



# Meeting Agenda

## Lodging Tax Advisory Committee

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Contact: Mike Reid  
360.753.8591

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**Monday, May 10, 2021**

**3:00 PM**

**Online via Zoom**

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**Register to Attend:**

[https://us02web.zoom.us/webinar/register/WN\\_Ws\\_qpBhpQ8qjpfDXGSenUw](https://us02web.zoom.us/webinar/register/WN_Ws_qpBhpQ8qjpfDXGSenUw)

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

- 3.A** [21-0325](#) Approval of December 11, 2020 Lodging Tax Advisory Committee Meeting Minutes

**Attachments:** [Minutes](#)

**4. BUSINESS ITEMS**

- 4.A** [21-0470](#) Review of Second Round 2021 Lodging Tax Funded Tourism Services Proposals

**Attachments:** [Gateway Rotary](#)  
[Harbor Days](#)  
[Harlequin](#)  
[ODA Downtown Marketing](#)  
[ODA Summer Saturdays](#)  
[Olympia Film Society.pdf](#)  
[Oly Parks - Ice Rink](#)  
[Senior Games](#)  
[Lodging Tax Award Chart Round 1 and 2](#)

**5. OTHER TOPICS**

**6. ADJOURNMENT**

**Accommodations**

*The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the*

*upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.*



City Hall  
601 4th Avenue E.  
Olympia, WA 98501  
360-753-8244

**Lodging Tax Advisory Committee**  
**Approval of December 11, 2020 Lodging Tax**  
**Advisory Committee Meeting Minutes**

**Agenda Date:** 5/10/2021  
**Agenda Item Number:** 3.A  
**File Number:**21-0325

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**Type:** minutes **Version:** 1 **Status:** In Committee

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**Title**

Approval of December 11, 2020 Lodging Tax Advisory Committee Meeting Minutes



## Meeting Minutes - Draft

### Lodging Tax Advisory Committee

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Contact: Mike Reid  
360.753.8591

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Friday, December 11, 2020

2:00 PM

Online or by phone

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Register to attend:

[https://us02web.zoom.us/webinar/register/WN\\_ZUIxaxkVQyOmMgRWdQ3JPQ](https://us02web.zoom.us/webinar/register/WN_ZUIxaxkVQyOmMgRWdQ3JPQ)

#### 1. CALL TO ORDER

Chair Selby called the meeting to order at 2:08 p.m.

#### 1.A ROLL CALL

**Present:** 4 - Chair Cheryl Selby, Committee member Jack Kiley, Committee member Meghan Payne and Committee member Theresa Thorning

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

- 3.A [20-0844](#) Approval of September 24, 2020 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

#### 4. PUBLIC COMMENT - None

#### 5. BUSINESS ITEMS

- 5.A [20-1023](#) Review of 2021 Lodging Tax Funded Tourism Services Proposals

Economic Development Director Mike Reid discussed a number of past applicants who reached out about the uncertainty of 2021 events due to COVID and not having enough information to submit an application right now. Committee member Kiley spoke in support of allowing another round of applications as more information related to COVID and social distancing is known.

Mr. Reid gave a presentation about the economy and the lodging tax application process to date.

#### **Capital Lakefair - Application \$8,000**

A representative for Lakefair didn't attend the meeting to respond to questions.



Committee member Kiley discussed history with past Lakefair applications.

**Hands On Children's Museum - Application \$66,497**

Executive Director Patty Belmonte responded to questions. The Committee complimented HOCM for their complete application.

**South Sound Maritime Heritage Association - Application \$60,000**

Executive Director Carol Riley discussed her application, highlighted the additional expense for marine insurance, and responded to questions.

**Harlequin Productions \$120,000**

Finance Director Joe Hyer discussed his application and responded to questions. He suggested he could accept half of the request now and, depending on how the year progresses, consider shifting the remaining funding for marketing instead of operations.

**Lake Run Organization \$5,000**

A representative for the Lake Run Organization didn't attend the meeting to respond to questions. Committee members discussed the event and noted the application stated most attendees would be Thurston County residents.

**Olympia Film Society \$30,000**

Executive Director Audrey Henley thanked the Committee for allowing her organization to shift from marketing to operations in 2020 and said it was really helpful.

**Olympia & Beyond Sports Commission/VCB \$15,000**

Interim Executive Director Jeff Bowe discussed his application and was available for questions.

**Olympic Flight Museum \$20,000**

Committee member Thorning discussed past marketing efforts and how the increase would be used. She noted that only Olympia lodging is directly advertised with these funds. She also highlighted how the event, if held, will support social distancing.

**South Sound Reading Foundation \$11,000**

Executive Director Jennifer Williamson Forster said she is hopeful to put an event on in 2021 and noted it will be the Foundation's 20th anniversary.

**WSU Master Gardener Foundation \$1,000**

WSU Gardener Foundation President Don Enstrom discussed the conference event and was available for questions.

Mr. Reid indicated he would research the eligibility of using lodging tax funds for operations as proposed by Harlequin Productions and report back to the Committee.

The Committee agreed to open a second round of applications in March. Harlequin

Productions and South Sound Maritime Heritage Association may apply for additional funding at that time; however, funding is not guaranteed. Other organizations who didn't apply in the first round may also apply during the second round.

**The Committee agreed to forward the following recommendations to City Council for consideration:**

- 1. Capital Lakefair \$8,000**
- 2. Hands On Children's Museum \$66,497**
- 3. South Sound Maritime Heritage Association \$30,000**
- 4. Harlequin Productions \$60,000**
- 5. Lake Run Organization \$5,000**
- 6. Olympia Film Society \$30,000**
- 7. Olympia & Beyond Sports Commission/VCB \$15,000**
- 8. Olympic Flight Museum \$20,000**
- 9. South Sound Reading Foundation \$11,000**
- 10. WSU Master Gardener Foundation \$1,000**
- 11. VCB \$100,000**

**6. ADJOURNMENT**

Chair Selby adjourned the meeting at 5:00 p.m.



## Lodging Tax Advisory Committee

### Review of Second Round 2021 Lodging Tax Funded Tourism Services Proposals

**Agenda Date:** 5/10/2021  
**Agenda Item Number:** 6.A  
**File Number:** 21-0470

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**Type:** discussion   **Version:** 1   **Status:** In Committee

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#### **Title**

Review of Second Round 2021 Lodging Tax Funded Tourism Services Proposals

#### **Recommended Action**

##### **Committee Recommendation:**

Not referred to a committee.

##### **City Manager Recommendation:**

Review the proposals and develop recommendations to forward to City Council.

#### **Report**

##### **Issue:**

Whether to develop recommendations for additional 2021 tourism funding

##### **Staff Contact:**

Mike Reid, Economic Development Director, 360.753.8591

##### **Presenter(s):**

Each organization that submitted a proposal has been notified of the meeting date and encouraged to have a representative present in case the Committee has questions.

##### **Background and Analysis:**

Annually, the Olympia Lodging Tax Advisory Committee (LTAC) makes recommendations on use of approximately one-half of the City's Lodging Tax Fund. Per a long-standing agreement that pre-dates the Committee's creation, the City uses the other half for capital and operating costs of the Washington Center for the Performing Arts, a City-owned facility. Typically the application cycle for LTAC funds is completed at the end of the previous year but due to the impact of COVID and event cancellations the LTAC concluded that they would like to have two rounds of application eligibility.

In December 2020 the LTAC recommend funding 11 applications for a total amount of \$346,497. A second application period was opened on April 1, 2021 with an application deadline of April 28, 2021. Seven (7) proposals were received by deadline totaling \$255,000 in requests. No proposals were received after the deadline. The estimated LTAC reserve fund balance entering in to 2021 is \$830,000. If revenue projections hold it is projected that the LTAC Reserve Fund Balance entering

2022 would be approximately \$900,000.

LTAC Chair Cheryl Selby will present the Committee's recommendations to the City Council on at a future council meeting date to be determined.

**Attachments:**

2021 LTAC Applications - Second Round

Chart of Olympia Lodging Tax Award for Round 1 and 2 funding



# 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 5,000.00

Organization/Agency Name: Gateway Rotary Club of Thurston County

Federal Tax ID Number: EIN# 30-0695208

Event or Activity Name (if applicable): Brats, Brews, and Bands

Contact Name and Title: Nate Peters

Mailing Address: 1401 Marvin Road NE, Suite 307, #404, Lacey, WA 98516

Email address: nathan.peters.c@gmail.com

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 2021. 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: April 26, 2021

Nate Peters, Vice-President



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

RE: Additional Information for Olympia Lodging Tax Dollars.

- 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.**

Gateway Rotary Club's 2021 Brats, Brews & Bands (BBB) fundraising event is planned for Saturday, September 11, 2021. After 8 years of increasing attendance, scope, and footprint, the 2020 version of this event was another casualty of the pandemic. Gateway Rotarians are busy planning for this year, in hopes of a fantastic well-vaccinated crowd! We hope the pent-up excitement of finally getting to attend an outdoor event with live bands, local beverages and food trucks, and a tribute to the 20<sup>th</sup> anniversary of the September 11<sup>th</sup> tragedies, will bring a larger-than-ever crowd to the event.

We anticipated the 2020 event would have brought close to 5,000 attendees with the number of pre-sale tickets and projected growth of past years. With the cancellation and shut down during 2020, we project to hit that target for 2021. The BBB is a unique festival bringing together 12-15 bands across 3 stages with a variety of music genres; local beer, wine, and cider; local food truck vendors; and a story of giving back to our community.

Although the BBB is a large, fun community event, it is primarily Gateway Rotary Club's annual fundraiser. Proceeds from the event flow back into the community through the Club's Community Grant Program. An annual grant cycle is held where nonprofit organizations serving youth and literacy (the Club's areas of focus) are awarded grants. In the last round of grants, the club awarded \$20,000 to 10 local nonprofits, which included the Boys and Girls Clubs of Thurston County, Homeless Backpacks, South Sound YMCA, Lacey MakerSpace and others.

- 2) 2021 Tourism-Impact Estimate and 2020 Annual Report (The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. 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 2020 Actual)**

The BBB was cancelled in 2020 due to the COVID-19 pandemic. In 2019, we calculated 300 people traveled 50 miles or more to attend the event; 50 people who paid for overnight lodging; 50 people who did stay overnight but did not pay for lodging; for a total of 25 room nights.

**3) What methodology did you use to calculate the 2020 estimates?**

Although event was cancelled in 2020, the estimates provided were based on 2019 actuals. We calculated our 2019 info with the following methods:

- Online ticket sales data collected
- Providing a giveaway at the event that collected attendee personal information to enter
- Asking attendees as they arrived where they were from

**4) What methodology did you use to calculate / document the 2020 actual numbers?**

The 2020 event was cancelled, but we plan to use the following for data collection in 2021:

- Direct count as attendees walk through the gate
- Online ticket sales data collected through pre-event purchases
- Providing a giveaway at the event that will collect attendee personal information to enter
- Asking attendees as they arrive where they were from

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

Gateway Rotary Club plans to partner with several local hotels in both the Olympia and Lacey area, as the hotels come back online and are prepared and staffed. The variety of hotels both within walking distance of this event and within a short drive mean we can offer various packages and incentives to partner hotels to share with guests. We will approach the following Olympia-based hotels: Hampton Inn and Suites Olympia Lacey and Ramada by Wyndham Olympia.

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

BBB has shown exponential growth in its first 8 years, increasing both in attendance and venue footprint. We are expanding again for this year with the event doubling in size to include closing a section of 7<sup>th</sup> Avenue SE and Huntamer Park. The 2019 event was a record-setting event with increased attendance and a net revenue of more than \$51,000 (a 29 percent increase from the year prior).

The live entertainment, beverages and food has always been the main draw of this festival event. As we have moved to more digital marketing with pre-sale tickets online and social media advertising, our event has a wider reach outside just the local area. We will continue to promote the event more online and use our website to make this a destination event.

This event was originally started to serve as Gateway Rotary Club's large annual fundraiser to support the Club's Community Grants Program. Local nonprofit organizations apply for funding made available from the proceeds of the BBB. Attendees receive information at the gate and in our marketing efforts that this is a fundraising event, encouraging donations and merchandise purchasing.

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

The BBB is a 21+ event, which adds to the appeal with so many local family-friendly events taking place. Over the years, the event has attracted and retained a crowd who enjoys the bands of all musical genres, beer drinkers/tasters, food and wine festival attendees, and have the discretionary income to purchase the admission fee as well as travel to the event and stay in town for the weekend.

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

We promote Brats, Brews and Bands through a variety of methods:

- Social Media- organic reach and purchased ads
- Coaster Distribution – local bars and food establishments
- Flyers/Posters – county-wide
- Radio Ads – reaching Pierce, Mason, Grays Harbor, and Lewis counties in addition to Thurston
- Booth space at largely attended events and forums – Gateway Rotarians will attend and staff a booth at most other local festivals from June-August
- Signage – yard signs throughout the county
- Webpage – event page for ticket sales, vendors, and band listings
- Gateway Rotarians Ticket Sales – Face-to-face sales from 100+ Gateway Rotary Club members
- Online Ticket Sales – on sale May 1, 2021

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

The bulk of tickets are purchased pre-sale online through the Club's event website. We include a webpage that features the local partner hotels, participating restaurants and local food truck vendors in both downtown Olympia and Lacey. A large part of the event budget is sponsorships, which highlights the supporting small businesses. We have a sponsors webpage highlighting those businesses and signage at the event.

Leading up to the event, we will use the event Facebook account to promote lodging, restaurants and sponsor businesses. The event account has nearly 1,100 likes and followers engaging with the organic posts. Part of this Olympia Lodging Tax Fund request is to providing funds for social media advertising, which will be used to promote the event, along with other elements like where to stay, features of the live bands, and previews of participating restaurants, local food trucks and featured beverages.

During the 2019 event, we had *Think Twice* at our event testing guests to see if they were too impaired to drive. For 2021, we will provide *Think Twice* and a business card with BBB partner hotels. This card will be given out when guests are given info on how to contact Uber & Lyft to discourage drinking and driving.



- 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.**

The other local jurisdictions are not accepting LTAC applications for the 2021 event season. We are grateful for the opportunity to present this event to Olympia and recognize the hardship the pandemic has caused all our local communities.

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

Please see the attached 2021 BBB budget. Gateway Rotary respectfully requests \$5,000 of the Olympia Lodging Tax Fund, which is about 45 percent of the marketing and promotional budget. This request is approximately 15 percent of the total event expenses.

- 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.]**

The BBB budget does not have much flexibility except around marketing and promotions. The fixed costs for rentals, venue, food, bands and vendors are based on research and actual proposals. The amount of marketing and promotions does depend directly on receiving LTAC funds as in previous years. These lodging tax dollars help us increase our advertising reach, and will be used to purchase additional radio ads, additional printing and distributions of flyers, and an increased social media presence. All of these efforts will promote the BBB event to local and out-of-area guests to stay overnight.

- 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?**

The BBB planning committee is working with a local professional event management company who will direct the COVID-19 compliance. For 2021, the event is outdoors and the footprint is doubling to increase the ability to social distance. We will also provide sanitizer stations, hand-washing areas, and masks throughout the venue. In addition, the seating areas and venue layout has changed from previous years to create smaller clusters of attendees rather than large groups.

			2021 Budget	2021 Proposed	NOTES - ESTIMATES FROM CMTE LEADS
<b>BBB Income</b>					
	Sponsorship			\$30,000.00	
	Food Vendor Fees			\$3,000.00	
	Tickets			\$100,000.00	\$140,000 tix plus extra sells
	Extra Purchases				
	Donations				
	Grants			\$5,000.00	LTAC funding
	Shirt Sales				
				\$138,000.00	
<b>BBB Expenses</b>					
	Beer and Wine		\$8,000.00	\$12,000.00	beer & wine \$16,250; Ice \$
	Clean Up			\$500.00	can/dumpster rental and disposal
	Entertainment		\$8,000.00	\$11,000.00	Bands \$11,350/12 bands
				\$2,400.00	Pacific Stage AV: \$800/stage
	Equipment Rentals		\$12,000.00		
		staging x 2		\$1,000.00	
		generators x 2		\$500.00	
		porta potties		\$3,000.00	
		tables/chairs		\$1,000.00	
		tents		\$2,000.00	
	Facilities Expenses		\$500.00	\$5,000.00	fencing \$9400/2400ft per Matt; \$2/ft per Nathan
	Venue Rental			\$1,000.00	\$500/day
	Food		\$5,000.00	\$0.00	
	Food Supplies		\$500.00	\$200.00	cups?
	Volunteer Hospitality			\$500.00	sandwiches, beverages, etc
	General Event Supplies		\$1,750.00	\$2,000.00	
	Insurance		\$2,000.00	\$1,000.00	
	Marketing and Promotions				
		Advertising	\$7,000.00	\$4,000.00	digital/other \$5,500
		Graphic Design	\$1,000.00	\$1,000.00	website build, marketing and promotional collateral design
		website		\$100.00	hosting
		Printing	\$1,000.00	\$1,500.00	coasters \$1,000; posters/flyers \$500
		Radio		\$3,000.00	5 county reach
		Signage	\$2,000.00	\$500.00	yard signs (some left over)
		Social Media	\$150.00	\$1,000.00	Purchased/sponsored ads
	<b>Total Marketing and Promotions</b>		<b>\$16,150.00</b>	<b>\$11,100.00</b>	
	Event Planning		\$5,000.00	\$7,500.00	
	Merchant Card Services		\$1,500.00	\$1,500.00	
	Permits and Licenses		\$150.00	\$200.00	
	Products for Sale				
	Security		\$750.00	\$1,000.00	
<b>Total BBB Expenses</b>			<b>\$56,300.00</b>	<b>\$75,500.00</b>	
<b>Net Income</b>			<b>\$45,000.00</b>	<b>\$62,500.00</b>	

Marketing and Promotions		2021 Budget	2021 Proposed	Notes	Olympia LTAC Funding
	Advertising	\$7,000.00	\$4,000.00	digital/other \$5,500	\$1,500.00
	Graphic Design	\$1,000.00	\$1,000.00	website build, marketing and promotional collateral design	\$1,000.00
	website		\$100.00	hosting	
	Printing	\$1,000.00	\$1,500.00	coasters \$1,000; posters/flyers \$500	
	Radio		\$3,000.00	5 county reach	\$2,000.00
	Signage	\$2,000.00	\$500.00	yard signs (some left over)	
	Social Media	\$150.00	\$1,000.00	Purchased/sponsored ads	\$500.00
Total Marketing and Promotions		\$16,150.00	\$11,100.00		\$5,000.00



Filed  
Secretary of State  
State of Washington  
Date Filed: 08/21/2020  
Effective Date: 08/21/2020  
UBI #: 603 133 274

## Annual Report

### BUSINESS INFORMATION

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Business Name:

**ROTARY CLUB OF GATEWAY-THURSTON COUNTY**

UBI Number:

**603 133 274**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES**

Principal Office Mailing Address:

**3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES**

Expiration Date:

**08/31/2021**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**08/01/2011**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CHARITABLE, CIVIC**

### REGISTERED AGENT RCW 23.95.410

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Registered Agent Name	Street Address	Mailing Address
TREASURER	3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES	1401 MARVIN RD NE, PMB 404, LACEY, WA, 98516-5710, UNITED STATES

### PRINCIPAL OFFICE

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Phone:

**3607906548**

Email:

GATEWAYROTARY1@GMAIL.COM

Street Address:

3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

Mailing Address:

3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

## GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MICHAEL	JONES

## NATURE OF BUSINESS

- CHARITABLE
- CIVIC

## EFFECTIVE DATE

Effective Date:

08/21/2020

## CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

NO

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16? percent interest in the entity?

