

\$5,000-

CAPITAL CITY PRIDE

PO Box 7221, Olympia, WA 98507-7221 * www.capitalcitypride.net

September 30, 2012

Olympia Lodging Tax Advisory Committee
Olympia City Hall
PO Box 1967
Olympia, WA 98507-1967.
ATTN: Cathie Butler, Communications Director

RE: Capital City Pride Lodging Tax \$5,000 Proposal – Letter of Intent for 2013 funding

To the Honorable Olympia Lodging Tax Advisory Committee:

Capital City Pride respectfully submits our preliminary request for \$5,000 in LTAC funding for 2013. Our proposal requests funds that directly support our out of town marketing plan and encourage “heads in beds” hotel stays related to our annual June Pride Festival. Our request is summarized as follows:

Organization Information: Capital City Pride is a subsidiary of the Rainbow Community Center Olympia, a federally designated non-profit organization. Since 1991, our mission is to host the annual June **Pride Day Festival**, a community festival that draws over 8,000 people downtown for the Pride Parade and the Pride Festival in Sylvester Park. From the beginning we have actively marketed our event in Tacoma, Seattle and Portland. Since 1999, we have greatly increased those marketing activities to include a website, print advertising and flyer distribution. In the past three years we have significantly stepped up our marketing efforts to expand from flyers and print media to include radio ads, google and facebook pop-up ads. Also since 1999, Capital City Pride has actively solicited business community involvement, enlisting former officers and employees of the Olympia Downtown Association to join our board. To learn more about our organization, please visit our website at www.capitalcitypride.net.

Project Description: We understand the purpose of LTAC funds is to promote “heads in beds” tourism, and will use any potential award to directly support marketing efforts to people in Seattle, Tacoma, Portland and beyond to encourage they attend our Olympia event and to make a weekend of it by staying overnight in a hotel. Our efforts to promote “pride tourism” is supported through our membership in Interpride, an international organization that supports gay pride events and organizations with a focus on promotion, coordination and education.

As part of our promotions, our ads will reference Olympia hotel specials and our website will list all participating hotels with hyperlinks. We work directly with Olympia hotels to ensure our event attendees will be welcome and develop hotel promotion flyers to be distributed out of town.

Results: The Pride Festival and Parade draws over 15,000 into downtown Olympia with an estimated 1,500 are from out of town. While our 2012 surveys revealed that over 30 of the respondents stayed in hotels, approximately 15 of them informed their hoteliers. However in recent years, our local hotel partners have documented approximately half a dozen hotel stays per year with our online and paper survey indicate nearly double that number. We suspect that many out of town attendees may be

reluctant to “out” themselves to their hotelier in city as small as Olympia. **Please note:** we have **expanded to two full days of event programming** all based in downtown Olympia.

Budget and Cost: Our **Pride 2013 Marketing Plan** will include a comprehensive package of local, Pacific Northwest and nationwide promotional activities to bring people to Olympia’s Pride Festival. All promotions will either reference or provide links to information on Olympia hotels and downtown businesses for our attendees to patronize. Following is a breakdown of the proposed LTAC costs:

\$1,000 – Seattle Gay News ads
\$1,000 – Seattle Weekly & Portland Mercury ads
\$ 500 – KPLU radio ads
\$ 500 – Facebook & Google “pop-up” ads
\$1,000 – Pride Guide (promotional magazine that lists hotels & business sponsors)
\$1,000 – Website
\$5,000– Total Request

Leveraged Funds: Receipt of LTAC funds will support our efforts to attract a broad array of sponsors. These leveraged funds include: **Olympia Downtown Association members approximately \$6,000 - \$10,000** (advertising and donated goods); **alcohol distributors - \$4,000**; several **Olympia bars - approximately \$9,000**; other **sponsoring businesses - \$4,000**; and in-kind donations of complimentary advertising from out of town advertisers who supplement our paid ads. The receipt of LTAC funds constitutes our only government fiscal support which in turn fosters broader community fiscal support and attendance.

Partner Organizations: Our event partners include both for profit and non-profit businesses. Following is a list of our partners: **Rainbow Community Center**, a GLBT community website that serves as our fiscal sponsor; **Interpride**, the international Pride Festival promotions and support organization; **members of the Olympia Downtown Association** (including former employees and officers); **Family Support Center (new for 2013)** (Provides our childcare); **Downtown YMCA** (provides our set-up and clean-up crews); **Parents & Friends of Lesbians and Gays (PFLAG)** which serves as our event caterer; **UCAN** , the local HIV/AIDS organization provides many volunteers; **Pride Foundation**, the Pacific Northwest GLBT and allied charitable foundation. We continue to pursue new community partnerships.

Attachments: Attached please find the State non-profit corporate registrations for Capital City Pride and the Rainbow Community Center, our fiscal sponsor.

In closing, we thank you for this opportunity to submit a letter of intent for 2011 LTAC funds. We remain devoted to supporting the many local hotels and other businesses that make Olympia a great place to live and who also directly sponsor our events. If you have any questions, please contact me as listed below, or contact our 2012 co-Chair Matthew Shrader care of our website listed above.

Sincere regards,



M. Anna Schlecht
Capital City Pride Treasurer & Business Manager
aschlecht@juno.com (360) 402-0170

~Earthbound Productions~

360-705-1087 ~ P.O. Box 7192, Olympia, WA 98507 ~ procession.org

\$19,725-



Friday, September 28, 2012

City of Olympia Lodging Tax Advisory Committee
P.O. Box 1967
Olympia, WA 98507-1967

Dear LTAC Committee Members,

First, we would like to thank you for considering our Lodging Tax proposal for 2013. Our Board of Directors is fully aware of your request that proposals do not include production costs, due to pending legislation in 2013. However, we are also aware that the pending legislation would only come into effect on June 30th well beyond the time frame of our entire 2013 ProceSSION production season which ends in May. As such please appreciate that our proposal includes a portion of production costs for 2013.

We look forward to our continuing partnership with the LTAC, and another successful cultural tourism event!

Sincerely,


Eli Sterling, Executive Director


Nicole Mercier, President

Our mission statement is: To empower communities to engage in cultural relationships with the natural world as a means of sustaining efforts of environmental protection and restoration

Earthbound Productions

P.O. Box 7192 • Olympia WA • 360.705-1087 • procession.org

2013 Olympia Lodging Tax Proposal

• Agency/Organization Information

In January 1995, at the invitation of Earthbound Productions, a group of Olympia residents organized an event both to celebrate the 25th anniversary of Earth Day and to support congressional renewal of the Endangered Species Act. The group decided on a positive statement of support in the form of a community celebration that would both benefit downtown businesses and regional communities as a whole. They developed ideas for action and agreed on several basic tenets that became the group's working principles. Earthbound Productions secured its State and Federal non-profit 501 C-3 standing, and The Procession of the Species Celebration was born!

• Leveraged Funds & Partner Organizations

For the past eighteen years, Earthbound Productions has successfully brought together citizens from throughout our State in celebration and awareness of our place in the Natural World. Nationally distinguished for this achievement, we have accomplished this through our numerous partnerships with organizations in our local area. This direction is reflected in our donations as well, which are primarily from supporters, local businesses, and local organizations that we prominently list on our web site at: <http://www.procession.org/Funders.php>

As the LTAC is well aware, the current economic situation makes it increasingly difficult for communities to maintain their outstanding tourism events. In this regard, efforts to leverage our funding remain remarkable, especially when one considers the exemplary partnership we have maintained with Arts Walk and the City of Olympia Parks and Recreation. Even so, we too face the financial challenge of sustaining the Procession Community Art Studio over the 16 weeks required to produce our two community-packed events: the Procession of the Species, held on Saturday, April 27th, 2013, and the Luminary Procession held the Friday, April 26th, 2013.

