videos).</li> <li>○ Photo editing and color correction on approximately 100 images with lifetime license.</li> <li>○ Provide stock music for videos (5 tracks), lifetime license. Share up to 2 music options per video, based on the chosen creative concept.</li> <li>● Event photography <ul style="list-style-type: none"> <li>○ Timeline: Throughout 2025, dependent upon the County’s priorities</li> <li>○ Develop a comprehensive photography brief for the photographer, detailing the types of shots required, event schedules, key moments to capture and any specific guidelines.</li> <li>○ Create a timeline and checklist for each event to ensure all photography needs are covered.</li> <li>○ Identify and get bids from 2-3 local photographers with event experience. Includes photographer budget of up to \$10,000 (\$400/event, up to 25 events)</li> <li>○ We will also work with the Greater Kitsap Chamber to collaborate on event photography that serve the county and share visual assets for digital advertising and guides</li> <li>○ Project management</li> </ul> </li> <li>● Kitsap Peninsula National Water Trails Brand Refresh <ul style="list-style-type: none"> <li>○ Timeline: February - April 2025</li> <li>○ Create online survey for KPNWT to gather visual inspiration/meaning (destination personality, position). Recommended survey recipients include key city and/or county staff, VKP and KPNWT board members and tourism partners. Approx. 15-minute survey.</li> <li>○ Logo family, fonts, color, and PDF Brand Guidelines.</li> </ul> </li> </ul>	
<p><b>INTEGRATED VISITOR &amp; RELOCATION GUIDE - Timeline: January through April 2025</b></p> <ul style="list-style-type: none"> <li>● Develop content plan, editorial calendar and story themes</li> <li>● Develop content/stories for up to 30 pages.</li> <li>● Design ad sales one-sheet. Includes up to 1 round of revisions.</li> <li>● Provide a photo shot list to the photographer(s) for cover and stories. Review and select images, consulting VKP.</li> <li>● Design/layout content for up to 40 interior pages; plus covers = 44 pages. Includes up to 2 rounds of revisions and: 10 pages reserved for ads (inside front cover, inside back cover and</li> </ul>	<p><b>\$35,000</b></p>



**Lodging Tax Proposal for FY 2025: January 1-December 31, 2025**

<p>back cover).</p> <ul style="list-style-type: none"> <li>• Full-page photos throughout the guide.</li> <li>• 34 remaining pages for stories and content.</li> <li>• Create and manage QR codes and URLs throughout the guide.</li> <li>• Copyediting and proofing of all 44 pages.</li> <li>• Include hiking and bicycling maps in all of Kitsap.</li> <li>• Project management</li> </ul>	
<p><b>PRINTING - Timeline: March 2025</b></p> <p>Printing allowance for the two-sided rack card guides including but not limited to gardens, museums, art galleries, farmers markets, golf, hiking trails, food &amp; beverage, and water trails for Visit Kitsap Peninsula and the Kitsap Peninsula National Water Trails Map, approximately 2,000 to 5,000 copies. The purpose of these is to provide “easy-to-read and tote” requested guides to prospective visitors, partner destination marketing organizations, and non-Kitsap chambers. Chambers located in Kitsap County are committed to covering printing costs for guides specific to their designated areas and Visit Kitsap Peninsula is committed to the design of the rack card guides and maps. VKP receives approximately 2,000+ requests per year.</p>	<p>\$7,500</p>
<p><b>OWNED MARKETING/EDITORIAL - Timeline: January through December 2025</b></p> <p>In 2025, our approach to promoting tourism on the Kitsap Peninsula will focus on a robust and integrated digital marketing strategy that leverages social media, email marketing, and blog writing. Our team will stay on top of industry trends, functionalities, and best practices to ensure we're offering valuable and engaging content while growing both online and offline community engagement. We will also prioritize accessibility and diversity, equity, and inclusion (DEI) to ensure our content resonates with a broad audience.</p> <p>On social media, we will publish content weekly to showcase the beauty, activities, and cultural experiences on the Kitsap Peninsula, using a mix of photos, videos, and user-generated content to engage our followers. By creating a consistent content calendar, we'll foster a sense of community, encourage interaction, and build strong relationships with potential visitors.</p> <p>Email marketing will take a more personalized approach. We will publish monthly newsletters highlighting seasonal activities, events, and travel deals, while also establishing a welcome series for new sign-ups. This welcome series will nurture interest in the Kitsap Peninsula, delivering timely and relevant information that keeps potential visitors engaged and excited to visit.</p> <p>For blog writing, we will post bi-weekly content that delves deeper into what makes the Kitsap Peninsula a unique destination. Our blogs will cover topics ranging from outdoor adventures to local businesses, events, and cultural insights, all while ensuring content is accessible and inclusive.</p>	<p>\$45,000</p> <p><i>Please note that this is the cost of having a marketing manager manage owned content and marketing for Visit Kitsap Peninsula and would be a part of the Staff budget.</i></p>







**Lodging Tax Proposal for FY 2025: January 1-December 31, 2025**

<p>includes the ability to filter, tag and sort.</p> <ul style="list-style-type: none"> <li>• Integrate technology solutions, includes: on-site search functionality, social media plugin, events calendar, password protection for individual users and Google</li> <li>• Analytics. Follow web-accessibility guidelines to support voice reader use.</li> <li>• Create forms for easy contact.</li> <li>• Site testing with staff to fix bugs, test on mobile and on major web browsers Microsoft Edge, Mozilla Firefox, Google Chrome (desktop and mobile) and Safari (desktop and mobile). Run color/text contrast test across site.</li> <li>• Launch site on hosting platform.</li> <li>• Ongoing project management.</li> </ul>	
<p><b>PUBLIC RELATIONS - Timeline: January through December, 2025</b></p> <p>Visit Kitsap Peninsula will manage a comprehensive public relations campaign to enhance awareness and drive visitation to the Kitsap Peninsula. Our efforts will highlight the destination's natural beauty, charming small towns, and diverse attractions, including astro-travel, restorative travel, Native Tourism, and outdoor recreation. We will host up to 10 Familiarization (FAM) trips, with at least one per quarter, to provide first-hand experiences for the press. Targeting key domestic markets such as Seattle, Spokane, Tri-Cities, Portland, and major cities in California and Arizona, we will also explore international outreach where applicable. Our strategy includes pitching to print, digital, broadcast, and podcasts, while emphasizing accessibility and uplifting under-represented small business owners.</p>	<p>\$45,000</p>
<p><b>REPORTING - Timeline: Quarterly</b></p> <p>Visit Kitsap Peninsula will provide monthly tracking and quarterly reports on key marketing performance metrics to the Kitsap County LTAC. These metrics will include hotel rooms booked, total trips, visitor days, and average length of visitor stay, offering insights into tourism growth and economic impact. Additionally, we will report on digital ad performance indicators such as clicks, likes, click-through rates, reach, and impressions, ensuring transparency in how our campaigns engage potential visitors. By analyzing these metrics, we aim to optimize our marketing strategies and enhance the effectiveness of our promotional efforts for the Kitsap Peninsula.</p>	<p>\$6,000</p> <p><i>Please note that this is the cost of having a marketing manager and executive director work together to compile this reporting and would be a part of the Staff budget.</i></p>
<p><b>BUSINESS DEVELOPMENT &amp; SALES:</b> Focuses on County-wide community partners and hotel/lodging partners to help bring in new group sales business to the Kitsap Conference Center and Kitsap County Hotels and venues. Objectives include developing relationships and community within these partner groups and support them in their business objectives by creating new group sales opportunities and providing support to both clients and partners through additional resources and group sales efforts. Kitsap County LTAC resources will support the following:</p>	



**Lodging Tax Proposal for FY 2025: January 1-December 31, 2025**

<b>Industry Association Member Dues:</b> - MPI, WSAE, DMA West (Now One West).	\$1,000
<b>Sales Conferences: (Timeline: spring &amp; fall)</b> - Large scale meeting planner conferences: Connect Pacific NW Events Show; hotel & airfare; Small Meeting Market Conference; hotel & airfare.	\$14,600
<b>Client/ Sales Events: (Timeline: spring &amp; fall)</b> - Sales efforts include 1-2 corporate on-site presentations; Client site tours on Peninsula visiting hotels, meeting space and off-site activity options for group business opportunities; Association/Government Business sales calls in spring and fall to Olympia and/or Seattle area.	\$1,300
<b>Networking Events Hotel/Local Partners: (Timeline: Monthly &amp; Quarterly)</b> This Business Development & Sales funding is important to maintaining partner relationships by attending county wide programs like Green Drinks and Chamber meetings and luncheons. This funding also supports county-wide hotel/lodging partner relationships and building community within our hospitality partners that includes quarterly “Hospitality Hour” networking events as well as one-on-one partner meetings and appreciation.	\$3,000
<b>Business Development/Sales Marketing: (January 1- December 31)</b> - Sales Collateral, Business Cards and Client Gifts Includes: printed collateral, QR Code generation and content, video or other marketing content to help showcase and educate planners about hotel and conference center meeting space available on the Kitsap Peninsula; this also includes business cards reorders and client gifts that are leave behinds of doing business with planners, these can also be used at conferences with clients or promotional VKP baskets for giveaways.	\$4,200
<b>Sponsorship/ Group Business: (January 1- December 31)</b> -Budgeted funding to help VKP be competitive with group business sales efforts for meetings, conferences and events on the Kitsap Peninsula in the form of a monetary sponsorship determined by need, group size and hotel room contract by VKP.	\$5,000
<b>Operational Sales Systems &amp; Reporting: New System (Timeline: Implement January 2025)</b> - Destinations International (DI) Membership and Economic Impact Calculator (EIC). The DI EIC takes into account the total economic impact of conference center and hotel group business opportunities and confirmed business for tracking and reporting purposes.	\$4,000
<b>TOTAL REQUESTED FUNDING</b>	<b>\$891,226</b>

**VISIT KITSAP PENINSULA - Projected 2025 INCOME & EXPENSE BUDGET**

<b>REVENUE</b>				
<b>Primary Contract Revenue</b>	<b>2025 Requests</b>	<b>2025 KC LTAC Request</b>	<b>Total 2025 Budget</b>	
Kitsap County 2024 Awarded \$295,525.00		\$891,226.00		
Poulsbo (2024 Awarded \$4,000.00)	\$80,000.00			
Port Orchard (2024 Awarded \$0)	\$10,000.00			
Port of Bremerton (2024 Awarded \$2,500.00)	\$5,000.00			
Banbridge Island (2024 Awarded \$0)	\$10,000.00			
Bremerton (2024 Awarded \$55,000.000)	\$80,000.00			
<b>Total Primary Revenue</b>				
<b>Secondary Revenue</b>				
The Point Casino (2024 CORP FUNDING \$11,000.00)	\$11,000.00			
Suquamish Clearwater Casino & Resort	\$5,000.00			
<b>TOTAL ALL</b>	<b>\$201,000.00</b>	<b>\$891,226.00</b>	<b>\$1,092,226.00</b>	
<b>EXPENSES</b>				
	<b>MONTHLY</b>	<b>Mid Year 2024</b>	<b>2025 Projected Annual Budget</b>	<b>TOTAL 2025 Budget</b>
<b>Operational Expenses</b>			<b>Annual increases included</b>	
<b>Payroll/Benefits/Taxes - 4 Employees</b>	\$27,083.33		\$325,000.00	\$325,000.00
<b>Rent - VibeCoworks</b>	\$1,212.00		\$15,600.00	\$15,600.00
<b>Operational Expenses</b>				
<b>Rent - Reliable Storage</b>	\$256.00		\$3,072.00	\$3,072.00
<b>Community Sponsorship</b>		\$600.00	\$2,000.00	\$2,000.00
<b>Conference, Convention, Industry Meetings (TBEX)</b>		\$120.00	\$10,000.00	\$10,000.00
<b>Continuing Education Conferences (SWT &amp; ONE West)x2</b>		\$455.00	\$5,100.00	\$5,100.00
<b>Gifts - (Appreciation, Board, Team)</b>		\$15.00	\$500.00	\$500.00
<b>Insurance</b>		\$3,000.00	\$3,000.00	\$3,000.00
<b>Licence &amp; Permits</b>				\$1,000.00
Business Licence		\$20.00	\$20.00	
Federal Award Management (UBI Renewal)		\$890.00	\$980.00	