NO

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

NO

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

NO

You must report a [Controlling Interest Transfer Return](#) IF: you answered "yes" to questions 1 AND 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

Attention:

MICHAEL E JONES

Email:

MEJONES8@COMCAST.NET

Address:

3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

## UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

This document is a public record. For more information visit [www.sos.wa.gov/corps](http://www.sos.wa.gov/corps)

## EMAIL OPT-IN

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☒ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

---

☒ I am an authorized person.

Person Type:

**ENTITY**

First Name:

**MICHAEL**

Last Name:

**JONES**

Entity Name:

**ROTARY CLUB OF GATEWAY**

Title:

**TREASURER**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



## OLYMPIA HARBOR DAYS

### A South Sound Maritime Heritage Association Event

PO Box 2875, Olympia, WA 98507  
360-556-0498 [www.HarborDays.com](http://www.HarborDays.com) info@HarborDays.com

**48<sup>th</sup> ANNUAL MARITIME FESTIVAL - September 3 - September 5, 2021**

April 28, 2021

Hello LTAC Committee Members,

What a year this continues to be for us all. I am so excited, with the release on April 16<sup>th</sup> of the Governor's addition to Phase 3 Reopening Requirements for Fairs and Special Events, to bring you this news.

Upon review of the new requirements and discussion with the Port of Olympia and Sammy Berg of Thurston County Health, I am pleased announce that a plan is being developed for Olympia Harbor Days to reopen as a small self-contained hybrid event with ticketed time entry at the Port Plaza. The South Sound Maritime Heritage Association (SSMHA) and I thank you for granting \$30,000.00 from the first round of LTAC funding. Knowing these funds were available will enable a quick pivot with confidence of meeting the budget. Within this application, we are asking for a reallocation of those funds to meet current needs.

The SSMHA has not yet been able to secure the Marine Insurance needed to promote the Vintage Tugboat Show and Races or other on water activities the festival is known for, although we keep searching. Because of this, we will shift promotion of the event with other SSMHA tourist attractions like the Parthia Tugboat Exhibit and the Tugboat Heritage Walk, which will also be year round events for tourists.

With this application, we are asking for consideration of granting the second round of funding for OHD as a full or larger hybrid event. The funds requested in the application cannot be fully classified at this time as we do not know what further recovery requirements may put into place but we do know funding will be needed for regional promotion and activities. Our ask is for allocation of funding for OHD to again be in position to quickly pivot, if possible, come June or July from the hybrid event at the Port Plaza to producing something larger along the Boardwalk at Percival Landing, still meeting all health and safety guidelines that may be in place at that time. It is our hope that many of the OHD live event experiences can be included and open for community enjoyment by Labor Day Weekend.

I thank you, for myself and the South Sound Maritime Heritage Association, for the trust placed in us for planning continued development and production for this signature event of Olympia. We are excited that Olympia Harbor Days 2021 can stay in the public eye as a small live hybrid event as we focus on event offerings and safely bringing community back to the waterfront and downtown.

Thank you for your time, understanding and consideration,

Carol J Riley, Executive Director



# 2021 Application for Olympia Lodging Tax Funds

**Round 2: Amount of Lodging Tax Requested: Reallocation of \$30,000.00 previously granted for a Hybrid Event and \$30,000.00 for an expanded Hybrid or Full Event.**

Note: Neither plan will include promotion of tugboats or on water activities.

Organization/Agency Name: **South Sound Maritime Heritage Association**

Federal Tax ID Number: **91-0984986**

Event or Activity Name (if applicable): **Olympia Harbor Days Festival**

Contact Name, Title: **Carol Riley, Executive Director, Olympia Harbor Days Festival**

Mailing Address City State Zip: **PO Box 2875, Olympia WA 98507**

Phone: **360-556-0498**

Email Address: [info@HarborDays.com](mailto:info@HarborDays.com)

Check all service categories that apply to this application:

- ☒ **X** Tourism Promotion/Marketing  
☒ **X** 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)

- ☒ **X** 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 2021. 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: 4/28/21

*Donald J. Chalmers, Jr.*  
Printed or Typed Name: **Donald J. Chalmers, Jr.**



## 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.

Olympia Harbor Days Festival  
September 3 – 5, 2021, Labor Day Weekend

- Describe why tourists will travel to Olympia to attend your event/activity/facility.

**Round 2 Update:** With vaccination rates increasing daily and readily available, people, now more than ever, want to do things and are ready to get back to some kind of normal and attend live events and connect with community. Hotel occupancy rates are up in Olympia to over 70%, up from a low of 30% last year, with some weekends selling out. People near and far will look to established trusted events like Olympia Harbor Days for reopening with safety plans in place.

We know that hybrid events being offered this spring like the Skagit Valley Tulip Festival with limited timed entry tickets are selling out, and Olympia Harbor Days is positioned to be one of these events without changing the dates or location and keeping it a free family friendly event. There is also a possibility that the planned Hybrid Event can expand as we continue with recovery from the pandemic.

*Round 1 with minor edits: OHD has always been held Labor Day weekend and offers the public one last chance to celebrate summer along the waterfront. The festival attracts mariners, history buffs and those seeking unique, quality, and artistic arts and crafts items. OHD offers an assortment of engaging features, activities, demos, food and live music and entertainment for all ages.*

*OHD attracts the local community to the downtown historic waterfront and showcases historic Percival Landing and the Port Plaza. The festival also attracts tourists from the broader region including out of state and Canadian visitors. Locals make it a one or two day activity while out-of-town folks can make it an annual overnight trek or are looking for unique live experiences over the holiday weekend. Based on surveys, many out of town attendees stay in area hotels, RV's, or with family or friends.*

*The award winning festival has been experiencing an upward trend in attendance, features, and community support and participation over the past few years, marking its place as a maritime tourist attraction for the new National Park Services designation of Washington as the "Maritime Washington National Heritage Area". Washington State received this federal designation in 2019 and is a developing program targeted to bring greater year-round tourism thus increasing economic impacts for the state. This includes Olympia. "... the new program will help local groups coordinate and promote existing attractions such as maritime museums, historic ships, tribal heritage sites, lighthouses and community events such as Harbor Days" says Chuck Fowler in the article. Executive Director Carol Riley has had continual communication with Chris Moore, Executive Director of the Washington Trust for Historic Preservation, the agency that has been awarded the development of a management plan. Just recently, Carol was invited to participate in the next phase of the plan development by joining the Branding and Marketing Work Group. This program will have a positive impact in attracting more tourists to Olympia, not just for Olympia Harbor Days.*

**Round 2 Update:** As new COVID requirements allow, OHD will

**Hybrid Event:**

- Continue acknowledging the maritime history of the South Puget Sound with continued development of the Tugboat Heritage Walk and/or Maritime Heritage Self-Guided Tour.
- Include possible participation of the Squaxin Island Tribe displaying tribal carvings and weavings, cultural activities, drum and dance, and tribal canoe racing with tribal salmon bake.
- Announce and promote the Tug Parthia landside attraction opening to be located near the Farmers Market.
- Provide a high quality and widely assorted arts and crafts fair retaining well established artisans who have a customer base in Olympia.
- Offer free Port of Olympia tours.
- Continue to team with local groups to provide opportunity for public exposure and enhanced unique experiences as:
  - Capital Volkssport Club sponsors of a festival 5K or 10K Walk About the Harbor

**Expanded Hybrid or Full Event possible additions:**

- Offer hands on maritime and marine themed activities for kids by Hands on Children's Museum, South Sound Estuarium, LEGOS® Harbor Build, South Sound Reading Association Book Giveaway, kids activities with Big Brothers Big Sisters, YMCA and Boys and Girls Club, and storytelling by our own pirate – Captain Patch and/or other similar activities.
- Insure the continuation of professional sand carving, keeping the beloved HOCM's Sand in the City alive in Olympia.
- Increase the offerings of seafood in the Food G'Alley to relate to the maritime theme of the festival.
- Continue to team with local groups to provide opportunity for public exposure and enhanced unique experiences as:
  - Arbutus Boat Building Workshop and live demo
  - Oly Arts who brought live theater to the Port Plaza
  - The Seafarer Collective of Grays Harbor Historical Seaport, continuation of "Intro to Working on the Water" for teens interested in maritime education and careers as well as development of an adult education class
  - Little Creek Casino and Lucky Eagle Casino offerings of local seafood options of salmon and oysters

Due to festival insurance restrictions, OHD will NOT be promoting or managing logistics with any vessels or on water activities. However, the festival that may coincide with the following whose owner, foundations or skippers may independently reserve dock space such as:

- independent arrivals of some vintage tugboats to continue the traditional gathering event at Percival Landing which was the catalyst to start OHD
- the independent arrival of the WA State tall ship Lady Washington offering touring and harbor sailings to the public
- the independent offering of tours, harbor cruises or Weekend Getaway Packages to Olympia on the historic Mosquito Fleet Steamship Virginia V or other vessels
- the independent arrival of Tug Comanche at Percival Landing, the retired US Coast Guard Cutter and floating WWII museum, or other unique vessels

2.

<b>Round 2 Update: 2021</b> Tourism-Impact Estimate and 2020 Annual Report <i>(The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. The "actual" figures must be based on locally documented data and must not be estimates themselves.)</i>		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	20K – 50K	0
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity  <i>NOTE: 2019 Estimated 10% of total attendees</i>	2000 - 5000+	0
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country  <i>NOTE: 2019 Estimated 1% of total attendees</i>	100 - 500	0
<b>Attendees who stayed overnight</b>		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area  <i>NOTE: 2019 Estimated 2% of total attendees</i>	300 - 1000	0
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  <i>NOTE: 2019 Estimated 10% of total attendees</i>	2000 - 5000	0

<b>Paid Nights</b> <b>One lodging night = one or more persons occupying one room for one night</b>		
<b>f. Number of paid lodging room nights resulting from your event/ activity/ facility</b> <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>  <b>NOTE: 2019 Known Room Block Room Nights – 121</b> <b>Estimated Room Nights – 2% of total 1100 @ 3 per room = 366 – 121 = 245 paid lodging room nights (this included the cruise to Olympia)</b>	100 - 300	0

**3. What methodology did you use to calculate the 2020 estimates? (Direct counts and informal surveys are preferred.)**

☒ Direct Count (Preferred)

☒ Indirect Count

☐ Representative Survey

☒ Informal Survey (Preferred)

☒ Structured Estimate

☒ Other (Please explain) Analysis of past years growth, returning vessels and vendors rates.

**4. What methodology did you use to calculate / document the 2020 actual numbers? (Direct counts and informal surveys are preferred.)**

Since the 2020 event could not be held, 2019 actuals based on Direct Counts, Informal Survey's, Structured Estimates and Analysis of Growth. **Numbers have been reduced and presented in a range due to unknown COVID impacts on attendance.**

☒ Direct Count (Preferred)

☒ Indirect Count

☐ Representative Survey

☒ Informal Survey (Preferred)

☒ Structured Estimate

☒ Other (Please explain) Contest, returning vendor rates.

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

**No Change from Round 1.** Yes, the OHD host hotel is the DoubleTree by Hilton with other area hotels promoted: Red Lion Inn and Suites Olympia - Governor Hotel, Quality Inn, and Hotel RL.

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

**No Change from Round 1.** Attracting tourists to Olympia Harbor Days worked hand in hand with the broad offerings of the live event activities, food, and entertainment, combined with year-round marketing, advertising and promotion. Advertising and promotion included highlighting the best of the traditions the festival offers and the uniqueness of the new and unexpected. Promotional efforts were based again on the past success of year-round promotional campaign with an intensive four month social media strategy including daily postings on Facebook, Instagram and Twitter, offered a

*visual story telling format of festival highlights, history and new experiences attendees could experience. The OHD marketing plan also included multiple short online videos; the continual updating of the website with photos, links, and video; and targeted marketing with increased Facebook paid promotions; Geo-Fencing, and other online media tools available by media partners.*

*2019 local and regional advertising vehicles included: (See examples submitted with the 2019 application.)*

- *internet and printed magazines and publications for ads, stories and calendar postings*
- *online blogs*
- *Save-The-Date cards*
- *boating periodical stories*
- *Tug of the Month stories promotion*
- *targeted email lists*
- *rack card placement on ferries and hotels for the Cruise to Olympia and for the festival*
- *widely distributed maps of the festival with scheduled activities, including parking options*
- *the 12-page Special Event Program in the Olympian up from 8 pages the past 6 years with 31,215 readers of the Olympian and 91,995 readers of the Tacoma News Tribune and 500 copies distributed at the festival*
- *14 standalone ads in the Olympian (25,090 daily readers) and the Tacoma News Tribune (69,300 daily readers) and features in The Olympian Weekender and Tacoma News Tribune Go Entertainment sections*
- *multi-platform digital and targeted display ads with media partners The Olympian, Tacoma News Tribune, MIXX 96, KNKX*
- *Geo-Fencing of targeted locations to reach potential attendees*
- *188 spots on the local station MIXX 96.1*
- *36 spots on NPR's KNKX with equal spots for an Olympia Harbor Days giveaway contest for two tickets aboard the Virginia V for Tugboat Race viewing and a custom Lego Tugboat kit.*
- *participation with staffed display at Olympia's Wooden Boat Festival in May*
- *activity host at the Hands On Children's Museum with a tugboat patch work flag and pirate hats activity.*

*Note: For OHD Lite there was limited time and budget for promotion as above. Community partners were asked to send out email blasts to their email lists or include information in their newsletters.*

## **7. Describe your target tourist audience (location, demographics, etc.).**

**No Change from Round 1.** *The target audience of OLYMPIA HARBOR DAYS is families and adults of all ages from the city, county, state, geographical region and more including out of state tourist and maritime enthusiasts. Most attendees have a passion for maritime history and activities or a passion for free fun family oriented educational activities. Many festival attendees just love to go to festivals and love Olympia, based on survey results. OHD is a targeted destination festival with plenty to do for kids and grownups alike. The festival attracts 20 somethings, many with children, all the way to 90 somethings that still remember the old tugs and races as kids and have great stories to share. It is often heard that people who grew up in the region, now with families of their own, return annually for the festival.*

*Target audience includes:*

- *Mariners still working in the industry, retired, hobbyists, historians, and recreational boaters.*

- Families looking for fun for everyone are continually targeted with the introduction and continuation of family friendly free exhibits and events like sand carving, expanded kids activities with offerings of activities by the Hands On Children's Museum, the South Sound Estuarium Association, the South Sound Reading Foundation and Lego's Harbor Build Activity, boat building and the award winning teen maritime class "Intro to Working on the Water".
- Music lovers continue to be a large audience so additional live music has been added as funds allow, including adding a third stage and live music on a tugboat. 2019 Offerings included sea shanty sing-alongs, The First Corps Jazz Band, Japanese Taiko drumming, rock, jazz, country western, blues, bluegrass, olde time, Brazilian. Presenting a variety of community based groups is important.
- Entertainment enthusiasts are another targeted audience with sand carving contests, circus performers, forging and woodworking demonstrations, story- telling pirates, including maritime music, barbershop, bagpipes, and a Samba Pirate Parade.
- Food lovers are targeted with more food options including a beer garden and tribal salmon bake and increased seafood options.

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

**Round 1 no changes:** Continual year-round promotion and marketing of the brand has been our key strategy to attracting tourist as presented above. With COVID the timeline will be shortened but can be intensified with more ads in print and radio and social media. It is important to note that OHD has continued to post photos, stories and updates on its Facebook page since the pandemic started.

Our strategy includes keeping the festival fresh by adding newness, the unexpected, and building on successes, as keys to attracting and retaining attendees/tourists and increasing attendance/tourism. Advertising to a broader region year round is critical to getting the word out, while maintaining and promoting a wide variety of music, entertainment and attractions for both kids and adults that want to return and/or share their experiences with friends, thus suggesting attendance.

Should 2021 allow for a full live festival, plans will continue to bring in more music, entertainment and attractions with great variety and newness while focusing on and maintaining and updating the traditional elements that have kept this festival going for 46 years (47 with the 2020 OHD Lite event).

With the past development of adding boat building, maritime classes, seafood offerings, sand carving, giveaway contests, native tribal activities of the Squaxin Island Tribe, and kid related activities, further growth opportunities and offerings exist. 2021 will repeat these successes and follow this winning recipe using similar criteria for adding more family fun value through activities; more things to see, touch, make and take; more seafood to taste; along with more music and entertainment options, adding virtual elements, all creating more memories.

