



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 20,000

Organization/Agency Name: Washington State Senior Games

Federal Tax ID Number: 91-2073918

Event or Activity Name (if applicable): Washington State Senior Games

Contact Name and Title: Jack Kiley, President, Board of Directors

Mailing Address 2218 Vista Ave SE City Olympia State WA Zip 98501

Phone 360-701-0009 Email Address jack.kiley@comcast.net

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated or non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

(Note: per Olympia's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

- Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)
- Public Agency

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature:

Date: September 20, 2021

Printed or Typed Name: Jack Kiley

Supplemental Questions – You may use this form or a separate sheet of paper for answers

1. Describe your tourism-related activity or event.

- **If an event, list the event name, date(s), and projected overall attendance.**
- **Describe why tourists will travel to Olympia to attend your event/activity/facility.**

Each year the Washington State Senior Games, a volunteer-only 501 (c) (3) organization, hosts the Washington State Senior Games, a sports competition for senior men and women. In 2019 (Games were canceled in 2020), in venues throughout Olympia, Lacey, and Tumwater, the Games attracted the largest gathering of senior athletes in the state. Over 2,000 competitors from throughout the northwest – some from around the country – all 50 and over - came to the South Sound to compete in twenty-four different sports, in an atmosphere promoting health, physical fitness, competition, and companionship. In the 2021 Games just concluded we reached 1400 registrations while still dealing with the continued uncertainties surrounding COVID-19.

The Washington State Senior Games began in Thurston County in the mid-1990s. The purpose of the Senior Games is to provide an opportunity for senior men and women, all 50+, to compete in a wide variety of sports. The goal is to provide an incentive for many in the senior community to get off the couch, to get involved in programs that involve exercise and nutrition, and ultimately enjoy competition and camaraderie with their peers. Almost all of the events are held in Thurston County locations, with a few sports in Mason and Pierce Counties.

In 2022 the Washington State Senior Games will be held at various times in July and early August. Most sports will be held July 22 – 24, in venues throughout Thurston County. We estimate a total attendance of between 5,000 and 6,000. Our proposed budget is approximately \$140,000. Funding comes from two sources: first, local governments, corporations and other organizations that have an interest in supporting the vision of the Senior Games; and second, the athletes themselves. In 2021 individual and team fees constituted approximately 42% of our total budget.

The senior populations we serve directly are men and women over 50 years of age, probably in the mid-range of our social/economic classes. Approximately 60% of the athletes, along with families and friends, traveled more than 50 miles from Thurston County, coming from all parts of the State of Washington, as well as from Oregon, California, Idaho, Texas and New Mexico.

In 2022 the Senior Games will consist of twenty-five sports, many going on simultaneously. We expect approximately 2,000 senior men and women will compete and be joined by thousands of family and friends. These competitors, and their accompanying friends and families, have above average disposable income. As a result they will stay in Olympia motels, eat in local restaurants, and enjoy the many and unique activities in Olympia and Thurston County. Our VCB – Experience Olympia and Beyond - has estimated our impact on the local economy at \$1.4 million.

As an all-volunteer organization with no paid staff, the Games utilize over 200 volunteers in order to adequately staff the many sports that are offered. Because this is the only *State* Senior Games in Washington, competitors will come to Olympia and the South Sound primarily because there are very few opportunities for senior participants to compete against their peers. It is our on-going mission 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 in more populous areas, such as the aquatic center in Federal Way for swimming, or the new and expanded facility in Seattle for basketball.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	4500	1750
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	2700	1050
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	600	150
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	750	325
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area	850	350
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	475	240

3. What methodology did you use to calculate the 2022 estimates? (Direct counts and informal surveys are preferred.)

- Direct Count (Preferred)
- Indirect Count
- Representative Survey

- Informal Survey (Preferred)
- Structured Estimate
- Other (Please explain)

4. What methodology did you use to calculate / document the 2021 actual numbers? (Direct counts and informal surveys are preferred.)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Direct Count (Preferred) | <input checked="" type="checkbox"/> Informal Survey (Preferred) |
| <input type="checkbox"/> Indirect Count | <input type="checkbox"/> Structured Estimate |
| <input type="checkbox"/> Representative Survey | <input type="checkbox"/> Other (Please explain) |
| | <input type="checkbox"/> Event Cancelled due to COVID Restrictions |