Meals & Entertainment (snacks for Board Meeting)			\$53.84	\$500.00	\$500.00
Membership Dues			\$875.00	\$3,000.00	\$3,000.00
Office Supplies					\$29,100.01
Office Supplies - Includes new acct computer			\$130.00	\$1,500.00	
Printing & Copying			\$57.00	\$100.00	
Software			\$3,528.44	\$3,704.86	
CRM System - Simpleview				\$20,000.00	
-- QuickBooks				\$500.00	
-- Constant Contact		\$169.27		\$2,132.80	
-- Google		\$62.90		\$792.54	
Calendy		\$16.40		\$206.64	
Canva		\$12.95		\$163.17	
Postage			\$16.00	\$50.00	\$50.00
Website - IT Support					\$2,000.00
Interlock Solutions			\$2,000.00	\$2,000.00	
Professional Fees					\$13,200.00
Accounting			\$5,535.00	\$12,000.00	
Legal - (as needed)			\$570.00	\$1,200.00	
Subscription Fees					\$438.73
Cloudflair			\$10.67	\$10.67	
OpenAI			\$21.86	\$275.44	
Flicker			\$145.35	\$152.62	
Research/Data					\$30,000.00
STR / CoStar		\$430.00		\$5,160.00	
AirDNA		\$525.00		\$6,879.60	
Datify		\$1,311.60		\$17,960.40	
Telephone (office cell)		\$84.57	\$495.56	\$1,065.26	\$1,065.26
<b>TOTAL OPERATIONAL</b>	(Minus - Payroll/Benefits, Rent, Research/Data)			<b>\$74,026.00</b>	

<b>TOTAL OPERATIONAL EXPENSES</b>				<b>\$444,626.00</b>
Marketing				AS Budget
Advertising				\$192,000.00
Creative Design / Photography / Videography				\$44,000.00
Integrated Visitor & Relocation Guide				\$35,000.00
Printing of Rack Cards (and any other rack cards guides)				\$7,500.00
Owned Marketing & Editorial (in-house)				
<i>(Please note that this is the cost of having a marketing manager manage owned content and marketing for Visit Kitsap Peninsula and would be a part of the Staff budget.)</i>				
VKP Website Part II				\$45,000.00
Kitsap Peninsula National Water Trails Website				\$40,000.00
Public Relations				\$50,000.00
Reporting				\$45,000.00
<i>(Please note that this is the cost of having a marketing manager and executive director work together to compile this reporting and would be a part of the Staff budget.)</i>				
<b>Total Marketing Budget</b>				<b>\$6,000.00</b>
				<b>\$413,500.00</b>
<b>Buisness Development / Sales</b>				
<b>Operational - Sales Systems &amp; Reporting</b>				\$4,000.00
DI EIC Calculator/ Reporting + DI Membership Dues			\$4,000.00	
<b>Industry Association Membership Dues</b>				\$1,000.00
Sales Conference/Events		-Split- BREM LTAC	KC LTAC amount:	\$14,600.00
Client/Slaes Events		-Split- BREM LTAC	KC LTAC amount:	\$1,300.00
Networking Events Hotel/Local Partners				\$3,000.00
BD/Sales Marketing				\$4,200.00
Sponsorship/ Group Business		-Split- BREM LTAC	KC LTAC amount:	\$5,000.00
<b>TOTAL BD/ SALES</b>				<b>\$33,100.00</b>
<b>TOTAL BUDGET FOR KC LTAC</b>				<b>\$891,226.00</b>



VISIT KITSAP PENINSULA - 2025 Fiscal Year Projection

REVENUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
<b>Estimated Primary Contract Revenue</b>													
Kitsap County (2024 Awarded \$295,525.00 - 13 )		\$74,268.83	\$74,268.83	\$74,268.83	\$74,268.83	\$74,268.83	\$74,268.83	\$74,268.83	\$74,268.84	\$74,268.84	\$74,268.84	\$148,537.67	\$891,226.00
Poulsbo (2024 Awarded \$4,000.00)													
Port Orchard (2024 Awarded \$0)													
Port of Bremerton (2024 Awarded \$2,500.00)													
Bentbridge Island (2024 Awarded \$0)													
Bremerton (2024 Awarded \$55,000.00)													
<b>Total Primary Revenue</b>													
<b>Secondary Revenue</b>													
The Point Casino (2024 CORP FUNDING \$11,000.00)													
Squamish Clearwater Casino & Resort													
<b>TOTAL</b>													
	MONTHLY	Mid Year	YEARLY	TOTAL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
<b>EXPENSES</b>													
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
<b>Operational Expenses</b>													
<b>Payroll/Benefits/Taxes - 4 Employees</b>	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$27,083.33	\$325,000.00
Rent - VibeCoworks	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$15,600.00
<b>Operational Expenses</b>													
Rent - Reliable Storage	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$256.00	\$3,072.00
Community Sponsorship	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$2,000.00
Conference, Convention, Industry Meetings (TBEX)	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$10,000.00
Continuing Education Conferences (SVT & ONE Westjx2)	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$5,100.00
Gifts - (Appreciation, Board, Team)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$3,000.00
Insurance													\$1,000.00
Licence & Permits													\$1,000.00
Business Licence													\$1,000.00
Federal Award Management (UBI Renewal)			\$980.00										\$980.00
Meals & Entertainment (snacks for Board Meeting)	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$41.67	\$500.00
Membership Dues	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$3,000.00
<b>Office Supplies</b>													
Office Supplies - Includes new acct computer	\$25.00	\$25.00	\$1,225.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00
Printing & Copying (General Office)	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$10,000.00
Software	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$308.74	\$3,704.88
<b>CRM System - Simpleview</b>													
- QuickBooks	\$500.00	\$500.00	\$20,000.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$22,500.00
- Constant Contact	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$177.73	\$2,136.76
- Google	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$66.04	\$800.88
Calendly	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$17.22	\$206.64
Canva	\$13.59	\$13.59	\$13.59	\$13.59	\$13.60	\$13.60	\$13.60	\$13.60	\$13.60	\$13.60	\$13.60	\$13.60	\$163.06
Postage	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$150.00
<b>Website - IT Support</b>													
Interlock Solutions	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
<b>Professional Fees</b>													
Accounting	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Legal - (as needed)	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$4,800.00
<b>Subscription Fees</b>													
Cloudflair	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$22.95	\$275.40
OpenAI													\$10.67
Flicker													\$152.62
<b>Research/Data</b>													
STR / CoStar	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$5,160.00
AirDNA	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$573.30	\$6,879.60
Datify	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$1,496.70	\$18,160.40
Telephone (office cell)	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$88.77	\$1,065.26
<b>TOTAL OPERATIONAL</b>	\$35,463.54	\$35,701.04	\$55,531.04	\$33,474.22	\$34,201.05	\$34,623.67	\$35,363.56	\$34,201.06	\$35,751.07	\$43,163.57	\$34,201.07	\$32,951.07	\$444,625.00

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
<b>Marketing</b>													
Advertising Spend	\$10,000.00	\$12,000.00	\$15,000.00	\$15,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$10,000.00	\$25,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$192,000.00
Creative Design / Photography / Videography	\$5,500.00	\$5,500.00	\$5,500.00	\$5,500.00					\$5,500.00	\$5,500.00	\$5,500.00	\$5,500.00	\$44,000.00
Integrated Visitor & Relocation Guide	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00									\$35,000.00
Printing of Rack Cards (and any other rack cards guides)			\$7,500.00										\$7,500.00
<b>Owned Marketing &amp; Editorial (In-house)</b>													
<i>(Please note that this is the cost of having a marketing manager manage owned content and marketing for Visit Kitsap Peninsula and would be a part of the Staff budget.)</i>													
VKP Website Part II	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$45,000.00
Kitsap Peninsula National Water Trails Website	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00					\$40,000.00
Public Relations	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00					\$50,000.00
	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00					\$45,000.00
<b>Reporting</b>													
<i>(Please note that this is the cost of having a marketing manager and executive director work together to compile this reporting and would be a part of the Staff budget.)</i>													
<b>TOTAL MARKETING</b>	\$43,000.00	\$45,000.00	\$57,000.00	\$48,000.00	\$23,750.00	\$25,250.00	\$23,750.00	\$28,750.00	\$39,500.00	\$43,000.00	\$43,000.00	\$44,500.00	\$413,500.00
<b>Business Development / Sales</b>													
<b>Operational - Sales Systems &amp; Reporting</b>													
DI EIC Calculator/ Reporting + DI Membership Dues	\$4,000.00												\$4,000.00
Industry Association Membership Dues	\$550.00						\$450.00						\$1,000.00
<b>Sales Conference/Events</b>			\$100.00						\$7,500.00				\$14,600.00
Client/Slaes Events		\$100.00	\$175.00	\$100.00	\$175.00	\$100.00	\$175.00	\$100.00	\$100.00	\$100.00	\$175.00	\$100.00	\$1,300.00
Networking Events Hotel/Local Partners	\$188.00	\$216.67	\$408.33	\$108.00	\$216.67	\$300.00	\$216.67	\$108.33	\$112.66	\$108.00	\$216.67	\$800.00	\$3,000.00
BD/Sales Marketing		\$1,400.00	\$1,400.00	\$1,400.00									\$4,200.00
Sponsorship/ Group Business			\$1,000.00		\$1,000.00		\$1,000.00		\$1,000.00		\$1,000.00		\$5,000.00
<b>TOTAL BD/ SALES</b>	\$4,738.00	\$1,716.67	\$3,083.33	\$1,608.00	\$1,391.67	\$400.00	\$1,841.67	\$208.33	\$8,612.66	\$7,208.00	\$1,391.67	\$900.00	\$33,100.00
<b>TOTAL BUDGET FOR KC LTAC</b>	\$63,201.54	\$62,417.71	\$115,614.37	\$83,082.22	\$59,342.72	\$60,273.67	\$60,955.23	\$63,159.39	\$83,983.73	\$93,371.57	\$78,592.74	\$78,351.07	\$691,226.00

DETACH BEFORE POSTING



STATE OF WASHINGTON  
Nonprofit Corporation

# BUSINESS LICENSE

Issue Date: Nov 20, 2020  
Unified Business ID #: 601135703  
Business ID #: 001  
Location: 0001