**Round 2 Update:** Olympia Harbor Days, depending on timing to produce an Expanded Hybrid or Full Event, would like to focus on the following for further development to increase offerings to attract tourists:

- Expand professional sand carving contests finding a bigger location to do so.
- Continue to promote and build the fresh local seafood offerings with a Taste of the Harbor event linking to the maritime theme of Olympia Harbor Days.

- Expand the educational element for both youth and adults looking to make a career change, explore opportunities, options, and pathways for professional maritime careers with family wages.
- Continue with development of a regional NW down and dirty boat building contest and further develop the LEGO® Tugboat Build at Home started with OHD Lite.

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

**Round 2 Update:**

- The re-development and distribution of the Tugboat Heritage Walks and/or Maritime Heritage Self-Guided Tour brochure from the OHD Lite event to include ads for lodging, restaurants and business along the tour route.
- Continuation of increased communication, visitations and partnerships with Olympia hotels. OHD offers and promotes room discounts through room blocks with partner hotels to all event participants and attendees.
- Continued association and offering of seafood within the festival can be extended to include area restaurants through promotion and advertising pre and post festival using a passport type approach and creating a Taste of the Harbor event.
- Adding a boat build competition can create opportunities for maritime businesses and local retail and bring groups from other communities to Olympia Harbor Days, which in turn brings more attendees.
- Continued outreach to selected businesses offering participation with a promotional booth in Olympia Harbor Days where they can meet face to face with the large and diverse festival audience.
- Increase local sponsorship with the intent to bring them in as community partners and promote their businesses on the OHD website, and in print, radio and in social media campaigns. Some of these businesses may have products they wish to include in giveaways, or may be interested in sponsoring a non-profit to have a promotional booth at Olympia Harbor Days.

**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.**

*Same as Round 1: 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?**

**Round 2 Update:** The 2021 Full Event budget is \$101,000.00 in cash, \$60,000.00 LTAC Funds with an addition of \$50,000.00 In-kind for a total budget of \$211,000.00. LTAC funding represents 28.4% of the total. The Hybrid Event at the Port Plaza could be \$68,000.00 in cash (depending on ticket sales and price which has never been done before), \$30,000.00 LTAC Funds with an addition of \$25,000.00 In-kind for a total budget of \$123,000.00. LTAC funding represents 24.4% of the total.

- Advertising, Marketing, Subcontractors support to reach regional markets  
\$25,000.00

- **Program activities including but not limited to:** maritime youth and adult education classes with paid instructor, professional boat building demo/competition with paid boat builder, securing of sand carving team, year round brochures and placement for the Tugboat Heritage Walk and/or Maritime Heritage Self-Guided Tour \$5000.00
- **Required PPE which may include but not limited to** 2000+ masks to have on hand, 10+ hand sanitizer stations, 4 - 6 additional hand washing stations, temperature checking equipment or service, COVID testing service if required, safe event signage, fencing and security and festival insurance. \$30,000.00

**Note:** Marine Insurance has been removed at this time as well as all costs associated with all on water activities. This has resulted in a decrease in income and of the budget previously presented. The cost of Festival Insurance has been added in.

<b>Olympia Harbor Days 2021 Prepared for Lodging Tax Grant Request 4/28/2021</b>	<b>Full Percival Landing Port Plaza (Estimate)</b>	<b>Hybrid Port Plaza (Estimate)</b>
<b>REVENUE</b>	<b>\$</b>	<b>\$</b>
Booth Vendors	48,000	12,000
Sponsors	53,000	36,000
Miscellaneous: Ticket Sales Tours, Cruise, Charters,	0	20,000
<b>CASH REVENUE SUBTOTAL</b>	<b>\$101,000.00</b>	<b>\$68,000.00</b>
<b>LODGING TAX GRANT</b>	<b>60,000</b>	<b>30,000</b>
<b>TOTAL CASH REVENUE &amp; INKIND</b>	<b>\$161,000.00</b>	<b>\$98,000.00</b>
IN-KIND	50,000	\$25,000
<b>TOTAL BUDGET</b>	<b>\$211,000.00</b>	<b>\$123,000.00</b>
<b>EXPENSES</b>	<b>\$</b>	<b>\$</b>
Administration	45,000	35,000
General Overhead	8,000	8,000
Event Support	24,000	17,000
Advertising	4,000	4,000
Vessels	0	0
Entertainment	20,000	4,000
<b>CASH EXPENSES SUBTOTAL</b>	<b>\$101,000.00</b>	<b>\$68,000.00</b>
<b>LODGING TAX GRANT EXPENSES</b>	<b>\$60,000.00</b>	<b>\$30,000.00</b>
Advertising and Marketing with Website, Social Media, Video, Photography Sub-Contractors	15,000	10,000
Cruise to Olympia	0	0
Heritage Tour, Seafood, Sand Carving, Education, Boat Build Promotion and Sub-Contractors	5,000	0
Event Support including Festival Insurance, PPE, Compliance Officer, Addition Security/Staff	10,000	20,000
<b>TOTAL EXPENSES</b>	<b>\$161,000.00</b>	<b>\$98,000.00</b>



**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.]

*Same as Round 1: Without the Lodging Tax funds requested, it is improbable that Olympia Harbor Days, a free public event, will be able to secure complete stand-alone sponsorship or funding for insurance, marketing and advertising, or continue with festival redevelopment and offerings. Less funding would limit and therefore cut advertising and promotional expenses and restrict or cancel sand carving expansion, boat building competitions, maritime education, seafood expansion, and promotion of the Tugboat Heritage Walk and/or Maritime Heritage Self-Guided Tour.*

**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?**

*Same as Round 1: This application allows for a quick pivot to a full production of the festival based on current progression trends of the Pandemic and what may be able to be offered depending on COVID-19 requirements as a live event by the end of summer 2021. The model allows for condensed planning time for OHD, securing sponsorships, contracting with participants and subcontractors, to allow for adjustments to be made for production from a Hybrid event to a Full event.*

*If COVID restrictions are still in place and make the option of producing a full festival impossible, the funding asked for in this application will not be used.*

*Any Full or Hybrid live event – large or small, will need advanced publicity and safety signage reminding attendees of best COVID-19 preventative practices and how OHD is compliant. Additional hand washing stations, hand sanitizer stations will be secured and placed strategically throughout the festival footprint. Back of house cleaning procedures including possible temperature checks, COVID testing and supplies will be developed based on best practices and protocol at time of production. Additional health and safety standards will be presented and reviewed with all attending booth and food vendors, entertainment and activity groups, and festival support suppliers. Any additional portable sanitation cleaning and garbage/recycling standards will be adhered to as per City, County, State or Federal policy at the time.*

Internal Revenue Service

Department of the Treasury

District  
Director

P.O. Box 2350 Los Angeles, Calif. 90053

South Sound Maritime Heritage  
Association  
PO Box 2351  
Olympia, WA 98507-2351

Person to Contact:  
Gilda Lewis

Telephone Number:  
(213) 894-2336

Refer Reply to:

EO041995  
Date:

April 19, 1995  
EIN: 91-0984986

Dear Taxpayer:

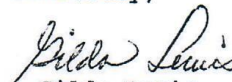
This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate that this organization was recognized to be exempt from Federal income tax in January 1977 as described in Internal Revenue Code Section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in Section 509(a) of the code, because it is an organization described in Section 509(a)(2).

The exempt status for the determination letter issued in January 1977 continues to be in effect.

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,



Gilda Lewis  
Disclosure Assistant

x



Filed  
Secretary of State  
State of Washington  
Date Filed: 03/28/2020  
Effective Date: 03/28/2020  
UBI #: 601 174 452

## Annual Report

### BUSINESS INFORMATION

Business Name:  
**SOUTH SOUND MARITIME HERITAGE ASSOCIATION**

UBI Number:  
**601 174 452**

Business Type:  
**WA NONPROFIT CORPORATION**

Business Status:  
**ACTIVE**

Principal Office Street Address:  
**8644 29TH WAY SE, OLYMPIA, WA, 98513-9325, UNITED STATES**

Principal Office Mailing Address:  
**PO BOX 2351, OLYMPIA, WA, 98507-2351, UNITED STATES**

Expiration Date:  
**04/30/2021**

Jurisdiction:  
**UNITED STATES, WASHINGTON**

Formation/Registration Date:  
**04/11/1989**

Period of Duration:  
**PERPETUAL**

Inactive Date:

Nature of Business:  
**THE SOUTH SOUND MARITIME HERITAGE ASSOCIATION (SSMHA) IS ORGANIZED FOR THE PRESERVATION OF THE MARITIME HERITAGE OF OLYMPIA AND THE UPPER PUGET SOUND REGION WITH SPECIAL EMPHASIS ON COLLECTING, ASSEMBLING, PRESERVING AND DISPLAYING MARITIME OBJECTS, RELICS, AND DATA RELATING TO THE MARITIME HISTORY OF THE REGION. THE OBJECTIVE IS TO PRESERVE THE RECOGNITION AND APPRECIATION OF VINTAGE TUGBOATS AND TO SERVE AS A FOUNDATION FOR DEVELOPING A MUSEUM OF MARITIME HISTORY ARTIFACTS.**

### REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name	Street Address	Mailing Address
LOYD LONG	8644 29TH WAY SE, OLYMPIA, WA, 98513-9325, UNITED STATES	PO BOX 2351, OLYMPIA, WA, 98507-2351, UNITED STATES

This document is a public record. For more information visit [www.sos.wa.gov/corps](http://www.sos.wa.gov/corps)

Work Order #: 2020032800177860 - 1  
Received Date: 03/28/2020  
Amount Received: \$10.00

## PRINCIPAL OFFICE

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Phone:

Email:

**CAPNLONG@COMCAST.NET**

Street Address:

**8644 29TH WAY SE, OLYMPIA, WA, 98513-9325, USA**

Mailing Address:

**PO BOX 2351, OLYMPIA, WA, 98507-2351, USA**

## GOVERNORS

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Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LOYD	LONG
GOVERNOR	INDIVIDUAL		DON	CHALMERS
GOVERNOR	INDIVIDUAL		BOB	PECK
GOVERNOR	INDIVIDUAL		MARK	JOHNSON
GOVERNOR	INDIVIDUAL		KAREN	FRASER
GOVERNOR	INDIVIDUAL		SCOTT	SCHOCH
GOVERNOR	INDIVIDUAL		GEORGE	KURZMAN
GOVERNOR	INDIVIDUAL		CHUCK	FOWLER

## NATURE OF BUSINESS

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- THE SOUTH SOUND MARITIME HERITAGE ASSOCIATION (SSMHA) IS ORGANIZED FOR THE PRESERVATION OF THE MARITIME HERITAGE OF OLYMPIA AND THE UPPER PUGET SOUND REGION WITH SPECIAL EMPHASIS ON COLLECTING, ASSEMBLING, PRESERVING AND DISPLAYING MARITIME OBJECTS, RELICS, AND DATA RELATING TO THE MARITIME HISTORY OF THE REGION. THE OBJECTIVE IS TO PRESERVE THE RECOGNITION AND APPRECIATION OF VINTAGE TUGBOATS AND TO SERVE AS A FOUNDATION FOR DEVELOPING A MUSEUM OF MARITIME HISTORY ARTIFACTS.

## EFFECTIVE DATE

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Effective Date:

**03/28/2020**

## CONTROLLING INTEREST

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1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

**NO**

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16? percent interest in the entity?

**NO**

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

**NO**

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

**NO**

This document is a public record. For more information visit [www.sos.wa.gov/corps](http://www.sos.wa.gov/corps)

Work Order #: 2020032800177860 - 1

Received Date: 03/28/2020

Amount Received: \$10.00

You must report a [Controlling Interest Transfer Return](#) IF: you answered "yes" to questions 1 AND 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

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Attention:

**SSMHA TREASURER**

Email:

**CAPNLONG@COMCAST.NET**

Address:

**PO BOX 2351, OLYMPIA, WA, 98507-2351, USA**

## UPLOAD ADDITIONAL DOCUMENTS

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Do you have additional documents to upload? **No**

## EMAIL OPT-IN

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☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

---

☒ I am an authorized person.

Person Type:

**INDIVIDUAL**

First Name:

**LOYD**

Last Name:

**LONG**

Title:

**TREASURER**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

This document is a public record. For more information visit [www.sos.wa.gov/corps](http://www.sos.wa.gov/corps)

Work Order #: 2020032800177860 - 1

Received Date: 03/28/2020

Amount Received: \$10.00



## 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 40,000

Organization/Agency Name: HARLEQUIN PRODUCTIONS

Federal Tax ID Number:

Event or Activity Name (if applicable): SEASON 21-22 PROMOTION

Contact Name and Title: JOE HUGHES, PENNAC DIR.

Mailing Address 202 FOURTH AVE S.E. City OLYMPIA State WA Zip 98501

Phone 360-701-9384

Email Address JOE@HARLEQUINPRODUCTIONS.ORG

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 2021. 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:

4/22/21

Printed or Typed Name:

JOE HUGHES

①





# 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.

(ATTACHED)

## 2.

2021 Tourism-Impact Estimate and 2020 Annual Report (The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. 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 2020 Actual)		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	14,000	5,000
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	1400	500
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	140	50
<b>Attendees who stayed overnight</b>		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	350	125
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	350	125
<b>Paid Nights</b> <b>One lodging night = one or more persons occupying one room for one night</b>		
f. Number of paid lodging room nights resulting from your event/activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	350	125

2





3. What methodology did you use to calculate the 2020 estimates? (Direct counts and informal surveys are preferred.)

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

☐ Informal Survey (Preferred)

☒ Structured Estimate

☐ Other (Please explain)

→ % BASED ON PAXOR  
YASG DATA

4. What methodology did you use to calculate / document the 2020 actual numbers? (Direct counts and informal surveys are preferred.)

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

☐ Informal Survey (Preferred)

☒ Structured Estimate

☐ Other (Please explain)

☒ Event Cancelled due to CoVID Restrictions

→ BOTH

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

WE WORK WITH SEYMOUR GAGSON

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

29 YEARS OF HISTORY - 50,000 NORMAL AUDIENCE.

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

SEATTLE / PORTLAND WEEKEND ADVENTURERS

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

(ATTACHED PLAN)

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

(ATTACHED PLAN)

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?

2021 → \$550,000 = 12%, 2022 → \$1,100,000 = TBD

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.]

MUCH OF THE PAID MONEY

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?

(ATTACHED)

3



14. Did you receive LTAC Funding for the City of Olympia's initial funding request in completed in December 2020? If so why is additional funding being requested?

INITIAL FUNDING COVERED CORP. OPERATIONS  
DURING HABGRANTION. ASUCCESSFUL RE-OPENING  
NEED, TRADITIONAL MEDIA INVESTMENTS.



**BUSINESS INFORMATION**

---

Business Name:

**HARLEQUIN PRODUCTIONS**

UBI Number:

**601 092 296**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**202 FOURTH AVE E, OLYMPIA, WA, 98501, UNITED STATES**

Principal Office Mailing Address:

**202 4TH AVE E, OLYMPIA, WA, 98501-1105, UNITED STATES**

Expiration Date:

**06/30/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/ Registration Date:

**06/21/1988**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CULTURAL****REGISTERED AGENT INFORMATION**

---

Registered Agent Name:

**JOE HYER**

Street Address:

**1011 LEGION WAY SE, OLYMPIA, WA, 98501-1522, UNITED STATES**

Mailing Address:

**120 STATE AVE NE # 1045, OLYMPIA, WA, 98501-1131, UNITED STATES****GOVERNORS**

---

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JOE	HYER
GOVERNOR	INDIVIDUAL		JANET	MUELLER
GOVERNOR	INDIVIDUAL		ELLEN	WOLFHAGEN
GOVERNOR	INDIVIDUAL		GEOFF	CROOKS
GOVERNOR	INDIVIDUAL		IRENE	HUNTER
GOVERNOR	INDIVIDUAL		AARON	LAMB



4/21/2021

Corporations and Charities System

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		HAP	CLEMONS







## BUSINESS LICENSE

Nonprofit Corporation

HARLEQUIN PRODUCTIONS  
202 4TH AVE E  
OLYMPIA, WA 98501-1105

UNEMPLOYMENT INSURANCE - ACTIVE  
MINOR WORK PERMIT - ACTIVE

Issue Date: Jun 19, 2020  
Unified Business ID #: 601092296  
Business ID #: 001  
Location: 0002  
Expires: Jun 30, 2021

INDUSTRIAL INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE

CITY ENDORSEMENTS:  
OLYMPIA NONPROFIT BUSINESS #23015 - ACTIVE

DUTIES OF MINORS:  
Ages 16-17: Acting, Performance

### LICENSING RESTRICTIONS:

An approved variance from L&I is required when hiring children and teens as actors, performers in film, video, audio or theatrical productions.

It is the business's responsibility to comply with minor work permit requirements. See WAC 296-125-030 and WAC 296-125-033 for Non-Agricultural and WAC 296-131-125 for Agricultural guidelines and restricted activities.

