

TOURISM PROMOTION PROGRAM • APPLICATION FOR FUNDING

APPLICANT INFORMATION

TYPE OF PROPOSAL

SUBMISSION REQUIREMENTS

Project Title: Washington State Science & Engineering Fair (WSSEF)Project Dates: Beginning: March 29, 2019 Ending: March 30, 2019Name of Organization: Washington State Science & Engineering Fair Web: www.wssef.orgMailing Address: P.O. Box 2412, Silverdale, WA 98383Contact Person: Caroline M. Stein E-Mail: sponsors@wssef.org Phone: 360-698-1188 / 360-551-0012Amount Requested: \$35,000.00 Total Project Cost: \$2,080,200.00Portion of Total Project Cost Requested: 1.61 (%)

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: Washington State Science and Engineering Fair (WSSEF) www.wssef.org
Name of Organization: Washington State Science and Engineering Fair (WSSEF)
Size of Staff and Board: Zero Staff with 15 volunteer Board Members and 5 Board Officers
Size of Volunteer Base: 600+ Volunteers -- WSSEF is 100% volunteer based; thousands of free labor hours
Geographic Area Served: WSSEF generates tourism from across America by recruiting judges, volunteers, corporate representatives and educational advocates to gather in Kitsap County as tourists.

Demographic Served: For 64 years, WSSEF and Kitsap County have jointly hosted a science showcase venue to students' grades 1 – 12. Adult citizens with corporate, educational and government entities travel to Kitsap County to support the student's efforts, network their businesses, promote their industries and educational institutions. Our combined marketing offers technological foresight and an educated workforce spotlighting Kitsap County for continued and future business and manufacturing growth opportunities. WSSEF: <https://vimeo.com/125518474>

Type of Service Provided: The WSSEF provides several services to Kitsap County. Kitsap County Lodging Tax funds are 100% dedicated to target marketing tourism. WSSEF successfully provides tourism to Kitsap County and our local businesses as indicated by the following performance benchmarks of success and growth:

The WSSEF event dates generate Kitsap County tourism during late March, typically a slower tourism time of year ... WSSEF Provides Sustainable, Continued Growth for 64 Years!

Historically, Data Averages pre-COVID19 Prove WSSEF and Kitsap County Tourism Growth!

- Travelers from all 39 Washington State Counties, from outside Washington State and beyond the U.S. attend
- > 90% of WSSEF attendance travel to Kitsap County
- > 50% Stay a minimum of one night
- > 90% spent more than \$100 other than food and lodging
- 3,500+ people annually attend the WSSEF with 25,000+ public viewings via various outreach events
- National collaboration: Alexis Robinson, Miss United States personal appearance at WSSEF
- International collaboration: Soyeon Yi ~ South Korean Astronaut / international documentary filmed at WSSEF

Kitsap County Community Impact

- WSSEF provides > \$1,400,000.00 revenue value generated by WSSEF for Kitsap businesses
- Year 'round outreach programs and events by WSSEF promote Kitsap County tourism. Hundreds of volunteers donate their time and expertise in excess of > \$400,000 volunteer hour's valuation aiding Kitsap.
- Repeat Tourism – 12 years for students; third generation for families – WSSEF in Kitsap for 64 years!
- WSSEF highlights Kitsap parks, museums, memorials, businesses, tourism attractions with maps, et al
- Showcases our community, volunteer service groups, environmental and educational foresight, businesses
- Potential for scientific and engineering future entrepreneur developments

How Does WSSEF Differ From Other Applicants?

- Adding a new tourism / STEM event in February 2021. Junior Science & Humanities Symposium (JSHS)
- Factual data collection provides data proven results; not guess-work or electronic web hit speculations
- (ROI) Direct and target marketing programs with high heads-on-beds return
- WSSEF is unique – only one State Fair allowed per ISEF; Kitsap County is the one!
- 64 years of stable, reputable and positive representation promoting Kitsap County as a travel destination
- WSSEF generates tourism from generations of families – three generations and counting
- Significant community collaborations ~ educational, military, businesses, community organizations
- WSSEF tourists experiencing Kitsap County are professionals, scholars, entrepreneurs, scientists, engineers that are future goal oriented, environmentally conscious and believe in all facets of sustainability
- WSSEF does not carry debt, is not state funded and depends solely on donations and sponsorships

WSSEF ~ Thank you for your funding consideration!



Lodging Tax Request: Organization/Event Description

Final length may not exceed two pages

WSSEF stimulates Kitsap County economy

The WSSEF promotes Kitsap County throughout the year singularly and in collaboration with other organizations and corporations. WSSEF recruits participants, judges and volunteers bringing “tourists by the busload” to Kitsap County. WSSEF promotional materials highlight Kitsap County; direct marketing to >1.1 million students enrolled in 2,393 public schools with 6000+ teachers and to the >32,000 home school students; support regional fairs; attend conventions; make presentations; host seminars; multi-media press releases to 269 Washington newspapers, magazines, radio and TV stations. These outstanding tourism results directly attribute to WSSEF focusing Kitsap County Lodging Tax tourism marketing dollars and countless volunteer outreach hours promoting Kitsap County, the WSSEF in March and the new JSHS event in February.