VISIT KITSAP PENINSULA  
BREMERTON/KITSAP CO. VISITOR AND CONVENTION BUREAU  
9235 BAY SHORE DR NW STE 101  
SILVERDALE, WA 98383-9114

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

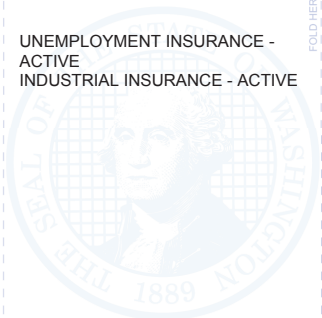
This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Director, Department of Revenue

UBI: 601135703 001 0001

VISIT KITSAP PENINSULA  
BREMERTON/KITSAP CO. VISITOR  
AND CONVENTION BUREAU  
9235 BAY SHORE DR NW STE 101  
SILVERDALE, WA 98383-9114

UNEMPLOYMENT INSURANCE -  
ACTIVE  
INDUSTRIAL INSURANCE - ACTIVE



Director, Department of Revenue

DETACH THIS SECTION FOR YOUR WALLET

Parker Mooers & Cena, LLC  
9222 Bay Shore Dr NW Ste 150  
Silverdale, WA 98383

Visit Kitsap Peninsula  
19225 8th Ave NE Suite 201-2022  
Poulsbo, WA 98370



Parker Mooers & Cena, LLC  
9222 Bay Shore Dr NW Ste 150  
Silverdale, WA 98383

Visit Kitsap Peninsula  
19225 8th Ave NE Suite 201-2022  
Poulsbo, WA 98370





**Parker Mooers & Cena, LLC**  
**9222 Bay Shore Dr NW Ste 150**  
**Silverdale, WA 98383**  
**360-692-8808**

Visit Kitsap Peninsula  
19225 8th Ave NE Suite 201-2022  
Poulsbo, WA 98370

**2023 TAX RETURN ENGAGEMENT LETTER**

Dear Client ("Client", "you"),

Thank you for selecting Parker Mooers & Cena, LLC ("Firm", "we", "us" or "our") to assist you with preparation of your tax returns. This letter, together with the Terms and Conditions of Engagement (this "Engagement Letter") confirms the objectives of our engagement and the terms and conditions on which we will provide services.

Your returns will be prepared from information you provide. We may ask for explanation or clarification of some items, but we will not audit or otherwise verify your data. You are responsible for the completeness and accuracy of information used to prepare the returns. Our responsibility is to prepare the returns in accordance with applicable tax laws. By executing this engagement letter, you hereby consent to the transfer from any prior firm to us of all your client files, work papers, and work product.

Our fees for preparing your returns will be based on the time required at our standard rates for such services. Payments for any fee shall be made within twenty (20) days of the invoice date. Any administrative expenses such as postage or purchases of software for client use will be billed separately with 15% administration fee added. All expenses shall be pre-approved by Client in advance of Firm undertaking such expense. If the Client believes that there is a discrepancy with any invoice, the Client will have twenty (20) days from the date of the invoice to raise the objection to us in writing, and the parties agree to work in good faith to resolve such discrepancy. If the Client does not notify the Firm in writing within this twenty (20) day period, the invoice will be considered accurate and accepted by the Client, and the Client waives any right to dispute the invoice at a later date. Any payments beyond the 20 day window will be subject to a 5% per annum, until paid in full.

We shall not be responsible for any late filings, penalties, interest, missed elections or other consequences which may result from such a delay due to non-payment of invoices by Client. For all tax compliance engagements, we reserve the right to place your return(s) on extension and you hereby authorize us to do so.

Your return may be selected for examination by state or federal tax agencies. In that event, we will be available to assist you in defending and explaining the return. This service is not part of our engagement to prepare your returns, and would be the subject of a separate agreement for such services.

We appreciate the opportunity to serve you in this important work. If you have questions about the contents of this Engagement Letter, please contact our office.

**I. Client Responsibilities and Representations**

It is the responsibility of you or your representatives to provide all the information required for the preparation of complete and accurate tax returns, including information about your foreign assets and digital assets. Your returns will be prepared from the information submitted by your representatives. We will not audit or otherwise verify the information submitted to us. However, we may ask for additional documentation and clarification of some of the information. We

anticipate that you or your representatives will furnish all of the requested information in a timely and organized manner. During the term of our engagement, we may advise you to make certain online tax elections, online registrations or online payments. We are not responsible for making these online tax elections, online registrations or online payments. It is the responsibility of you or your representative to ensure these online actions are completed.

It is your responsibility to make all federal, state and local tax deposits. It is also your responsibility to determine employee versus independent contractor status. If you have any questions regarding the classification of employees versus independent contractors, we strongly encourage you to consult with legal counsel experienced in employment practice matters. We will not reconcile the payroll tax returns with the withholding records. By your signature below, you acknowledge that it is your responsibility to verify the accuracy of the compensation and withholding records being provided to us.

The Internal Revenue Service and various other federal and state authorities require the reporting of information concerning activities and holdings outside the United States. Examples include having foreign bank and other financial accounts, ownership interests in certain entities outside of the United States, as well as other "reportable" and "listed" transactions. It is your responsibility to make us aware of all such transactions and information.

Our engagement cannot be relied on to uncover errors, fraud, or other irregularities in the underlying information submitted to us and incorporated in your tax returns, should any exist. However, we will inform you of any such matters that come to our attention.

Because you have ultimate responsibility for the tax returns, a responsible representative should review the returns prior to signing and filing them (or authorizing us to file the tax returns on behalf of you). Your representative shall be authorized to make decisions regarding tax positions reflected on your tax returns or which we have brought to the attention of your representative. You agree and acknowledge that, by signing and filing (or authorizing the filing) of the tax returns, you represent that it provided to us all information required for the preparation of complete and accurate tax returns.

All tax returns and other tax filings are subject to examination by the taxing authorities. In the event of an examination, you or your representatives may be requested to produce documents, records, or other evidence to substantiate the items of income and deduction shown on the returns. In preparing the returns, we will rely upon your representations that its representatives understand, and have complied with, applicable documentation requirements.

## **II. Our Responsibility and Limitations**

The nature of our engagement requires us to exercise our professional judgment with respect to various tax, accounting and related issues and to comply with professional standards. We will adopt in the tax returns whatever position you request, so long as it is consistent with our professional standards, ethics and the laws of the applicable taxing jurisdictions. If we do not have a reasonable belief that a position on your tax return has "substantial authority" to be sustained on its merits (or "more likely than not" in the case of a "tax shelter" or a "reportable transaction"), we will not be able to complete the preparation of your returns unless your representatives agree to adequately disclose the position on the return and there is a reasonable basis for the position. You acknowledge and agree that, in the event you (i) ask us to take an unsupported tax position or (ii) take a tax position and refuses to make any required disclosures, we may withdraw from the engagement without completing or delivering the tax returns.

## **III. Termination of Engagement**

The term of this engagement shall commence on the date set forth above and end upon the earlier of (i) twelve (12) months from the date of this Engagement Letter, (ii) where applicable, filing the final work product for which we have been engaged, or (ii) termination by either party of this contract upon thirty (30) days prior written notice (email, mail, or overnight courier) to the other

party, subject in either case to Client's payment for all charges incurred by Firm through the termination date.

**IV. Standard Terms & Conditions of Engagement**

The Terms and Conditions affixed to this Engagement Letter set forth the additional terms and conditions to which this engagement is subject in all respects.

Please indicate acceptance of the Engagement Letter (including the Terms and Conditions of Engagement) by signing and returning this letter to us. When you submit your tax information to us, you acknowledge and agree to the following terms and conditions for our services outlined in this Engagement Letter even without a signature to this Engagement Letter.

This Engagement Letter may be executed in counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument. Delivery of an executed counterpart's signature page of this Engagement Letter by facsimile, email in portable document format (.pdf), or by any other electronic means (including DocuSign) has the same effect as delivery of an executed original of this engagement letter.

Very truly yours,

Parker Mooers & Cena, LLC

Accepted:

This Engagement Letter (including the exhibits hereto) correctly sets forth the understanding of Client:

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Title (if applicable): \_\_\_\_\_

Date: \_\_\_\_\_

## TERMS AND CONDITIONS OF ENGAGEMENT

These Standard Terms and Conditions of Engagement apply to the agreement described in any engagement letter referencing them (the "Engagement Letter") and supersede any inconsistent terms, and also apply to any additional work we may be asked to perform for you within twelve months of such Engagement Letter (unless a separate engagement letter is used).

### 1. Client Information and Confidentiality

- a. In accordance with the AICPA Code of Professional Conduct and applicable federal, state and local rules, we will not disclose confidential client information without Client consent, except that we shall be permitted to disclose confidential client information (i) to any government agency or regulatory body to the extent and in the form or manner necessary or required to comply with any rule, regulation or order of such government agency or regulatory order, or (ii) pursuant to subpoena or other legal process. We utilize appropriate safeguards, policies and procedures to maintain the confidentiality of confidential client information. We may transmit or receive information or documents through electronic means, including through the firm's secure portal, if applicable.
- b. Client hereby consents that for the purpose of providing comprehensive services, we may share relevant client information with our affiliates. The term 'affiliate' shall refer to entities that are directly or indirectly controlled by or under common control. We will take reasonable measures to ensure that any shared information remains confidential and is used solely for the purpose of delivering services to the Client.
- c. In the event we use third-party service providers to assist in providing professional services, we may share confidential client information with those service providers. Client hereby consents to disclosure of its confidential client information to third-party service providers for the purpose of the third-party service provider assisting with the services provided pursuant to this Engagement Letter.
- d. We may use Client information provided in connection with the services set forth in this Engagement Letter ("Client Data") for the purpose of aggregating Client Data with similar data from other clients and with similar data purchased from industry sources (collectively, the "Aggregated Data") for the purpose of analyzing, summarizing and standardizing the aggregated data for benchmarking (the "Benchmarking"). All Client Data and Aggregated Data shall be maintained by us on a secure database. We shall keep and maintain as confidential Client Data and shall not disclose or provide access to Client Data except as set forth herein or as otherwise agreed by the parties in writing, except that we may disclose Aggregated Data, masked to remove identification of any client, to third-parties, which in our sole discretion have an interest in the Aggregated Data for business purposes. Any and all Aggregated Data, including Client Data, shall be sufficiently aggregated and masked so that no recipient of Aggregated Data will be able to access or identify individual data points of any specific client.
- e. We may transmit or receive information or documents through electronic means, including through the firm's secure portal. Client shall at all times comply with the terms of use of our portal and shall only permit authorized users to access information through the portal. In the event that Client creates one or more user accounts to access information or documents transmitted through the portal, Client shall notify us to disable any user account for which an individual(s) is no longer authorized to access Client information transmitted through our client portal.
- f. Client is solely responsible for maintaining their books and records and should

not rely on us as their record-keeper or repository for any final work product for which we have been engaged. We shall have no responsibility for maintaining Client's records, including any work product we provide to you and records that we return to you, for future use, including potential examination by any government or regulatory agency. Client agrees to retrieve final work product from the portal within a reasonable period of time after the conclusion of the engagement.