REGISTERED TRADE NAMES:  
HARLEQUIN PRODUCTIONS

*Vikki Smith*

UBI: 601092296 001 0002

Expires: Jun 30, 2021

HARLEQUIN PRODUCTIONS  
202 4TH AVE E  
OLYMPIA, WA 98501-1105

UNEMPLOYMENT INSURANCE -  
ACTIVE  
INDUSTRIAL INSURANCE - ACTIVE  
MINOR WORK PERMIT - ACTIVE  
TAX REGISTRATION - ACTIVE  
OLYMPIA NONPROFIT BUSINESS  
#23015 - ACTIVE

*Vikki Smith* (7)



# **Harlequin Productions - Budget Estimate - 2nd Half - FY 2021 - July-December - OVERALL**

*Assumes resumption of live production in Q3 2021, but limited audience capacity to year end.*

	Jan-Mar 2021	Apr-Jun 2021	Jul-Sep 2021	Oct-Dec 2021	1/2 Year Total
<b>INCOME:</b>					
Ticket Sales/Operations	\$0.00	\$0.00	\$50,000.00	\$200,000.00	\$250,000.00
Philanthropy	\$30,000.00	\$30,000.00	\$40,000.00	\$50,000.00	\$90,000.00
Lodging Tax Reimbursements	\$30,000.00	\$30,000.00	\$20,000.00	\$20,000.00	\$40,000.00
- Subtotal INCOME	\$60,000.00	\$60,000.00	\$110,000.00	\$270,000.00	\$380,000.00
<b>EXPENSE:</b>					
Production Expense	\$0.00	\$0.00	\$15,000.00	\$45,000.00	\$60,000.00
Production Payroll	\$0.00	\$0.00	\$25,000.00	\$90,000.00	\$115,000.00
Administration	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$20,000.00
Fundraising/Development	\$10,000.00	\$10,000.00	\$0.00	\$3,000.00	\$3,000.00
Operations*	\$15,000.00	\$15,000.00	\$40,000.00	\$65,000.00	\$105,000.00
Management**	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$18,000.00
Marketing***	\$6,000.00	\$6,000.00	\$25,000.00	\$25,000.00	\$50,000.00
- Subtotal Expense	\$50,000.00	\$50,000.00	\$124,000.00	\$247,000.00	\$371,000.00
Net Income	\$10,000.00	\$10,000.00	-\$14,000.00	\$23,000.00	\$9,000.00

\*Operations includes - Merchant Services, Ticketing Fees, Cost of Sales, General production supplies (Lighting, Audio, effects, maintenance, cords), Scene shop rent and utilities, Costume Shop rent and utilities, Cleaning & Maintenance supplies, State Theater utilities (Garbage, recycling, gas, electric, stormwater), telecommunications (phone system and internet), Building Security and maintenance, and miscellaneous operating expenses

\*\*Management includes - Technology (software license/subscriptions), office supplies, postage & delivery, memberships, insurance, printing and reproduction, bookkeeping and finance, compliance, records and retention, board management, and miscellaneous administrative expenses.

\*\*\*Marketing Includes - Graphic Design, photography/videography, printing, bulk postage and handling, digital media, website storage and domain management, hosting, digital advertising, broadcast advertising, maintenance and management of projects, and miscellaneous marketing expenses.



# Harlequin Productions - LTAC Marketing Budget - the Great Re-Opening - FALL 2021

	July	August	September	October	November	December	SUM
Graphic Design	\$0.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$0.00	\$4,800.00
Photography/Videography	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$3,000.00
Bulk Mail - Printing/Mailing	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$0.00	\$10,000.00
Radio - KRXV	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$4,000.00
Radio - KXXO	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$4,000.00
Print/Online - Olympian	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$2,000.00
Print/Online - News Tribune	\$0.00	\$0.00	\$750.00	\$750.00	\$750.00	\$750.00	\$3,000.00
Print/Online - Seattle Times	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$4,000.00
Website Hosting	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,200.00
Add'l Digital Advertising	\$500.00	\$500.00	\$1,000.00	\$1,000.00	\$500.00	\$500.00	\$4,000.00
<b>TOTAL</b>	<b>\$700.00</b>	<b>\$5,400.00</b>	<b>\$10,150.00</b>	<b>\$10,150.00</b>	<b>\$8,650.00</b>	<b>\$4,950.00</b>	<b>\$40,000.00</b>

9



## Supplemental Answers

### #1

In June, Harlequin productions will announce BOTH its 2021 and 2022 seasons - 2021 will be a mini fall season, with 3 shows plus the Holiday Show. 2022 will feature a full season of 7 productions plus the holiday show. We will begin selling subscriptions in Mid-June, and continue selling the whole season through December 2021. In addition, we will be marketing each show in 2021 regionally.

In a normal universe, each show would draw 3000 attendees, and holiday close to 5000 attendees. We are not forecasting 14,000 for the fall season - the goal is about 9000.

But we lack top of mind awareness. We have been shuttered for more than a year. We need patrons to remember we are here, and the joy of enjoying real live theater. To that end, we believe a strong and consistent paid media push, from late summer to year end, will rebuild that awareness, and drive ticket sales not only this Fall, but well into 2022 and beyond.

In addition - the pandemic has changed the advertising landscape - people are reading the paper again, if not in print, then online. They are listening to the radio again. In essence- traditional mass marketing tools are at their lowest rates - and have a new added effectiveness. Because of this, investments have more value now.

For the first half of 2021, we asked for lodging tax to cover our basic operations. As we move into re-opening, we need more traditional advertising, so for this request, we are asking for:

Up to \$40,000 reimbursement for paid media running July-Dec 2021, including radio, print, direct mail, digital advertising, website hosting, and related design/production expenses.

Harlequin will cover all booking and staffing costs related to the campaign. A sample budget as included with this package, though as we move closer, we will want some flexibility with the specific media outlets.

Harlequin Patrons travel from all over Western Washington for our shows, as well as from NW Oregon. We are considered a 'regional' theater, like our Seattle competitors. These visits will further reinforce Olympia as an arts community, and increase tourism.







# 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 50,000

Organization/Agency Name: OLYMPIA DOWNTOWN ALLIANCE

Federal Tax ID Number: 91-1460653

Event or Activity Name (if applicable): DOWNTOWN RE-OPENING CAMPAIGN

Contact Name and Title: TODD CUTTS, EXECUTIVE DIRECTOR

Mailing Address: 120 STATE AVE NE #1031 City OLYMPIA State WA Zip 98501

Phone: 360-357-8948 Email Address: TCUTTS@DOWNTOWN-OLYMPIA.ORG

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 2021. 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: Todd Cutts

Date: 4/25/21

Printed or Typed Name:

TODD CUTTS

1

## 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.

2.

SEE ATTACHMENT

2021 Tourism-Impact Estimate and 2020 Annual Report (The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. 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 2020 Actual)		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	N/A	N/A
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	N/A	N/A
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	N/A	N/A
<b>Attendees who stayed overnight</b>		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	N/A	N/A
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	N/A	N/A
<b>Paid Nights</b> 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 (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	N/A	N/A

1

3

3. What methodology did you use to calculate the 2020 estimates? (Direct counts and informal surveys are preferred.)

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

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

N/A

4. What methodology did you use to calculate / document the 2020 actual numbers? (Direct counts and informal surveys are preferred.)

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

- ☐ Informal Survey (Preferred)  
☐ Structured Estimate  
☐ Other (Please explain)  
☐ Event Cancelled due to CoVID Restrictions

N/A

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

N/A

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

N/A

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

SEE ATTACHED

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

SEE ATTACHED

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

SEE ATTACHED

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?

\$268,600 2) 19%.

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.]

ATTACHED

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?

N/A



14. Did you receive LTAC Funding for the City of Olympia's initial funding request in completed in December 2020? If so why is additional funding being requested?

No



## Supplemental Questions

1. The Downtown Re-Opening campaign will begin in June, have a primary focus in the summer, but extend through the end of the year. It will serve to highlight the amenities that downtown offers and attract visitors to the area. Given the trend for vacations close to home, we expect many visitors to come from the state of Washington (and the Pacific Northwest) to experience our interesting and compelling downtown. This overarching campaign will leverage currently funded Alliance marketing project management (Mosaic Marketing Studios) and administrative resources. The Alliance already features a robust social media presence, weekly newsletter, and website.

It will also work in tandem with funding for the Franklin Street Communication Contract that the Alliance has with the City, working to mitigate impacts of the construction project that is already underway. Additionally, it will leverage resources with a proposed pilot project, Snoeshow, which is a customer loyalty tool that will help to entice visitors downtown and features games that reward customers that frequent the area and new visitors to downtown.

The popular Why I Go Downtown platform, already featuring videos and [WhyIGoDowntown.com](http://WhyIGoDowntown.com), will be used as the communication tool for the campaign. Requested lodging tax resources are proposed to be used for the following:

- Why I Go Downtown Visitor Guide-Hard Copy-The Alliance has used LTAC funding in the past to produce a local visitor guide to be distributed to regional hotels and attractions, as well as local businesses.
- Why I Go Downtown Website Enhancements-This funding would be used to make enhancements to [WhyIGoDowntown.com](http://WhyIGoDowntown.com), including a new content management tool that would allow downtown businesses to enter in updated information about hours, services, etc. This tool can be used by visitors and is compatible via smartphone or internet browser.
- Why I Go Downtown – Videos/Photography – As we “re-open” downtown to visitors and our community as we transition through the pandemic, these videos and photography will serve to highlight and promote downtown assets.
- Why I Go Downtown – Paid Advertising – This advertising campaign would seek to entice visitors to downtown Olympia through print media, radio, television, and social media.

7. Our target audience is two-fold. We will work to attract visitors from the state of Washington by working with Experience Olympia and Beyond. We also will work to attract attendees from our own community. Given the breadth of amenities and offerings downtown, we expect this campaign to appeal to a broad range of demographics.

8. We will use the following tactics to attract attendees/tourists:

- Targeted social media campaign
- Paid advertising through print media, radio, television, and social media
- Public relations campaign
- Partnership with Experience Olympia and Beyond

9. At its heart, this campaign is about promoting local businesses, including lodging establishments, restaurants, and businesses. See answer to question #1 for details



12. Depending on how much is cut, we offer the following in terms of what we be cut first to what would be cut last:

- Paid advertising
- Videos/photography
- Website enhancements
- Visitor Guide (hard copy)



## Downtown Re-Opening Campaign

Income				
	Snowshoe Contract		138000	
	City Contract-Downtown Marketing		13300	
	Downtown Alliance Marketing Funding		20300	
	City-Franklin St. Construction Communications		47000	
	LTAC-Re-Opening Campaign Contract		50000	
Income-Total			268600	
Expense				LTAC Funding
	Snowshoe (Prizes, public relations, marketing)		138000	
	Franklin St. Construction Communications		47000	
	Downtown Alliance Administration		14000	
	Marketing Contractor		19600	
	Why I Go Downtown-Visitor Guide-Hard Copy		7500	7500
	Why I Go Downtown-Website Enhancements		5000	5000
	Why I Go Downtown-Videos/Photography		10000	10000
	Why I Go Downtown-Paid Advertising		27500	27500
Expense-Total			268600	50000









Filed  
Secretary of State  
State of Washington  
Date Filed: 10/06/2020  
Effective Date: 10/06/2020  
UBI #: 601 418 932

## Amended Annual Report

### BUSINESS INFORMATION

---

Business Name:

**OLYMPIA DOWNTOWN ASSOCIATION**

UBI Number:

**601 418 932**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**116 5TH AVE SE, OLYMPIA, WA, 98501-6982, UNITED STATES**

Principal Office Mailing Address:

**120 STATE AVE NE P.M.B. #1031, OLYMPIA, WA, 98501, UNITED STATES**

Expiration Date:

**10/31/2021**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**10/13/1992**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**TRADE ASSOCIATION, NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS**

**REGISTERED AGENT**     [RCW 23.95.410](#)

---

Registered Agent Name	Street Address	Mailing Address
DAVID D. CULLEN, ATTORNEY'S & COUNSELORS	1800 COOPER PT RD SW BLDG 11, OLYMPIA, WA, 98502-0000, UNITED STATES	

### PRINCIPAL OFFICE

---

Phone:

**3607537442**

Email:



**INFO@DOWNTOWNOLYMPIA.ORG**

Street Address:

**116 5TH AVE SE, OLYMPIA, WA, 98501-6982, USA**

Mailing Address:

**120 STATE AVE NE P.M.B. #1031, OLYMPIA, WA, 98501, USA**

## GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JOSH	GOBEL
GOVERNOR	INDIVIDUAL		BOBBI	KERR
GOVERNOR	INDIVIDUAL		TODD	MONOHON

## NATURE OF BUSINESS

- TRADE ASSOCIATION
- NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS

## EFFECTIVE DATE

Effective Date:

**10/06/2020**

## RETURN ADDRESS FOR THIS FILING

Attention:

Email:

Address:

## UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **No**

## EMAIL OPT-IN

☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

☒ I am an authorized person.

Person Type:

**ENTITY**

First Name:

**TODD**

Last Name:

**CUTTS**

Entity Name:

**OLYMPIA DOWNTOWN ASSOCIATION**

Title:

**MANAGER**

This document is a public record. For more information visit [www.sos.wa.gov/corps](http://www.sos.wa.gov/corps)

Work Order #: 202010060052355 - 1

Received Date: 10/06/2020

Amount Received: \$1.00



DETACH BEFORE POSTING



STATE OF  
WASHINGTON

Nonprofit Corporation

## BUSINESS LICENSE

Unified Business ID #: 601418932

Business ID #: 001

Location: 0001

OLYMPIA DOWNTOWN ASSOCIATION

OLYMPIA DOWNTOWN ALLIANCE

110 5TH AVE SE # 213

OLYMPIA, WA 98501

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

TAX REGISTRATION - ACTIVE

### LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

### REGISTERED TRADE NAMES:

OLYMPIA DOWNTOWN ALLIANCE

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.

*Vikki Smith*

Director, Department of Revenue



## IMPORTANT!

### PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE POSTING THIS LICENSE

#### General Information

- Post this Business License in a visible location at your place of business.
- If you were issued a Business License previously, **destroy the old one and post this one in its place.**
- All endorsements should be renewed by the expiration date that appears on the front of this license to avoid any late fees that may apply.

If there is no expiration date, the endorsements remain active as long as you continue required reporting (see Endorsements).

- Login to **My DOR** at [business.wa.gov/BLS](http://business.wa.gov/BLS) if you need to make changes to your business name, location, mailing address, telephone number, or business ownership.

Telephone: 1-800-451-7985

#### Endorsements

Although tax registration, unemployment, and industrial insurance endorsements appear on your Business License, the registration with the agencies that govern these endorsements is not complete until they have established an account for your business.

Each registering agency requires you to submit periodic reports. Each agency will send you the necessary reporting forms and instructions.

#### Corporations, limited liability companies, etc.

You must submit a Business License Application **and** file with the Corporations Division of the Secretary of State before you can legally operate as a corporation, limited liability company, or other business organization type that requires registration. If you have any questions, call (360) 725-0377.



## SHOP



Downtown Olympia offers a wide variety of amazing, locally owned shopping options. We've got everything you need.



## SAVOR

Come nosh and imbibe at our delicious Downtown eateries and top-notch watering holes! When you're done, satisfy your sweet tooth at one of our delectable dessert spots.

## EXPERIENCE



Downtown features authentic, one-of-a-kind Olympia experiences for all ages. Come tap into the beating heart of the region!



## SERVICES

Downtown Olympia has all your service needs! From churches to tattoos, autobody work to libraries – Olympia's got you covered!



(360) 357-8948  
info@downtownolympia.org  
www.downtownolympia.org

# DOWNTOWN OLYMPIA

## VISITOR GUIDE

### SHOP



### SAVOR



### EXPERIENCE



### SERVICES



[DOWNTOWNOLYMPIA.ORG](http://DOWNTOWNOLYMPIA.ORG)

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# 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 50,000

Organization/Agency Name: OLYMPIA DOWNTOWN ALLIANCE

Federal Tax ID Number: 91-1460653

Event or Activity Name (if applicable): SUMMER SATURDAYS

Contact Name and Title: TODD CUTTS, EXECUTIVE DIRECTOR

Mailing Address: 120 STATE AVE NE #1031 City OLYMPIA State WA Zip 98501

Phone: 360-357-8948 Email Address: TCUTTS@DOWNTOWN-OLYMPIA.ORG

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 2021. 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: Todd Cutts

Date: 4/25/21

Printed or Typed Name:

TODD CUTTS

(12)

## 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.

SEE ATTACHED

2.

<b>2021 Tourism-Impact Estimate and 2020 Annual Report</b> <i>(The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. 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 2020 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	7200	N/A
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	720	N/A
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	360	N/A
<b>Attendees who stayed overnight</b>		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	360	N/A
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	360	N/A
<b>Paid Nights</b> 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>	360	N/A



3. What methodology did you use to calculate the 2020 estimates? (Direct counts and informal surveys are preferred.)

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

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

N/A

4. What methodology did you use to calculate / document the 2020 actual numbers? (Direct counts and informal surveys are preferred.)

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

☐ Informal Survey (Preferred)  
☐ Structured Estimate  
☐ Other (Please explain)  
☐ Event Cancelled due to CoVID Restrictions

N/A

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

DOUBLE TREE BY HILTON HOTEL

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

SEE ATTACHED

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

SEE ATTACHED

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

SEE ATTACHED

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

SEE ATTACHED

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?

1) \$98,000 2) 51 %

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.]

SEE ATTACHED

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?

SEE ATTACHED

14. Did you receive LTAC Funding for the City of Olympia's initial funding request in completed in December 2020? If so why is additional funding being requested?

No.

## Supplemental Questions

### 1. Summer Saturdays

#### Overview

Summer Saturdays are intended to entice new visitors to Olympia, bring our community together in the downtown core and to help our small, locally owned downtown businesses find their footing as we transition out of the pandemic. The event would take place 8 total Saturdays, beginning July 10 and ending August 28. They will take place in the area of 5<sup>th</sup> Avenue and Washington Street, bounded by Capitol Way, Legion, and 4<sup>th</sup> Avenue.

#### Programming

- **ACTIVITY AREA**-5<sup>th</sup> Avenue from Capitol Way to Washington Street will include activities to engage community members. These activities will be actively managed by an outside entity. We have reached out to HOCM, the YMCA, and the City of Olympia Parks staff to gauge interest in partnership. Activities could include:
  - Putt-putt golf
  - Ping pong
  - Bean bag toss
  - Sidewalk chalk
  - Interactive art displays
  - Bubble blowing
  - And more!
- **COMMUNITY GROUP AREA**-Washington Street from 4<sup>th</sup> Avenue to 5<sup>th</sup> Avenue will include rotating community groups programming their uses. Small grants will be considered if budget allows. Community groups could include:
  - Different cultural groups
  - Car clubs
  - Evergreen State College
  - Olympia Artspace Alliance
  - Craft market
- **PERFORMANCE AREA**-Washington Street from 5<sup>th</sup> Avenue to Legion will include live performances from local musicians. These will include both headline acts and acts geared toward children and families. In addition, buskers will be hired to be spread around the event to supplement these performances.
- **BIERGARTEN**-The intersection of Washington Street and 5<sup>th</sup> Avenue will offer a beer garden, featuring locally brewed beer, managed by the Downtown Alliance.