• Results

Listed as a Geo-Tourism Site by National Geographic, we have consistently amassed upwards of 33,000 spectators and participants during the weekend of the Procession of the Species Celebration. In 2012, over 2,000 people came to the Luminary Procession, either to participate or to gaze upon the luminescent talents of our community. We have shown time and again that hundreds of people come from beyond Thurston County to see these cultural pageants, sometimes staying in the Olympia area for several days. Year after year our efforts bring thousands to the Olympia downtown core who spend money at hotels, shops, restaurants and bars. The economic impact on our community is significant. We estimate event dollars spent to be upwards of \$300,000, or \$26,100 in tax revenue, for the City of Olympia, not to mention the positive impact for local employees who receive tips generated by patrons.

• Project Description

Without question, we have created a cultural tourism event that has generated an enthusiastic response throughout the South Sound region. The response itself is fueled by a promotion of anticipation signaling an entire season of Procession activities. The challenge for us, however, is meeting the increasing demand of expectation that the Procession generates. The result is that we remain at a point where we must maintain serious investments in our production capacities. As an

integral partner in making the Olympia Spring Arts Walk so outstanding, we likewise need the partnership of the LTAC to advance our mutual success.

Therefore, this year we are requesting funds in the amount of \$19,725, to sustain the essential foundation of our entire production enterprise: The Procession of the Species Community Art Studio. Our studio hosts thousands of people of every age and distinction who come and learn to create the hometown pageantry art, music and dance that is so fondly characterized as: "It is so Olympia!" It likewise generates the regional "buzz" that "the Procession is coming!" The proposal we are presenting reflects only a portion of the basic necessities required to make these esteemed productions a success. If we do not receive Lodging Tax support, the infrastructure required for production will decline and the resulting tourism benefits that give Olympia recognition in regional and national media throughout the year will be compromised.

In conclusion, Earthbound Productions, with its Procession of the Species and Luminary pageant, have helped to put Olympia on the map. We hope that you will help us keep it there.

Budget for Expenses

• Rentals

\$8000	Rent 10 weeks at the Community Art Studio
\$2000	Rent at another venue to support the music and dance groups
\$2000	Rent at a satellite venue specifically for creating giant puppets
<u>\$ 500</u>	Permits, garbage and misc. fees
\$12500	

• Supplies necessary to maintain the Community Art Studio

\$1200	Batik Paint and Batik Wax
\$1000	Lumber and Hardware supplies
\$ 400	Glue and tape
\$ 100	Paint Brushes
\$ 450	Tarps and Plastic sheeting
\$ 350	Luminary Lighting and batteries
<u>\$ 225</u>	General supplies: (garbage bags, paper products, soap, etc.)
\$3725	

• Advertising

\$2000	Mailing announcements to 3000, Workshop Flyers, posters and handbills
<u>\$1500</u>	Internet/Website/Domain
\$3500	

• Category Totals

\$12500	Rentals
\$ 3725	Supplies
<u>\$ 3500</u>	Advertising
\$19,725	

Total Requested Amount: \$19,725

G. O. Dixieland Jazz
\$14,000 -

Olympia Lodging Tax Advisory Committee

Olympia City Hall
P O Box 1967
Olympia, WA 98507-1967

2013 Lodging Tax Proposal—Greater Olympia Dixieland Jazz Society, PO Box 924, Olympia WA 98507

Agency/Organization Information

The Greater Olympia Dixieland jazz Society is a non-profit 501-C-3 organization dedicated to presenting, preserving and promoting live performances of Dixieland Jazz, conducting music educational programs, and providing scholarships for young musicians. The Society was formed in Olympia in 1990 and has successfully produced jazz festivals and monthly Sunday Dances for the past 22 years. This year's America's Classic Jazz Festival is 27 – 30 June 2013. More information about the Greater Olympia Dixieland Jazz Society may be found at www.olyjazz.com. Our attendance has grown every year since we have received money from the Lodging Tax, to aid in our marketing of the festival. We have been sought after by Travel Agencies to include a festival packet in conjunction with their cruise. This is the largest Jazz festival in Washington, Oregon, Montana and British Columbia, Canada.

Project Description

This year we are celebrating our 23rd **Annual America's Classic Jazz Festival**. Our main attraction is our selection of "World Class" Jazz Bands and dance floors.

We will have our brochures at all the festivals on the East & West Coasts, Hotels/motels Cruise Ships Europe etc. We advertise in all the jazz festival programs, Newsletters, Magazines, Radio Stations, Special Mailing of brochures, business cards, maintain a web site which we feature "You Tube" videos of the 2008 and 2009 festival with shots of the Farmer's Market and the State Capital. We have many You Tube videos on the internet of our bands playing at our festival. Successful promotion of this event is a year round effort using national and international media. We are working closely with the VCB with our marketing plans.

Results

The 2012 festival was the largest yet with attendance of over 5900 for the four day event. We expect to utilize all available hotel/motel rooms. We have a Travel Agent that has three of our featured bands on an Alaskan Cruise with a jazz packet included. The Jazz Society alone will use 204 nights for housing the band personnel. With about 90% of the attendance being from out of town, representing 33 states, 3 Canada Provinces and Europe. We expect to have 5375 overnight stays. The average stay is 3 nights, but we have many that come in on Tuesday and stay until Monday. This is a result of our Sunday "Afterglow" party at Tugboat Annie's, which is always filled to over capacity. We are planning on having another Afterglow event this year. This project helps generate lodging tax dollars and promotes the area for repeat visits and longer stays. This festival also attracts many motor homes (71), which is very good for the area restaurants, shopping, groceries & gas stations and many local attractions like visiting the capitol, golf courses, wineries etc. We are planning to bring even more overnight visitors to the area for our 23rd year celebration. We are offering 12 Jazz Bands and 4 venues this year. Using the factor from the 2010 Washington State Tourism of \$352.00 per night and \$109.00 per day, we had an impact on our communities of \$1,953,694.00. ($\$109 \times 566 = \$61,694.00$ and $\$352 \times 5375$ overnight stays = $\$1,892,000.00$ for a total of $\$1,953,694.00$).

Budget and Cost:

The overall cost for the purposed marketing effort:

Brochures	\$ 2,000.00	}	\$ 32,445
Advertising	20,000.00		
Graphic Design	1,000.00		
Special Mailing	4,500.00		
Postage	575.00		
Web Site	500.00		
Programs	2,000.00		
Banner	1,200.00		
Posters	500.00		
Newsletter	170.00		
Band Contract Expense	46,000.00		
Dance Floor Rental	4,850.00		
Rental St Martin's Facility	12,000.00		
Sound Equipment	7,000.00		
<u>Total</u>	<u>\$102,295.00</u>		

We are requesting a funding of \$14,000.00 from the City of Olympia; \$14,000.00 is 8% of our total expenses of \$166,859.00. Our anticipated income is \$176,386.00 the break-down of this is: Sponsors \$25,900 15%, City of Lacey \$25,000 14%, City of Olympia \$14,000 8%, City of Tumwater \$2,236 1%, Tickets Sales \$93,500 53%, Miscellaneous \$15,750 9%. We in turn spend locally \$61,590 for expenses incurred. All the work is done by volunteers; they do not receive any compensation or remuneration. We have an estimated 175 volunteers doing over 6000 hours of work.