2. Work Papers: All work papers prepared in conjunction with this engagement are confidential and are considered our property. Work papers and Client documents and information will be retained in accordance with our document retention policies.
3. Foreign Employees and Subsidiaries: We may assign employees or employees of our subsidiaries and affiliates or third-party service providers engaged by us, in each case, who are located outside the United States, to work on Client's engagement, and to provide us with operational support services. Client hereby consents to us (a) assigning employees and affiliated entities located outside the United States to this engagement, and (b) transmitting Client information to such employees and affiliated entities as needed to perform the services for Client and to perform operational services. If applicable, Client agrees to timely complete and return to us an executed consent complying with IRS Code Section 7216.
4. No Third-Party Beneficiary: The engagement is being undertaken solely for Client's benefit and the parties do not intend to benefit or provide contractual, equitable or other rights to any other person or entity.
5. Non-Solicitation : During the performance of the services and for one (1) year thereafter, in the event Client hires a firm employee/partner, Client will pay a fee equal to one times that individual's total annual compensation (which shall be payable at the time of employment), provided however, that such fee shall not apply when the individual is hired with Firm's express written consent.
6. Out-of-Scope Services: Any services outside the services set forth in this Engagement Letter will be a separate, new engagement. The terms and conditions of that new engagement will be governed by a new, specific engagement letter for that service. In the event an engagement letter for the out-of-scope services is not issued, each such out-of-scope service shall be a separate and new engagement performed pursuant to these Terms and Conditions of Engagement and billed at our standard rates for the type of service.
7. Limitations of Liability and Indemnification:
  - g. LIMITATION OF LIABILITY: OUR AND ALL OF OUR SUBSIDIARIES, MEMBERS, AGENTS, SUCCESSORS, ASSIGNS AND OTHER AFFILIATES' MAXIMUM LIABILITY FOR DAMAGES RELATING TO THE SERVICES PROVIDED PURSUANT TO THIS ENGAGEMENT LETTER, WHETHER THE LIABILITY IS BASED UPON OUR NEGLIGENCE OR OTHERWISE, SHALL BE LIMITED TO THE FEES PAID FOR THE SERVICE OR WORK PRODUCT GIVING RISE TO LIABILITY, PROVIDED THAT SUCH LIMITATION SHALL NOT APPLY WHERE DAMAGES ARE JUDICIALLY DETERMINED TO HAVE BEEN CAUSED BY OUR FRAUD, GROSS NEGLIGENCE OR WILLFUL MISCONDUCT.
  - h. NO SPECIAL DAMAGES: IN NO EVENT SHALL WE, OUR SUBSIDIARIES, MEMBERS, AGENTS, SUCCESSORS, ASSIGNS, OTHER AFFILIATES OR OUR PERSONNEL BE LIABLE TO CLIENT FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, EXEMPLARY, PUNITIVE OR SPECIAL DAMAGES IN CONNECTION WITH CLAIMS ARISING OUT OF OR RELATED TO THIS ENGAGEMENT LETTER OR THE SERVICES DESCRIBED HEREIN, INCLUDING ANY AMOUNT FOR LOSS OF PROFIT, DATA OR GOODWILL, WHETHER OR NOT THE LIKELIHOOD OF SUCH LOSS OR



DAMAGE WAS CONTEMPLATED.

- i. Indemnification: The services, work product, deliverables, advice and/or recommendations provided under this Engagement Letter are for the use and benefit of Client only. Client shall indemnify and hold us harmless for any time expended, fees, fines, expenses (including reasonable legal fees and costs), costs, damages and/or losses (collectively, "Losses") incurred in connection with any claim, allegation, lawsuit or other legal or regulatory action or proceeding brought by a third party (including Client's affiliates, members and/or partners) involving or relating to the services under this Engagement Letter, whether or not such Losses are due to our negligence, provided that such indemnification shall not apply where such expenses or losses are judicially determined to have been caused by our fraud, gross negligence or willful misconduct.
  - j. Client Representations: Because of the importance of Client's representations to the services, Client agrees to release and indemnify us and our personnel and affiliates from and against any liability and costs relating to our services under this Engagement Letter attributable to any misrepresentations by Client.
8. Reimbursement of Expenses Related to Compliance with Legal Proceedings: In the event that we receive a subpoena or become involved in any other legal claim, process, action or proceeding in which a party seeks from us any testimony, documents, information or cooperation related to the services provided pursuant to this Engagement Letter, Client shall reimburse us for all costs and expenses (including reasonable legal fees and costs) associated with providing such testimony, documents or information, including any time expended at our then standard rates.
9. Statute of Limitations: Any legal action or proceeding asserting a claim against us arising out of or relating to this Engagement Letter or the services provided under this Engagement Letter shall be asserted within one (1) year from the date of the Services giving rise to such action or claim unless a longer period is required by an applicable statute of limitations for the Service at issue.
10. Jurisdiction, Choice of Law and Jury Waiver:
- k. Delaware Law and Jurisdiction: The terms of this Engagement Letter and all related matters, including any dispute or claim that may arise between us related to the services provided hereunder, shall be governed by the laws of the State of Delaware without giving effect to choice of law principles and any legal action or proceeding related to this Engagement Letter or the services performed or to be performed pursuant hereto shall be brought in any appropriate court in the State of Delaware.
  - l. Arbitration. Any dispute, controversy or claim arising out of or related to this Agreement, including any dispute regarding the interpretation, construction or application of any term or provision of this Agreement, shall be resolved under the Delaware Rapid Arbitration Act, which shall be binding and not subject to appeal. The arbitrators will have no authority to award punitive or other damages not measured by the prevailing party's actual damages, except as may be required by law.
  - m. **WE AND THE CLIENT WAIVE ANY RIGHT TO ASSERT ANY CLAIMS AGAINST THE OTHER PARTY AS A REPRESENTATIVE OR MEMBER IN ANY CLASS OR REPRESENTATIVE ACTION, EXCEPT WHERE SUCH WAIVER IS PROHIBITED BY LAW OR DEEMED BY A COURT OF LAW TO BE AGAINST PUBLIC POLICY. TO THE EXTENT EITHER PARTY IS PERMITTED BY LAW OR COURT OF LAW TO PROCEED WITH A CLASS OR REPRESENTATIVE ACTION AGAINST THE OTHER, THE PARTIES AGREE THAT: (1) THE PREVAILING PARTY SHALL NOT BE ENTITLED TO**

RECOVER ATTORNEYS' FEES OR COSTS ASSOCIATED WITH PURSUING THE CLASS OR REPRESENTATIVE ACTION (NOT WITHSTANDING ANY OTHER PROVISION IN THIS AGREEMENT); AND (II) THE PARTY WHO INITIATES OR PARTICIPATES AS A MEMBER OF THE CLASS WILL NOT SUBMIT A CLAIM OR OTHERWISE PARTICIPATE IN ANY RECOVERY SECURED THROUGH THE CLASS OR REPRESENTATIVE ACTION.

- n. JURY WAIVER: WE AND CLIENT, TO THE EXTENT PERMITTED BY LAW, EACH KNOWINGLY, VOLUNTARILY AND INTENTIONALLY WAIVE THE RIGHT TO A TRIAL BY JURY IN ANY ACTION ARISING OUT OF OR RELATING TO THIS ENGAGEMENT LETTER OR THE SERVICES TO BE PERFORMED BY US PURSUANT HERETO. THIS WAIVER APPLIES TO ANY LEGAL ACTION OR PROCEEDING WHETHER SOUNDING IN CONTRACT, TORT, NEGLIGENCE OR OTHERWISE.

11. Miscellaneous :

- o. This Engagement Letter and all Exhibits shall not be amended, unless in writing and signed by authorized representatives of all parties.
- p. This Engagement Letter and Exhibits contains the full and complete understanding between us and Client with respect to the subject matter and services described in this Engagement Letter and supersedes all prior representations, agreements, contracts, and understandings concerning such subject matter and services, whether they be oral or written, including but not limited to any prior non-disclosure agreements.
- q. The signatories to this Engagement Letter represent and warrant that such persons are lawfully authorized and empowered to execute the Engagement Letter on behalf of the party on whose behalf such person is signing, and that upon execution, this Engagement Letter will be binding upon such party, without any further approval, ratification, or other action.
- r. Any provision of this Engagement Letter which is prohibited or unenforceable shall be so only as to the prohibited and unenforceable provisions, but all the remaining provisions of this Engagement Letter shall remain valid and enforceable.
- s. No party to this Engagement Letter and Exhibits shall assign its rights and obligations under this Engagement Letter without prior written consent of the other party, except that we may assign this Engagement Letter and any and all of our rights and obligations hereunder without prior written consent in connection with (a) a sale, assignment, corporate restructuring, reorganization or transfer of substantially all of our assets, (b) a change in control transaction and (c) an assignment to an affiliate under common control with us (either (a), (b) or (c), a "Transaction"). Client acknowledges and agrees that upon such assignment by us in connection with a Transaction, the assignee shall have the right to enforce the terms of this Engagement Letter as if it were an original party hereto. Further, in the event of a Transaction, Client hereby consents to the disclosure and transfer to the assignee of the entire client file, and all documents and information necessary for the assignee to perform the services hereunder, including confidential client information.

I have read and agree to the **Terms and Conditions of Engagement**. Initial \_\_\_\_\_

Federal law requires this consent form be provided to you. Unless authorized by law, we cannot disclose, without your consent, your tax return information to third parties for purposes other than the preparation and filing of your tax return and, in certain limited circumstances, for purposes involving tax return preparation. If you consent to the disclosure of your tax return information, Federal law may not protect your tax return information from further use or distribution.

You are not required to complete this form to engage our tax return preparation services. Because our ability to disclose your tax return information to another tax return preparer affects the service that we provide to you and its cost, we may decline to provide you with service or change the terms of service that we provide to you if you do not sign this form. If you agree to the disclosure of your tax return information, your consent will remain in effect during the time in which you engage us to provide services unless you notify us in writing that you no longer wish to disclose your tax return information.

This consent to disclose may result in your tax return information being disclosed to a tax return preparer located outside the United States, including your personally identifiable information such as your Social Security Number ("SSN"). Both the tax return preparer in the U.S. that will disclose your SSN and the tax return preparer located outside the U.S. which will receive your SSN maintain an adequate data protection safeguard (as required by the regulations under 26 U.S.C. §7216) to protect privacy and prevent unauthorized access of tax return information. If you consent to the disclosure of your tax return information, Federal agencies may not be able to enforce U.S. laws that protect the privacy of your tax return information against a tax return preparer located outside of the U.S. to which the information is disclosed.

If you agree to allow the firm to disclose your tax return information, as set forth below, please sign and date this consent to the disclosure of your tax return information.

I, \_\_\_\_\_ authorize firm to disclose Taxpayer's tax return information (including the entire return(s) and Taxpayer's SSN(s)) to firm outside the United States for the purpose of assisting in the preparation of Taxpayer's tax return(s).

Taxpayer Signature: \_\_\_\_\_

Date: \_\_\_\_\_

If you believe your tax return information has been disclosed or used improperly in a manner unauthorized by law or without your permission, you may contact the Treasury Inspector General for Tax Administration (TIGTA) by telephone at 1-800-366-4484, or by email at [complaints@tigta.treas.gov](mailto:complaints@tigta.treas.gov).

