

TOURISM PROMOTION PROGRAM • APPLICATION FOR FUNDING

APPLICANT INFORMATION

TYPE OF PROPOSAL

SUBMISSION REQUIREMENTS

 Project Title: KiDiMu Strategic Marketing Plan

 Project Dates: Beginning: January 2021 Ending: December 2021

 Name of Organization Kids Discovery Museum Web Site www.kidimu.org

 Mailing Address: 301 Ravine Lane, Bainbridge Island, WA 98110

 Contact Person: Kaitlin Chester E-Mail: kaitlin@kidimu.org Phone: 206-855-4650

 Amount Requested: \$ \$19,000 Total Project Cost: \$ \$39,000

 Portion of Total Project Cost Requested: 49 (%)

 Signature of Authorized Representative 
 Tourism Infrastructure:

Support tourism-related facilities, which is defined as real or tangible personal property with a usable life of three or more years or constructed with volunteer labor and used to support tourism, performing arts, or to accommodate tourist activities.

 Tourism Marketing Activities:

Activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists (*not a current funding priority*).

APPLICANTS MUST SUBMIT THE FOLLOWING:

1. A one-page budget including all income and expenses for the entire project (including matching funds and in-kind contributions) and clearly showing expenses for which County lodging tax dollars will be used.
2. Documentation of non-profit status.
3. Your organization's **most recent tax return** or most recent annual financial statement created by an independent source should a tax return not be available. Other documentation showing financial viability may be considered if agency is newly created and the documentation is prepared by an independent source.
4. A two-page document including a description of the proposed project with an explanation of how it will assist in building tourism and/or promoting events or activities that will bring tourists to Kitsap County. Include marketing plans and examples of performance indicators and well as plans for future sustainability. For more information see the included template.
5. No additional materials will be accepted.
6. If these basic criteria are not met, the application will not be reviewed
7. Certificate of Insurance evidencing that any required insurance coverages are, or will be, in effect through the 2021 calendar year.

Send Completed Application and Required Documentation to:

Please submit by mail to: OR

MAILING ADDRESS

 Vicki Martin, Buyer
 Kitsap County Purchasing Office
 614 Division Street, MS-7
 Port Orchard, WA 98366

Hand deliver to:
PHYSICAL ADDRESS

 Vicki Martin, Buyer
 Kitsap County Administration Building
 Purchasing Office – Fourth Floor
 619 Division Street
 Port Orchard, WA 98366

All documentation must be received by deadline and contain ALL submission requirements to be considered for funding. **Please provide (7) copies of submission package without staples.**
 Questions? Call Vicki Martin at 360.337.4788 or e-mail vmartin@co.kitsap.wa.us



Lodging Tax Request: Organization/Event Description

Final length may not exceed two pages

Project Title: KiDiMu Strategic Marketing Plan

Name of Organization: Kids Discovery Museum

Size of staff and board: 13

Size of Volunteer Base: 25

Geographic Area Served: Kitsap, Jefferson, King, Pierce, Clallam, & Snohomish counties

Demographic Served: Children ages birth - 10, parents, grandparents and their caregivers

Type of Service Provided: Children's museum

Description of Proposed Project:

Kids Discovery Museum (KiDiMu) will provide tourism marketing activities designed to increase and welcome visitors to Kitsap County. KiDiMu will use the funding for advertising and marketing to distribute information about the museum to the Greater Seattle Area to attract tourists to visit Bainbridge Island. KiDiMu is a partner with Marshall Suites, a Bainbridge Island hotel, and in 2019 we had 66 overnight visitors use their guest passes to visit the museum. In 2019, KiDiMu had 5,912 visitors from King County, 546 visitors from Snohomish County, and 474 visitors from Pierce County. Additionally, 3,990 visitors came from out of the state and/or out of the country.

History of Organization/Event:

Kids Discovery Museum is the only children's museum on the Kitsap Peninsula and a nonprofit experiential learning center for young children and their families. Just steps from the Bainbridge Island ferry, KiDiMu serves 35,000 visitors annually. KiDiMu's mission is "To Spark Children's Curiosity through Play and Experiential Learning" and the museum provides a destination for children and their caregivers to explore art, science, and culture through hands-on exhibits, daily art projects, cultural and scientific programming.

Scope of Work:

Beginning in the winter of 2020, our marketing team will begin the strategic marketing process for 2021 to market the museum to the greater Seattle area, including local residents of King, Pierce, Snohomish and Jefferson counties as well as tourists visiting the Seattle area. This includes targeted social media, print advertising, website updates, new print collateral, digital marketing, and hotel concierge groups. We will use Kitsap vendors, as much as possible, to create our new advertising and marketing collateral. Our front desk staff will track where guests are coming from and our new sign-in form asks how guests heard about KiDiMu to track guest interaction with the new marketing plan.

Project Timeline:

- **January 2021:**
Hire photographer and videographer to take new photographs and videos of the museum and children & families playing in the museum. Using the new media, KiDiMu will develop targeted Facebook and Instagram advertisements to the greater Seattle area.
- **February 2021:**
KiDiMu will begin to develop new print materials to distribute on the WSF Seattle - Bainbridge route, Seattle - Bremerton, and Kingston - Edmonds in addition to on board digital marketing. In addition, the new print materials will be distributed throughout Seattle hotels.
- **March 2021:**
Digital ads will be strategically placed on websites that target our demographic in the Seattle area including, but not limited to, ParentMap, Seattle's Child, Red Tricycle, and Visit Seattle.
- **April 2021:**
Digital marketing (15 second video ads) begin on the WSF Bainbridge to Seattle route and rack cards are distributed on WSF and Seattle hotel concierge groups.
- **May 2021:**
WSF wall banner/signage to go up through Trans4Media.
- **June 2021:**
Assess data from Q1 & Q2 to refresh all ads for Q3 & Q4.
- **July 2021:**
Refresh digital advertisements and WSF 15 second ad.
- **August 2021:**
New digital ads for targeted Facebook and Instagram and websites that meet our demographic in the Seattle area (ParentMap, Seattle's Child, Red Tricycle, Visit Seattle, ect.)
- **September 2021:**
Continue marketing plan.
- **October 2021:**
Collect and analyze data from the summer months and compare to previous years.
- **November 2021/December 2021:**
Evaluate the success of the project and begin preparations for 2022.