Leveraged Funds;

We have also presented the proposed marketing as stated above, to the City of Lacy and Tumwater. We have asked for \$25,000.00 from the City of Lacey, we received \$2,236 from City of Tumwater.

Partner Organizations:

MIXX.96 \$300.00 radio advertising, KGY \$400.00 radio advertising, KPLU \$1500.00 radio advertising, KHMD \$400 radio advertising, KIRO \$1500, Williams Group Design of Jazz Poster , Office Max for the plastic covers for our tickets, Nisqually Bar and Grill for Cups, Golf carts for transporting attendees to and from venues and to their parking area. All West Transportation for moving pianos. Puget Sound Energy for putting up and taking down our street banners. Marine Beverage and Pepsi for beverages furnished for our Band hospitality room. The Ramada Inn, Governor's Hotel, Quality Inn, Comfort Inn, Holiday Express and the Phoenix Inn, all furnished one hotel room for a band member for 3-4 nights

VCB: Assistance with local area promotional materials that we can distribute nationally and made available at the festival. City of Lacey: Event assistance and local promotion. St Martins University gives us a 1/2 day rental fee amounting to \$1810.00

Authorized Agent: Charlotte Dickison, Festival Director

Charlotte Dickison Date 22 Sept 2012

ATTACHMENT # 2

Budgeted items that will be applied to the \$14000.00 requested.

Advertisements in programs, newsletters, Brochures, Special Mailings, Postage, Web Site, Programs, Posters, Banners, Graphics.



\$65,000

September 26, 2012

Olympia Lodging Tax Advisory Committee
c/o Olympia City Hall
PO Box 1967
Olympia, WA 98507-1967

Dear LTAC Committee Members:

Thank you for the opportunity to submit a request for Lodging Tax funding to promote out of county visits to the New Hands On Children's Museum and to the *Sand in the City* event which is now held at the *New Museum* site on East Bay. We believe this request to be one of your most important investments for 2013.

Organization Information - The Hands On Children's Museum is Thurston County's premier family attraction and the only youth Museum in SW Washington. Renowned for its quality exhibits and programs, the Museum is repeatedly voted the *Best Place to Take Kids*. Poised to open in early November, the *New Museum* will become the flagship Children's Museum in Washington State. Thanks to your 2012 support, we attracted visitors like this family from Gulfport, Florida who said "This Museum is so good it should be in Seattle!" The Garasky family from Idaho found us on-line, and stayed two weeks at the Candlewood Suites to visit Puget Sound attractions. We hosted many "stay-cationers" like the Bazeley Family who learned about us at the Seattle Children's Museum and stayed at the Red Lion just to visit Hands On. With the move to the new location, *Sand in the City* received the most publicity ever and was highlighted by MSN as one of the *9 Hot Sand-Sculpting Contests Around the World!* The on-line article linked to an Olympia Travel Guide through Bing and six hotels were prominently featured when the link was activated. When Hands On first applied for LTAC funds in 2001, the Museum's annual visitation was 50,000. In 2013 we expect to host more than 212,000 visitors in our new facility with almost 50,000 visiting from outside of Thurston County. We believe that our significant growth is a true LTAC success story! In June, members of the Westphal family from Los Angeles and Portland met up in Olympia to visit our Museum and wrote to us "Thank you! It's our second year visiting!" A grandmother from Soldotna, Alaska wrote "3rd time back just because we love this place so much!" The Ray-Tate family from Brooklyn stayed 3 nights at the Phoenix Inn and wrote, "Fabulous!! Just the BEST children's museum." Hands On is one of several Olympia jewels inspiring visitors like The Stouvenel family from Spokane who stayed at the Red Lion and wrote, "Just can't wait to come back!!"

Project Description - We are requesting LTAC funds to pay for print, radio, direct mail, cable and on-line advertising to generate out of town visitation to the *New Museum* and the *Sand in the City* event in 2013. Promotions will center around key visitation times including Spring Break weeks in April, the Outdoor Discovery Center Opening in summer, *Sand in the City* in August, and the holiday visitation window between Thanksgiving and year-end. As we shared last year, **the opening year of any attraction is its highest attended year and the best chance to attract new visitors from nearby urban areas.** In addition, we have several exciting activities to promote next year. The *New Museum* is opening in three phases with the facility opening this November, the Outdoor Discovery Center opening June, and additional major exhibits opening in late 2013. This means multiple reasons to promote a visit to Olympia!



In addition, we have commissioned renowned willow artist Patrick Dougherty to create a major outdoor exhibit for three weeks in July! Dougherty is featured in Museums nationwide and his interactive installations are a major draw for visitors. As always, our request is based on past promotions that work and can be tracked. 2013 costs include advertising in key parenting and tourism publications, radio spots, cable ads, rack card printing and distribution, strategic web advertising, along with ad production, mail list purchase and postage for out of county direct mail pieces. We are working with Sitecrafting to redesign our entire website in early 2013 to reflect the quality and unique features of the *New Museum*. This is critical since the internet is the most cited reason for a visit after word of mouth. And, they are donating a large portion of the work! We continue to be a strong VCB partner and we are working together to promote the *New Museum* openings. Our joint plans include a special press opening with statewide and national media. We are working with hotels to offer a Weekend

Package deal for Grand Opening events throughout the coming year, and we will be inviting meeting planners from around the state to attend a Familiarity Tour to learn about the *New* Museum and the East Bay Public Plaza.

Results – *Sand in the City* was a huge success as we moved the event from the Port Plaza to the *New* Children’s Museum location, maintaining our strong event visitation while celebrating the highest single day attendance in our history with 20,000 visitors on Saturday alone. We credit our strong attendance to successful on-line advertising and the extraordinary amount of publicity generated by the move to the New Museum. For this year’s event we brought in visiting musicians who lodged at the Phoenix Inn for 41 room nights and our Master Sculptors booked nearly 31 room nights at the Governor Hotel. Event visitors continue to say *Sand in the City* is great for a family visit and families came from all over the Northwest and the nation. They cited the Farmer’s Market, downtown, the State Capitol, Pt. Defiance, regional parks, Seattle and Tacoma, as top attractions they were visiting. The Bequette family from Minnesota told us that their stop in Olympia was specifically planned to take in *Sand in the City* as part of a 6-week road trip to 14 different states. Event and general museum visitors surveyed, revealed the following *partial* list of room nights used in addition to other room nights noted in this proposal: Phoenix (22), Super 8 (11), Red Lion (11), Quality Inn (3), Extended Stay America (19), Governor’s Hotel (4), Great Wolf Lodge (4), Holiday Inn Express (7), Seabrook (3), Red Lion (12), Guest House (2), Private Vacation Rental (21) and Evergreen Inn (2). Using VCB numbers and Dean Runyan’s report, the Museum estimates its economic impact will **increase from \$6M to \$8M** in 2013.


Thanks to our fabulous new facility, the Museum has already attracted visitors to Olympia that we haven’t had in the past. For example, just this month we hosted Weyerhaeuser Executives from around the nation for a special event and they lodged at the Phoenix Inn, using 36 room nights on Sept. 4 and 5. Next month we are hosting the Washington Association of Planners and the National Geographers Conference. The Seattle Young Presidents Organization is holding their first ever event in Olympia specifically to see the facility. The Junior Diabetes Foundation has chosen to hold its regional conference in Olympia in March because of the ability to hold events for the kids in the Museum while the parents attend the conference. We recently had Trustees from a family foundation fly in from Puerto Rico, New York and Dallas to visit the Museum to make a major gift to our project and they also lodged at the Phoenix Inn. You may recall that Portland hosted the national Association of Children’s Museums conference in May and we used your funds to encourage some of the conference attendees to visit Olympia as part of touring other NW youth Museums. We’re pleased to report that 28 Museum professionals stopped in Olympia and toured the New Museum.