## Forms 990 / 990-EZ Return Summary

For calendar year 2023, or tax year beginning \_\_\_\_\_, and ending \_\_\_\_\_

**91-1146544**

### Visit Kitsap Peninsula

<b>Net Asset / Fund Balance at Beginning of Year</b>		<u>90,852</u>
<b>Revenue</b>		
Contributions	<u>502,882</u>	
Program service revenue	_____	
Investment income	_____	
Capital gain / loss	_____	
Fundraising / Gaming:		
Gross revenue	_____	
Direct expenses	_____	
Net income	_____	
Other income	<u>0</u>	
<b>Total revenue</b>		<u>502,882</u>
<b>Expenses</b>		
Program services	<u>360,637</u>	
Management and general	<u>46,757</u>	
Fundraising	<u>84,157</u>	
<b>Total expenses</b>		<u>491,551</u>
<b>Excess / (deficit)</b>		<u>11,331</u>
Changes		_____
<b>Net Asset / Fund Balance at End of Year</b>		<u><u>102,183</u></u>

Reconciliation of Revenue	
Total revenue per financial statements	_____
Less:	
Unrealized gains	_____
Donated services	_____
Recoveries	_____
Other	_____
Plus:	
Investment expenses	_____
Other	_____
<b>Total revenue per return</b>	<u>502,882</u>

Reconciliation of Expenses	
Total expenses per financial statements	_____
Less:	
Donated services	_____
Prior year adjustments	_____
Losses	_____
Other	_____
Plus:	
Investment expenses	_____
Other	_____
<b>Total expenses per return</b>	<u>491,551</u>

		Balance Sheet		
		Beginning	Ending	Differences
Assets		<u>115,299</u>	<u>108,899</u>	
Liabilities		<u>24,447</u>	<u>6,716</u>	
Net assets		<u>90,852</u>	<u>102,183</u>	<u>11,331</u>

#### Miscellaneous Information

Amended return \_\_\_\_\_  
 Return / extended due date 11/15/24  
 Failure to file penalty \_\_\_\_\_

Form **8879-TE**

**IRS E-file Signature Authorization  
for a Tax Exempt Entity**

OMB No. 1545-0047

For calendar year 2023, or fiscal year beginning ....., 2023, and ending ....., 20 .....

**Do not send to the IRS. Keep for your records.  
Go to [www.irs.gov/Form8879TE](http://www.irs.gov/Form8879TE) for the latest information.**

**2023**

Department of the Treasury  
Internal Revenue Service  
Name of filer

EIN or SSN  
**91-1146544**

**Visit Kitsap Peninsula**

Name and title of officer or person subject to tax **Beth Javens  
Excutive Director**

**Part I Type of Return and Return Information**

Check the box for the return for which you are using this Form 8879-TE and enter the applicable amount, if any, from the return. Form 8038-CP and Form 5330 filers may enter dollars and cents. For all other forms, enter whole dollars only. If you check the box on line 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a, 9a, or 10a below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, 5b, 6b, 7b, 8b, 9b, or 10b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. Do not complete more than one line in Part I.

<b>1a</b> Form 990 check here <input checked="" type="checkbox"/>	<b>b Total revenue</b> , if any (Form 990, Part VIII, column (A), line 12) .....	<b>1b</b> <u>502,882</u>
<b>2a</b> Form 990-EZ check here <input type="checkbox"/>	<b>b Total revenue</b> , if any (Form 990-EZ, line 9) .....	<b>2b</b> _____
<b>3a</b> Form 1120-POL check here <input type="checkbox"/>	<b>b Total tax</b> (Form 1120-POL, line 22) .....	<b>3b</b> _____
<b>4a</b> Form 990-PF check here <input type="checkbox"/>	<b>b Tax based on investment income</b> (Form 990-PF, Part V, line 5) .....	<b>4b</b> _____
<b>5a</b> Form 8868 check here <input type="checkbox"/>	<b>b Balance due</b> (Form 8868, line 3c) .....	<b>5b</b> _____
<b>6a</b> Form 990-T check here <input type="checkbox"/>	<b>b Total tax</b> (Form 990-T, Part III, line 4) .....	<b>6b</b> _____
<b>7a</b> Form 4720 check here <input type="checkbox"/>	<b>b Total tax</b> (Form 4720, Part III, line 1) .....	<b>7b</b> _____
<b>8a</b> Form 5227 check here <input type="checkbox"/>	<b>b FMV of assets at end of tax year</b> (Form 5227, Item D) .....	<b>8b</b> _____
<b>9a</b> Form 5330 check here <input type="checkbox"/>	<b>b Tax due</b> (Form 5330, Part II, line 19) .....	<b>9b</b> _____
<b>10a</b> Form 8038-CP check here <input type="checkbox"/>	<b>b Amount of credit payment requested</b> (Form 8038-CP, Part III, line 22) <b>10b</b>	_____

**Part II Declaration and Signature Authorization of Officer or Person Subject to Tax**

Under penalties of perjury, I declare that  I am an officer of the above entity or  I am a person subject to tax with respect to (name of entity) \_\_\_\_\_, (EIN) \_\_\_\_\_ and that I have examined a copy of the 2023 electronic return and accompanying schedules and statements, and, to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the electronic return and, if applicable, the consent to electronic funds withdrawal.

**PIN: check one box only**

I authorize **Parker Mooers & Cena, LLC** to enter my PIN **65441** as my signature  
ERO firm name Enter five numbers, but do not enter all zeros

on the tax year 2023 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer or person subject to tax with respect to the entity, I will enter my PIN as my signature on the tax year 2023 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Signature of officer or person subject to tax \_\_\_\_\_ Date **08/06/24**

**Part III Certification and Authentication**

**ERO's EFIN/PIN.** Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

**91345615151**  
Do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2023 electronically filed return indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature **Dennis Bryan, CPA** Date **08/06/24**

**ERO Must Retain This Form — See Instructions  
Do Not Submit This Form to the IRS Unless Requested To Do So**



Form **990**

**Return of Organization Exempt From Income Tax**  
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)  
Do not enter social security numbers on this form as it may be made public.  
Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047  
**2023**  
Open to Public Inspection

**A For the 2023 calendar year, or tax year beginning** , and ending

**B** Check if applicable:  
 Address change  
 Name change  
 Initial return  
 Final return/terminated  
 Amended return  
 Application pending

**C** Name of organization: **Visit Kitsap Peninsula**  
 Doing business as  
 Number and street (or P.O. box if mail is not delivered to street address) Room/suite  
**19225 8th Ave NE Suite 201-2022**  
 City or town, state or province, country, and ZIP or foreign postal code  
**Poulsbo WA 98370**

**D** Employer identification number: **91-1146544**  
**E** Telephone number: **800-337-0580**  
**G** Gross receipts: **502,882**

**F** Name and address of principal officer:  
**John Kuntz**

**H(a)** Is this a group return for subordinates?  Yes  No  
**H(b)** Are all subordinates included?  Yes  No  
 If "No," attach a list. See instructions

**I** Tax-exempt status:  501(c)(3)  501(c) ( **6** ) (insert no.)  4947(a)(1) or  527

**J** Website: **visitkitsap.com** **H(c)** Group exemption number

**K** Form of organization:  Corporation  Trust  Association  Other **L** Year of formation: **1981** **M** State of legal domicile:

**Part I Summary**

<b>Activities &amp; Governance</b>	1 Briefly describe the organization's mission or most significant activities: <b>See Schedule O</b>			
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.			
	3	Number of voting members of the governing body (Part VI, line 1a)	<b>5</b>	
	4	Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	
	5	Total number of individuals employed in calendar year 2023 (Part V, line 2a)	<b>1</b>	
	6	Total number of volunteers (estimate if necessary)	<b>0</b>	
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	<b>0</b>	
7b	Net unrelated business taxable income from Form 990-T, Part I, line 11	<b>0</b>		
<b>Revenue</b>	<b>Prior Year</b>		<b>Current Year</b>	
	8	Contributions and grants (Part VIII, line 1h)	<b>531,571</b>	<b>502,882</b>
	9	Program service revenue (Part VIII, line 2g)		<b>0</b>
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		<b>0</b>
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		<b>0</b>
12	Total revenue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<b>531,571</b>	<b>502,882</b>	
<b>Expenses</b>	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	<b>7,379</b>	<b>7,285</b>
	14	Benefits paid to or for members (Part IX, column (A), line 4)		<b>0</b>
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	<b>185,779</b>	<b>176,449</b>
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		<b>0</b>
	b	Total fundraising expenses (Part IX, column (D), line 25)	<b>84,157</b>	
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	<b>330,459</b>	<b>307,817</b>
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	<b>523,617</b>	<b>491,551</b>
19	Revenue less expenses. Subtract line 18 from line 12	<b>7,954</b>	<b>11,331</b>	
<b>Net Assets or Fund Balances</b>	<b>Beginning of Current Year</b>		<b>End of Year</b>	
	20	Total assets (Part X, line 16)	<b>115,299</b>	<b>108,899</b>
	21	Total liabilities (Part X, line 26)	<b>24,447</b>	<b>6,716</b>
22	Net assets or fund balances. Subtract line 21 from line 20	<b>90,852</b>	<b>102,183</b>	

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

**Sign Here** Signature of officer: **Beth Javens** Date: \_\_\_\_\_  
 Type or print name and title: **Excutive Director**

**Paid Preparer Use Only** Print/Type preparer's name: **Dennis Bryan, CPA** Preparer's signature: **Dennis Bryan, CPA** Date: **08/06/24** Check  if self-employed  if PTIN: **P00314405**  
 Firm's name: **Parker Mooers & Cena, LLC** Firm's EIN: **99-3460705**  
 Firm's address: **9222 Bay Shore Dr NW Ste 150 Silverdale, WA 98383** Phone no.: **360-692-8808**

May the IRS discuss this return with the preparer shown above? See instructions  Yes  No

**Part III Statement of Program Service Accomplishments**

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:  
.....  
.....  
.....