#### Attendance

Based on Phase 3 Fairs and Special Events COVID Requirements, capacity for the event area would 450 attendees. Assuming we turn the area over twice over 6 hours, each Saturday would bring 900 individuals downtown. Over 8 events, we would host 7,200 attendees.

Tourists will travel to the events to experience Olympia. Given the trend for vacations close to home, we expect many visitors to attend from the state of Washington.

6. While this is a first time event, the Alliance has successfully hosted many events in the past, including Music in the Park, Downtown for the Holidays, Friends Night Out, and Sip, Savor, & Stroll.

7. Our target audience is two-fold. We will work to attract visitors from the state of Washington by working with Experience Olympia and Beyond. We also will work to attract attendees from our own community. Between the activities, performances, community groups, and biergarten, we expect this event to appeal to a broad range of demographics.

8. We will use the following tactics to attract attendees/tourists:

- Targeted social media campaign
- Paid advertising
- Public relations campaign
- Partnership with Experience Olympia and Beyond

9. Concurrently, we will be engaging in a "Re-Opening Campaign" that will highlight downtown's lodging establishments, restaurants, and businesses located in downtown Olympia. This event will be the featured attraction of the campaign.

12. Depending on how much is cut, we may not be able to produce the event. If we were still able to produce the event, we would likely not target visitors outside of the area in the promotions. We may also not be able to attract the same caliber of performers or be able to occur the same quality of equipment for the activity area.

13. We are developing a plan to accommodate the Phase 3 Requirements that are in place:

- Patrons and staff (including volunteers) must wear a face covering pursuant to the Order of the Secretary of Health. Signage requiring masks must be provided at all entrances and throughout the event areas.
- Occupancy
  - Outdoor capacity: Each fair/special event shall calculate the number of participants allowed at one time by using at least 72 sq feet per participant so required six feet physical distancing can be maintained. Only the space reserved for guests can be counted toward the acreage needed for physical distancing (for instance, cannot count parking area as part of acreage). All participants and vendors are to be included in calculating the number of people allowed at one time (staff and volunteers are excluded).
- Each fair/special event must have a plan for handling congestion and reducing crowding, including entrance and exits, parking facilities, stairs and elevators, and any areas where lines form. Fair/event staff will monitor the execution of the plan.
- Increase restroom availability to reduce congestion. Handwashing and/or hand sanitizer stations must be available for public access throughout the event. Ensure the stations are stocked and accessible during all operating hours.
- Drinking is only permitted in designated physically distanced dining areas, regardless if indoor or outdoor. Facial coverings may only be removed when actively drinking.
- Consider one-way foot traffic and clear directions to better control the flow of guests throughout the event, especially in certain heavily used and/or narrow thoroughways to

allow for better guest separation. Limit entry to crowded areas to allow for appropriate physical distancing.

- Implement measures to ensure physical distancing of at least six feet between groups, such as when patrons are waiting in line, or while seated for performances or shows. This can include use of physical partitions or visual cues (e.g., floor markings or signs to indicate to where workers and guests should stand).

Handwritten text, likely bleed-through from the reverse side of the page. It appears to contain several lines of cursive script, possibly a list or a paragraph, but is too faint to transcribe accurately.

Summer Saturdays Budget		
Income		
	Lodging Tax	50000
	Downtown Alliance Event Funding	10000
	Sponsorships	20000
	Biergarten	18432
Income-Total		98432
Expense		LTAC Funds Applied to:
	Downtown Alliance Event Administration	10000
	Contract Event Planning/Management	20000 20000
	Insurance	2000 1000
	Marketing	10000 5000
	Stansions/Rope	2000
	Signage	2000 2000
	Performers	18400 11000
	Stage/AV	8800 5000
	Shelters/Tables	5000
	Restrooms/Handwashing	6000 6000
	Activity Area Equipment	10000
	Activity Area Staffing	3840
Expense-Total		98040 50000

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Filed  
Secretary of State  
State of Washington  
Date Filed: 10/06/2020  
Effective Date: 10/06/2020  
UBI #: 601 418 932

## Amended Annual Report

### BUSINESS INFORMATION

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Business Name:

**OLYMPIA DOWNTOWN ASSOCIATION**

UBI Number:

**601 418 932**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**116 5TH AVE SE, OLYMPIA, WA, 98501-6982, UNITED STATES**

Principal Office Mailing Address:

**120 STATE AVE NE P.M.B. #1031, OLYMPIA, WA, 98501, UNITED STATES**

Expiration Date:

**10/31/2021**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**10/13/1992**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**TRADE ASSOCIATION, NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS**

**REGISTERED AGENT**     [RCW 23.95.410](#)

---

**Registered Agent Name**

**Street Address**

**Mailing  
Address**

DAVID D. CULLEN, ATTORNEY'S &  
COUNSELORS

1800 COOPER PT RD SW BLDG 11, OLYMPIA, WA, 98502-  
0000, UNITED STATES

### PRINCIPAL OFFICE

---

Phone:

**3607537442**

Email:



INFO@DOWNTOWNOLYMPIA.ORG

Street Address:

116 5TH AVE SE, OLYMPIA, WA, 98501-6982, USA

Mailing Address:

120 STATE AVE NE P.M.B. #1031, OLYMPIA, WA, 98501, USA

## GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JOSH	GOBEL
GOVERNOR	INDIVIDUAL		BOBBI	KERR
GOVERNOR	INDIVIDUAL		TODD	MONOHON

## NATURE OF BUSINESS

- TRADE ASSOCIATION
- NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS

## EFFECTIVE DATE

Effective Date:

10/06/2020

## RETURN ADDRESS FOR THIS FILING

Attention:

Email:

Address:

## UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

## EMAIL OPT-IN

☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

☒ I am an authorized person.

Person Type:

ENTITY

First Name:

TODD

Last Name:

CUTTS

Entity Name:

OLYMPIA DOWNTOWN ASSOCIATION

Title:

MANAGER

This document is a public record. For more information visit [www.sos.wa.gov/corps](http://www.sos.wa.gov/corps)

Work Order #: 2020100600525355 - 1

Received Date: 10/06/2020

Amount Received: \$10.00

12

DETACH BEFORE POSTING



STATE OF  
WASHINGTON

Nonprofit Corporation

## BUSINESS LICENSE

Unified Business ID #: 601418932

Business ID #: 001

Location: 0001

OLYMPIA DOWNTOWN ASSOCIATION  
OLYMPIA DOWNTOWN ALLIANCE  
110 5TH AVE SE # 213  
OLYMPIA, WA 98501

UNEMPLOYMENT INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

### LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

### REGISTERED TRADE NAMES:

OLYMPIA DOWNTOWN ALLIANCE

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.

*Vicki Smith*

Director, Department of Revenue

(13)

## IMPORTANT!

### PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE POSTING THIS LICENSE

#### General Information

- Post this Business License in a visible location at your place of business.
- If you were issued a Business License previously, **destroy the old one and post this one in its place.**
- All endorsements should be renewed by the expiration date that appears on the front of this license to avoid any late fees that may apply.

If there is no expiration date, the endorsements remain active as long as you continue required reporting (see Endorsements).

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Telephone: 1-800-451-7985

#### Endorsements

Although tax registration, unemployment, and industrial insurance endorsements appear on your Business License, the registration with the agencies that govern these endorsements is not complete until they have established an account for your business.

Each registering agency requires you to submit periodic reports. Each agency will send you the necessary reporting forms and instructions.

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You must submit a Business License Application **and** file with the Corporations Division of the Secretary of State before you can legally operate as a corporation, limited liability company, or other business organization type that requires registration. If you have any questions, call (360) 725-0377.

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# 2021 Application for Olympia Lodging Tax Funds

**Amount of Lodging Tax Requested: \$50,000**

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 2021. 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:

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 November 18, 2021 through January 17, 2022. Overall attendance, assuming state restrictions are set at 50% capacity, is expected to be over 10,000 skaters. 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.

### 2.

<b>2021 Tourism-Impact Estimate and 2020 Annual Report</b> <i>(The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. 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 2020 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2021-22 Estimate	2020-21 Actual
a. Overall attendance at your event/activity/facility	15,000	Cancelled
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	3,000	Cancelled
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	Cancelled
<b>Attendees who stayed overnight</b>		
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	Cancelled
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	Cancelled
<b>Paid Nights</b> <b>One lodging night = one or more persons occupying one room for one night</b>		

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 6 week period	Cancelled
--	-------------------------	-----------

**3. What methodology did you use to calculate the 2020 estimates? (Direct counts and informal surveys are preferred.)**

- ☐ Direct Count (Preferred)
 ☐ Informal Survey (Preferred)  
☐ Indirect Count
 ☒ Structured Estimate  
☐ Representative Survey
 ☐ Other (Please explain)

**4. What methodology did you use to calculate / document the 2020 actual numbers? (Direct counts and informal surveys are preferred.)**

- ☒ Direct Count (Preferred)
 ☐ Informal Survey (Preferred)  
☐ Indirect Count
 ☐ Structured Estimate  
☐ Representative Survey
 ☐ Other (Please explain)  
☐ 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.

**7. Describe your 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 Tacoma or Vancouver, WA. 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?**

\$316,000, of which our request is just under 16%.

**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.

**14. Did you receive LTAC Funding for the City of Olympia's initial funding request in completed in December 2020? If so why is additional funding being requested?**

No, we did not initially apply.



## ATTACHMENTS

### 1. Budget

<b>21-22 Budget</b>	
<b>Expenses</b>	<b>TOTAL</b>
Supplies	\$ 15,650.00
Professional Services	\$ 278,500.00
Utilities	\$ 11,800.00
General	
Miscellaneous	\$ 10,000.00
<b>TOTAL EXPENSES</b>	<b>\$ 315,950.00</b>
<b>Revenues</b>	
Food Concessions	\$ 350.00
Gate & Sales	\$ 43,050.00
Sponsorships	\$ 35,000.00
LTAC Funds	\$ 50,000.00
General Fund	\$ 90,000.00
Undetermined	\$ 97,550.00
<b>TOTAL REVENUES</b>	<b>\$ 315,950.00</b>

### 2. Budget Description

Above is a summary of the anticipated budget for the 2021-22 season of Oly on Ice. This year, we are requesting \$50,000 from the Lodging Tax Advisory Committee to support general operations as we are budgeting for gate and sponsorship levels to be 50% of previous years as visitors become comfortable with being in group settings and local businesses recover from the economic impacts of the pandemic.

3. N/A

4. N/A

5. Attached to email

## Application Instructions and Information

**Application Deadline: Wednesday, April 28, 2020, 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 May 7 2021. 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](mailto: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.***

*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.



# OLY on ICE

Presented by **Propel**  
CONSTRUCTION COMPANY



**Join us this winter for our second season of ice skating in Downtown Olympia!**

November 22 - January 20

Isthmus Park  
529 4th Ave W  
Olympia, WA 98501

***Experience It!***

**General Admission + Skate Rental = \$12 each**

**Youth + Skates (ages 4-10) = \$10**

**Toddler + Skates (ages 3 and under) = \$3**

**Foster, Military, First Responder Families = \$10**

**Seniors = \$10**

*Special Event programming and Cheap Skate Nights held throughout the season. Visit our website for a full calendar of events.*

**OlyOnIce.com**



## Oly on Ice Will Shine in Its Second Season: Expanded Rink and More, Thanks to Generous Community Sponsors

[thurstontalk.com/2019/10/15/oly-on-ice-will-shine-in-its-second-season-expanded-rink-and-more-thanks-to-](https://thurstontalk.com/2019/10/15/oly-on-ice-will-shine-in-its-second-season-expanded-rink-and-more-thanks-to-)

October 15,  
2019



[Facebook1.4k](#)  [Tweet0](#)  [Pin0](#)

How to properly describe the sound of an ice skater? I'm not sure. But the image of one is easy. Skaters bundled, some woolen from head to toe. Rosy-cheeked, Cheshire-grinned little ones with pink fuzzy earmuffs, arms linked with their buddies or their grown-ups. This scene may sound like it hails from some far-off place, somewhere where it rains less and freezes more, but fortunately for Thurston County, this is not just a fantasy. This is Oly on Ice as it returns this winter for its second season!

Triple Axel...Lutz...Salchow...upright spin. Do you have it in you? You'd never even have the chance to try if it not for the support of generous community sponsors. In a season where darkened, angry skies usually keep us home, City of Olympia's Parks, Arts & Recreation department and their sponsors have found a way to make this winter shine, even if it's only the reflection of the ice.

With more than 20,000 skaters in its first season and thousands more spectators, year two is poised to be bigger and better. This year, more than 65 community sponsors and program partners are supporting the rink. Thanks to their generous contributions, both the tent and the rink will increase in size and the season will extend to January 20, 2020.



A little help from your friends makes skating so much more fun. Skating is a great opportunity for winter togetherness, while getting some exercise! Photo courtesy: City of Olympia Parks, Arts & Recreation Department

## Skating for Good Health

Dr. Scott Rowley, DDS, and Dr. Ben Ruder, DDS own Small to Tall Pediatric Dentistry, which caters to the youngest of the skaters. They are a Premier Sponsor of the rink this year. "I love the creative use of space," says Rowley, "and how Oly on Ice brings people together in an active way, celebrating the winter season in downtown Olympia. Ice skating is a winter sport most kids in our community only read about in books. Bringing this storybook activity to life is memorable for kids of all ages, and we look for ways to support and create positive experiences for the kids in our community."

Ruder echoes Rowley's sentiment. "As a local, small business focused on children and their health, we like to promote other like-minded organizations that offer children and families the opportunity to engage in healthy, educational, and nurturing experiences," he adds.

And they aren't the only sponsor focused on health. Rachael Sherburne, from Olympia Orthopaedic Associates, says her



Kids, grab on to your grown up to stay upright – skating takes practice! Fortunately, we can get plenty of it this year with an extended skating season. Photo courtesy: City of Olympia Parks, Arts & Recreation Department



organization strongly believes in helping get their patients' lives back in motion. "We try to support other organizations in our community that promote health/fitness and an active lifestyle," she says.

## Skating for Togetherness

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There's a theme that each ice rink sponsor touched on when asked why they've chosen to support the rink this year: family togetherness. Ann Flannigan, vice president of public relations for Washington State Employees Credit Union (WSECU), stopped by the rink last year to observe the festivities. "I saw families with kids of every age having a great time," she says. "The fun they were having, no matter what their skating ability, was what I liked best. Phones were in pockets and people were just in the moment." Seeing that fun in action was what prompted WSECU to join as a sponsor this year.

Propel Construction Company is the rink's Presenting Sponsor this year. Propel President, Jerad Bender, looks for ways to show up for his community in a meaningful way. He often sponsors events for children, including events at the Hands On Children's Museum and his daughter's school, Black Hills High School. "I like that the ice rink is something different for my family to do in the winter," he says.

"Oly on Ice has been a wonderful addition to the community because it offers precisely the sort of experience we seek to promote," says Dr. Ruder, "it allows kids to have fun, experience something new, and brings families together."

"I like that this is a family event," Sherburne says. "It's a great way to bring folks downtown and see all that Olympia has to offer. We live in a growing, vibrant community, and I think events like this really showcase that."



An Olympia father and his daughter enjoy an ice-skating outing together during Oly on Ice's inaugural season last year. Photo courtesy: City of Olympia Parks, Arts & Recreation Department

## Skating for Community

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Paul Simmons, Olympia Parks, Arts & Recreation director, is clear that this magical event does not come to life by the wave of a wand. "Quite frankly, Oly on Ice would not be possible without the support of our sponsors and program partners," he shares. "This was a massive undertaking for our department, and we could not have done it alone."



The rink is for everyone too, as Simmons goes on to illustrate, “Oly on Ice has generated a tremendous amount of both financial and in-kind support. In addition to increasing the rink size and extending the season, that will allow us to maintain affordable general admission fees, provide discounts to foster, military, and first-responder families, and distribute almost 500 passes directly to low-income families.”

All of the sponsors I spoke to shared, in some way, that supporting the community was paramount to their business practices, and Flannigan sums it up well. “WSECU is a big believer that when we join together, we can do more together,” she says. “We all have a role to play in making this a special place to live and connect.”

### **Oly On Ice**

November 22, 2019 – January 20, 2020

Isthmus Park

529 4th Ave W, Olympia

For a full calendar of events, hours, and rates, visit the [Oly on Ice website](#).

*Sponsored*



Last year's sponsor banners were hung proudly, because if not for them, Oly on Ice wouldn't be here. Photo courtesy: City of Olympia Parks, Arts & Recreation Department



# 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 30,000

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 PO BOX 1487 City OLYMPIA State WA Zip 98507

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 2021. 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: Jack Kiley

Date: 4/27/21

Printed or Typed Name:

JACK KILEY

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.**

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 twenty events are held in Thurston County locations, with a few sports in Mason and Pierce Counties.

In 2021 the Washington State Senior Games will be held at various times in July and early August. Most of our sports will be held July 23 – 25, in venues throughout Thurston County. We estimate a total attendance of approximately 5,000. Our proposed budget is approximately \$120,000. 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 2019 individual and team fees constituted approximately 42% of our total budget.

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 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 and British Columbia.

In 2021 the Senior Games will consist of twenty sports, many going on simultaneously. We expect approximately 2,000 senior men and women will compete and be joined by many 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.

The Washington State Senior Games is an all-volunteer organization with no paid staff. During the Games we 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 continue as 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 Key Arena in Seattle (for basketball and before construction started).