Budget & Costs – We are requesting \$65,000 to promote the *New* Museum during its first full year of operation. Our plan builds on media and web packages we negotiated for Phase I in the Puget Sound, Portland and Seattle markets. As in the past, we will work hard to document our results and ensure a good return on your investment.

Leveraged Funds - The Museum has a strong track record of leveraging LTAC funds to produce many times the original investment and this year your funds may leverage about \$80K in additional advertising. For example, we negotiated with SweetJack, a third-party ad broker to promote the *New* Museum through social media and radio spots on seven Clear Channel Seattle metro radio stations for a very reduced price. We have also negotiated bundled web ads through ParentMap, KPLU, KMNT, and South Sound Magazine by using your funds to purchase coordinating print ads. We know from our research that the Seattle and Portland markets are prime draw areas and we know that your funds are essential in negotiating advertising packages to ensure our various openings receive broad regional coverage.

Partner Organizations - We partner with many organizations to promote a visit to Olympia. Hotel partnerships with the Phoenix Inn, Governor Hotel and the Great Wolf feature on-line promotions that promote room night stays. For *New* Museum events we are already driving significant business to nearby hotels, and local restaurants are benefiting from conference catering and attendees. We have been working for the past year to co-promote the LOTT Wet Center and Public Plaza, and we have a strong partnership with the VCB as noted above. We believe that Hands On is a key visitor attraction and a critical piece of the fabric of “things to see and do” that builds room night revenue year round. This year will be a once in a lifetime chance to promote Olympia and we ask that you strongly consider our request to maximize the benefits of this much anticipated attraction!

Thank you so much,



Patty Belmonte,
Executive Director

2013 Hands On Children's Museum's Advertising & Promotion Plan for New Museum & Sand in the City to run spring break weeks, may/june for Outdoor Discovery Center Grand Opening, July/August for Patrick Dougherty installation and 2013 Holiday Season

		Estimate	Value Added
<u>Printed Ads</u>			
	<i>Olympia VCB</i> 1 Ad in the Visitor's Guide	\$ 950.00	
	<i>Parent Map</i> April Ad 1/4 pg June Full Page July Ad 1/2 pg August Ad Full Page Learning Map Full page E-News Ad, Full month of advertising	\$8,000	\$16,000
	<i>Seattle's Child</i>	\$2,500	\$4,000
	<i>Tacoma CVB</i> 1 Ad in the Visitor's Guide	\$ 450.00	
<u>WEB Redesign</u>	<i>Sitecrafting</i>	\$5,000	\$25,000
<u>Web Ads</u>			
	<i>Facebook Promo Ads</i>	\$4,000.00	
	<i>Google Adwords</i>	\$6,000.00	
	<i>Comcast Online</i> (2) 2 Week On-line campaigns, Community Calendar Listing, Local Happenings Listing (Spring & August) - Discussing additional match with cable spots as in 2011. Value of those spots not included in match estimate.	\$ 5,000.00	\$12,000.00
<u>Radio</u>			

	Major Market Radio Packages Portland/Seattle-Tac \$3,500 per market	\$9,000	\$3,500
	KPLU 88.5 FM (3) 2-week Campaigns (Spring, July and August)	\$7,500	\$ 16,000.00
	KMNT 104.3 FM Year Round News & Community Events Sponsor including hundreds of mentions and promos	\$1,000	\$3,500
<u>Direct Mail</u>	Out of County Costs Only		
	Assumes 3 Newsletter Issues and increase in out of county issues for newsletter and postcard to 400 households. New Museum Direct Mail is all out of county		
	3x Newsletter Printing	\$900	
	3x Newsletter Postage	\$500	
	SIC Postcard Design & Printing	\$500	
	SIC Postcard Mailing	\$150	
	Outdoor Discovery Grand Opening Post Card Design	\$1,500	
	Outdoor Discovery Grand Opening Post Card printing for Out of town portion	\$500	
	Patrick Dougherty Post Card design	\$1,500.00	
	Patrick Dougherty Post Card printing for out of town portion	\$200.00	
	Purchase Direct Mail List to advertise Outdoor Opening	\$4,000	

	Out of County postage for both Postcards	\$ 1,050.00	
<u>Rack Card</u>			
	<i>Printing and Distribution-</i> Service to distribute <i>New Museum</i> Rack Cards	\$4,950.00	
	TOTAL	\$ 65,150.00	\$80,000

Olympia Film Society
\$5,000-

City of Olympia Lodging Tax Application
The Olympia Film Society
Submitted September 28, 2012

Agency/Organization Information:

The Olympia Film Society ('OFS') is a 32-year old nonprofit organization which owns and operates the historic Capitol Theater, a 1924 film and concert venue downtown Olympia. The mission of OFS is to enliven and enrich our community by presenting and fostering the development of independent and underrepresented film, music and allied arts.

Each year, OFS presents the Olympia Film Festival in November- in 2013, OFS will celebrate our 30th Annual Film Festival. Funding requested for 2013 is to supplement our existing marketing efforts. Each year, OFS spends approximately \$13,500 on Festival outreach, of which \$6,000 is print and radio marketing. While our organization has not requested Lodging Tax support in the last three years, we have a history of receiving funding from Olympia and utilizing our marketing efforts to bring in visitors during the key off-season time of our annual festival (usually the two weekends before Thanksgiving). Additionally, OFS presents multiple films and events most every day, remaining open and providing activity downtown almost every day of the year.

Project Description

The Olympia Film Festival is a 10-day event with more than 80 films shown, multiple guest directors and actors, and other special events throughout the period. The festival is particularly appealing to film aficionados, many of whom will travel great distance to see a specific archival print or meet a famous director at an event. During the 2012 Festival, guests attending include director Todd Haynes (*Velvet Goldmine*, *Far From Heaven*), actor Fred Willard (*Best in Show*, *Waiting for Guffman*) and renowned director and screenwriter Philip Kaufman (*The Unbearable Lightness of Being*, *The Right Stuff*). Regional marketing for the festival is therefore targeted at arts patrons in the Seattle and Portland metro areas. For the 2012 Festival, marketing outlets including *The Stranger*, *CityArts Magazine*, and *KPLU* are being used to reach regional visitors. This is also the first year we have partnered directly with a local hotel, the Phoenix Inn, to offer special overnight packages for Festival which incentivize staying and attending the festival. This is a model we hope will draw larger out-of-town crowds, and can be replicated during the 2013 Festival.

Thom Mayes, Executive Director of OFS, has been in contact with George Sharp to re-establish a strong connection between our organization and the Visitor/Convention Bureau. We are already planning a video about the Capitol Theater for the VCB's website, sending information on our current events and festivals for their online calendar and e-newsletter, and other tie-ins that integrate our efforts with the broader marketing efforts of our community.