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No  
If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No  
If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: ) (Expenses \$ including grants of\$ ) (Revenue \$ )  
**To create positive economic growth and development on the Kitsap Peninsula by effectively marketing the area as a world class visitor destination. Through effectively promoting and supporting tourism, the organization helps small businesses and promotes a better quality of life.**

4b (Code: ) (Expenses \$ including grants of\$ ) (Revenue \$ )  
**N/A**

4c (Code: ) (Expenses \$ including grants of\$ ) (Revenue \$ )  
**N/A**

4d Other program services (Describe on Schedule O.)  
(Expenses \$ including grants of\$ ) (Revenue \$ )

4e Total program service expenses

**Part IV Checklist of Required Schedules**

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A		X
2	Is the organization required to complete Schedule B, Schedule of Contributors? See instructions		X
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		X
4	<b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? If "Yes," complete Schedule C, Part III		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV		X
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi-endowments? If "Yes," complete Schedule D, Part V		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI	X	
b	Did the organization report an amount for investments—other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII		X
c	Did the organization report an amount for investments—program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII		X
d	Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX	X	
e	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X		X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I. See instructions		X
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II		X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		X
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	X	

**Part IV Checklist of Required Schedules (continued)**

		Yes	No
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>		X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a	<b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		
26	Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28	Was the organization a party to a business transaction with one of the following parties? (See the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions).		
a	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i>		X
b	A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i>		X
c	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? <i>If "Yes," complete Schedule L, Part IV</i>		X
29	Did the organization receive more than \$25,000 in noncash contributions? <i>If "Yes," complete Schedule M</i>		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36	<b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? <b>Note:</b> All Form 990 filers are required to complete Schedule O.		X

**Part V Statements Regarding Other IRS Filings and Tax Compliance**

Check if Schedule O contains a response or note to any line in this Part V

		Yes	No
1a	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable		
b	Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		X

<b>Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)</b>		Yes	No
<b>2a</b>	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	<b>2a</b>	<b>1</b>
<b>b</b>	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	<b>2b</b>	<b>X</b>
<b>3a</b>	Did the organization have unrelated business gross income of \$1,000 or more during the year?	<b>3a</b>	<b>X</b>
<b>b</b>	If "Yes," has it filed a Form 990-T for this year? <i>If "No" to line 3b, provide an explanation on Schedule O</i>	<b>3b</b>	
<b>4a</b>	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	<b>4a</b>	<b>X</b>
<b>b</b>	If "Yes," enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
<b>5a</b>	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	<b>5a</b>	<b>X</b>
<b>b</b>	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	<b>5b</b>	<b>X</b>
<b>c</b>	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	<b>5c</b>	
<b>6a</b>	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	<b>6a</b>	<b>X</b>
<b>b</b>	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	<b>6b</b>	
<b>7</b>	<b>Organizations that may receive deductible contributions under section 170(c).</b>		
<b>a</b>	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	<b>7a</b>	
<b>b</b>	If "Yes," did the organization notify the donor of the value of the goods or services provided?	<b>7b</b>	
<b>c</b>	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	<b>7c</b>	
<b>d</b>	If "Yes," indicate the number of Forms 8282 filed during the year	<b>7d</b>	
<b>e</b>	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	<b>7e</b>	
<b>f</b>	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	<b>7f</b>	
<b>g</b>	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	<b>7g</b>	
<b>h</b>	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	<b>7h</b>	
<b>8</b>	<b>Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	<b>8</b>	
<b>9</b>	<b>Sponsoring organizations maintaining donor advised funds.</b>		
<b>a</b>	Did the sponsoring organization make any taxable distributions under section 4966?	<b>9a</b>	
<b>b</b>	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	<b>9b</b>	
<b>10</b>	<b>Section 501(c)(7) organizations.</b> Enter:		
<b>a</b>	Initiation fees and capital contributions included on Part VIII, line 12	<b>10a</b>	
<b>b</b>	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	<b>10b</b>	
<b>11</b>	<b>Section 501(c)(12) organizations.</b> Enter:		
<b>a</b>	Gross income from members or shareholders	<b>11a</b>	
<b>b</b>	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	<b>11b</b>	
<b>12a</b>	<b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?	<b>12a</b>	
<b>b</b>	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	<b>12b</b>	
<b>13</b>	<b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
<b>a</b>	Is the organization licensed to issue qualified health plans in more than one state? <b>Note:</b> See the instructions for additional information the organization must report on Schedule O.	<b>13a</b>	
<b>b</b>	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	<b>13b</b>	
<b>c</b>	Enter the amount of reserves on hand	<b>13c</b>	
<b>14a</b>	Did the organization receive any payments for indoor tanning services during the tax year?	<b>14a</b>	<b>X</b>
<b>b</b>	If "Yes," has it filed a Form 720 to report these payments? <i>If "No," provide an explanation on Schedule O</i>	<b>14b</b>	
<b>15</b>	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see instructions and file Form 4720, Schedule N.	<b>15</b>	<b>X</b>
<b>16</b>	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	<b>16</b>	<b>X</b>
<b>17</b>	<b>Section 501(c)(21) organizations.</b> Did the trust, any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	<b>17</b>	



**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI

**Section A. Governing Body and Management**

		Yes	No
<b>1a</b>	Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.	<b>5</b>	
<b>b</b>	Enter the number of voting members included on line 1a, above, who are independent	<b>4</b>	
<b>2</b>	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		<b>X</b>
<b>3</b>	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?		<b>X</b>
<b>4</b>	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		<b>X</b>
<b>5</b>	Did the organization become aware during the year of a significant diversion of the organization's assets?		<b>X</b>
<b>6</b>	Did the organization have members or stockholders?		<b>X</b>
<b>7a</b>	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		<b>X</b>
<b>b</b>	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		<b>X</b>
<b>8</b>	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
<b>a</b>	The governing body?	<b>X</b>	
<b>b</b>	Each committee with authority to act on behalf of the governing body?	<b>X</b>	
<b>9</b>	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O		<b>X</b>

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
<b>10a</b>	Did the organization have local chapters, branches, or affiliates?		<b>X</b>
<b>b</b>	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
<b>11a</b>	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?		<b>X</b>
<b>b</b>	Describe on Schedule O the process, if any, used by the organization to review this Form 990.		
<b>12a</b>	Did the organization have a written conflict of interest policy? If "No," go to line 13		<b>X</b>
<b>b</b>	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
<b>c</b>	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done		
<b>13</b>	Did the organization have a written whistleblower policy?		<b>X</b>
<b>14</b>	Did the organization have a written document retention and destruction policy?		<b>X</b>
<b>15</b>	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
<b>a</b>	The organization's CEO, Executive Director, or top management official		<b>X</b>
<b>b</b>	Other officers or key employees of the organization		<b>X</b>
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.		
<b>16a</b>	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		<b>X</b>
<b>b</b>	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		

**Section C. Disclosure**

- 17** List the states with which a copy of this Form 990 is required to be filed **None**
- 18** Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
 Own website  Another's website  Upon request  Other (explain on Schedule O)
- 19** Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20** State the name, address, and telephone number of the person who possesses the organization's books and records.

**Patricia Graf-Hoke** 9230 Bay Shore Dr NW Ste 101 WA 98383 800-337-0580  
**Silverdale**



**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response or note to any line in this Part VII

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

**1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. See the instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) <b>Arne Bakker</b> ..... <b>Vice President</b>	0.00 0.00			X				0	0	0
(2) <b>Monica Downen</b> ..... <b>Secretary</b>	0.00 0.00			X				0	0	0
(3) <b>Beth Javens</b> ..... <b>Excutive Director</b>	0.00 0.00			X				0	0	0
(4) <b>John Kuntz</b> ..... <b>President</b>	0.00 0.00			X				0	0	0
(5) <b>Diane Robinson</b> ..... <b>Treasurer</b>	0.00 0.00			X				0	0	0
(6) .....										
(7) .....										
(8) .....										
(9) .....										
(10) .....										
(11) .....										

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) .....										
(13) .....										
(14) .....										
(15) .....										
(16) .....										
(17) .....										
(18) .....										
(19) .....										
<b>1b Subtotal</b> .....										
<b>c Total from continuation sheets to Part VII, Section A</b> .....										
<b>d Total (add lines 1b and 1c)</b> .....										

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **0**

	Yes	No
<b>3</b> Did the organization list any <b>former</b> officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i> .....		<b>X</b>
<b>4</b> For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i> .....		<b>X</b>
<b>5</b> Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i> .....		<b>X</b>

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

**Part VIII Statement of Revenue**

Check if Schedule O contains a response or note to any line in this Part VIII

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1a</b> Federated campaigns	<b>1a</b>				
	<b>b</b> Membership dues	<b>1b</b>	599			
	<b>c</b> Fundraising events	<b>1c</b>				
	<b>d</b> Related organizations	<b>1d</b>				
	<b>e</b> Government grants (contributions)	<b>1e</b>	480,547			
	<b>f</b> All other contributions, gifts, grants, and similar amounts not included above	<b>1f</b>	21,736			
	<b>g</b> Noncash contributions included in lines 1a-1f	<b>1g</b>	\$			
	<b>h Total.</b> Add lines 1a-1f		502,882			
<b>Program Service Revenue</b>	<b>2a</b> .....	Business Code				
	<b>b</b> .....					
	<b>c</b> .....					
	<b>d</b> .....					
	<b>e</b> .....					
	<b>f</b> All other program service revenue					
	<b>g Total.</b> Add lines 2a-2f					
<b>Other Revenue</b>	<b>3</b> Investment income (including dividends, interest, and other similar amounts)					
	<b>4</b> Income from investment of tax-exempt bond proceeds					
	<b>5</b> Royalties					
	<b>6a</b> Gross rents	<b>6a</b>	(i) Real	(ii) Personal		
			<b>b</b> Less: rental expenses	<b>6b</b>		
			<b>c</b> Rental inc. or (loss)	<b>6c</b>		
	<b>d</b> Net rental income or (loss)					
	<b>7a</b> Gross amount from sales of assets other than inventory	<b>7a</b>	(i) Securities	(ii) Other		
			<b>b</b> Less: cost or other basis and sales exps.	<b>7b</b>		
			<b>c</b> Gain or (loss)	<b>7c</b>		
	<b>d</b> Net gain or (loss)					
	<b>8a</b> Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	<b>8a</b>				
			<b>b</b> Less: direct expenses	<b>8b</b>		
			<b>c</b> Net income or (loss) from fundraising events			
<b>9a</b> Gross income from gaming activities. See Part IV, line 19	<b>9a</b>					
		<b>b</b> Less: direct expenses	<b>9b</b>			
		<b>c</b> Net income or (loss) from gaming activities				
<b>10a</b> Gross sales of inventory, less returns and allowances	<b>10a</b>					
		<b>b</b> Less: cost of goods sold	<b>10b</b>			
		<b>c</b> Net income or (loss) from sales of inventory				
<b>Miscellaneous Revenue</b>	<b>11a</b> .....	Business Code				
	<b>b</b> .....					
	<b>c</b> .....					
	<b>d</b> All other revenue					
	<b>e Total.</b> Add lines 11a-11d					
<b>12 Total revenue.</b> See instructions		502,882	0	0	0	

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

<b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
<b>1</b> Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	6,785	6,785		
<b>2</b> Grants and other assistance to domestic individuals. See Part IV, line 22	500	500		
<b>3</b> Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
<b>4</b> Benefits paid to or for members				
<b>5</b> Compensation of current officers, directors, trustees, and key employees				
<b>6</b> Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
<b>7</b> Other salaries and wages	138,800	111,040	13,880	13,880
<b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
<b>9</b> Other employee benefits	21,155	16,924	2,116	2,115
<b>10</b> Payroll taxes	16,494	13,195	1,650	1,649
<b>11</b> Fees for services (nonemployees):				
<b>a</b> Management				
<b>b</b> Legal	6,574		6,574	
<b>c</b> Accounting	7,385		7,385	
<b>d</b> Lobbying				
<b>e</b> Professional fundraising services. See Part IV, line 7				
<b>f</b> Investment management fees				
<b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)	197		197	
<b>12</b> Advertising and promotion	229,652	172,239		57,413
<b>13</b> Office expenses	8,998	2,250	4,499	2,249
<b>14</b> Information technology				
<b>15</b> Royalties				
<b>16</b> Occupancy	41,138	32,911	4,114	4,113
<b>17</b> Travel				
<b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials				
<b>19</b> Conferences, conventions, and meetings				
<b>20</b> Interest				
<b>21</b> Payments to affiliates				
<b>22</b> Depreciation, depletion, and amortization	468	468		
<b>23</b> Insurance	2,264	566	1,132	566
<b>24</b> Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
<b>a</b> Dues and Subscriptions	7,063	1,766	3,531	1,766
<b>b</b> Moving Expense	1,350	1,350		
<b>c</b> Bank Fees	1,285	643	642	
<b>d</b> Business Development	1,012		1,012	
<b>e</b> All other expenses	431		25	406
<b>25</b> Total functional expenses. Add lines 1 through 24e	491,551	360,637	46,757	84,157
<b>26</b> Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