Unfortunately, the costs to provide such a unique opportunity continue to escalate. School facilities that once were free or at minimal cost to organizations such as ours, continue to escalate, now costing thousands of dollars as public organizations look for every opportunity to generate revenue as part of their own budget challenges. Fees for officials and umpires mostly in team sports such as softball, volleyball, basketball and soccer continue to rise exponentially, due to the increased demand for their required services generated by other events at all age levels. Fees for necessary equipment (for everything from shot puts and javelins to portable toilets) as well as licenses required for certification in many individual sports continue to absorb a large part of the budget

## 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.

2.

2021 Tourism-Impact Estimate and 2020 Annual Report (The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. 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 2020 Actual)		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	5500	CANCELLED
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	3,300	CANCELLED
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	1,500	CANCELLED
<b>Attendees who stayed overnight</b>		
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	CANCELLED
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	1,500	CANCELLED
<b>Paid Nights</b> 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 (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	1,475	CANCELLED

**3. What methodology did you use to calculate the 2021 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.)**

- ☐ Direct Count (Preferred)
- ☐ Indirect Count
- ☒ Representative Survey
- ☐ Informal Survey (Preferred)
- ☐ Structured Estimate
- ☐ Other (Please explain)
- ☐ Event Cancelled due to CoVID Restrictions

**5. Is there a host hotel for your event?**

We do not have a host hotel.

**6. Describe the prior success of your event in attracting tourists.**

Our success is measured mostly 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 offer twenty events and in 2019 attracted over 2,000 participants along with many 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 your 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 twenty events are located. They will be coming from all over the State of Washington, other states, and British Columbia (if the border is open).

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

Our promotion of the Washington State Senior Games will include the following:

- ☐ Send out save-the-date cards to all those who participated in the last three years.
- ☐ Five E-blasts 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 use social media including our Facebook page to publicize and promote the Senior Games;
- ☐ We send out press releases to statewide media.
- ☐ Our website includes all promotional material about the Games, together with an entry form that can be used to register.

**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.**

No, not at this time. However let me inject a personal note. It is important to recognize that in 2019, in addition to Olympia's sponsorship, the Senior Games also received the following from other local governments:

- ☐ City of Lacey                      \$15,000
- ☐ City of Tumwater                \$18,000
- ☐ Thurston County                 \$ 10,000

With regard to the Senior Games in 2021, however, the Lodging Tax application process is significantly different.. For example because of my required rehab at Panorama I was not available to respond to the Tumwater timetable, and thus the Senior Games did not qualify for sponsorship. During this same period neither Lacey nor Thurston County has opened an application process for their 2021 Lodging Tax.

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

Our budget is estimated at \$122,000. Olympia Lodging Tax represents approximately 24% 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?**

Of course we are very aware of the consequences and requirements surrounding COVID-19. While as of today the Senior Games in July is a GO, we will be monitoring 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 the event our staging of the Games cannot guarantee at that time the health and safeguarding of our athletes, officials, volunteers and guests, we reserve the right to cancel. Cancellation will immediately trigger a return of any reimbursement that we have received.



14. **Did you receive LTAC Funding for the City of Olympia's initial funding request completed in December 2020? If so why is additional funding being requested?**

No we did not.

## **Conclusion**

Your sponsorship of the Senior Games specifically addresses both improved health and quality of life by bringing an important local celebration – a family event - to Olympia and the South Sound. Our goal continues to be to make the Washington State Senior Games one of the foremost events held in the South Sound. Experience Olympia and Beyond, the local Visitor and Convention Bureau, estimates the local economic impact of the Senior Games to be in excess of \$1.4million.

We frequently search for the right words that succinctly capture our mission. Particularly this year we have heard from many senior athletes that are starving to get out and compete against their peers. This ardent desire of one of our senior competitors put it exactly right:

**"Thanks for providing the incentive for us to stay active."**

**Itemized budget:**

**2021 Proposed Budget  
Washington State Senior Games**

**Projected Revenue:**

Sponsorships	\$62,000
Athlete Fees	60,000
Donations	<u>1,000</u>
Total	\$123,000

**Projected Expenses:**

Personnel (salaries and benefits)	\$ ... 0
Administration	27,000
Marketing and Promotion	18,000
Professional/Consultant Fees:	14,000
Equipment	25,000
Venues/Officials	36,000
Travel/Dues to National Program	<u>2,000</u>
Total	\$122,000
Program Surplus	\$1,000

### Possible Uses of Olympia Lodging Tax: \$30,000

- ☐ Advertising, promotion and media consultant expenses
- ☐ Liability insurance, venue rentals, expenses for officials and judges
- ☐ Medals
- ☐ Registration processing
- ☐ Event guides, flyers, posters, sport signs
- ☐ Tents and throwing implements
- ☐ Expenses to National Senior Games Association



Secretary of State  
*Kim Wyman*

Washington Secretary of State  
Corporations and Charities Division  
801 Capitol Way South  
PO Box 40234  
Olympia, WA 98504-0234  
(360) 725-0377  
[corps@sos.wa.gov](mailto:corps@sos.wa.gov)

## Customer Receipt

### Payment Transaction:

Work Order #: 2020092800510481

Received Date: 09/28/2020

Total Paid: \$10.00

### Payment Details:

Cardholder Name / Payer Name	Payment Type	Identifying Number	Payment Date	Amount
JACK KILEY	MASTER CARD	5320	09/28/2020	\$10.00

### Transaction Details:

Name	UBI # / Registration #	Service Type	Amount	Processing Fee
WASHINGTON STATE SENIOR GAMES	601 816 978	ANNUAL REPORT	\$10.00	\$0.00

WASHINGTON STATE SENIOR GAMES  
PO BOX 1487  
OLYMPIA WA 98507-1487

DETACH BEFORE POSTING



STATE OF  
WASHINGTON  
Nonprofit Corporation

WASHINGTON STATE SENIOR GAMES  
2218 VISTA AVE  
OLYMPIA, WA 98501

TAX REGISTRATION - ACTIVE

ITY ENDORSEMENTS:  
OLYMPIA NONPROFIT BUSINESS #27212 - ACTIVE

REGISTERED TRADE NAMES:  
WASHINGTON STATE SENIOR GAMES

Issue Date: Sep 28, 2020  
Unified Business ID #: 601816978  
Business ID #: 001  
Location: 0001  
Expires: Sep 30, 2021

11

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.

*Vikki Smith*

Director, Department of Revenue

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*12*



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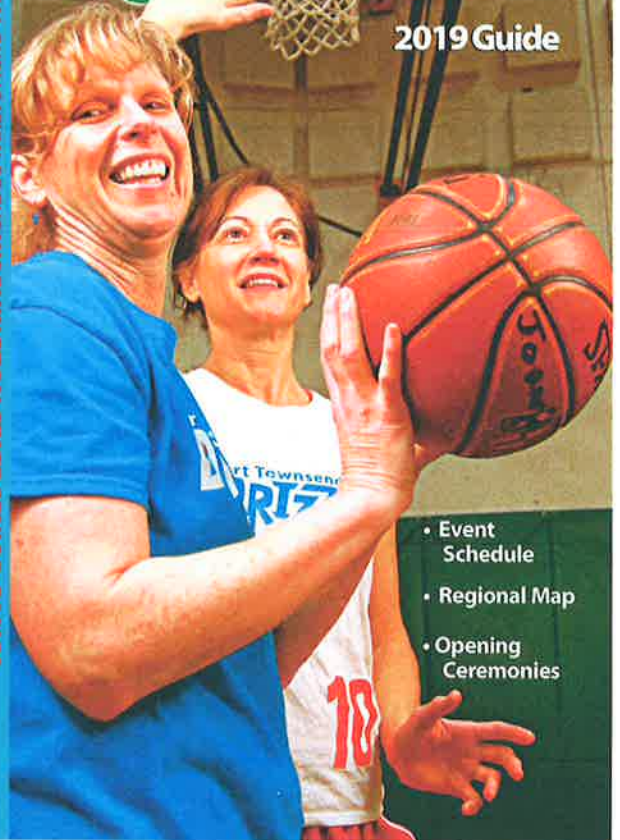


KAISER PERMANENTE®

OFFICIAL PUBLICATION OF THE WASHINGTON STATE SENIOR GAMES

# WSSG

2019 Guide



- Event Schedule
- Regional Map
- Opening Ceremonies

# WSSG

WASHINGTON STATE SENIOR GAMES

# 2019

## Speaking to the hearts of older athletes

In 24 years of bringing senior athletes to the South Sound—more than 2,000 came last year—the Washington State Senior Games has hosted its share of dynamic speakers and sports superstars.

Last year, in partnership with Kaiser Permanente, our first-ever basketball "Fit Clinic" was led by WNBA point guard **Ivory Latta**, who fired up nearly 250 participants and guided them through stamina, defense and shooting drills.

Last year, the Games crossed a further milestone as athletes attendance topped 2,000 and we received a "Personal Best" visit from **Marc Rikter**, Chief Executive Officer of the National Senior Games Association.

Perhaps the all-time favorite sports celebrity—and certainly our biggest-ever reception draw—to deliver a WSSG keynote address was mountaineer **Jim Whittaker**, first American to



ascend Mt. Everest in 1963. Charming and as personable as your own best friend, Whittaker spoke for an hour and a half and received two standing ovations.

First woman to sled solo to the magnetic North Pole, **Helen Thayer**, whom National Geographic proclaimed "one of the greatest explorers of the 20th Century," honored us with two back-to-back keynote addresses at our WSSG Athlete Receptions.

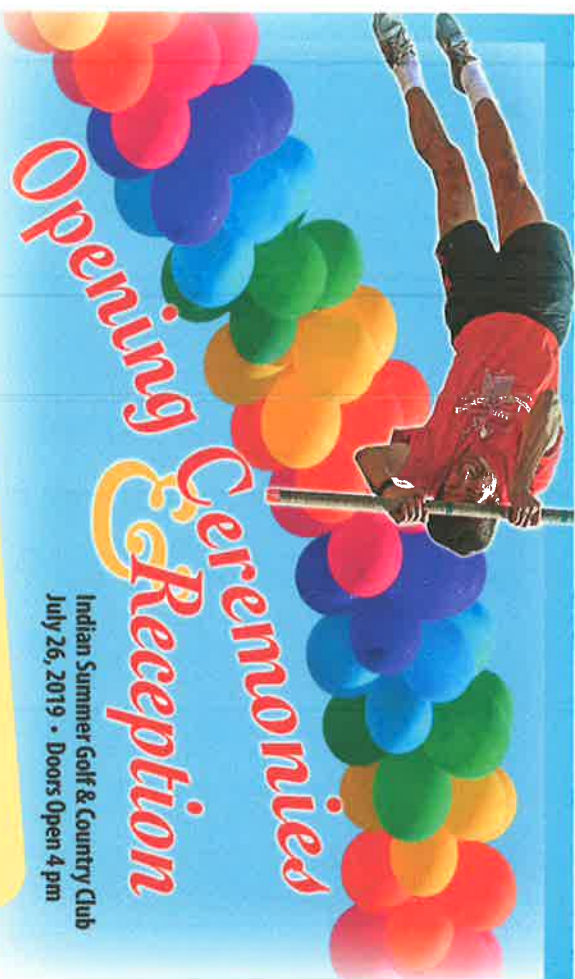
... continued on page 9

**Bill Iffrig** found fame at age 78 when his image appeared on the cover of Sports Illustrated, collapsed and huddling on the street as one of the victims of the 2013 Boston Marathon bombing. A world-class marathon runner and Lake Stevens, WA, resident, Iffrig recovered and returned to running, honoring the 2015 Washington State Senior Games by addressing our athletes at the podium, as well as competing in our 10K road race and carrying our Opening Ceremonies torch around Turnwater High School Stadium.



Photos: Ivory Latta, From lower left, Jack Riley and Jim Whittaker (on right), Helen Thayer, Bill Iffrig (with torch) and Doug Woolen.





Indian Summer Golf & Country Club  
July 26, 2019 • Doors Open 4 pm

**FREE... but please RSVP by July 16:**  
**Go to: [WashingtonStateSeniorGames.com](http://WashingtonStateSeniorGames.com)**

A new video and special trophy presentation acknowledging the founders of pickleball—Joel Pritchard, Bill Bell and Barney McCallum—will be one of the highlights of the 2019 Opening Ceremonies!

- 4:00 **Doors Open**  
**Cash Bar & Refreshments**
- 4:30 **Welcome - Introductions**
- 5:00 **Ralph Munro introduces**  
**New Pickleball Video**  
**Pritchard Cup Awarded**
- 5:30 **Hors d'oeuvre Buffet**
- 6:15 **Spirit of the Games Award**
- 6:30 **Torch Ceremony &**  
**National Anthem**  
**"Let the Games Begin"**  
**Public Officials Launch**  
**2019 Games with a BANG**
- 6:45 **Social mixer, fellowship**
- 7:30 **Doors Close**

*Expect the very best for this year's Opening Ceremonies & Athletes Reception. The cool, shady grounds of Indian Summer Golf & Country Club provide a relaxed yet elegant backdrop for what promises to be a four-star event.*

*A revised torch and National Anthem ceremony combined with a unique Pickleball awards presentation will make the evening special. Athletes, friends and their families will be treated to rare, never-before-seen HD video footage of past years' events, including athletes in action and spontaneous interviews.*

*Catered by one of the area's finest kitchens, our sumptuous hors d'oeuvre buffet will delight your taste senses. Allow our "Olympics" styled room decorations and table talk remind you of how important it is to stay active—and to stay in touch with fellow athletes and competitors. Please RSVP today!*

2

## Pickleball: Born on Bainbridge Island

America in 1965 was about to go through changes. Martin Luther King and civil rights demonstrations, the Vietnam "conflict" and NASA's space program were all about to accelerate. The British musical invasion was in full swing, with the Beatles, Rolling Stones, Animals, Dave Clark Five and dozens more "mop top" bands replacing older teen idols like Frank Sinatra and Elvis Presley.

The year 1965 brought us Julie Andrews in both "Mary Poppins" and "The Sound of Music," Ian Fleming was in print with "The Man with the Golden Gun," and on the silver screen with "Goldfinger." The Ford Mustang, the miniskirt and the G.I. Joe doll all made debuts in 1965.

The summer of that very same year, on Bainbridge Island, a 13-year-old boy complained to his father that he and his friends had nothing to do.

"There's plenty for young kids to do," his father admonished him, "Go out and play a game. When we were kids your age, we invented things all the time. It's simple. Go out and invent something to play."

As it so happened, there was a badminton court beside the house. The boy's father, Joel Pritchard, helped his son, Frank, to lower the net, and find some ping-pong paddles to hit a plastic whiffle ball.

Thus was born the sport of pickleball. Resembling tennis but much slower, more "forgivable" and geared especially for couples' play, Joel Pritchard and his own adult friends, Bill Bell, Sr. and Barney McCallum, essentially stole the sport back from the boys. All summer long, the group kept hitting the plastic ball back and forth, refining the rules, making custom paddles, and trying all sorts of variations on service and volley play.

Joel Pritchard was a much-loved and influential politician then, serving in both the Washington State House of Representatives and Senate before representing Seattle's District 1 in the U.S. House of Representatives, and also becoming lieutenant governor in 1988. Friend, fellow politician and former Bainbridge Island resident Ralph Munro, remembers Pritchard and how he invited so many people throughout the 1960s to his tiny beach house to play a new sport with a crazy name.

"Joel was a charismatic guy," Munro says, "and by his enthusiasm, was essentially the first salesman for the sport. Then Barney McCallum, with his business background, really took pickleball to the next level."

Today, pickleball is the fastest growing sport in America. With more than 3 million active players and thousands of new courts being built in parks, playgrounds, schools and senior living facilities every month, pickleball is spreading rapidly among age brackets as well as other countries in the world.



Bill and Joel Bell

Joel Pritchard

3



## On the fence only once

**Shannon Houlihan** recalls the fateful day in 2014 when she hit the fence, literally, in her quest to maintain her multi-year win streak in the WSSG women's football throw.

The fence, in this case, was the silver cyclone one surrounding Tumwater Stadium, site of the 2014 Washington State Senior Games Track and Field competitions.

The reason Shannon faced the fence was because it was closed. She thought Track and Field took place on Sunday, when, in fact, the event had come and gone the day before.

The stadium stood empty. Quite like the feeling she had in her heart.

"I threw every year to honor my father," Shannon said in a recent interview. "Dan Houlihan was the one who taught me football, baseball, and inspired me to connect through sports. From the age of five on, I never went in the house for supper until after my dad and I had a game of catch."

Shannon knew what she had to do. With her friend, Hilary, at her side, she climbed the fence and marched to the football field, where to anyone observing, it must have appeared very unusual for a woman to be throwing a football to no one, while another woman marked the landing spots with an extra pair of shoes.

"I went to the Senior Games website the next day and saw that I would have won gold," Shannon said. "Dad would have been proud."

At a WSSG commissioners dinner later that year, Shannon shared her story. She didn't think it was strange, she said, or illegal to climb over a fence and initiate her own competition.



"Sports is about enthusiasm," she said. "You guys at the Games got me into this in the first place, and it was my fault for being a day late. I was just making it up to you."

Clearly, Shannon has made it up to the Games, and her dad, too, while going on to medal—officially this time—in both football and softball throw, earning four consecutive golds in football, and three golds, one silver in softball from 2015 to 2018.

Her enthusiasm has carried over to women's basketball as well, where in 2018 she organized and coached the West Coast Wild, the first-ever Olympia area senior women's team—and an instant "love/hate" rival to the previously unchallenged Port Townsend Drizzle.

"We bring out the best in each other," Shannon says of their rivalry.

Indeed, stories like Shannon's bring out the very best in all of us.

## George Rowswell: In a class of his own

Born in 1917 and living by the principles he taught his students and players since the 1940s, **George Rowswell**, beloved friend, mentor and senior competitor, earned his last gold medal in shot put at age 101 at the 2018 Washington State Senior Games.