Budget:

Expenses	Cost
Social Media Marketing Targeted Facebook and Instagram ads to the greater Seattle area.	\$2000
Digital Marketing 15 second video ad on the Seattle/Bainbridge Island WSF route	\$7,000
Print Marketing Updated brochures, posters, and rack cards	\$7,000
Photography/Videography New photos and videos for 2021	\$3,000
Payroll Not included in request	\$20,000
Total:	\$39,000
Total Request:	\$19,000

Reimbursement:

Q1	Q2	Q3	Q4
Photography/ Videography: \$3,000	Social Media Marketing: \$750	Social Media Marketing: \$750	Social Media Marketing: \$300
Social Media Marketing: \$200	Digital Marketing: \$2,500	Digital Marketing: \$2500	Digital Marketing: \$500
Print Marketing: \$7000			
Digital Marketing: \$1,500			
Q1 Total: 11,700	Q2 Total: \$3,250	Q3 Total: \$3,250	Q4 Total: \$800

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 21 2008**

KIDS DISCOVERY MUSEUM
305 MADISON AVE STE C
BAINBRIDGE ISLAND, WA 98110-1832

Employer Identification Number:
30-0167480
DLN:
17053096806098
Contact Person:
GREGORY K OLWINE ID# 31382
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated July 2003, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2018

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ Do not enter social security numbers on this form as it may be made public.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

A For the **2018** calendar year, or tax year beginning **2018**, and ending _____

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Kids Discovery Museum 301 Ravine Lane Bainbridge Island, WA 98110 F Name and address of principal officer: Susie Burdick Same As C Above	D Employer identification number 30-0167480 E Telephone number (206) 855-4650 G Gross receipts \$ 368,912.	H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions)
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		J Website: ▶ www.kidimu.org	
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: 2003 M State of legal domicile: WA	

Part I Summary

	1 Briefly describe the organization's mission or most significant activities: <u>See Schedule O</u>	
Activities & Governance	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)	3 10
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4 10
	5 Total number of individuals employed in calendar year 2018 (Part V, line 2a)	5 24
	6 Total number of volunteers (estimate if necessary)	6 50
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a 0.
	7b Net unrelated business taxable income from Form 990-T, line 38	7b 0.
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year: 286,827. Current Year: 230,188.
	9 Program service revenue (Part VIII, line 2g)	115,620. 123,424.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	8,830. 6,782.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	411,277. 360,394.
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	
	14 Benefits paid to or for members (Part IX, column (A), line 4)	
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	270,903. 290,202.
	16a Professional fundraising fees (Part IX, column (A), line 11e)	
	b Total fundraising expenses (Part IX, column (D), line 25) ▶ 113,619.	
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	178,281. 171,442.
	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	449,184. 461,644.
	19 Revenue less expenses. Subtract line 18 from line 12	-37,907. -101,250.
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year: 2,111,144. End of Year: 2,025,057.
	21 Total liabilities (Part X, line 26)	67,393. 82,556.
	22 Net assets or fund balances. Subtract line 21 from line 20	2,043,751. 1,942,501.

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 Frank Magusin	Date _____	Title President	
	Type or print name and title			
Paid Preparer Use Only	Print/Type preparer's name Judy C. Jones, CPA	Preparer's signature Judy C. Jones, CPA	Date 10/25/19	Check <input type="checkbox"/> if self-employed PTIN P00281100
	Firm's name ▶ Jones & Associates PLLC, CPAS			Firm's EIN ▶ 82-5107131 Phone no. (206) 525-5170
	Firm's address ▶ 1701 NE 104th Street			
	Seattle, WA 98125-7646			

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 [X]

1 Briefly describe the organization's mission:

The mission of Kids Discovery Museum is to spark children's curiosity through play and experiential learning, opening young minds.

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 [X] 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 [X] 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 \$ 225,811. including grants of \$) (Revenue \$ 97,944.)

Kids Discovery Museum operates a children's museum to provide educational and early childhood education to the general public including children, families, caretakers, and schools in Kitsap County and beyond. The Museum also provides a venue for a wide spectrum of volunteer opportunities. The Museum had more than 37,000 visitors in 2018. School groups throughout Kitsap and King Counties participated in field trips that focused on STEAM activities, in addition to exploring the Museum's hands-on exhibits. Kids Discovery Museum also has an extensive access program providing free or reduced admission for under-served children and families.

4b (Code:) (Expenses \$ 2,997. including grants of \$) (Revenue \$ 12,032.)

Summer Camps: The Museum offers eight four-day camps over the summer with average class sizes of ten.

4c (Code:) (Expenses \$ 1,826. including grants of \$) (Revenue \$ 10,343.)

Other Programs: The Museum offers service learning opportunities for the entire family, birthday parties, weekly and monthly programming, workshops, and other events.

4d Other program services (Describe in Schedule O.) See Schedule O (Expenses \$ including grants of \$) (Revenue \$ 3,105.)

4e Total program service expenses 230,634.