**Part X Balance Sheet**

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
<b>Assets</b>	<b>1</b> Cash—non-interest-bearing	<b>58,208</b>	<b>1</b>	<b>14,213</b>
	<b>2</b> Savings and temporary cash investments		<b>2</b>	
	<b>3</b> Pledges and grants receivable, net		<b>3</b>	
	<b>4</b> Accounts receivable, net	<b>54,769</b>	<b>4</b>	<b>37,728</b>
	<b>5</b> Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		<b>5</b>	
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		<b>6</b>	
	<b>7</b> Notes and loans receivable, net		<b>7</b>	
	<b>8</b> Inventories for sale or use		<b>8</b>	
	<b>9</b> Prepaid expenses and deferred charges		<b>9</b>	
	<b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	<b>10a</b> <b>23,753</b>		
	<b>b</b> Less: accumulated depreciation	<b>10b</b> <b>22,949</b>	<b>1,272</b>	<b>10c</b> <b>804</b>
	<b>11</b> Investments—publicly traded securities		<b>11</b>	
	<b>12</b> Investments—other securities. See Part IV, line 11		<b>12</b>	
	<b>13</b> Investments—program-related. See Part IV, line 11		<b>13</b>	
	<b>14</b> Intangible assets		<b>14</b>	
	<b>15</b> Other assets. See Part IV, line 11	<b>1,050</b>	<b>15</b>	<b>56,154</b>
<b>16 Total assets.</b> Add lines 1 through 15 (must equal line 33)	<b>115,299</b>	<b>16</b>	<b>108,899</b>	
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses	<b>24,083</b>	<b>17</b>	<b>2,604</b>
	<b>18</b> Grants payable		<b>18</b>	
	<b>19</b> Deferred revenue		<b>19</b>	
	<b>20</b> Tax-exempt bond liabilities		<b>20</b>	
	<b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D		<b>21</b>	
	<b>22</b> Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		<b>22</b>	
	<b>23</b> Secured mortgages and notes payable to unrelated third parties		<b>23</b>	
	<b>24</b> Unsecured notes and loans payable to unrelated third parties	<b>364</b>	<b>24</b>	
	<b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		<b>25</b>	<b>4,112</b>
	<b>26 Total liabilities.</b> Add lines 17 through 25	<b>24,447</b>	<b>26</b>	<b>6,716</b>
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow FASB ASC 958, check here</b> <input type="checkbox"/> <b>and complete lines 27, 28, 32, and 33.</b>			
	<b>27</b> Net assets without donor restrictions		<b>27</b>	
	<b>28</b> Net assets with donor restrictions		<b>28</b>	
	<b>Organizations that do not follow FASB ASC 958, check here</b> <input checked="" type="checkbox"/> <b>and complete lines 29 through 33.</b>			
	<b>29</b> Capital stock or trust principal, or current funds	<b>22,978</b>	<b>29</b>	<b>22,978</b>
	<b>30</b> Paid-in or capital surplus, or land, building, or equipment fund		<b>30</b>	
	<b>31</b> Retained earnings, endowment, accumulated income, or other funds	<b>67,874</b>	<b>31</b>	<b>79,205</b>
<b>32 Total net assets or fund balances</b>	<b>90,852</b>	<b>32</b>	<b>102,183</b>	
<b>33 Total liabilities and net assets/fund balances</b>	<b>115,299</b>	<b>33</b>	<b>108,899</b>	

**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response or note to any line in this Part XI

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	<b>502,882</b>
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	<b>491,551</b>
<b>3</b>	Revenue less expenses. Subtract line 2 from line 1	<b>3</b>	<b>11,331</b>
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	<b>4</b>	<b>90,852</b>
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	
<b>6</b>	Donated services and use of facilities	<b>6</b>	
<b>7</b>	Investment expenses	<b>7</b>	
<b>8</b>	Prior period adjustments	<b>8</b>	
<b>9</b>	Other changes in net assets or fund balances (explain on Schedule O)	<b>9</b>	
<b>10</b>	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	<b>10</b>	<b>102,183</b>

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response or note to any line in this Part XII

	Yes	No
<b>1</b> Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
<b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both. <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		<b>X</b>
<b>b</b> Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both. <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		<b>X</b>
<b>c</b> If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.		
<b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F?		
<b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits		

SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2023

Open to Public Inspection

Name of the organization

Employer identification number

Visit Kitsap Peninsula

91-1146544

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 1 Total number at end of year, 2 Aggregate value of contributions to (during year), 3 Aggregate value of grants from (during year), 4 Aggregate value at end of year, 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?, 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

Part II Conservation Easements

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Table with 2 columns: Description, Held at the End of the Tax Year. Rows include: 1 Purpose(s) of conservation easements held by the organization (check all that apply), 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year, 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year, 4 Number of states where property subject to conservation easement is located, 5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?, 6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year, 7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year, 8 Does each conservation easement reported on line 2d above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?, 9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Table with 2 columns: Description, Amount. Rows include: 1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items. b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items. (i) Revenue included on Form 990, Part VIII, line 1 (ii) Assets included in Form 990, Part X 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items. a Revenue included on Form 990, Part VIII, line 1 b Assets included in Form 990, Part X



**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

- 3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply).
- a  Public exhibition
  - b  Scholarly research
  - c  Preservation for future generations
  - d  Loan or exchange program
  - e  Other .....
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?  Yes  No

**Part IV Escrow and Custodial Arrangements**

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?  Yes  No
- b If "Yes," explain the arrangement in Part XIII and complete the following table.
- |                                       | Amount |
|---------------------------------------|--------|
| c Beginning balance .....             | 1c     |
| d Additions during the year .....     | 1d     |
| e Distributions during the year ..... | 1e     |
| f Ending balance .....                | 1f     |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?  Yes  No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII .....

**Part V Endowment Funds**

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance .....					
b Contributions .....					
c Net investment earnings, gains, and losses .....					
d Grants or scholarships .....					
e Other expenditures for facilities and programs .....					
f Administrative expenses .....					
g End of year balance .....					

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment .....
  - b Permanent endowment .....
  - c Term endowment .....
- The percentages on lines 2a, 2b, and 2c should equal 100%.
- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- |  | Yes    | No |
|--|--------|----|
| (i) Unrelated organizations? .....   | 3a(i)  |    |
| (ii) Related organizations? .....  | 3a(ii) |    |
| b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? ..... | 3b     |    |

4 Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land .....				
b Buildings .....				
c Leasehold improvements .....				
d Equipment .....				
e Other .....		<b>23,753</b>	<b>22,949</b>	<b>804</b>
<b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, line 10c, column (B)) .....				<b>804</b>

**Part VII Investments – Other Securities**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives .....		
(2) Closely held equity interests .....		
(3) Other .....		
(A) .....		
(B) .....		
(C) .....		
(D) .....		
(E) .....		
(F) .....		
(G) .....		
(H) .....		
<b>Total.</b> (Column (b) must equal Form 990, Part X, line 12, col. (B)) .....		

**Part VIII Investments – Program Related**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
<b>Total.</b> (Column (b) must equal Form 990, Part X, line 13, col. (B)) .....		

**Part IX Other Assets**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) <b>Undeposited Funds</b>	<b>55,104</b>
(2) <b>Rent Deposit</b>	<b>1,050</b>
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, line 15, col. (B)) .....	<b>56,154</b>

**Part X Other Liabilities**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) <b>Other Liabilities</b>	<b>4,112</b>
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, line 25, col. (B)) .....	<b>4,112</b>

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII.





SCHEDULE I (Form 990)

Department of the Treasury Internal Revenue Service

Grants and Other Assistance to Organizations, Governments, and Individuals in the United States

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22. Attach to Form 990.

Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2023

Open to Public Inspection

Name of the organization

Visit Kitsap Peninsula

Employer identification number

91-1146544

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?
2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Yes No [X] No

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

Table with 8 columns: (a) Name and address of organization or government, (b) EIN, (c) IRC section (if applicable), (d) Amount of cash grant, (e) Amount of non-cash assistance, (f) Method of valuation, (g) Description of non-cash assistance, (h) Purpose of grant or assistance. Row 1: Community Sponsorship, 6,785.

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table

3 Enter total number of other organizations listed in the line 1 table

For Paperwork Reduction Act Notice, see the Instructions for Form 990.



**SCHEDULE O  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or Form 990-EZ.  
Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2023**

**Open to Public  
Inspection**

Name of the organization

Visit Kitsap Peninsula

Employer identification number

91-1146544

**Form 990 - Organization's Mission or Most Significant Activities**

To create positive economic growth and development on the Kitsap Peninsula by effectively marketing the area as a world class visitor destination. Through effectively promoting and supporting tourism, the organization helps small businesses and promotes a better quality of life.

**Form 990, Part III, Line 4d - All Other Accomplishments**

Visit Kitsap Peninsula provides advertising and marketing of events in Kitsap County and cities within Kitsap County. This is accomplished primarily through the Visit Kitsap website and other social media apps, which provides visitors with information about activities, attractions, museums, festivals, fairs and other local events. The website also provides links to other community and city websites.

**Form 990, Part VI, Line 11b - Organization's Process to Review Form 990**

No review was or will be conducted.

**Form 990, Part VI, Line 19 - Governing Documents Disclosure Explanation**

No documents available to the public

**Form 990, Part XI, Line 9 - Other Changes in Net Assets Explanation**

PPP Loan amount forgiven, not Income \$ 0



Form **4562**

Department of the Treasury  
Internal Revenue Service

Name(s) shown on return

**Depreciation and Amortization**  
(Including Information on Listed Property)  
Attach to your tax return.

Go to [www.irs.gov/Form4562](http://www.irs.gov/Form4562) for instructions and the latest information.

