



The Big Taste Charity Grant Application

The Big Taste is a special community fundraising event produced by University Sunrise Rotary. Attendees will discover the latest wines, beers, ciders, and spirits from the Pacific Northwest.

The date for the 2023 event will be Saturday, March 25, 2023, at Hanger 30- Magnuson Park, 7400, Sand Point Way NE, Seattle.

This is one of the great events of the year for our Club. We have seen more than 500 participants and raised more than \$20,000, most of which goes to the named charity.

It is the expectation that our named charity will support the event with volunteers and help sell tickets. The charity selected will be invited to make a presentation to the club to tell us about themselves and discuss their ability to meet the expectations.

Our Club members will vote on the charity selection and will notify the selected charity by September 15, 2022.

Charity Grant Application

Please fill out the below application and return to the Major Events Committee by September 1, 2022.

Organization Name: Friends of Magnuson Park

Address: P. O. Box 51194, Seattle WA 98115-1194

Contact Name: Ken Sparks

Title: President

Phone: (608) 692-2306

Email: feb248@gmail.com

Executive Director: Elisa Law - info@friendsofmagnusonpark.org

Tax status Is this a 501©(3) nonprofit organization? Yes or no: **YES**

Tax ID: 73-1657121

Geographic Service area: Magnuson Park (formerly, the Sand Point Naval Air Station) and surrounding communities served by Magnuson Park.

Mission: Our Mission Statement is:

“Friends of Magnuson Park was formed to:

- Educate the public about the importance of this site to aviation and military history;
- Advocate and protect the site as a recognized Federal, state and local historic district; and
- Inspire a lifelong interest in its social and technological developments.

Please submit a grant application answering the below questions, and limit your responses to not exceed 3 pages.

1. What is the specific purpose of this grant?

The net proceeds of the Big Taste will be utilized to support the *100th Anniversary of the First Flight Around the World*, a National event which we will be hosting in 2024. Four aircraft and their brave crews took off to attempt the world record, and only two returned to Magnuson Park/Sand Point 175 days later - on September 28, 1924. Over 50,000 Seattle-ites watched the two Douglass World Cruisers with pontoons manufactured by Boeing, touch down on that day. Our celebration – which commemorates what some experts call *the second most important event in aviation history* (after Orville and Wilbur Wright accomplished the first manned heavier-than-air powered and controlled aircraft flight on December 17, 1903 at Kitty Hawk) will take place over a series of days, culminating in the climax of the event scheduled to take place on September 28, 2024. The University Sunset Rotary will be invited to take part in this celebration with the Friends of Magnuson Park.

2. What specific results/benefits do you hope to achieve should your request be funded?

The *First Flight Around the World* is perhaps the best kept secret in world aviation history. While many books and articles, and even some historic video footage exists, few Seattle-ites are aware of that world record was set in their home town, in 1924. As our Mission Statement states, we want to educate the public about the importance of this site, to the pages of aviation history. Ancestors of the pilots and crews will be on hand, as well as Federal, state and local officials.

3. Describe up to three key strategies you will utilize in order to achieve your purpose:

We have set forth three strategies to achieve a successful event in 2024:

1. Recruit partners – such as the University Sunset Rotary Club, as well as national and local organizations at both the governmental, corporate and nonprofit level, to join with us to commemorate this historic event.
2. Widely market the event through traditional media approaches as well as social media - to ensure that anyone who wants to attend, will be able to participate.
3. Involve grade school, high school and university students and other young people in the event so as to ensure another goal of our mission statement is achieved: Inspire a lifelong interest in its social and technological developments.

4. Describe why your organization is uniquely suited to achieve these results.

We are uniquely suited to achieve success for several reasons:

1. Our focus is dedicated 100% to the history and legacy of Magnuson Park/Sand Point.
2. Our board is dedicated to ensuring that the commemoration of the *First Flight Around the World* is a huge success and emphasizes the historic significance of that event, which changed history.
3. Friends of Magnuson Park prides itself on fiscal and fiduciary responsibility, and prudence in all financial decision-making.