George passed away in December of 2018. He had already been a teacher and sports coach before settling into a long-lasting and influential tenure as football, track coach and Phys Ed teacher at Lacey's North Thurston High School, beginning in 1955. He served as the North Thurston School District Athletic Director until his retirement, then spent many more years coaching discus and shot put, until his 90s.

George was inducted into both the Washington State and the National Track Coaches Halls of Fame. He made a career and a life out of helping others. Always of service, George once said that the greatest joy he got out of athletics and coaching was when a student returned, years later, to thank him for his influence and generosity.



## Meet Quentin McGuire: New softball commish carries love of the game



**Quentin McGuire** has a big heart for softball. Ever since his days as a 12-year-old babyboy for his uncle's team, scrapping against rivals on hot summer evenings at Renton's Liberty Park, Quentin has been connected to the rich and colorful American ritual known as recreational softball leagues.

This year, the "Kid" who, at 16, once sported a Brick Tavern uniform shirt on the diamonds around Cle Elum, is now the official and acting Softball Sports Commissioner for the Washington State Senior Games. Lew Keller, WSSG tournament workhorse and mainstay for more than a decade, will be around to advise and observe, but this year marks the beginning of McGuire's time at the helm.

Quentin says he was "a slight bit argumentative" as a uniform shirt on the diamonds around Cle Elum, is now the official and acting Softball Sports Commissioner for the Washington State Senior Games. Lew Keller, WSSG tournament workhorse and mainstay for more than a decade, will be around to advise and observe, but this year marks the beginning of McGuire's time at the helm.

## Organizational Triumph: Dianne Foster's high performance on and off the field

If it takes one to know one, then it obviously takes a marathon runner to build and run a website that covers as much ground as the one for the Washington State Senior Games.

Mastering the WSSG website (as well as our huge registration database) is **Dianne Foster**, an information technology specialist in her workday world, but also a dedicated runner and athlete with 37 marathons salted away, including five first-place finishes of her beloved home-town Capitol City Marathon, the course upon which the first-ever US Women's Olympic Marathon Trials were configured in 1984.

"I won the very first Cap City Marathon," Dianne says, "which is one record no one can take away."

For example, she says, "unlike being the youngest girl to climb Mt. Rainier, at age 11, which got taken away the minute my younger sister, then 7, stepped on the peak after me." Growing up in a hiking, climbing and skiing family prepared her for a lifetime of athletic challenges, including the heartbreak of seeing your own records get broken.

In addition to her loves of long-distance running and very demanding handbell musical performances—individual bells weigh up to 10 pounds—Dianne manages the WSSG website

throughout the year, logging in millions of bits of information with pinpoint accuracy.

"We get so many comments from visitors to our website," says Jack Kelley, president of the Washington State Senior Games. "Athletes are amazed that their times are posted within 24 hours, down to the hundredth second. Plus you can go to any year, far back as 2001, to instantly bring up the names and winning stats of every medalist in every sport. It's amazing."

Dianne is also a WSSG board member and track and field sports co-commissioner. An "info nerd" to the nth degree, she can be seen with her clipboard in hand on the day of the Senior Games meet, or near her beloved electronic scoreboard, transferring split-second winning times to both the website and medal podium staff.





# EVENTS / VENUES / MAP

## FRIDAY, JULY 26

- 9:00 am Hammer and Weight Implement Check-in
- 10:30 am Rock Climbing Event begins
- 11 am Hammer and Weight Throws Competition begins

## SATURDAY, JULY 27

- 8 am Baseball All athletes/events
- 8:30 am Powerwalk 1500 meter (on track)
- Softball 60+, 70+, 75+, 80+
- Base Walk 5K (on the track)
- Base Run 5K and 10K
- 10:00 am Baseball All divisions/events
- Track & Field See website for details\*
- 11:30 am Base Walk 1500 Meter

## SUNDAY, JULY 28

- 6:30 am Volleyball Check-in
- Softball 60+, 70+, 75+, 80+
- Swimming Warm-up
- 8:45 am Volleyball Captain's meeting
- 9:00 am Cycling 5x time trial
- Volleyball Team tournament
- 9:30 am Swimming See website for details\*
- 10:30 am Cycling 10K time trial
- 12:30 pm Cycling 40K road race

\*www.washingtonstateseniorgames.com/EventSchedule

## Opening Ceremony FREE TO ATTEND

Friday - July 26, 2019  
Indian Summer Golf and Country Club  
5900 Ironia Ln SE • Olympia, WA 98503  
Come, socialize with fellow athletes!  
See page 2 for more details.

**MUST RSVP BY 7/16/19,**  
[WashingtonStatesSeniorGames.com](http://WashingtonStatesSeniorGames.com)



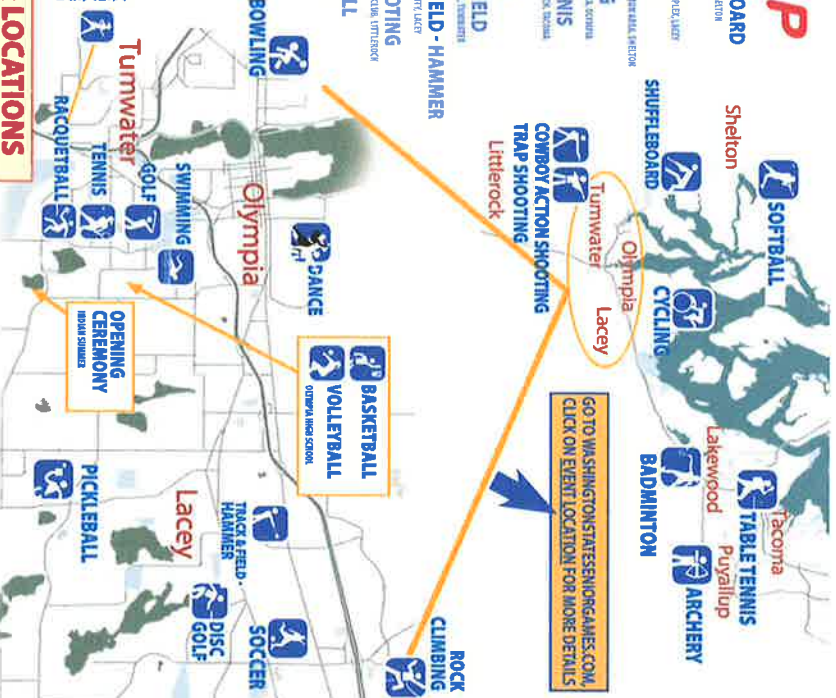
- ARCHERY** SPOONER ARCHERS CLUB & PACIFIC PIVALLUP
- BADMINTON** LAKEWOOD COMMUNITY CENTER
- BASKETBALL** OLYMPIA HIGH SCHOOL
- BOWLING** WESTSIDE LAKES, OLYMPIA
- COMBOY ACTION SHOOTING** EVERGREEN SPORTSMAN'S CLUB, LITTLESBORO
- CYCLING** BOSTON HARBOR, OLYMPIA
- DANCE** OLYMPIA CENTER
- DISC GOLF** WOODLAND CREEK COMMUNITY PARK, LACEY
- GOLF** TURNER VALLEY, TURNER
- PICKLEBALL** MARINETTA COMMUNITY PARK, LACEY
- POWERWALK** TURNER VALLEY SCHOOL, TURNER
- RACEWALK** TURNER VALLEY SCHOOL, TURNER
- RACQUETBALL** TURNER VALLEY SCHOOL, TURNER
- ROAD RUNNING** TURNER VALLEY SCHOOL, TURNER
- ROCK CLIMBING** CENTRAL PARK, LACEY
- RUNNING** MARY KAY PARK, LACEY

- SHUFFLEBOARD** LITTLE CREEK, SHELTON
- SOCCER** REGIONAL ATHLETIC CENTER, LACEY
- SOFTBALL** EVERGREEN SPORTSMAN'S CLUB, SHELTON
- SWIMMING** REDWOOD COMMUNITY PARK, OLYMPIA
- TABLE TENNIS** METRO CENTRAL PARK, OLYMPIA
- TENNIS** FOX HILLS, TURNER
- TRACK & FIELD** TURNER VALLEY SCHOOL, TURNER
- TRAP SHOOTING** EVERGREEN SPORTSMAN'S CLUB, LITTLESBORO
- VOLEYBALL** OLYMPIA HIGH SCHOOL

## MORE EVENTS: DATES & LOCATIONS

JULY 8	BALABON DANCE	OLYMPIA CENTER
JULY 9	TRAP SHOOTING	EVERGREEN SPORTSMAN'S CLUB, LITTLESBORO
JULY 12-13	TABLE TENNIS	WINTER LUTHERAN CHURCH, YACOMA
JULY 12-14	TRAVIS	THE VALLEY, TURNER
JULY 14	COMBOY ACTION SHOOTING	EVERGREEN SPORTSMAN'S CLUB, LITTLESBORO
JULY 17	GOLF	TURNER VALLEY, MINNICHAN, GOLF COURSE
JULY 20-21	SPRINTAL 400-65-75-80+	MASON COUNTRY BEVERLY HILLS, SHELTON
JULY 21	ARCHERY	SPOONER ARCHERS, PIVALLUP
JULY 21	DISC GOLF	WOODLAND CREEK COMMUNITY PARK, LACEY
JULY 22-24	SHUFFLEBOARD	LITTLE CREEK, SHELTON
AUGUST 3-4	PICKLEBALL	GAHNER VISTA COMMUNITY PARK, LACEY
AUGUST 3-4	BOWLING	WESTSIDE LAKES, OLYMPIA
AUGUST 3-4	SOCCER	REGIONAL ATHLETIC CENTER, LACEY
AUGUST 4	BADMINTON	LAKEWOOD COMMUNITY CENTER

PLEASE GO TO: [WASHINGTONSTATSENIORGAMES.COM](http://WASHINGTONSTATSENIORGAMES.COM) TO REGISTER BY JULY 16.



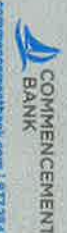
## Athlete Registration Deadline: July 16\*

\*With a few exceptions, please check your sport at  
[WashingtonStatesSeniorGames.com](http://WashingtonStatesSeniorGames.com).

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## Stretch your limits in three quick steps

### 1 Standing Back Bend

First, bring knees and thighs together, lock knees from behind. With chin down, eyes straight ahead, lengthen your spine and stand your tallest and straightest. Raise hands up overhead, then bend backwards as far as you comfortably can. Hold and breathe. Come back up straight, breathe, then bend over to touch your toes. Go as far as you can but keep your knees supple and unlocked to protect your hamstrings. Next, add a side-to-side standing stretch.

### 2 Standing Squat

Straighten spine, as in #1 above. Breathing in, bend knees and come down slowly, keeping your balance until you reach a non-painful "rest" position with thighs together, hands atop them and feet planted firmly, though heels will be, most likely, raised a few inches from the ground. Rest here, concentrating on both quad release and calf stretching. You may place a hand on a table or seat edge to help with balance.

### 3 Sitting Leg Stretch

Great exercise for whenever you can sit flat. Sitting on floor or ground, spread legs wide, raise head and straighten spine, then drop toward one knee, then the other, slowly. Reach out toward the toes of the foot you are dropping over.

Try a variation with bending one leg, placing the flat of that foot against the side of the opposite knee (see photo). Next, you may drop straight down between your knees, adjusting your back with your hands on the ground in front of you, shaking out your knees to allow for greater hamstring stretch.



## Injured athlete rehabs knee for free



Senior Games softball player **Joseph Beaulieu**, 75, has played sports all his life. A track-and-field star from his high school days in rural Raymond, Washington, he ran and finished the first Capitol City Marathon in 1982. In senior softball, he's played every year of the 24-year Senior Games history, and fielded nearly every position but pitcher. He currently takes the field for the Ancient Rainiers.

Two years ago, however, his right knee grew painful and immobile, a slow and accumulative worsening familiar to anyone suffering from arthritis. While surgery achieved its promised results, coverage for his full rehabilitation ran out before his knee was softball-ready.

Fortunately for Beaulieu, his coverage with Kaiser Permanente included a "Silver Sneakers" plan that allowed him free (that is, covered) access to participating health club franchise, where he continued his own rehab, mainly treadmill, leg presses and curls.

Kaiser has changed the name of their "silver" offering in our region, plus a few other details, but it is a good idea for anyone considering health care and Medicare Advantage coverage to ask their coverage provider about fitness center alliances or other perks you might require should you ever need a long "stretch" of rehab and recovery.

It can't hurt to ask. So don't wait until it does.

### Speaking to the hearts of older athletes .. from page 1

Since the Games began we've been inviting sports figures from near and far, famous or not, in our efforts to bring fresh voices and stories that matter to our athletes every year.

For instance, **Ralph Munro**, former Washington Secretary of State, will present the first-ever Pritchard Cup Award this year to honor excellence in pickleball, a sport founded by his friend, the late Joel Pritchard, on Bainbridge Island in 1965. Pickleball is now an international phenomenon, the world's fastest growing sport, with over 3 million players worldwide.

Ralph is long-time friends with **Joseph Beaulieu** (featured on opposite page), a local sports legend of a different light: Beaulieu was a key member of the team who petitioned, persisted and eventually persuaded the U.S. Olympic Committee to name Olympia as the host city of America's first Women's Olympic Marathon Trials in 1984.

**Angela French**, who competed against eventual Olympic gold medalist Joan Benoit at the trials, was another WSSG keynote speaker (along with retired Washington Supreme Court Chief Justice **Gerry Alexander**) a few years ago.

We come together this year to celebrate our legacy. We all have significant stories to tell. Indeed, our advancing age and our attitudes and efforts to stay healthy, vital and of service to each other—THAT is a story each one of us is proud to share—and continue. It is a story we celebrate each year through our participation and love of the Games.

WSSG President Jack Kiley, left, and Ralph Munro on the world's first pickleball court at the late Joe Pritchard's house, Bainbridge Island.



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# THREE WAYS TO WIN

## PLAY

The Senior Games can't help but bring out the best in you. As a result, you'll find the best in everyone you meet, including your competition. Every year we hear new tales of athletes forming dear and lasting friendships on the sidelines as well as the finish line. Whether you thrive on team or individual sports, the Games are definitely for you.

## EXCEL

The Senior Games provide the perfect venue for the serious athlete who wants to extend his or her winning streaks. Take your own measure by competing against the best in the state. If you medal (gold, silver, bronze) in even-numbered years, you qualify for the National Games, which rotates its location throughout the USA.

## VOLUNTEER

Volunteer and it's "no sweat" to be part of the Senior Games. You'll join with 200 other dedicated workers who help ensure that the Games run smoothly for the nearly 2,000 competitors every year. Volunteering is also a great way to "test the waters" and observe any sport that interests you.



## THANKS FOR THE ASSISTANCE WITH OUR PICKLEBALL PRESENTATION & VIDEO

Brianna Loper, Ralph Munro, Bill Bell III,  
Frank Pritchard, Barney McCallum,  
Brianna Kosowitz, Rick Chandler,  
Bainbridge Island Historical Museum,  
Betsy Kenney, Carol Stover, Anna Copley



The Washington State Senior Games, now in its 24th year of running the largest Olympic-style multi-sport event in Washington, will be held during summer, 2019 at various sites throughout the South Sound. Over 2,000 participants will take part in the next Washington State Senior Games. The Washington State Senior Games is an OPEN state and out-of-state participants are welcome.

The Washington State Senior Games is a registered 501 (c)(3) non-profit organization dedicated to providing a forum that initiates and encourages camaraderie through athletic competition and the Olympic spirit. The event assists in maintaining healthy lifestyles and promotes positive, healthy activities for the participants, their families and the communities where they live.

*If you wish to contribute to the future of this 50-and-over athletic event, send your tax-deductible donation to the following address:*

Washington State Senior Games  
P.O. Box 1487  
Olympia, WA 98507-1487

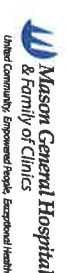


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## LEGACY SPONSORS



## GENERAL SPONSORS





# 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$

Organization/Agency Name: \ 7 o . . . # u

Federal Tax ID Number:

Event or Activity Name (if applicable): ' k ' Operating, h ' # \ † @ ' upgrade '

Contact Name and Title: ° = - )

Mailing Address † o o- City Olympia State WA Zip 98501

Phone direct/mobile 360-888-3255

Email Address audrey@olympiafilmsociety.org

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 2021. 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: *Audrey M. Henley-Davies*

Date: May 7, 2021

Printed or Typed Name: Audrey M. Henley

## 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.

2.

<b>2021 Tourism-Impact Estimate and 2020 Annual Report</b> <i>(The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. 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 2020 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	canceled closed	7090
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	canceled closed	796
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	canceled closed	129
<b>Attendees who stayed overnight</b>		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	N/A	75
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	N/A	55
<b>Paid Nights</b> <b>One lodging night = one or more persons occupying one room for one night</b>		
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>	N/A	37

\*Although the Capitol Theater was closed from March 17, 2020 and is still closed, OFS hosted a handful of events and continue to promote and market on-line events and rescheduled events for the future. The numbers above reflect actuals from January 2020 - November 2020. .

**3. What methodology did you use to calculate the 2020 estimates? (Direct counts and informal surveys are preferred.)**

- |  |   |
|--|---|
| <input checked="" 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)         |

**4. What methodology did you use to calculate / document the 2020 actual numbers? (Direct counts and informal surveys are preferred.)**

- |  |   |
|--|---|
| <input checked="" 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 type="checkbox"/> Other (Please explain)                               |
|  | <input checked="" 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.**

At this time, no. Typically we partner with Hotel RL Westside and Hilton Downtown.  
However, once staff is back in full force we intend to reach out to re-establish 2021 partnerships

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

OFS is continually exploring new ways to attract tourist - outside of ad buys (print/on line/tv) we typically find booking national performers/live music tends to draw tourist folks from outside our area.

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

Our target audience is PNW residents ages 15 and up with interests in entertainment, music, food, movies, outdoor travel activities and an emphasis on local food, art, and event attractions.

