



Meeting Agenda

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Contact: Mike Reid
360.753.8591

Friday, October 15, 2021

12:00 PM

Online and Via Phone

Register to attend:

https://us02web.zoom.us/webinar/register/WN_-2aKC1k_QnyOHp7dMNv88Q

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- 3.A [21-0966](#) Approval of May 10, 2021 Lodging Tax Advisory Committee Meeting Minutes

Attachments: [Minutes](#)

4. BUSINESS ITEMS

- 4.A [21-0967](#) Review of 2022 Lodging Tax Funded Tourism Services Proposals

Attachments: [Lodging Tax Award Chart 2022](#)
[2022 Chart History](#)
[LTAC Evaluation Matrix \(1\)](#)
[Arbutus](#)
[Brats Brews and Bands GatewayRotary](#)
[Capital Lakefair](#)
[Hands On Children's Museum](#)
[Harbor Days](#)
[Harlequin](#)
[Lake Run](#)
[Master Gardener Foundation](#)
[ODA 2022 LTAC Summer Fest](#)
[ODA 2022 LTAC Visitor Guide](#)
[Oly on Ice](#)
[Olympia Film Society](#)
[Olympia Symphony Orchestra](#)
[Olympic Flight Museum](#)

[South Sound Block Party](#)

[South Sound Reading Foundation](#)

[VCB Sports Commission](#)

[Washington State Senior Games](#)

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 May 10, 2021 Lodging Tax Advisory
Committee Meeting Minutes

Agenda Date: 10/15/2021
Agenda Item Number: 3.A
File Number:21-0966

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

Title

Approval of May 10, 2021 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

Monday, May 10, 2021

3:00 PM

Online via Zoom

Register to Attend:

https://us02web.zoom.us/webinar/register/WN_Ws_qpBhpQ8qjpfDXGSenUw

1. CALL TO ORDER

Chair Selby called the meeting to order at 3:04 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** [21-0325](#) Approval of December 11, 2020 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

4. BUSINESS ITEMS

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

Economic Development Director/Staff Liaison Mike Reid gave a presentation on first-round funding submitted and the Committee's interest in allowing a second round of funding due to COVID-19 impacts. He reviewed the 2021 fund balance and estimated revenue.

The Committee reviewed second-round proposals and reached consensus on funding.

The Olympia Film Society proposal was a late submittal. The Committee agreed to consider it and reached consensus on funding.

The Committee agreed to funding second-round proposals as follows:

\$ 5,000 Gateway Rotary - Brats, Brews and Bands

\$30,000 Harbor Days (\$30,000 reallocation approved + additional \$30,000)

\$30,000 Harlequin Productions
\$50,000 ODA - Downtown Re-opening Marketing
\$50,000 ODA - Summer Saturdays
\$50,000 Olympia Parks - Oly on Ice Rink
\$30,000 WA State Senior Games
\$50,000 Olympia Film Society
\$295,000 Total second-round proposals recommended for funding

Committee member Kiley moved, seconded by Committee member Thorning, to forward recommendations for second-round lodging tax funding as proposed to the full Council for consideration and approval. The motion carried by the following vote:

Aye: 4 - Chair Selby, Committee member Kiley, Committee member Payne and Committee member Thorning

5. OTHER TOPICS

Mr. Reid brought up the Committee vacancy and criteria for a representative. He asked Committee members to reach out if they have someone in mind to fill the seat.

Mr. Reid reported the VCB recently hired a new Executive Director. A news release should be going out soon.

Chair Selby noted she will be scheduling a future Committee meeting to discuss and recommend a reserve policy for Council consideration.

6. ADJOURNMENT

Chair Selby adjourned the meeting at 4:37 p.m.



Lodging Tax Advisory Committee

Review of 2022 Lodging Tax Funded Tourism Services Proposals

Agenda Date: 10/15/2021
Agenda Item Number: 4.A
File Number: 21-0967

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

Title

Review of 2022 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 2022 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.

An open call for tourism services funded by the Olympia Lodging Tax was advertised beginning August 27, 2021. The application deadline was September 24, 2021.