Results

Anticipated Tourism Outcomes from the 2013 Olympia Film Festival:

- | | |
|---|-------|
| • Estimated Total Attendance (based on past years actuals): | 6,000 |
| • Estimated Out-of-County Audience: | 1,000 |
| • Estimated Patrons Staying in Olympia: | 300 |
| • Estimated Total Room Nights (1.5/person): | 450 |

Each year our annual Olympia Film Festival brings over 6,000 patrons to downtown Olympia. In addition to those from out of the area seeking hotels, patrons spend money at local shops & restaurants that infuse our economy with additional tax revenue and create jobs. The main events at festival are usually in the evenings, encouraging patrons to spend for dinners at local eateries.

Budget and Cost

Please see the attached sheet for a full breakdown of Film Festival revenue and expense. As that attachment shows, the total out-of-county publicity committed from the OFS budget is approximately \$4,000.

Funding from the **City of Olympia (a requested \$5,000)** will allow strong outreach to both Seattle and Portland markets, instead of focusing our resource simply on one area.

Sample of Funding, with and without City of Olympia LTAC support*:

Marketing Area:	w/LTAC support:	w/o LTAC support:
Thurston County Paid Ads	\$2,000	\$2,000
Seattle-area Print/Radio Ads	\$3,000	<u>\$5,000</u>
Portland-area Print/Radio Ads	\$1,000	<u>\$4,000</u>

**In the event that the full \$5,000 requested is not available, OFS will maximize any support given by City of Olympia LTAC*

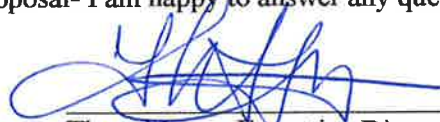
Leveraged Funds

The current 2012 Festival budget (see attachment) shows the \$5,000 in marketing funds being used to promote the Festival. This amount is likely to remain the same in 2013, meaning that funding from the City of Olympia will supplement our ability to reach regional audiences, increasing our ability to draw new and returning visitors to Olympia hotels during the run of the Festival.

Partner Organizations

N/A- The Olympia Film Society is the sole presenter of the 30th Annual Olympia Film Festival. During the 2012 Festival, however, partnerships with *The Stranger*, *The Volcano*, *YELP!*, *Bitch Magazine* and *Olympia Power and Light* are leveraged for in-kind ad trades. Further partnerships such as the *Portland Mercury* are being explored for the 2013 Festival.

Thank you for your consideration of our proposal- I am happy to answer any questions about this proposal or our organization.



Thom Mayes, Executive Director
The Olympia Film Society
360-319-3336
thom@olympiafilmsociety.org

O-L-T VCB
\$115,000 -

September 26, 2012

Olympia Lodging Tax Advisory Committee
C/O Olympia City Hall
P.O. Box 1967
Olympia, WA 98507-1967

Dear Olympia Lodging Tax Advisory Committee:

Thank you for your service to the community and the tourism industry.

I have been directed by the Olympia Lacey Tumwater Visitor and Convention Bureau Board of Directors to submit our 2013 request for Lodging Tax Funding in the amount of \$115,000. This reflects an increase of \$15,000 over last year's funding level. The money will specifically be targeted to expanding our marketing efforts. We will increase distribution of our Visitor Guide to additional Certified Folder Brochure racks in the Puget Sound Region. We will also purchase additional advertising in our target audience area. Please find included the specific information requested in the Lodging Tax Proposal Process Document.

Agency/Organization Information: The Olympia Lacey Tumwater Visitor and Convention Bureau (VCB) is a Destination Marketing Organization with the mission to increase tourism revenue throughout Thurston County on a year round basis. The VCB is a 501 (C) 6 non-profit corporation and has been marketing Olympia and Thurston County for the past twelve years. The VCB has a twenty-one member board of directors.

Project Description: The VCB operates the Visitor Information Center at 103 Sid Snyder Avenue on the Washington State Capitol Campus. In 2012 we extended the hours of operation to 8am-5pm Monday-Friday and 10am-2pm on Weekends Memorial Day through Labor Day and 9am-3pm Saturdays in September and October. We serve visitors to the area and provide them with information on all the activities and events taking place in Olympia and Thurston County to entice them to stay longer in our area. We utilize outdoor visitor information brochure holders so visitors can access lodging rack cards and visitor guides 24 hours a day, seven days a week. In addition to the Visitor information Center, the VCB uses marketing, public relations and product development to promote Olympia and Thurston County as a tourism destination. With the addition of the New Hands on Children's Museum we are excited about the opportunities to draw attention to Olympia as a family friendly destination as well as highlight it as an additional meeting location in Thurston County. We are working with their staff to maximize the marketing and public relations efforts of both organizations.

Results: The goal of the VCB is to increase tourism revenue throughout Thurston County on a year round basis. We realize that our role is to create an interest in visiting our destination. We use marketing and public relations to drive people to www.visitolympia.com, call our 1-877-704-7500 phone number and engage with us through our social media channels. We also work with meeting and event planners to promote Olympia and Thurston County for conferences.

We experienced an increase of 17.5% unique website visitors in 2011 and have a 19.1% increase in unique website visitors year to date in 2012. Seventy-six percent are new visitors to the website. We have grown our social media platforms by 300% in 2012. We anticipate continuing to increase website traffic by a minimum of 10% and grow our social media channels followers by 20% in 2013. If there is not a significant rise in fuel prices or decrease in consumer confidence in 2013, we estimate we will serve 25,000 visitors at the Visitor Information Center, with 25% of them staying overnight in Thurston County and 40% of those staying in Olympia. This should generate 2,500 room nights. We estimate that 5% of visitors to our website will stay overnight and generate 900 room nights in Olympia. We estimate we will generate 2,000 room nights through our meeting and events marketing efforts. Total estimate room nights generated by the VCB is $2,500+900+2,000=5,400$.

We also anticipate generating 6,500 new visitor leads, 10 tour operator leads and 12 major media stories in 2013.

Budget and Cost:

Income	
City of Olympia LTAC	\$115,000
City of Lacey LTAC (applied for)	\$90,000
City of Tumwater LTAC (applied for)	\$25,000
Port of Olympia	\$10,000
Thurston County	\$10,000
Sponsorship	\$8,000
Membership revenue	\$23,200
Publication revenue	\$33,601
Events revenue	\$13,500
Total Income	\$328,301
Expense	
Personnel	\$195,950
Administration (utilities, phone, insurance, etc)	\$21,051
Marketing and Promotion	\$74,300
Professional fees (accountant)	\$2,000
Equipment	\$5,000
Rent for Visitor Information Center	\$30,000
Total Expense	\$328,301

Leveraged funds: The Olympia LTAC funding will be combined with funding from the cities of Lacey and Tumwater, the Port of Olympia, Thurston County, and proceeds from membership and other fundraising by the VCB to operate the Visitor Information Center and staff the Visitor and Convention Bureau for marketing, public relations and product development.

Partner Organizations: We work with all the Chambers of Commerce in Thurston County along with many of the attractions and events to provide partnership and assist them with marketing and public relations. We also partner with the Olympia Downtown Association, Saint Martin's University Dragon Boat Festival, and Thurston Economic Development Council.

I look forward to meeting with the committee and discussing our 2013 program of work and answering any questions you may have.

I believe we continue to leverage the Olympia LTAC funding and work with area attractions, events and businesses to maximize results.