5. How do you plan to measure progress and/or success?

There are a variety of metrics which will provide a basis to measure and assess success:

1. The number and quality of supporting agencies and organizations that help us embrace this event.
2. Funds raised by the organization to support the event.
3. The number of attendees who participate in the commemoration during the days leading up to, and on the day of the event in 2024.
4. The resulting historic documentation that not only current exists, but is still being gathered about the *First Flight Around the World*; as well as the documentation of the commemoration itself in 2024.

6. Are there opportunities for University Sunrise Rotarians to be involved in the project or your agency? If yes, please describe.

Yes, in fact – Friends of Magnuson Park has a continuing need for well-trained and skilled volunteers for a variety of tasks at all levels; as well as offering an annual membership at a very nominal rate. Because the Rotary focuses on community service, this event and the lead up to it, offers a significant benefit for both organizations to provide support to the community that Magnuson Park serves.

7. Please provide any additional information you feel will help the Rotary's grant committee to better understand this request.

Friends of Magnuson Park is an organization involved in a number of projects each year (which will be discussed during the presentation on September 1). The organization itself was incorporated on August 20, 2002 and approved by the Internal Revenue Service by way of a Determination Letter as a 501(c)(3) nonprofit organization on March 26, 2007. It was over a decade in the making before the organization hired its first Executive Director, Elisa Law. Naval Air Station Seattle was listed on the Washington Register of Historic Places on November 5, 2009 and on the National Registration of Historic Places on July 2, 2010. The City of Seattle Landmarks Preservation Board approved Sand Point Naval Air Station Landmark District as the city's 8th historic district, on March 16, 2011.

8. Please provide a budget for your project inclusive of all other financial resources needed to accomplish their project:

At this time – two years in advance of the event, a formal budget for the event has not yet been established nor approved by the Board of Directors of Friends of Magnuson Park. We know that our fund raising efforts and successes will drive, to some extent, the amounts that we ultimate budget for costs associated with the event – including but not limited to, rental of a hangar at Magnuson Park, food and beverage costs associated with community members and leaders attending the events, fly-overs by military aircraft, paid speakers and travel costs – if any, advertising and promotion and reimbursement for costs associated with historic planes being flown in an exhibited during the event, and other costs such as licenses and fees associated with staging such an event.

9. How will your organization contribute to ensure the success of the Rotary fundraising event through providing volunteers, ticket sales, public relations, marketing introductions to corporate sponsors, or otherwise?

The 2022 Big Taste was attended by both the President and Treasurer of Friends of Magnuson Park, and so these leaders have a frame of reference for what is required. We will provide the required volunteers necessary for the planning of the event from September to March, as well as those required to staff the setup for the event, the staffing of the registration tables and tear-down and clean up of the facility after the event. Every one of the board members of Friends of Magnuson Park has committed to take a volunteer role of some type, for the Big Taste. Diehl & Co. LLC has agreed to donate its ticket sales platform known as Cvent, which includes the acceptance of credit card sales through its secured merchant banking account and client escrow account, a website landing page for ticket sales, as well as the “Square” device to accept credit cards, on-site. *(Note, merchant banking organizations charge a nominal credit card processing fee averaging around 2.9%, which lowers the proceeds provided to the event organizers).* Those organization who support the event either financially or otherwise, will be our public relations partners as well. We will ask that they include links on their website to the event landing page and to ensure that their members/clients/associates are invited to participate in the event. The Board of Directors of Friends of Magnuson Park realizes that the driver of funding to ensure the success of the event, is ticket sales and is comfortable with ensuring that business colleagues, friends, relatives and neighbors are invited to participate. For those corporate givers and sponsors, and foundations who express interest in either (or both) the *Big Taste* and the *100th Anniversary of the First Flight Around the World*, Friends of Magnuson Park invites the membership of the University Sunrise Rotary to work together to achieve a “win-win” event at all levels for both organizations. Our goal is to recruit “sustaining” or long-term partners, versus one-time event sponsors. The history of Magnuson Park/Sand Point goes back over 10,000 years as the Duwamish and Muckleshoots native populations fished in these waters and hunted on the land.

Please return this form to the University Sunrise Rotary Club Major Event Committee Attn: Victoria Wenick by September 1, 2022 by email to vwenick@comcast.net. Thank you.