Eighteen (18) applications were received by deadline and the Committee will consider a standing request of \$100,000 from the Visitor and Convention Bureau, all totaling \$712,091. The City's Finance Director anticipates new lodging tax revenue for 2022 to be \$377,694.

If all awarded lodging tax dollars from 2021 are invoiced and paid out, 2022 would begin with \$681,507 in reserves. Staff anticipates the majority of awarded funds from 2021 will be successfully invoices, but there were a few events that were cancelled.

Lodging Tax Advisory Committee (LTAC) Chair Cheryl Selby will present the Committee's recommendations to the City Council during the Council's regular business meeting on November 1, 2021, under Other Business for the 2022 Preliminary Operating Budget discussion.

The Council's Public Hearing on the City's 2022 budget, including Lodging Tax recommendations, will be on Tuesday, November 16, 2021, during the Council's regular business meeting, which starts at 7:00 p.m. The meeting is televised live on TCMedia - Olympia Cable Channel 3 and video streamed through the City's website: olympiawa.gov.

Staff expects to have 2022 service contracts ready for review and signature by each organization in January, 2022.

Attachments:

2022 LTAC Applications

Chart of Olympia Lodging Tax Awards

2022 LTAC Applicants	Requested Amount	Recommended Award Amount
Arbutus Folk School	\$ 10,000.00	
Capital Lakefair	\$ 25,000.00	
Gateway Rotary	\$ 5,000.00	
Hands On Children's Museum	\$ 73,991.00	
Harbor Days	\$ 64,600.00	
Harlequin Productions	\$ 100,000.00	
Lake Run Organization	\$ 5,000.00	
Olympia Downtown Alliance - Summerfest	\$ 50,000.00	
Olympia Downtown Alliance - Visitor Guide	\$ 7,500.00	
Olympia Film Society	\$ 80,000.00	
Experience Olympia & Beyond/VCB	\$ 100,000.00	
Experience Olympia & Beyond Sports Commission	\$ 15,000.00	
Olympic Flight Museum	\$ 20,000.00	
Olympia Symphony Orchestra	\$ 60,000.00	
Olympia Parks and Recreation - Oly on Ice	\$ 20,000.00	
South Sound Reading Foundation	\$ 8,500.00	
South Sound Block Party	\$ 45,000.00	
WSU Master Gardener Foundation	\$ 2,500.00	
Washington Senior Games	\$ 20,000.00	
	\$ 712,091.00	\$ -