Sincerely,



George Sharp
Executive Director
Olympia Lacey Tumwater Visitor and Convention Bureau

City of Olympia LTAC Application

Attachment: 2013 Budget

Olympia Lacey Tumwater Visitor and Convention Bureau

2013 Budget

Income	
City of Olympia LTAC	\$115,000
City of Lacey LTAC (applied for)	\$90,000
City of Tumwater LTAC (applied for)	\$25,000
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Marketing and Promotion	\$74,300
Professional fees (accountant)	\$2,000
Equipment	\$5,000
Rent for Visitor Information Center	\$30,000
Total Expense	\$328,301

\$6,000-



September 14, 2012

Olympia Lodging Tax Advisory Committee
c/o Olympia City Hall
P.O. Box 1967
Olympia, WA 98507-1967

Re: Lodging Tax Proposal Letter for 2013 Funding

AGENCY/ORGANIZATION:

The Olympic Flight Museum, located at the Olympia Regional Airport, is requesting funding for marketing and promotion for the 2013 Olympic Air Show. The 15th anniversary event will be held July 13-14, 2013 at the Olympia Regional Airport, and has consistently demonstrated the ability to attract tourists through comprehensive and widespread marketing strategies. The Olympic Flight Museum's mission is to preserve, educate and maintain the history of aviation, and the role it has played in world history. The event serves as the museum's primary fundraiser, and emphasizes aviation history, education and preservation by presenting these values in an entertaining and informative manner.

PROJECT DESCRIPTION:

The Olympic Air Show is one of only three air shows in Western Washington, and annually attracts over 12,000 spectators. As a regionally recognized aviation event which places history alongside modern aerospace technology, it allows for the general public to learn about the technological advances made in aviation history, and the exciting opportunities in aerospace and preservation. The United States military branches have consistently selected the Olympic Air Show to receive assets at the event. For the 2012 air show, we hosted over \$80 million in military assets for visitors to enjoy, including aerobatic demonstrations from the U.S. Navy. With the national decline of air shows, spectators are increasingly aware of the rare opportunities presented to view these air and ground displays.

Proposed services for the event include a video (commercial) advertising campaign within the states of Washington, Oregon and Idaho intended to draw tourists to the area for the event. Specific target audiences include families, Veterans, heritage groups, photographers, travel writers, among others. The effort to attract, display and exhibit historically significant aircraft, coupled with honoring our nation's Veterans, continues to appeal to a broad audience of all age levels and backgrounds.

RESULTS:

In 2012, the event promotion campaign funded by Olympia lodging tax included a commercial on a leading television station with multi-state coverage. This successful promotion resulted in 18.5% of visitors having traveled from over 50 miles, as per data collected from electronic ticket sales. Along with the museum's website, the Olympia Lacey Tumwater Visitor & Convention Bureau's www.visitolympia.com website is also prominently displayed in the commercial, directing viewers to lodging, dining and attraction choices. Event organizers will again direct visitors to lodging and other attractions within the City of Olympia by way of the commercial and metro-Seattle websites of Belo Northwest and King 5 television.

7637-A Old Highway 99 SE, Olympia WA 98501 (360) 705-3925 www.olympicflightmuseum.com

BUDGET AND COST:

Aviation events of this size and complexity are difficult to organize, implement, and subsidize independently. Costs associated with performers, promotion, logistics and operation have increased significantly, requiring the need for increased funding. Only with this funding can the Olympic Air Show continue to meet the visitor and tourist demand for quality presentation. The City of Olympia shares in our success at this level, and will only continue to benefit from efforts to sustain the event. The estimated budget for the 2013 Olympic Air Show exceeds \$110,000. Funding requested for 2013 from the City of Olympia Lodging Tax is \$6,000; this is 5% of the event budget.

LEVERAGED FUNDS:

Event funding sources come from the City of Tumwater, the Port of Olympia, and a few sponsors who commit funding at a variety of levels. In 2012, the Olympic Air Show was awarded \$20,015 from the City of Tumwater, \$6,000 from the City of Olympia, and \$3,000 from the Port of Olympia. The 2013 anticipated event funding is estimated to be the same. Event organizers will continue to explore funding sources in an effort to maintain or increase financial support.

PARTNER ORGANIZATIONS:

In 2012, the Olympic Air Show benefitted from partnerships with the following Sponsoring organizations: Budweiser, MASCO Petroleum, Soloy Aviation Solutions, Kaufman Bros. Construction, Papa Murphy's, Olympia Federal S&L, and Port of Olympia.

Project partners who contributed in-kind goods or services included: Tumwater Costco, United Rentals, L&E Bottling, Capital Electric, J&I Power Equipment, KRXY, Northwest Signworks, Mountain Mist, Northwest Helicopters, and L.G. Isaacson Industrial Supply.

Partner organizations which emphasize community or heritage matters included: Heritage Flight Foundation, Commemorative Air Force-Arizona Wing, Hands On Children's Museum, Tumwater Chamber of Commerce, Civil Air Patrol, the 8th Air Force Historical Society, and the Olympia Camera Club.

The event's media partners included the Northwest Cable News/King 5, Olympia/Lacey/ Tumwater Visitor & Convention Bureau, The Olympian, KRXY, and Thurston Community TV, and Joint Base Lewis McChord publications.

COMMENTS:

The Olympic Flight Museum's annual Olympic Air Show has experienced stable growth since 1998, and has been a consistent visitor-destination attraction for fourteen years. It continues to attract national and international recognition and visitors. The increasing scarcity of air shows provide a significant opportunity for the City of Olympia to present education, preservation, heritage and the aerospace technological sciences as a foundation for the event. Citizens of Thurston County as well as tourists have continually embraced these principles, as evidence by a strong visitor record. The Olympic Air Show has consistently demonstrated its commitment as a major and leading contributor to the region's tourist economy.

Respectfully submitted,



Teri Thorning
Executive Director
Olympic Air Show Coordinator

**PROPOSED SERVICES
2013 OLYMPIA LODGING TAX**

Requested Amount: \$6,000.00

Use of Funds: Funds will be used for:

a) Production Services of customized advertising video (commercial) \$1,000.00

b) Advertising air-time on Northwest Cable News, approximate length of 30 days, and includes website banner advertising and link on NW Cable News and King 5 Television websites. These media initiatives will include link to www.visitolympia.com \$5,000.00

September 26, 2012

Olympia Lodging Tax Advisory Committee
c/o Olympia City Hall
PO Box 1967
Olympia, WA 98507-1967

Washington State Historical Society/State Capital Museum Request

Agency/Organization Information:

The Washington State Historical Society/State Capital Museum is a state agency which is also supported through local funds as a non-profit organization. WSHS/SCM presents Washington history through exhibits, programs, workshops and conferences. The mission of the organization: "By connecting personal, local, regional, and national stories to the universality of the human experience, and collecting materials from our state that help tell those stories, we will make the Washington State Historical Society indispensable to the people of Washington and a vital part of state government." The WSHS/SCM has wide experience with tourism marketing through its website, printed and e-publications and social media.

Project Description:

WSHS/SCM is planning a Heritage Conference in Olympia on February 4 and 5, 2013 to coincide with Arts & Heritage Advocacy Day on February 6, 2013. The theme is "The Art of Heritage." This project is meant to draw arts and heritage groups statewide to come to Olympia for a one and a half-day conference. The conference will feature "nuts and bolts" workshops for museums, arts and heritage groups, historical societies, and similar organizations. The Heritage Conference has traditionally been held in Olympia during the long legislative session. Due to the recession, the conference was not held in 2011, but 2013 marks a re-invigoration of this popular program. On February 5, 2013 we plan to host a nationally known speaker to present "the importance of local history." The evening will feature the annual Washington Museum Association Arts & Heritage reception at the State Capital Museum. The next day conference attendees will be participating in the annual Arts & Heritage Advocacy Day at the capitol, including an early morning meeting with the State Heritage Caucus, followed by a day-long series of events. Advocacy Day has been successful for several years but we are hoping to add value to it and entice more overnight stays in Olympia. Grant funds would be used to advertise in state and regional heritage and arts publications, and to produce an informational postcard for distribution to targeted arts and heritage groups across the state.