5. Is there a host hotel for your event (yes or no)? If yes, list the host hotel.

No

6. Describe the prior success of your event/activity/facility in attracting tourists.

Our success is measured by the number of participants and guests that we attract to be part of the Senior Games. It is also measured by the number of sports we offer and the venues we utilize throughout the South Sound. It is measured by the fact that upwards of 70 percent of the competitors return year after year in order to evaluate their training and progress against their peer age group. The Senior Games in Washington began in 1996 with five events and a few hundred competitors. Today, we will offer twenty-five events and in 2019 attracted over 2,000 participants along with thousands of family members and friends. Participants are among the most active in the senior community. Because they enjoy higher than average disposable income, they make significant "deposits" in the motels, restaurants and other service providers in the Olympia and South Sound communities.

7. Describe you target tourist audience (location, demographics, etc.).

Competitors must be 50 and over in order to participate and will be coming to various sites in the South Sound where our events are located. They will be coming from all over the State of Washington, other states, and British Columbia (the border was closed in 2021).

8. Describe how you will promote your event/activity/facility to attract tourists.

Our promotion of the Washington State Senior Games to attract participants and guests will include the following:

- We will send out save-the-date cards to all those who participated in the last three years.
- Five E-newsletters are sent to the same mailing list highlighting the Games, sponsors, and urging seniors to register.
- Ads and stories in the Senior News, senior-oriented papers in Oregon and Idaho, and other publications in the Puget Sound area will highlight the Senior Games.
- We intend to send posters and flyers to Y's and Senior Centers around the state;
- We will use social media including our Facebook page to publicize and promote the Senior Games;
- We will send out press releases to statewide media.
- Our website will include all promotional material about the Games, including entry forms that can be used to register and will link directly to the website of sponsors.

9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.

Lodging establishments in the City of Olympia will be listed in all of our promotional materials and on our website. We will have canvassed each of the establishments to determine the best possible rate we can offer our competitors and their family and friends. We will also make available to each participant and those that accompany them a copy of the Experience Olympia and Beyond Visitor Guide.

10. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.

Yes

- City of Lacey \$15,000
- City of Tumwater \$15,000

11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?

Approximately \$140,000. Our request from the Olympia Lodging Tax Fund represents approximately 14% of the total budget.

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? [NOTE: Please be thorough with your answer. In balancing the number of requests with limited funds available, the Lodging Tax Advisory Committee relies on this information for decision-making.]

If we project that it is impossible to raise enough revenue from our sponsor community, and because most of our costs are fixed, we will have to raise athlete fees in order to ensure that we present a professional experience that senior athletes have come to expect.

13. Describe your plan to modify your event or request to comply with CoVID compliance requirements such as social distancing should they still be in place at the time of your event?

We recently concluded the presentation of the 2021 Senior Games under the caveats required by the State Department of Health and the CDC. We are very aware of the consequences and requirements surrounding COVID-19. We will continue to monitor the recommendations of the CDC and the State Department of Health guidelines. We are reviewing alternatives that may be required including temperature checking, vaccination history, mask wearing during competition, disinfecting, and social distancing as they apply to the different sports we offer. In many cases it is likely we will have to continue to abide by the additional constraints required by the many venues we use.

Lodging Tax Budget Form

Lodging Tax Applicant: Washington State Senior Games

Specific to your Tourism-Related Facility, Tourism Promotion Activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

PROJECTED REVENUE:

Source	Amount
Sponsorships:	\$30,000.00
Admission:	\$0.00
Reserves:	\$0.00
Donations/Contributions:	\$500.00
Grants:	\$0.00
Program Service Fees:	\$55,000.00
In-kind Donations:	
Gift Shop:	\$0.00
Vendor Fees:	\$0.00
Fundraising Activities:	\$0.00
City of Lacey Lodging Tax:	\$15,000.00
City of Olympia Lodging Tax:	\$20,000.00
City of Tumwater Lodging Tax:	\$15,000.00
Thurston County Lodging Tax:	\$5,000.00
Other Sources of Revenue: <small>(please specify)</small>	\$0.00
Other Source:	\$0.00
Other Source:	\$0.00
Other Source:	\$0.00
TOTAL REVENUE:	\$140,500.00