Lodging Tax Advisory Committee - City of Olympia WA

Ten-Year View of Recommendations

Agency	2022 Request	2021 Inv'd to date	2021 Award	2020 Actual	2020 Award	2019	2018	2017	2016	2015	2014	2013	2012	2011
Arbutus Folk School	\$ 10,000.00			\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 5,000.00	\$ -	\$ 5,000.00			-	-	-
Arbutus Folk School				\$ -		\$ -	\$ 10,000.00							
Big Brother, Big Sister (Olyworks LLC)				\$ -		\$ -	\$ 5,000.00							
Capital City Pride Festival (Rainbow)				\$ -		\$ -		\$ 7,000.00	\$ 5,000.00	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 4,000.00
Capital Lakefair	\$ 25,000.00		\$ 8,000.00	\$ -	\$ 8,000.00	\$ 7,000.00	\$ 7,500.00	\$ -	\$ 5,000.00	\$ 5,000.00		-	-	\$ -
Capital Recovery Center				\$ -		\$ -	\$ -	\$ -	\$ 5,000.00					
Earthbound Productions				\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 14,650.00	\$ 5,000.00
Gatway Rotary Club	\$ 5,000.00		\$ 5,000.00	\$ -	\$ 10,000.00	\$ 10,000.00								
Greater Olympia Dixieland Jazz Society				\$ 2,561.00	\$ 32,500.00	\$ 30,000.00	\$ 30,000.00	\$ 25,000.00	\$ 21,000.00	\$ 16,000.00	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00	\$ 10,000.00
Hands on Children's Museum	\$ 73,991.00	\$ 33,467.41	\$ 66,497.00	\$ 33,540.00	\$ 68,923.00	\$ 66,361.00	\$ 52,550.00	\$ 51,500.00	\$ 45,000.00	\$ 60,023.00	\$60,000.00	\$ 53,500.00	\$ 50,000.00	\$ 25,000.00
Harbor Days	\$ 64,600.00		\$ 60,000.00	\$ 5,310.00	\$ 50,000.00	\$ 45,000.00	\$ 35,000.00	\$ 20,000.00						
Harlequin Productions	\$ 100,000.00	\$ 56,492.41	\$ 100,000.00	\$ 30,000.00	\$ 30,000.00	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ -
Lake Run Organization	\$ 5,000.00		\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Olympia Downtown Association				\$ -		\$ -	\$ -	\$ 25,000.00	\$ 8,535.00	\$ -	\$10,000.00	-	-	\$ -
Olympia Downtown Alliance	\$ 50,000.00		\$ 50,000.00	\$ -	\$ 6,000.00	\$ 6,000.00	\$ 5,950.00							
Olympia Downtown Alliance	\$ 7,500.00		\$ 50,000.00	\$ -	\$ 7,500.00	\$ -	\$ 7,500.00							
Olympia Film Society	\$ 80,000.00	\$ 13,223.40	\$ 80,000.00	\$ 25,000.00	\$ 25,000.00	\$ 20,000.00	\$ 15,000.00	\$ -	\$ 4,500.00	\$ -	\$ 5,000.00	\$ 5,000.00	-	\$ -
Olympia &Beyond Sports Commision /VCB	\$ 15,000.00		\$ 15,000.00	\$ 9,750.00	\$ 15,000.00	\$ 15,000.00								
Olympia-Lacey-Tumwater VCB	\$ 100,000.00	\$ 34,587.32	\$ 10,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 103,500.00	\$ 100,000.00	\$ 90,000.00
Olympic Flight Museum	\$ 20,000.00		\$ 20,000.00	\$ 500.00	\$ 10,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 4,000.00
Olympia Symphony Orchestra	\$ 60,000.00													
Olympia Parks, Arts & Recreation	\$ 20,000.00		\$ 50,000.00	\$ -		\$ 9,500.00								
PARC Foundation/Olympia Adventure Race								\$ 10,000.00	\$ 10,000.00	\$ 10,000.00				
Parrot Heads of Puget Sound				\$ -		\$ -	\$ 18,500.00	\$ 11,500.00	\$ 5,000.00					
Recreation Northwest / Olympia Traverse (SEE PARC)											\$ 6,000.00			
South Sound Block Party	\$ 45,000.00													
South Sound Reading Foundation	\$ 8,500.00		\$ 11,000.00	\$ -	\$ 11,000.00	\$ 26,800.00								
St. Martin's / Dragon Boat Festival				\$ -		\$ -	\$ 6,000.00	\$ 6,000.00	\$ 5,000.00	\$ 5,000.00	\$4,000.00			
WA State Hist Society/State Cap. Museum				\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	-	-
WSU Master Gardener Foundation	\$ 2,500.00		\$ 1,000.00											
Washington State Senior Games	\$ 20,000.00	\$ 30,000.00	\$ 30,000.00	\$ 2,919.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 6,000.00
Wolf Haven International				\$ -		\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00	\$ 18,500.00	\$ 15,000.00	\$ 4,000.00
City - Promotional/Information Brochures				\$ -		\$ -	\$ -	\$ -	\$ -	\$ 8,000.00		-	-	\$ -
City - Wayfinding				\$ -		\$ -	\$ -	\$ -	\$ -	\$ 18,000.00		-	-	\$ -
2012 Canoe Journey - City expenses				\$ -		\$ -	\$ -	\$ -	\$ -				\$ 25,850.00	
Prior City commitment - HOCM Building				\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00	\$ 35,000.00	\$35,000.00
Total Proposals/Service Contracts	\$ 712,091.00	\$ 167,770.54	\$ 561,497.00	\$ 216,580.00	\$ 405,923.00	\$ 388,661.00	\$ 329,000.00	\$ 287,000.00	\$ 250,035.00	\$ 248,023.00	\$ 230,000.00	\$ 252,500.00	\$ 275,500.00	\$ 183,000.00
Estimated 2022 LTAC Revenue	\$ 377,694.00													
Estimated LTAC reserves as of 12/31/2022	\$ 681,507.00													
Information prepared Sept 28 Mreid														