WSSEF Marketing and Promotional Projects Directly Enhance Tourism Benefiting Kitsap County

The RCW funding requirements clearly outline for “marketing purposes.” WSSEF staunchly complies with RCW by conceptualizing and implementing “strategically unique promotional marketing plans” with statistical results.

****Project 1 (\$10,000) Junior Science & Humanities Symposium (JSHS) Our new WSSEF event, Junior Science & Humanities Symposium (JSHS), is February 19 & 20, 2021 held at the U.S. Naval Undersea Museum, Keyport.** Thus, our participants, judges and families will enjoy our local hotels, restaurants and hotspots throughout Kitsap County. This exciting event needs marketing throughout the state bringing you February tourism!

****Project 2 (\$10,000) Updating / Creating New Marketing Materials; Advertising; Outreach; Video TV Ads** Creating new marketing materials are vital to reach and promote tourism to WSSEF in Kitsap County. WSSEF’s local graphic designer provides professional quality brochures, posters, mounted displays, banners, direct mailers, buttons, signs and used for year-round marketing promotional events. **Due to COVID19, we are producing a “Remember Kitsap” program in conjunction with restaurants, hotels, Chamber of Commerce and other tourist sites.**

****Project 3 (\$5,000) Website Upgrades** ~ The WSSEF website continues to provide a professional appearance while disseminating large amounts of data and protecting personal information. Ensuring quality technology availability ensures quantity increases in tourism. **Our website provides WSSEF participants/tourists with lodging info, Fair data, local maps, “tourist hot spots” maps event hot-spots, schedules, web links, and other data enticing them to extend their Kitsap visit.** WSSEF fills hotels, restaurants, parks, recreation spots, memorial areas and other Kitsap points of interest in the off-seasons.

****Project 4 (\$5,000) WSSEF Participation Travel Incentive ~ Proven Results** ~ Quantifiable results prove with your continued funding and WSSEF’s marketing action plan the percentage of traveling tourists and their tourism dollars for Kitsap County is increasing. **WSSEF Participation Travel Incentive program ROI directly returns increased economy to Kitsap County lodging, restaurants and tourism activities. Participant feedback positively attributes their attendance number to funding. This coincides with our “Remember Kitsap” travel project.**

****Project 5 (\$5,000) Event Facilities / Film Festival** ~ Funding provides for the video production and a portion of the Science Film Festival and event facility expenses incurred during the WSSEF. The Science Film Festival is a collaborative event that directly generates tourism! **We anticipate filming / broadcasting Miss United States at WSSEF.**

History of Organization/Event: The Washington State Science and Engineering Fair in its 64th year began as the Kitsap County Science Fair in 1957 sponsored by the Bremerton PTA and Olympic College in Kitsap County.

Scope: Promote/host WSSEF & Science Film Festival in Kitsap County. WSSEF collaborates with local entities promoting tourist activities, conducts surveys and collates data providing documented tourism statistics to you.

Project Timeline: *Our year-round promotion culminates WSSEF March 27 & 28, 2020 / JSHS February 19 & 20, 2021*

WSSEF ~ Thank you for your funding consideration!



Lodging Tax Request Budget

Expenses

All Project Expenses	Dollar Value	% of total
Marketing; Promotion; Publicity	\$106,200.00	0.00%
Participation Travel Incentive	\$5,000.00	5.11%
Website Development	\$14,250.00	0.24%
Science Film Festival	\$5,000.00	0.69%
All Facilities; Technicians; Signs	\$65,750.00	0.24%
International (ISEF) Promotion	\$23,700.00	3.16%
Insurance	\$10,000.00	1.14%
Administrative; Licenses	\$13,500.00	0.48%
Additional Awards; Trophies	\$36,800.00	0.65%
Awards and Scholarships		1.77%
Facilitation (100% donated and awarded directly to the kids)	\$1,800,000.00	0.00%
Total	\$2,080,200.00	100.00%

Please note which expenses Lodging Tax funds will be used for below. If applying for general project funding, leave blank.

NEW event! JSHS in February	\$10,000.00	28.57%
VIP and Tourist Travel Incentive	\$5,000.00	14.29%
Event Facilities / Film Festival	\$5,000.00	14.29%
Marketing Materials/Video Ads	\$10,000.00	28.57%
Website - Upgrades	\$5,000.00	14.29%
Total	\$35,000.00	100.00%

Income

Project Funding Sources	Dollar Value	% of total
Kitsap County Lodging Tax Request	\$35,000.00	1.61%
Grants; Sponsorships; Donations; Funding	\$83,043.00	3.83%
Interest	\$15.00	0.00%
		0.00%
		0.00%
		0.00%
		0.00%
		0.00%
		0.00%
		0.00%
Matching Funds		
Employee Programs	\$2,000.00	0.09%
		0.00%
		0.00%
		0.00%
In Kind Contribution		
In-kind Services and Donations	\$106,940.00	4.93%
In-kind Services to Students	\$13,000.00	0.60%
Award Facilitation to Kids	\$130,000.00	5.99%
Scholarship Facilitation to Kids	\$1,800,000.00	82.95%
		0.00%
Total	\$2,169,998.00	100.00%