PROJECTED EXPENSES:

Personnel: (salaries and benefits)	\$0.00
Administration: (utilities, phone, etc.)	\$35,000.00
Marketing and Promotion:	\$15,000.00
Professional / Consultant Fees:	\$20,000.00
Equipment:	\$10,000.00
Facility / Event Venue Rental:	\$20,000.00
Travel: (please specify) Attend National Senior Games	\$5,000.00
All Other Expenses: (please specify)	
Other Expense: Insurance	\$3,500.00
Other Expense: Operations	\$30,000.00
Other Expense:	\$0.00
TOTAL EXPENSES:	\$138,500.00
PROGRAM EXCESS (DEFICIT):	\$2,000.00

Possible Uses of Olympia Lodging Tax: \$20,000

- Advertising, promotion and media consultant expenses
- Liability insurance, venue rentals, expenses for officials and judges
- Medals and shirts for participants
- Registration processing
- Event guides, flyers, posters, sport signs
- Tents and throwing implements

BUSINESS INFORMATION

Business Name:

WASHINGTON STATE SENIOR GAMES

UBI Number:

601 816 978

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

2218 VISTA AVE SE, OLYMPIA, WA, 98501-3829, UNITED STATES

Principal Office Mailing Address:

2218 VISTA AVE SE, OLYMPIA, WA, 98501-3829, UNITED STATES

Expiration Date:

09/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

09/10/1997

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

ATHLETIC, PRESENTATION OF ATHLETIC COMPETITION FOR SENIORS 50 AND OVER

REGISTERED AGENT INFORMATION

Registered Agent Name:

JACK KILEY

Street Address:

2218 VISTA AVE SE, OLYMPIA, WA, 98501-0000, UNITED STATES

Mailing Address:

PO BOX 1487, OLYMPIA, WA, 98507-0000, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		NANCY	MOSS
GOVERNOR	INDIVIDUAL		JACK	KILEY



STATE OF WASHINGTON

BUSINESS LICENSE

Nonprofit Corporation

WASHINGTON STATE SENIOR GAMES
2218 VISTA AVE
OLYMPIA WA 98501

TAX REGISTRATION - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #27212 - ACTIVE

REGISTERED TRADE NAMES:

WASHINGTON STATE SENIOR GAMES

Issue Date: Aug 20, 2021

Unified Business ID #: 601816978

Business ID #: 001

Location: 0001

Expires: Sep 30, 2022

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

Director, Department of Revenue

UBI: 601816978 001 0001

STATE OF WASHINGTON

Expires: Sep 30, 2022

WASHINGTON STATE SENIOR GAMES
2218 VISTA AVE
OLYMPIA WA 98501

TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#27212 - ACTIVE

Handwritten initials

Winning Brings Out the Best in Us

The Senior Games Bring Winners Together!



*Every summer more than
2,000 athletes age 50 and older
gather in the greater Capitol area for
competition, fellowship and
the life-affirming joy of
sports participation at any age!!!*

WASHINGTONSTATESENIORGAMES.COM • 360.413.0148



WASHINGTON STATE SENIOR GAMES





August 25, 2021

Dear Senior Games Supporters:

If you do nothing else in the next 60 seconds, please note the intensity, focus and joy on the faces I've included with our flyer.

The faces you see belong to winners. They are the faces of senior athletes competing at this year's 2021 Washington State Senior Games.

More than 1,400 senior athletes registered for the Senior Games in 2021 . . . a startling number considering that the previous year the Games were entirely cancelled.

And while 2021 has proven to be another stubborn year of COVID-19 surges, lulls and uncertainty—the Washington State Senior Games proudly held a safe and successful large-scale event.

Ultimately, it takes hundreds of volunteers—from javelin and discus retrievers, to statisticians, sports officials, greeters and more—to make the Games a success.

On behalf of such volunteers I want to thank you in advance for the financial or other support you provide our 25-year-old nonprofit organization.

We are proud to bring so many visitors to Thurston County and the greater Olympia-Lacey-Tumwater area. Needless to say, we are ***delighted beyond measure*** to have done this, safely, in the midst of yet another uncertain year.

Yours sincerely,

Jack Kiley

President, Washington State Senior Games