LODGING TAX FUNDS APPLICATION EVALUATION MATRIX (DRAFT)

Organization/Agency Name:	Purpose:	Amount Requested:
		Amount Recommended:
Eligibility: Non-Profit: Yes Public Agency: Yes <i>Eligibility: Per Olympia's guidelines, only non-profit and public (government) agencies are eligible to apply for Lodging Tax funding.</i>		
Application Completed: Yes No Comments:		
Marketing of Event/Activity <ul style="list-style-type: none"> Is there an effective marketing plan? Is marketing focused outside of Olympia/Thurston County? 	Comments:	
Attendance Data/Information <ul style="list-style-type: none"> Are "actual" figures based on locally documented data, not estimates? Is data calculated with the preferred methodology of direct counts and informal surveys? 	Comments:	
Specifics of Event/Activity <ul style="list-style-type: none"> Does activity fall during peak season? Will it generate overnight stays? Is this new or an established event? 	Comments:	
Notes:		



2022 Application for Olympia Lodging

Amount of Lodging Tax Requested: \$10,000

Organization/Agency Name: Arbutus Folk School

Federal Tax ID Number: 46-3046450

Event or Activity Name (if applicable): Olympia Old Time Festival

Contact Name and Title: Erik Neatherlin, Event Co-Organizer

Mailing Address: Arbutus Folk School 120 State Ave NE, #298 City: Olympia State: WA Zip: 98501

Phone: 360-339-3873

Email Address: eneatherlin@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 by a 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 2018. 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 documenting economic impact results in a format determined by the City.

Signature:

Date:

9/29/21

Printed or Typed Name: Hillary Tully, Executive Director

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.**

The Olympia Old Time Festival (festival) is an all-volunteer run annual music event that is dedicated to teaching, learning and participating in the tradition of old-time fiddle music. The festival began in 2008 and is in its 14th year. In 2016 the festival began operating under the umbrella of the non-profit Arbutus Folk School. The Festival takes place every year on President's Day weekend in February. This year's event dates are February 18-20, 2022. Overall attendance is approximately 650 attendees for the weekend.

Tourists of all ages travel to Olympia for the Oly Old Time Festival for several reasons. First, the festival has established a solid reputation around the traditional music festival circuit as a high-quality, family-friendly event that brings top tier music talent in the traditional music field from around the country to perform in Olympia. In other words, the event has been successfully going on for a while and participants are aware of this event and plan around it. Because of our longstanding success, we are able to attract nationally and internationally recognized performers and experts in their genres. This in turn attracts a broad audience from across the country interested in seeing amazing concerts and performances, attending entertaining and exciting old time traditional dances, and participating in learning workshops that cover a wide variety of musical instruments, singing styles, traditional crafts, and dances. This is the 14th year for the festival.

Another reason for good attendance at the festival is that the festival occurs in February during the off-season and is sandwiched between two other popular Northwest winter music festivals. By planning the Oly Old Time Festival in February and between two other popular winter festivals, we avoid the height of the competitive summer festival season, and also do not directly compete with other regional festivals. Being a winter-timed festival has the advantage of bringing festival participants with festival dollars into the Olympia area during the winter off-season, providing a small boost to downtown Olympia area during an otherwise slow tourist season.

Finally, the festival offers an assortment of free workshops covering a wide range of traditional musical instruments and singing styles, as well as traditional crafts, and dances. Local and national musicians, crafters, and performers lead all workshops. The festival offers two days of workshops on Friday and Saturday of the festival weekend that take place at central locations within the Olympia downtown core. One of the festival's core values is to provide all the festival workshops free to the public. By offering these excellent workshops at no charge we attract a variety of multi-generational participants into the Olympia area.