Washington State
Science & Engineering
FAIR
P.O. BOX 2412 SILVERDALE, WA 98383

Schools Insurance Association of Washington

CERTIFICATE OF COVERAGE

Issue Date: 08/29/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE MEMORANDUM OF COVERAGE (MOC) BELOW. THIS CERTIFICATE OF COVERAGE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL COVERED PARTY, the MOC must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the MOC, certain coverage may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	COMPANIES AFFORDING COVERAGE
Clear Risk Solutions 451 Diamond Drive Ephrata, WA 98823 Phone 509-754-2027 Fax 509-754-3406	GENERAL LIABILITY SIAW/Munich Re et al. AUTOMOBILE LIABILITY SIAW/Munich Re et al.
COVERED MEMBER	PROPERTY SIAW/Munich Re, et al. CRIME / PUBLIC EMPLOYEE DISHONESTY SIAW/Munich Re
Bremerton School District #100-C 134 Marion Ave N. Bremerton, WA 98312	
COVERAGES	

THIS IS TO CERTIFY THAT THE COVERAGES LISTED BELOW HAVE BEEN ISSUED TO THE COVERED MEMBER NAMED ABOVE FOR THE COVERAGE PERIOD INDICATED, NOT WITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE COVERAGE AFFORDED BY THE MOC DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH MOC. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

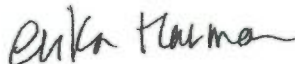
TYPE OF COVERAGE	MOC NUMBER	MOC EFF DATE	MOC EXP DATE	DESCRIPTION	LIMITS
GENERAL LIABILITY					
COMMERCIAL GENERAL LIABILITY OCCURRENCE FORM	SIAW192034012	09/01/2019	09/01/2020	GENERAL AGGREGATE PRODUCT-COMP/OP AGG PERSONAL & ADV. INJURY EACH OCCURRENCE ANNUAL PROGRAM AGGREGATE	\$36,000,000 \$36,000,000 30,000,000 30,000,000 \$100,000,000
(LIABILITY IS SUBJECT TO A \$100,000 SIR PAYABLE FROM PROGRAM FUNDS)					
AUTOMOBILE LIABILITY					
ANY AUTO	SIAW192034012	09/01/2019	09/01/2020	COMBINED SINGLE LIMIT ANNUAL PROGRAM AGGREGATE	\$30,000,000 NONE
(LIABILITY IS SUBJECT TO A \$100,000 SIR PAYABLE FROM PROGRAM FUNDS)					
PROPERTY					
	SIAW192034012	09/01/2019	09/01/2020	ALL RISK PER OCC EXCL EQ & FL EARTHQUAKE PER OCC FLOOD PER OCC (Except FZ A&V, which is \$1MM) ANNUAL PROGRAM AGGREGATE	\$150,000,000 \$35,000,000 \$25,000,000 NONE
(PROPERTY IS SUBJECT TO A \$250,000 SIR PAYABLE FROM PROGRAM FUNDS)					
CRIME/PUBLIC EMPLOYEE DISHONESTY					
(CRIME SUBJECT TO A \$250,000 PROGRAM SIR)	SIAW192034012	09/01/2019	09/01/2020	PER LOSS	\$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / SPECIAL ITEMS

Regarding the Washington State Science & Engineering Fair. The City of Bremerton and Kitsap County are named as Additional Covered Party regarding this event only and are subject to coverage terms, conditions, and exclusions. Additional Covered Party endorsement is attached. The MOC is primary and non-contributory.

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED COVERAGE BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE PROVISIONS OF THE MOC.

CERTIFICATE HOLDER	AUTHORIZED REPRESENTATIVE
Caroline Stein WA State Science and Engineering Fair PO Box 2412 Silverdale, WA 98383	

ADDITIONAL COVERED PARTY ENDORSEMENT

THIS ENDORSEMENT MODIFIES COVERAGE PROVIDED UNDER THE FOLLOWING:

GENERAL LIABILITY COVERAGE PART

How coverage is changed:

It is agreed that the interest of any **Additional Covered Party** is recognized as their interests may appear, providing the certificate of coverage that this is attached to has been issued and is on file with the Company.

The Limits of Coverage applicable to the **Additional Covered Party** are those specified in either the:

1. Written contract or written agreement; or
2. Declarations for this MOC, whichever is less.

These Limits of Coverage are inclusive and not in addition to the Limits of Coverage shown in the Declarations.

All other terms and conditions remain unchanged.

Additional Covered Party:

Caroline Stein
WA State Science and Engineering Fair
PO Box 2412
Silverdale, WA 98383

Regarding the Washington State Science & Engineering Fair. The City of Bremerton and Kitsap County are named as **Additional Covered Party** regarding this event only and are subject to coverage terms, conditions, and exclusions. **Additional Covered Party** endorsement is attached. The MOC is primary and non-contributory.