Cooperating with Olympia-Lacey-Tumwater Visitor and Convention Bureau:

George Sharp has suggested working with local hoteliers and a direct marketing effort with information about reasons to visit Olympia and the State Capital Museum throughout the year. He will work for the conference as far as possible in his 2013 budget.

Results:

We expect at least 100 out-of- area attendees and another 25 Thurston County participants. A day and half of conference programming, plus a third day of advocacy events at the capitol, indicates two nights for each participant, equaling approximately 200 bed-stays perhaps additional bed-stays if participants want to visit other area attractions.

We anticipate benefits to downtown merchants and restaurants from conference goers, as the conference is planned for that area. Each registrant would receive an information packet featuring local shopping and dining attractions.

Budget and Cost:

Overall Marketing:

WSHS/SCM Heritage E-bulletin, Humanities Washington <i>Columbia Magazine</i> ,	
WSHS website, FaceBook:	\$3000
<u>Olympia Lodging Tax Request</u>	<u>\$2000</u>
Total:	\$5000

Leveraged Funds:

The LTAC funds will leverage both WSHS staff and media funds as well as Heritage and Arts Sponsors and Humanities Washington Contributions.

WSHS/SCM Staff support—including organization, development of materials and web design:	\$3000
Humanities Washington Grant (pending)	\$1000
<u>Sponsors—Heritage and Arts Organizations, Heritage Suppliers (pending)</u>	<u>\$2000</u>
Total (estimated)	\$6000

Partner Organizations

- Washington Museum Association (co sponsor of Arts & Heritage Day)
- Washington Arts Alliance (co-sponsor of Arts & Heritage Day)
- Humanities Washington (sponsor of featured speaker--pending)
- City of Olympia Heritage and Arts Commissions (local affiliates—pending)

Thank you for your consideration.



Susan Rohrer, Manager, State Capital Museum

Attachments:

- Itemized Budget
- Example of previous Heritage Conference
- Current WSHS Explore It Newsletter

Itemized Budget:

Amount	Allocation	Description
\$250	Washington Museum Association Newsletter—LTAC Request	One-half page ad in quarterly publication
\$200	Pacific Northwest Quarterly—LTAC Request	One-half page ad in quarterly publication
\$1550	Information cards—LTAC Request	Costs for printing, assembling and mailing 1000 4" x 6" cards to statewide heritage groups
LTAC Request Total	\$2000.00	
\$3000	WSHS/SCM Heritage E-bulletin, <i>Columbia Magazine</i> , WSHS website, and social media	In-kind WSHS staff and media promotion
\$1000	Humanities Washington (pending)	Keynote Speaker
\$2000	Partner Heritage Organizations	In-kind promotion
\$8000	Total for Project	

(Optional) Up to three pages of supplemental information such as past brochures and news articles about your event or organization, data about attendance at past events, etc. See Attached:

WA State Senior Games
\$10,000 -

September 24, 2012

Olympia Lodging Tax Advisory Committee
c/o Olympia City Hall
PO Box 1967
Olympia, WA 98507-1967

Proposal: Puget Sound Senior Games

Agency/Organization Information

Each year since 1996, the Puget Sound Senior Games, a 501 (c) (3) organization composed entirely of volunteers serving as Board members and officers, sport commissioners and officials, has presented a Senior Games – Senior Olympics competition for the 50+ generation in the Olympia area.

The 2012 Washington State Senior Games were held throughout July, in Olympia, Tumwater, and Lacey, as well as other venues in the South Sound. The Games were the largest gathering of senior athletes in the state, with approximately nineteen hundred competitors from throughout the northwest, all over 50 years of age, competing in 20 different sports in an atmosphere that promotes health, physical fitness, competition, and companionship. Events offered at sites in Olympia included bowling, swimming, volleyball, and shuffleboard.

The senior populations we serve directly are all men and women over 50 years of age, probably in the mid-range of our social/economic classes. Approximately 74% of the athletes came from locations outside Thurston County, including all parts of the State of Washington, as well as from Oregon, California, Idaho and British Columbia.

It is the on-going mission of the Puget Sound Senior Games that the annual Washington State Senior Games become one of *the* signature events in Olympia. In part we do this by continually focusing on keeping the Games in the Capitol City. Since these are the *State* games, our view is that they should remain in the State Capitol, though we have many requests to move certain events to larger sites and more populous areas, such as the aquatic center in Federal Way (for swimming), or the Key Arena in Seattle (for basketball).

Project Description

This proposal, which will support the presentation of the Washington State Senior Games in July 2013, provides the senior community with the opportunity to participate and compete in the largest gathering of senior athletes in the state, in a wide variety of sports and events that otherwise would be unavailable. With no paid staff, presentation of the Senior Games depends wholly on the projected 300 volunteers and officials who are committed to running the Games and serving the senior community.

During this past year we have developed a close working relationship with George Sharp and the Visitor and Convention Bureau. He is currently a member of our Board of Directors and has been instrumental in advertising and promoting the Senior Games, both locally in the South Sound, and throughout the State. Specifically he contacted sport reporters in all the weekly and daily newspapers in the state with information about the Games, strongly advocating their senior readers to come and participate. Additionally, he developed a Face book page in our behalf.

Results

In 2013, we estimate the number of visitors from outside Thurston County that will attend the Senior Games at approximately 3,200. This number of visitors will have a significant impact on Olympia lodging establishments, restaurants and tourist attractions during this period. Since Olympia remains the hub of Thurston County, most of our participants will stay near the downtown because of attractions such as the State Capitol, Farmers Market, Heritage Park, and Percival Landing. We estimate the number of visitors staying in Olympia-based lodging establishments at 300; and because athletes frequently compete in several events that span the weekend, approximately 50% will stay two nights. There will also be a significant impact on Olympia-based restaurants and other attractions catering to visitors.

In 2009, we began branding the Washington State Senior Games as a destination event. To this end we expanded the brand awareness of our logo as it appears on our Athlete Registration Packet, water bottles, and other items, and created a fresh version of our logo that was used as a window decal to greet athletes at Olympia restaurants and other locations. This year's eNewsletters reached almost 3,000 committed seniors multiple times, again the vast majority being from outside Thurston County. Contact information relative to all Olympia motels and bed-and-breakfasts will be included in the e-newsletters as well as in our Registration Handbook.

Budget and Cost

We project that the overall cost of our marketing effort will be approximately \$25,000, and the amount of city funding we are requesting is \$10,000.

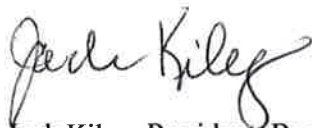
Leveraged Funds

We hope to receive donations from the City of Lacey (\$10,000), City of Tumwater (\$10,000), Area Agency on Aging (\$4,000), Oly Fed (\$2,500), Lucky Eagle (\$2,500) and others. We intend to use some of these funds to complete our Handbook funding, pay for additional media expenses, develop a special supplement for The Senior News and The Olympian, and further the distribution of our eNewsletter to businesses, Senior Centers, YMCAs, and Parks and Recreation Offices around the state, providing Games' information and encouraging seniors to come to the State Capitol and participate in the Games. In this regard we will continue to partner with the Visitor and Convention Bureau to expand Senior Games' information to other parts of the State and beyond.