For all of these reasons the festival is well attended.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report <i>(The 2019 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2018. The "actual" figures must be based on locally documented data and must not be estimates themselves.)</i> <i>There was no festival in 2021 so the actual numbers are based on the last festival</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	650	612
Attendees who traveled 50 miles or more		
b. Number of people who travel more than 50 miles for your event/activity	350	405
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	150	131
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	200	217
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	150	156
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	400 paid lodging room nights	434 paid lodging room nights

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

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

We used a combination of ticket sales data (online ticket sales and door sales), merchandise and sales data, housing/lodging coordinator information, volunteer coordinator information, and structured head count estimates throughout the event to calculate 2020 actual numbers. We used the 2020 data to generate the 2022 estimates and relied primarily on ticket sales data since that included ticket sales and address information.

4. What methodology did you use to calculate / document the 2019 actual numbers?

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

We used a combination of ticket sales data (online ticket sales and door sales), merchandise and sales data, housing/lodging coordinator information, volunteer coordinator information, and structured head count estimates throughout the event to calculate 2020 actual numbers.

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.

The Oly Old Time Festival has a 14-year history of attracting visitors and tourists to the downtown Olympia area. Prior successes include attracting 600-700 festival attendees to the daytime workshops and evening music events located in and around downtown Olympia. Festival attendees in turn shop and eat downtown from Thursday night until Sunday afternoon. Many visitors stay at local B&Bs and downtown hotels. The festival has grown from a couple of hundred people to a steady 600-700 weekend attendees. The festival also partners with local businesses for promotional material including poster printing, copying, food catering, and lodging.

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

Festival participants, performers, and workshop leaders are our target tourist audience. The majority of festival attendees come from the Pacific Northwest and western states including Alaska, Idaho, Utah, Oregon, California, and British Columbia. But as the festival has grown, there has been an increasing number of participants coming from states where old-time traditional music was most played and popularized. We now regularly get participants from states such as Tennessee, North Carolina, Kentucky, and West Virginia. In many cases, participants travel from out of state every year just to come to the Olympia Old Time Festival.

The attendees include musicians and non-musicians and there is a wide age range from elementary school-age kids to seniors. The festival is known for being family friendly with young and older family groups that have attended since the beginning. The festival is also known for having a strong youth musician component with young musicians ranging from elementary school aged to high school and college age d. This makes the festival very much intergenerational with many opportunities for youth and senior interactions.

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

We have several well-established partnerships and pathways to promote the event. See attachments 5 and 6 in the application packet.

First, we have a strong online and social media presence including a website and active Facebook page.

Website: <http://olyoldtime.weebly.com>

Facebook: <https://www.facebook.com/olyoldtime>

Second, we partner with Oly Arts magazine (<http://olyarts.org>), which is an Olympia-based arts entertainment guide with a regional distribution exceeding 10,000. Oly Arts has promoted the festival since 2016 and can place our festival on their cover if requested. They will also dedicate the centerfold story to the festival, which will include a 4-page printed festival program. Oly Arts provides this service free of charge as sponsorship for the festival

Third, we partner with KAOS and they provide promotion as sponsorship for the festival. In the weeks prior to the festival, KAOS conducts on-air musician interviews and performances on their programs that cater to the

old time music audience. KAOS also sponsors many different public service announcements leading up to the event, and promotes the event on their website.

Fourth, we work with the Olympian to run stories and notifications ahead of the festival including a promotional section in the Friday weekend ahead of the festival.

Finally, we design and print high-quality posters developed in partnership with local, independent Olympia artists such as Nicki McClure and Paula McHugh. We also sometimes work with the artists who are coming from out of town as was the case in 2018 and 2019. We circulate the posters and flyers at partner festivals throughout the Pacific Northwest ahead of the event, and we poster the greater Olympia area and businesses the week before the event. Past posters can be found on our website.

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

We promote lodging establishments on our website in a couple of different ways. First, we directly promote Olympia business sponsors by listing them on the website and providing web links to their establishments. We also acknowledge sponsoring businesses directly throughout the festival. Second, we have a "Getting Here" page on our website that lists several lodging options in Olympia. The "Getting Here" page includes both sponsor and non-sponsor lodging establishments. If desirable, we can expand the list of lodging establishments on our webpage.

We also partner with Oly Arts entertainment guide who will provide the festival schedule on a 4-page spread. This guide promotes local restaurants and businesses.

Finally, we work with local restaurants and businesses to cater portions of the festival, and the MC of the festival promotes downtown establishments throughout the event.

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?