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

We promote through our website, email blast, social media accounts, purchase print, radio, and Online advertisement and promote through Exp Washington an other tourism related orgs. 12k followers/22% open rate

**9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.** Along with our techniques mentioned in question 8, we add logos to promo materials, links, discount opportunities along with unique weekly mentions for our partners and sponsors through cross promotions for example dinner/movie combos, and special hotel rates for event patrons.

**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.**

with reduce staff hours during covid, we're limited in staff resources to do so.

**11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund? Overall budget runs about \$500,000 annually.**

This year OFS is requesting 16% of our budget from LTAC \$80,000 this amount includes the \$30,000 awarded earlier this year. Our ask for this second round is and additional \$50,000

**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 OFS is not awarded additional funds for 2021, we anticipate cutting back on live event programming and continue to focus on on-line programming.

**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?**

Currently OFS is exploring live streaming costs as well as continued capital improvement projects to make the theater safer for activities during covid and to make the theater more attractive for the future.

**14. Did you receive LTAC Funding for the City of Olympia's initial funding request in completed in December 2020? If so why is additional funding being requested?**

Yes, OFS received funds from LTAC in the amount \$30,000. Additional funds are being requested due to the impact of indoor operating upgrades and restrictions during the pandemic.



## Application Instructions and Information

**Application Deadline: Wednesday, April 28, 2020, 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 May 7 2021. 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](mailto: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.***

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**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.

DETACH BEFORE POSTING



STATE OF  
WASHINGTON

Nonprofit Corporation

## BUSINESS LICENSE

THE OLYMPIA FILM SOCIETY  
206 5TH AVE SE  
OLYMPIA, WA 98501-1115

UNEMPLOYMENT INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE

Issue Date: Jun 05, 2020  
Unified Business ID #: 600367977  
Business ID #: 001  
Location: 0002  
Expires: Jul 31, 2021

INDUSTRIAL INSURANCE - ACTIVE

### CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #30109 - ACTIVE

### LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

### REGISTERED TRADE NAMES:

THE OLYMPIA FILM SOCIETY

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

## Charity Renewal

### ORGANIZATION INFORMATION

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Organization Name:

**THE OLYMPIA FILM SOCIETY**

Registration Number :

**1107981**

Purpose/Mission of the Organization:

**TO PRESENT FILM, MUSIC AND ART THAT ENGAGES OUR COMMUNITY, ENCOURAGES VOLUNTEERISM AND ENSURES PRESERVATION OF THE CAPITOL THEATER.**

FEIN Number:

**91-1110849**

Federal Tax-Exempt Status:

**Yes**

Federal Status Type:

**501(c)(3)**

UBI Number:

**600 367 977**

Is this Charitable Organization associated with any Corporation or LLC?-

**Yes**

Organizational Structure:

Jurisdiction:

**WASHINGTON**

### CONTACT INFORMATION

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Organization Email:

**AIMEE@OLYMPIAFILMSOCIETY.ORG**

Confirm Organization Email:

**AIMEE@OLYMPIAFILMSOCIETY.ORG**

Organization Website:

**WWW.OLYMPIAFILMSOCIETY.ORG**

Is Foreign Contact:

**No**

Country Code:

**1**

Phone Number:

**3607546670**

Ext:

Mailing Address:

**416 WASHINGTON ST SE, NO 208, OLYMPIA, WA, 98501-6971, USA**

Street Address:

**416 WASHINGTON ST SE, NO 208, THURSTON COUNTY, OLYMPIA, WA, 98501-6971, USA**

Do you use any other addresses for Solicitation -

No

## FINANCIAL INFORMATION

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Accounting year beginning date:

**01/01/2019**

Accounting year ending date:

**12/31/2019**

Beginning Gross Assets:

**\$420,287.00**

Ending Gross Assets:

**\$500,963.00**

### Revenue

Gross Contributions from Solicitations:

**\$388,915.00**

Gross Revenue from All Other sources:

**\$89,412.00**

Total Dollar Value of Gross Receipts:

**\$478,327.00**

### Expenses

Gross Expenditures from Program Services:

**\$414,660.00**

Total Gross from All Expenditures:

**\$478,759.00**

Percent to Program Services:

**87%**

## FINANCIAL HISTORY

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Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2018	12/31/2018	\$404,510.00	\$518,615.00	\$396,115.00	\$484,689.00	\$420,287.00	82%
01/01/2017	12/31/2017	\$362,104.00	\$470,780.00	\$323,774.00	\$463,789.00	\$404,510.00	70%
01/01/2016	12/31/2016	\$337,417.00	\$477,908.00	\$372,519.00	\$466,597.00	\$362,104.00	80%
07/01/2015	12/31/2015	\$331,182.00	\$241,063.00	\$197,971.00	\$238,713.00	\$323,922.00	83%
07/01/2014	06/30/2015	\$335,720.00	\$471,379.00	\$328,426.00	\$470,363.00	\$331,182.00	70%
07/01/2013	06/30/2014	\$356,703.00	\$435,940.00	\$362,850.00	\$427,824.00	\$335,720.00	85%
07/01/2012	06/30/2013	\$353,252.00	\$385,363.00	\$317,482.00	\$393,651.00	\$356,703.00	81%
07/01/2011	06/30/2012	\$445,098.00	\$345,618.00	\$331,013.00	\$430,052.00	\$353,252.00	77%
01/01/2011	06/30/2011	\$244,759.00	\$180,184.00	\$115,228.00	\$182,722.00	\$242,220.00	63%
01/01/2010	12/31/2010	\$266,523.00	\$438,981.00	\$272,689.00	\$457,731.00	\$447,967.00	60%
01/01/2009	12/31/2009	\$260,587.00	\$346,541.00	\$166,136.00	\$338,179.00	\$266,524.00	49%
01/01/2008	12/31/2008	\$274,430.00	\$348,177.00	\$304,446.00	\$362,272.00	\$260,587.00	85%
01/01/2007	12/31/2007	\$262,701.00	\$408,168.00	\$350,969.00	\$396,423.00	\$274,431.00	89%
01/01/2006	12/31/2006	\$292,763.00	\$34,980.00	\$320,336.00	\$374,604.00	\$262,701.00	86%
01/01/2005	12/31/2005	\$271,587.00	\$372,134.00	\$310,060.00	\$351,435.00	\$292,763.00	89%

01/01/2004	12/31/2004	\$223,773.00	\$342,616.00	\$261,458.00	\$295,976.00	\$271,587.00	89%
01/01/2003	12/31/2003	\$164,717.00	\$370,210.00	\$270,676.00	\$310,729.00	\$223,773.00	88%
01/01/2002	12/31/2002	\$116,719.00	\$320,596.00	\$246,604.00	\$273,082.00	\$164,717.00	90%
01/01/2001	12/31/2001	\$80,474.00	\$276,024.00	\$214,269.00	\$240,181.00	\$116,719.00	89%
01/01/2000	12/31/2000	\$102,992.00	\$253,201.00	\$222,047.00	\$251,043.00	\$80,474.00	88%
01/01/1999	12/31/1999	\$35,919.00	\$306,195.00	\$203,759.00	\$234,607.00	\$102,992.00	87%
01/01/1998	12/31/1998	\$41,295.00	\$199,957.00	\$177,105.00	\$209,249.00	\$35,919.00	85%

Solicitation Comments:

Did the Organization solicit or collect contributions in WA during the accounting year reported?- **Yes**

- | Entertainment/Special Events
- | Direct Mail
- | Internet
- | Email
- | Personal Contact

Is the Organization registered to solicit outside of WA?- **No**

Does the Organization pay any of its officers or employees?- **Yes**

**First Name**

AUDREY M

ROB

AIMEE

**Last Name**

HENLEY

PATRICK

HUGHES

## PERSONS ACCEPTING RESPONSIBILITY

### Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
EILEEN	LE VAN	PRESIDENT	3607546670	416 WASHINGTON ST SE STE 208, OLYMPIA, WA, 98501-6971, UNITED STATES
BRUCE	BOTKA	VICE PRESIDENT	3607546670	416 WASHINGTON ST SE, NO 208, OLYMPIA, WA, 98501-6971, UNITED STATES

## FINANCIAL PREPARER

### Person or Business that Prepares, Reviews or Audits Financial Information:

Type:

**INDIVIDUAL**

First Name:

**AIMEE**

Last Name:

**HUGHES**

Title:

**BUSINESS MANAGER**

Address:

**416 WASHINGTON ST SE STE 208, OLYMPIA, WA, 98501-6971, USA**

## LEGAL INFORMATION

Do you have any Legal Actions? - **No**

## COMMERCIAL FUNDRAISERS

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Does the Organization use one or more Commercial Fundraisers to solicit contributions in WA?- **No**

## RETURN ADDRESS FOR THIS FILING

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Attention:

**AIMEE HUGHES**

Email:

**AIMEE@OLYMPIAFILMSOCIETY.ORG**

Address:

**416 WASHINGTON ST SE, STE 208, OLYMPIA, WA, 98501-6971, USA**

## UPLOAD ADDITIONAL DOCUMENTS

---

Do you have additional documents to upload? **No**

## SIGNATURE/ ATTESTATION

---

First Name:

**AIMEE**

Last Name:

**HUGHES**

Date:

**12/04/2020**

Phone Number:

**360-628-6818**



# Olympia Film Society

## Profit & Loss Budget Performance

### March 2021

	Mar 21	Budget	Jan - Mar 21	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
Income					
Programs					
Film & Specialty Events	238.49	250.00	992.24	750.00	1,500.00
<b>Total Programs</b>	238.49	250.00	992.24	750.00	1,500.00
Membership	535.00	200.00	1,345.00	600.00	10,800.00
Donations					
Donations					
General Donations	768.69	250.00	3,158.84	750.00	1,500.00
Direct Ask Letter					10,000.00
Federated Campaigns			639.58	525.00	1,050.00
<b>Total Donations</b>	768.69	250.00	3,798.42	1,275.00	12,550.00
<b>Total Donations</b>	768.69	250.00	3,798.42	1,275.00	12,550.00
Fundraising & Events					
Board Fundraising					3,500.00
<b>Total Fundraising &amp; Events</b>					3,500.00
<b>Total Income</b>	1,542.18	700.00	6,135.66	2,625.00	28,350.00
<b>Cost of Goods Sold</b>					
Program Costs					
Film Costs			141.08		
Marketing & Promotion	237.40	350.00	808.65	1,050.00	2,100.00
Ticket System Fee	220.70	225.00	662.10	675.00	1,350.00
<b>Total Program Costs</b>	458.10	575.00	1,611.83	1,725.00	3,450.00
Concessions Costs					
CC Merchant Fees	49.95	231.00	149.85	692.00	1,384.00
Sales Tax Paid		50.00		50.00	100.00
Supplies & Permits	32.91		98.73		
<b>Total Concessions Costs</b>	82.86	281.00	248.58	742.00	1,484.00
<b>Total COGS</b>	540.96	856.00	1,860.41	2,467.00	4,934.00
<b>Gross Profit</b>	1,001.22	(156.00)	4,275.25	158.00	23,416.00
<b>Expense</b>					
Staffing Costs					
Payroll	(2,624.39)	3,594.00	4,087.61	10,782.00	21,564.00
Payroll Taxes	41.29	275.00	5,193.08	8,575.00	17,150.00
L&I		5.50	(0.01)	16.50	33.00
Staff Medical		625.00	924.49	1,875.00	3,750.00
<b>Total Staffing Costs</b>	(2,583.10)	4,499.50	10,205.17	21,248.50	42,497.00
Insurance	636.03	575.00	1,908.09	1,725.00	3,450.00
Operations					
Communications	120.00	120.00	360.00	360.00	720.00
Fees/Memberships	67.81	275.00	290.75	825.00	1,650.00
Office Expenses	113.36	50.00	636.79	700.00	950.00
Professional Fees					1,000.00
Rent	1,745.07	1,743.00	5,235.21	5,228.00	10,455.00
Staff Development			500.00		
<b>Total Operations</b>	2,046.24	2,188.00	7,022.75	7,113.00	14,775.00
Theater Expenses					
Supplies					580.00

# Olympia Film Society

## Profit & Loss Budget Performance

### March 2021

	Mar 21	Budget	Jan - Mar 21	YTD Budget	Annual Budget
Repairs/Maintenance	254.89		312.89		700.00
Interest Expense - Mortgage	420.41	497.00	1,338.42	1,491.00	2,982.00
Property Tax					4,000.00
Utilities	1,190.23	1,100.00	3,061.96	3,050.00	5,850.00
<b>Total Theater Expenses</b>	<b>1,865.53</b>	<b>1,597.00</b>	<b>4,713.27</b>	<b>4,541.00</b>	<b>14,112.00</b>
<b>Total Expense</b>	<b>1,964.70</b>	<b>8,859.50</b>	<b>23,849.28</b>	<b>34,627.50</b>	<b>74,834.00</b>
<b>Net Ordinary Income</b>	<b>(963.48)</b>	<b>(9,015.50)</b>	<b>(19,574.03)</b>	<b>(34,469.50)</b>	<b>(51,418.00)</b>
<b>Other Income/Expense</b>					
Other Income					
Grants					
Operational Grants		2,500.00	15,000.00	7,500.00	15,000.00
<b>Total Grants</b>		<b>2,500.00</b>	<b>15,000.00</b>	<b>7,500.00</b>	<b>15,000.00</b>
<b>Interest Income</b>	<b>38.67</b>	<b>35.00</b>	<b>103.32</b>	<b>105.00</b>	<b>210.00</b>
<b>Total Other Income</b>	<b>38.67</b>	<b>2,535.00</b>	<b>15,103.32</b>	<b>7,605.00</b>	<b>15,210.00</b>
<b>Other Expense</b>					
Depreciation	699.65	699.65	2,098.95	2,098.95	4,197.90
<b>Total Other Expense</b>	<b>699.65</b>	<b>699.65</b>	<b>2,098.95</b>	<b>2,098.95</b>	<b>4,197.90</b>
<b>Net Other Income</b>	<b>(660.98)</b>	<b>1,835.35</b>	<b>13,004.37</b>	<b>5,506.05</b>	<b>11,012.10</b>
<b>Net Income</b>	<b>(1,624.46)</b>	<b>(7,180.15)</b>	<b>(6,569.66)</b>	<b>(28,963.45)</b>	<b>(40,405.90)</b>

## **Olympia Film Society - Budget and Use LTAC 2021 part 2**

My apologies to the committee. As I understood, the second round of LTAC would be specifically for organizations and promoters who did not have the capacity to apply for the first round. However, I was just informed round 2 is open to everyone, including those funded in the first round. Therefore, I am throwing myself at the mercy of the LTAC committee in hopes that they will accept OFS's late application for the second round of LTAC funding. I appreciate your consideration of this request.

The effect of the mandated shutdown of theaters has significantly impacted our programming revenue, which contributes 80% of the budget. In-person events have ceased production, many of which were benefit events for local nonprofits like the ThurstonCounty food bank. Our volunteer program with more than 120 participants who volunteer their time to operate the theater has shuttered. The Capitol Theater has been closed since March 17, 2020. Even with the state in phase 3 and 50% capacity for indoor activities, operating live concerts is impossible with the amount of budget needed to invest in them. Even if we could have live events at half capacity, ticket prices would make them inaccessible for most. As a result of the prolonged closure, OFS has drained its reserves account and sees minimal revenue generated online, not enough to sustain current operations. Thanks to LTAC funding, OFS has been able to continue to serve its mission online during the shutdown. A relevant activity regardless of little returns.

During this shutdown, we have taken the time to work on capital improvements. OFS is replacing its aging awning and restoring the facade of the theater. The additional \$50,000 in LTAC funding is necessary to support the ongoing operations of the Olympia Film Society. With these funds, OFS will prepare for its reopening in late August 2021. Preparations include patron/performers indoor improvements and upgrades, reopening event promotions and marketing, new point of sale/database systems, and programming for a series of reopening in-person events to bring folks **BACK TO THE BIG SCREEN AND STAGE AND DOWNTOWN!**

The board of directors has not yet approved the second half of our 2021 operations budget at this time. However, it is worth repeating that OFS has a handful of sold-out and close-to-selling-out events confirmed for late 2021/2022. These events include two sold-out concerts with Bikini Kill as a fundraiser for Interfaith Works, a film screening, and guest appearances from the cast of Napoleon Dynamite, The Reverend Horton Heat, Wilco, Mudhoney, and Snail Mail in concert!

OFS is operating on a six-month budget at this time due to covid. See attached.

<b>2021 LTAC Applicants Round 1</b>	<b>Requested Amount</b>	<b>Recommended Award Amount</b>
Capital Lakefair	\$ 8,000.00	\$ 8,000.00
Hands On Children's Museum	\$ 66,497.00	\$ 66,497.00
South Sound Maritime Heritage Association	\$ 60,000.00	\$ 30,000.00
Harlequin Productions	\$ 120,000.00	\$ 60,000.00
Lake Run Organization	\$ 5,000.00	\$ 5,000.00
Olympia Film Society	\$ 30,000.00	\$ 30,000.00
Olympia & Beyond Sports Commission/VCB	\$ 15,000.00	\$ 15,000.00
Olympic Flight Museum	\$ 20,000.00	\$ 20,000.00
South Sound Reading Foundation	\$ 11,000.00	\$ 11,000.00
WSU Master Gardener Foundation	\$ 1,000.00	\$ 1,000.00
VCB	\$ 100,000.00	\$ 100,000.00
	\$ 436,497.00	\$ 346,497.00

<b>2021 LTAC Applicants Round 2</b>	<b>Requested Amount</b>	<b>Recommended Amount</b>
Gateway Rotary - Brats, Brews, and Bands	\$ 5,000.00	
Harbor Days	\$ 30,000.00	
Harlequin	\$ 40,000.00	
ODA - Downtown RE-opening Marketing	\$ 50,000.00	
ODA - Summer Saturdays	\$ 50,000.00	
Olympia Parks - Ice Rink	\$ 50,000.00	
Senior Games	\$ 30,000.00	
	\$ 255,000.00	