



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 20,000

Organization/Agency Name: Olympia Parks, Arts & Recreation

Federal Tax ID Number: 91-6001261

Event or Activity Name (if applicable): Oly on Ice (Seasonal Ice Rink)

Contact Name and Title: Scott River, Director - Recreation and Facilities

Mailing Address 222 Columbia St NW City Olympia State WA Zip 98501

Phone 360-753-8506

Email Address sriver@ci.olympia.wa.us

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: **Scott River**

Digitally signed by Scott River

Date: 2021.09.14 11:43:24 -07'00' Date: 9/14/21

Printed or Typed Name: Scott River

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.

Oly on Ice is a seasonal ice rink that is scheduled to operate from mid-November, 2022 through mid-January, 2023. Overall attendance is expected to be over 20,000 skaters. If capacity restrictions are required due to pandemic protocols, it could be half that number. This number does not include non-skaters that visit the rink. Oly on Ice is most likely not a primary driver for people to spend the night, although some may. More likely, Oly on Ice is an event that supplements other destinations and creates one more opportunity for people to experience while visiting Olympia for overnight and daytime stays.

Oly on Ice is part of what makes Olympia a great off season destination. Combined with great dining, interesting museums, and fun shopping can make Olympia a wonderful overnight experience for friends, couples and families. LTAC support of the rink strengthens not only the ability for the community to host the activity, but indirectly supports the variety of destination options in the area.

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	20,000	15,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	4,000	3,000
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		<500
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		<100
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		>100
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>		<100 over

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

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

Please note that as of the deadline for the 2022 submission, our event has not been hosted yet. All 2021 "Actuals" are our projections from the 2021 submittal.

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

- | | |
|---|--|
| <input type="checkbox"/> Direct Count (Preferred) | <input type="checkbox"/> Informal Survey (Preferred) |
| <input type="checkbox"/> Indirect Count | <input type="checkbox"/> Structured Estimate |
| <input type="checkbox"/> Representative Survey | <input checked="" 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.

Oly on Ice attracts skaters from multiple counties. Primarily, these counties surround Thurston County including Lewis, Grays Harbor and Mason. Although we do know some Pierce visitors also come to town. This seasonal rink is the only one of it's kind, that we know of, between Pierce and Clark Counties and extending to the entire Olympic Peninsula.

For 2021, we anticipate using a ticketing system that will allow visitors from out of town to pre-purchase tickets for entry. This will be primarily to ensure we do not exceed any state/local capacity restrictions that are related to the pandemic but it will provide a sense of security for travelers, knowing they have their time reserved.

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

Our department specifically targets Lewis, Grays Harbor and Mason County as we know the next closest rink is either in Seattle or Vancouver, WA. As of the time of this submittal, the previous Tacoma rink has been canceled with no plan of return. This will likely be attractive for Pierce County skaters to visit our rink as well.

We target a combination of families, teens, and couples. The rink will also attract experienced skaters that live in adjacent counties and come from more prolific skating communities such as the Midwest or east coast.

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

We will build on two successful Oly on Ice seasons, utilizing media partnerships with dozens of local radio stations, print and web news and periodical outlets, and community calendars to promote the event. Past partners are located throughout the Puget Sound region and include North American Talk, NW Military, Oly Arts, South Sound Magazine, The Olympian, MIXX 96.1, KNKX, Showcase Magazine, ParentMap, and KAYO-96.9. We will also promote Oly on Ice through our own print, web, and social media tools, with the potential to reach over 20,000 community members.

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

We will work with partners such as the Olympia Downtown Alliance and the Olympia-Lacey-Tumwater Visitor & Convention Bureau (Experience Olympia and Beyond) to create innovative cross-promotions that will encourage visitors to the rink to explore local restaurants, businesses, and lodging. Local businesses will also have the opportunity to join us as sponsors and/or program partners. Sponsors are recognized with signage at the rink and in our print and web promotions. All sponsors also have the opportunity to utilize our promo booth and/or host giveaways and themed events at the rink to share about their business with attendees. In our most recent season, we also had local restaurants create coupon promotions that offered discounts to customers who showed proof of rink attendance. Partnering with agencies such as Experience Olympia and Beyond (VCB) also allows for the creation of packages that encourage tourists and locals to make an adventure of their visit to the rink.

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.

No

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

Total budget is \$351,201. Percent from LTAC requested is 5.5%

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.]

Because of reprioritizations of department funding related to the pandemic, we are unsure what the final impacts on budgeted resources for this year's season will be. If we can fully fund the budget, we will be able to meet the services and facilities we provided in 2019-20. Without full funds, some combination of tent amenities, days/weeks of operations, and entertainment/decorations will be reduced.

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?

Our department has successfully navigated all local, state and federal guidance related to the pandemic while offering many modified versions of our camps, sports leagues, fitness courses, and facility reservations. Guidance continues to change and the only thing we are sure of is that it will change multiple times before now and the opening of the 2021-22 season. Our contractor, Ice Rink Events, successfully operated rinks in communities with restrictions of 25% capacity, 50% capacity, and no capacity limits. While following guidance for masking and social distancing, we expect to also limit capacity through a registration system. Ice Rink Event's experience with this was that their attendance actually increased over the previous year if facilities were allowed to operate at a minimum of 50% capacity or better. The reason is their traditional slow times were filled, and of course popular times remained filled. In the end, there are tradeoffs but for some skaters it created a better experience.

In addition, please note the response in question 6, that references the e-ticketing system that we will introduce during the 2021-22 season. This should be a benefit for out-of-town visitors as they will be able to reserve their time on the rink, allowing them to schedule their visit to other local destinations around their rink experience. 

Application Instructions and Information

Application Deadline: Friday, September 24, 2021, 4:00 p.m. – received at Olympia City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline.

APPLICATIONS RECEIVED AFTER THE DEADLINE DATE AND TIME WILL NOT BE CONSIDERED!

The Lodging Tax Advisory Committee will review proposals in a public meeting on October 7 2022. Due to limitations on the ability to hold public meetings the meeting of the LTAC will be held virtually utilizing Zoom. Time and login information will be posted on the City website under the meeting calendar section.

Submit original AND 5 copies (application and attachments) to:

City of Olympia Lodging Tax Advisory Committee
c/o Mike Reid, Economic Development Director
PO Box 1967; Olympia, WA 98507-1967

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

- ⇒ You must complete and sign the cover sheet with this packet.
- ⇒ You may use the Supplemental Questions form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

In their review, the Committee will weigh the completeness of applications, the marketing of events, the quality of attendance data and the timing of events and activities.

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Olympia.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your agency's City of Olympia business license.
5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with the City are public records. The City may choose to post on its website copies of all or parts of the proposals and attached documents.

NOTE: The Visitor & Convention Bureau is your resource.

Call on them for help with completing your application and documenting the success of your event.

For more information please reach them at www.experienceolympia.com

City of Olympia Policy Statement for Use of the Lodging Tax Fund

Adopted by the Olympia City Council, June 2007.

Olympia's Lodging Tax Fund will be the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year.

The Olympia City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

The City of Olympia will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Olympia.
- Promote Olympia and/or events, activities, and places in the City of Olympia to potential tourists from outside Thurston County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Olympia.
- Have a demonstrated history of success in Olympia, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

Olympia Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Olympia Lodging Tax funded proposals, if any.

- Projected economic impact within the City of Olympia, in particular projected overnight stays in Olympia lodging establishments.
 - The applicant's financial stability.
 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