Partner Organizations

As in past years we will continue to provide copies of VCB's Visitor Handbook to each of our senior athletes. Additionally, we partner with the Olympia School District, the Cities of Lacey and Tumwater, Area Agency on Aging, the Valley Athletic Club, Briggs Community YMCA, Westside Lanes and other organizations to present the Senior Games.

This proposal is submitted by:



Jack Kiley, President, Board of Directors, Puget Sound Senior Games

**Marketing Budget
Puget Sound Senior Games
2013**

<input type="checkbox"/> Produce and mail 2013 Registration Handbooks to previous participants and other interested parties outside Thurston County	\$ 6,000
<input type="checkbox"/> Cost of media advisor (production and distribution of e-newsletters, newspaper contacts, flyers, etc.)	<u>4,000</u>
Total	\$10,000



September 26th, 2013

Olympia Tax Advisory Committee
PO Box 1967
Olympia, WA 98507

WOLF HAVEN INTERNATIONAL
RECEIVED
Working for Wolf Conservation since 1982
OCT 01 2012 09/28/12
City of Olympia
Executive Department

\$20,000

Dear LTAC Committee Members,
Thank you for your consideration of providing LTAC funding to Wolf Haven International again this year. We are requesting \$ 20,000 from the City of Olympia for 2013.

Organization Information

Wolf Haven International (WHI) is a 501(c)3 organization that has worked for wolf conservation since 1982. The mission of WHI is to conserve and protect wolves and their habitat. We do this by:

- Providing sanctuary for captive born wolves
- Educating the public on the value of all wildlife
- Promoting wolf restoration
- Protecting our remaining wild wolves and their habitat

For 30 years, WHI has rescued and provided lifetime sanctuary to over 170 animals. We are participants in two Species Survival Plan (SSP) programs for endangered species: 1) Mexican grey SSP and 2) red wolf SSP. These are partnerships between captive facilities, the Association of Zoos and Aquariums (AZA) and U.S. Fish and Wildlife Service. As an SSP member, WHI has successfully bred both red wolves and Mexican wolves. We have also had eleven of our SSP Mexican grey wolves released into the wilderness of the Southwest.

Our sanctuary and education department welcome over 12,000 visitors each year. Guided walking tours, eco-scavenger hunts, interpretive games, camping and prairie walks inspire our visitors to observe, interact, and appreciate wildlife of all kinds. WHI owns 82 acres of pristine Mima Mound prairie, wetlands and woodlands. We partner with The Center for Natural Lands Management, State and Federal Fish and Wildlife, the Audubon Society and other environmental organizations to preserve and restore native plants, butterflies and mammals to the prairie. Travelers from other countries, out-of-state, local residents, school children, youth groups, seniors, and families all come here to experience the magic of WHI.

This year we have seen visitors from; WA, CA, OR, NV, OH, FL, NE, NY, VA, AZ, PA, MI, WV, MN, TX, CO, MS, GA, ID, SD, KS, TN, MA, MT, NJ, IA, LA, IN, UT, NM, AR, AK, WY, Victoria, Australia; British Columbia, Canada; Alberta, Canada; Balzan Malta; South Africa; Chalong en Champagne, France and more (per our guest book).

In 2011, Wolf Haven Intl. was named one of "The Seven Wonders of Thurston County".

Project description and results

Bringing visitors to WHI is an important part of our organizational structure. In years past we have relied on rack cards and brochures to encourage out of area visitors to come to WHI and we have devoted a great amount of funding to the printing and distribution of these items. WHI joined the social media bandwagon very early on, and is active on Facebook, YouTube, Twitter, LinkedIn and other social relationship networks. As of August 2012;

- 7,523 FB followers
- 39,569 people reached / 1,170 people talking about this
- 1,198 Twitter followers
- 72 YouTube subscribers
- 8,759 lifetime views (YouTube)
- 7,768 visitors to our web page in May / 10,347 visits in May
- 47 connections on LinkedIn

We also have assembled several outreach teams that have been stretched across from Oregon to the Canadian border. When we go out and talk about visiting WHI and the area our most popular handout is still the tri-fold/map brochure. This brochure has the large map that shows the area and promotes local businesses. Despite the fact that funding assistance has been reduced

"Adopt a wolf!"

3111 Offut Lake Road SE • Tenino, WA 98589 • p: 360.264.4695 • 800.448.9653
f: 360.264.4639 • www.WolfHaven.org • info@WolfHaven.org



Project description and results (continued)

for this handout in the past few years and most of the advertisements are now trade situations, we have continued to produce as many of these brochures as our budget allows. In 2013 we intend once again to increase the number of events we are attending and will require even more.

In addition to attending our regular sanctuary tours, visitors come to WHI for the several events and education events we put on or host each year. We were happy to recommend lodging options in Olympia to all our out of town guests.

WHI was proud to be the host for the 2012 annual Mexican gray wolf Species Survival Plan (SSP) meeting. Delegates from Mexico and the U.S. met in Olympia, WA on July 12 & 13 to discuss one of the most endangered mammals in the world, the Mexican gray wolf. Almost 50 biologists, scientists and wildlife experts (and some of their family members) participated in the 2 day conference, where decisions were made regarding breeding pairs of captive wolves for 2013 and candidates for release into the wild. Attendees stayed in downtown Olympia at The Governor Hotel, ate at the local restaurants, the evening socials and lunches were catered by local businesses and the Saturday excursions included a kayak trip and lunch out of Tugboat Annie's.

We once again are hosting the Wildlife Handling and Chemical Immobilization Course in November. Last year the class sold out and there was a waiting list for the 2012 class. This 3 day course is attended by individuals from all over the country, as there is only one other class like it in the US. The 2011 class saw attendees from WA, OR, OH, NM, UT, ID, VA, FL and Ontario, Canada. We provide the attendees with lodging information, restaurant recommendations and area attractions for their stay. The 2012 class is going to again fill up and there will be a waiting list for 2013.

When we are promoting visitation to the area we have always encouraged and cross-promoted other activities. Through our outreach events, our social media and web page and our printed materials (like Wolf Tracks our quarterly publication) we regularly promote places like downtown Olympia, the Capitol tours and the local lodges and hotels.

Budget & Cost

2013 Tri-Fold/Visitor Maps	\$ 17,000.00
Event Advertising	\$ 5,000.00
PSA Production and distribution	\$ 3,000.00
Facebook, Twitter and Linked-in promotions and advertising	\$ 5,000.00
TOTAL:	\$ 30,000.00

Leveraged Funds

WHI has also submitted a LTAC application to the City of Tumwater in the amount of \$20,000 (of which we are being recommended to receive \$ 7,929.00) to assist with the cost of special events, social media and the printing and distribution of the tri-folds/maps.

Partner Organizations

WHI is a member of the Thurston County and Tumwater Chambers of Commerce, Olympia/Lacey/Tumwater VCB, Olympia Rotary, Washington Tourism Alliance, Association of Fundraising Professionals and Economic Development Council of Thurston County. We also partner with the Department of Fish and Wildlife, The Nature Conservancy, Center for Natural Land Management on a regular basis, although there are very limited funding opportunities from any of these entities.

We encourage visitors to come, stay and explore – Olympia, Tumwater and more.
Thank you again – we truly appreciate the partnership with the City of Olympia.


Patt C. Poinsett
Development Director