OMB No. 1545-0172

**2023**

Attachment Sequence No. **179**

Identifying number  
**91-1146544**

**Visit Kitsap Peninsula**

Business or activity to which this form relates

**Indirect Depreciation**

**Part I Election To Expense Certain Property Under Section 179**

**Note:** If you have any listed property, complete Part V before you complete Part I.

1	Maximum amount (see instructions)	1	1,160,000
2	Total cost of section 179 property placed in service (see instructions)	2	
3	Threshold cost of section 179 property before reduction in limitation (see instructions)	3	2,890,000
4	Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-	4	
5	Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions	5	
6	(a) Description of property	(b) Cost (business use only)	(c) Elected cost
7	Listed property. Enter the amount from line 29	7	
8	Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7	8	
9	Tentative deduction. Enter the <b>smaller</b> of line 5 or line 8	9	
10	Carryover of disallowed deduction from line 13 of your 2022 Form 4562	10	
11	Business income limitation. Enter the smaller of business income (not less than zero) or line 5. See instructions	11	
12	Section 179 expense deduction. Add lines 9 and 10, but don't enter more than line 11	12	
13	Carryover of disallowed deduction to 2024. Add lines 9 and 10, less line 12	13	

**Note:** Don't use Part II or Part III below for listed property. Instead, use Part V.

**Part II Special Depreciation Allowance and Other Depreciation (Don't include listed property. See instructions.)**

14	Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year. See instructions	14	
15	Property subject to section 168(f)(1) election	15	
16	Other depreciation (including ACRS)	16	

**Part III MACRS Depreciation (Don't include listed property. See instructions.)**

**Section A**

17	MACRS deductions for assets placed in service in tax years beginning before 2023	17	468
18	If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here		

**Section B—Assets Placed in Service During 2023 Tax Year Using the General Depreciation System**

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only—see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a	3-year property					
b	5-year property					
c	7-year property					
d	10-year property					
e	15-year property					
f	20-year property					
g	25-year property		25 yrs.		S/L	
h	Residential rental property		27.5 yrs.	MM	S/L	
			27.5 yrs.	MM	S/L	
i	Nonresidential real property		39 yrs.	MM	S/L	
				MM	S/L	

**Section C—Assets Placed in Service During 2023 Tax Year Using the Alternative Depreciation System**

20a	Class life				S/L	
b	12-year		12 yrs.		S/L	
c	30-year		30 yrs.	MM	S/L	
d	40-year		40 yrs.	MM	S/L	

**Part IV Summary (See instructions.)**

21	Listed property. Enter amount from line 28	21	
22	<b>Total.</b> Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter here and on the appropriate lines of your return. Partnerships and S corporations—see instructions	22	468
23	For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

For Paperwork Reduction Act Notice, see separate instructions.

DAA

**Federal Asset Report****Form 990, Page 1**

Asset	Description	Date In Service	Cost	Bus %	Sec 179 Bonus	Basis for Depr	Per Conv Meth	Prior	Current
<b>Prior MACRS:</b>									
1	Furniture and Fixtures	1/01/19	12,173		X	360	7 HY 200DB	11,813	103
2	Sign	4/17/18	4,088		X	912	7 HY 200DB	3,176	365
3	Computers and Software	1/01/18	6,473		X	0	5 HY 200DB	6,473	0
4	Computer	7/01/21	1,019			0	5 HY 200DB	1,019	0
			<u>23,753</u>			<u>1,272</u>		<u>22,481</u>	<u>468</u>
<b>Grand Totals</b>			23,753			1,272		22,481	468
<b>Less: Dispositions and Transfers</b>			0			0		0	0
<b>Less: Start-up/Org Expense</b>			0			0		0	0
<b>Net Grand Totals</b>			<u>23,753</u>			<u>1,272</u>		<u>22,481</u>	<u>468</u>

**WA Asset Report****Form 990, Page 1**

Asset	Description	Date In Service	Cost	Basis for Depr	WA Prior	WA Current	Federal Current	Difference Fed - WA
<b>Prior MACRS:</b>								
1	Furniture and Fixtures	1/01/19	12,173	0	12,173	0	103	103
2	Sign	4/17/18	4,088	0	4,088	0	365	365
3	Computers and Software	1/01/18	6,473	0	6,473	0	0	0
4	Computer	7/01/21	1,019	0	1,019	0	0	0
			<u>23,753</u>	<u>0</u>	<u>23,753</u>	<u>0</u>	<u>468</u>	<u>468</u>
	<b>Grand Totals</b>		23,753	0	23,753	0	468	468
	<b>Less: Dispositions</b>		0	0	0	0	0	0
	<b>Less: Start-up/Org Expense</b>		0	0	0	0	0	0
	<b>Net Grand Totals</b>		<u>23,753</u>	<u>0</u>	<u>23,753</u>	<u>0</u>	<u>468</u>	<u>468</u>

**AMT Asset Report****Form 990, Page 1**

Asset	Description	Date In Service	Cost	Bus %	Sec 179 Bonus	Basis for Depr	Per Conv Meth	Prior	Current
<b>Prior MACRS:</b>									
1	Furniture and Fixtures	1/01/19	12,173		X	0	7 HY 200DB	12,173	0
2	Sign	4/17/18	4,088		X	0	7 HY 200DB	4,088	0
3	Computers and Software	1/01/18	6,473		X	0	5 HY 200DB	6,473	0
4	Computer	7/01/21	1,019			0	5 HY 200DB	1,019	0
			<u>23,753</u>			<u>0</u>		<u>23,753</u>	<u>0</u>
<b>Grand Totals</b>			23,753			0		23,753	0
<b>Less: Dispositions and Transfers</b>			<u>0</u>			<u>0</u>		<u>0</u>	<u>0</u>
<b>Net Grand Totals</b>			<u>23,753</u>			<u>0</u>		<u>23,753</u>	<u>0</u>

**Bonus Depreciation Report****Form 990, Page 1**

<u>Asset</u>	<u>Property Description</u>	<u>Date In Service</u>	<u>Tax Cost</u>	<u>Bus Pct</u>	<u>Tax Sec 179 Exp</u>	<u>Current Bonus</u>	<u>Prior Bonus</u>	<u>Tax - Basis for Depr</u>
1	Furniture and Fixtures	1/01/19	12,173		0	0	11,813	360
2	Sign	4/17/18	4,088		0	0	3,176	912
3	Computers and Software	1/01/18	6,473		0	0	6,473	0
4	Computer	7/01/21	1,019		0	0	1,019	0
<b>Grand Total</b>			<u>23,753</u>		<u>0</u>	<u>0</u>	<u>22,481</u>	<u>1,272</u>

# Depreciation Adjustment Report

## All Business Activities

Form	Unit	Asset	Description	Tax	AMT	AMT Adjustments/ Preferences
<b>MACRS Adjustments:</b>						
Page 1	1	1	Furniture and Fixtures	103	0	103
Page 1	1	2	Sign	365	0	365
Page 1	1	3	Computers and Software	0	0	0
Page 1	1	4	Computer	0	0	0
				<u>468</u>	<u>0</u>	<u>468</u>

**Future Depreciation Report** **FYE: 12/31/24****Form 990, Page 1**

<u>Asset</u>	<u>Description</u>	<u>Date In Service</u>	<u>Cost</u>	<u>Tax</u>	<u>AMT</u>
<b>Prior MACRS:</b>					
1	Furniture and Fixtures	1/01/19	12,173	103	0
2	Sign	4/17/18	4,088	365	0
3	Computers and Software	1/01/18	6,473	0	0
4	Computer	7/01/21	1,019	0	0
			<u>23,753</u>	<u>468</u>	<u>0</u>
	<b>Grand Totals</b>		<u>23,753</u>	<u>468</u>	<u>0</u>



<u>Asset</u>	<u>Description</u>	<u>Date In Service</u>	<u>Cost</u>	<u>WA</u>
<b>Prior MACRS:</b>				
1	Furniture and Fixtures	1/01/19	12,173	0
2	Sign	4/17/18	4,088	0
3	Computers and Software	1/01/18	6,473	0
4	Computer	7/01/21	1,019	0
			<u>23,753</u>	<u>0</u>
	<b>Grand Totals</b>		<u>23,753</u>	<u>0</u>

Form <b>990</b>	<b>Two Year Comparison Report</b>	<b>2022 &amp; 2023</b>
For calendar year 2023, or tax year beginning _____, ending _____		

Name **Visit Kitsap Peninsula** Taxpayer Identification Number **91-1146544**

		2022	2023	Differences
<b>Revenue</b>	1. Contributions, gifts, grants	109,121	21,736	-87,385
	2. Membership dues and assessments	2.	599	599
	3. Government contributions and grants	422,450	480,547	58,097
	4. Program service revenue	4.		
	5. Investment income	5.		
	6. Proceeds from tax exempt bonds	6.		
	7. Net gain or (loss) from sale of assets other than inventory	7.		
	8. Net income or (loss) from fundraising events	8.		
	9. Net income or (loss) from gaming	9.		
	10. Net gain or (loss) on sales of inventory	10.		
	11. Other revenue	11.		
	<b>12. Total revenue.</b> Add lines 1 through 11	<b>12.</b>	<b>531,571</b>	<b>502,882</b>
<b>Expenses</b>	13. Grants and similar amounts paid	7,379	7,285	-94
	14. Benefits paid to or for members	14.		
	15. Compensation of officers, directors, trustees, etc.	91,396		-91,396
	16. Salaries, other compensation, and employee benefits	94,383	176,449	82,066
	17. Professional fundraising fees	17.		
	18. Other professional fees	16,352	14,156	-2,196
	19. Occupancy, rent, utilities, and maintenance	21,710	41,138	19,428
	20. Depreciation and Depletion	509	468	-41
	21. Other expenses	291,888	252,055	-39,833
	<b>22. Total expenses.</b> Add lines 13 through 21	<b>523,617</b>	<b>491,551</b>	<b>-32,066</b>
	<b>23. Excess or (Deficit).</b> Subtract line 22 from line 12	<b>7,954</b>	<b>11,331</b>	<b>3,377</b>
<b>Other Information</b>	24. Total exempt revenue	531,571	502,882	-28,689
	25. Total unrelated revenue	25.		
	26. Total excludable revenue	26.		
	27. Total assets	115,299	108,899	-6,400
	28. Total liabilities	24,447	6,716	-17,731
	29. Retained earnings	90,852	102,183	11,331
	30. Number of voting members of governing body	10	5	
	31. Number of independent voting members of governing body	9	4	
	32. Number of employees	1	1	
	33. Number of volunteers	33.		

**Form 990** | **Tax Return History** | **2023**

Name: **Visit Kitsap Peninsula** | Employer Identification Number: **91-1146544**

	2019	2020	2021	2022	2023	2024
Contributions, gifts, grants			344,445	531,571	502,283	
Membership dues			4,793		599	
Program service revenue						
Capital gain or loss						
Investment income						
Fundraising revenue (income/loss)						
Gaming revenue (income/loss)						
Other revenue						
<b>Total revenue</b>			349,238	531,571	502,882	
Grants and similar amounts paid			2,654	7,379	7,285	
Benefits paid to or for members			400			
Compensation of officers, etc.				91,396		
Other compensation			135,350	94,383	176,449	
Professional fees			6,295	16,352	14,156	
Occupancy costs			13,050	21,710	41,138	
Depreciation and depletion			1,732	509	468	
Other expenses			236,875	291,888	252,055	
<b>Total expenses</b>			396,356	523,617	491,551	
<b>Excess or (Deficit)</b>			-47,118	7,954	11,331	
Total exempt revenue			349,238	531,571	502,882	
Total unrelated revenue						
Total excludable revenue						
Total Assets			91,190	115,299	108,899	
Total Liabilities			8,292	24,447	6,716	
Net Fund Balances			82,898	90,852	102,183	

## Federal Statements

### Form 990, Part IX, Line 11g - Other Fees for Service (Non-employee)

Description	Total Expenses	Program Service	Management & General	Fund Raising
Other Fees	\$ 197		\$ 197	
<b>Total</b>	<b>\$ 197</b>	<b>\$ 0</b>	<b>\$ 197</b>	<b>\$ 0</b>

### Form 990, Part IX, Line 24e - All Other Expenses

Description	Total Expenses	Program Service	Management & General	Fund Raising
Meals and Entertainment License and Permits	\$ 406 25		\$ 25	\$ 406
<b>Total</b>	<b>\$ 431</b>	<b>\$ 0</b>	<b>\$ 25</b>	<b>\$ 406</b>