Overall Budget: \$20,900

Request: \$10,000

Percent of Overall Budget: 48%

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 as thorough as possible 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 do not receive funding then there are several areas where we will be forced to look for cost reductions.

First, we will have to reduce or eliminate the free downtown workshops. We rent workshop space in downtown Olympia and without the Lodging Tax we will not be able to rent the space downtown for workshops. This will reduce afternoon and daytime foot traffic downtown.

Second, we will have to reduce payments for workshop leaders. We strive to pay all workshop leaders a small stipend. This allows us to attract quality workshop leaders, who in turn attract workshop attendees to the downtown area. Without the Lodging Tax grant, we will be forced to reduce payment for workshop leaders, which will in turn reduce the number of workshops, and daytime foot traffic downtown.

Finally, without the Lodging Tax grant we will have to reduce payments and travel costs for the mainstage headliner performers traveling from out of state. This will mean these performers will not be able to attend (they cannot afford to attend if they are not getting paid). This will directly affect the draw of the festival. Without nationally and internally known performers, the festival attendance will decrease.

We require the Lodging Tax grant to maintain the quality of the festival and to offer the breadth of activities that occur over the 4 days of the festival.

Application Instructions and Information

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

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

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

The Lodging Tax Advisory Committee will review proposals in a public meeting on October 23, 2019, at Olympia City Hall, 601 Fourth Avenue E – Council Chamber. The City Council will review the LTAC recommendations as part of its annual budget process. The City Council's 2020 budget public hearing is scheduled for Tuesday, November 19, 2019, during the Council's regular 7:00 p.m. meeting at Olympia City Hall.

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

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

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

⇒ **You must complete and sign the cover sheet with this packet.**

⇒ **You may use the Supplemental Questions form or type the questions and answers on separate sheets of paper.**

⇒ **Please number each page in your packet, except for the optional brochures/information.**

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

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Olympia.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your agency's City of Olympia business license.

Attachment 1:
Oly Old Time Festival Itemized Budget

Category/Items	Itemized Budget
Facility Costs	\$2,700
Evening Events (Grange Hall)	\$1,700
Daytime Workshops (Downtown Church)	\$1,000
Performers	\$9,000
Mainstage Performers	\$7,000
Workshop Teachers	\$2,000
Operations	\$5,300
Sound Technician	\$2,000
Event Photographer	\$500
Artist (poster & web page)	\$300
Caterer for Musicians	\$1,000
Decorations	\$300
Promotion	\$400
Merchandise	\$200
License and insurance	\$200
Rental (e.g., chairs)	\$400
Sub-Total	\$19,000
Arbutus Administrative Cost	\$1,900
Total	\$20,900

Attachment 2:
Oly Old Time Festival Explanation of Expenses

Festival Revenue

Estimated Total Revenue	\$10,300
Donations	\$600
Inventory Sales (Food/Beverage/Merchandise)	\$1,200
Business Sponsorships	\$1,500
Ticket Sales	\$7,000

Lodging Tax Grant Request

Total Request	\$10,000
----------------------	-----------------

Festival Expenses

Category/Items	Festival Budget	Festival Payments	Lodging Tax Payments
Facility Costs	\$2,700	\$1,700	\$1,000
Evening Events (Grange Hall)	\$1,700	\$1,700	\$0
Daytime Workshops (Downtown Church)	\$1,000	\$0	\$1,000
Performers	\$9,000	\$4,000	\$7,000
Mainstage Performers	\$7,000	\$3,000	\$6,000
Workshop Teachers	\$2,000	\$1,000	\$1,000
Operations	\$5,300	\$3,300	\$2,000
Sound Technicians	\$2,000	\$0	\$2,000
Event Photographer	\$500	\$500	\$0
Artist (poster & web page)	\$300	\$300	\$0
Caterer for Musicians	\$1,000	\$1,000	\$0
Decorations	\$300	\$300	\$0
Promotion	\$400	\$400	\$0
Merchandise	\$200	\$200	\$0
License and insurance	\$200	\$200	\$0
Rental Equipment	\$400	\$400	\$0
Total	\$19,000	\$9,000	\$10,000
Arbutus Administrative Cost	\$1,900	\$0	\$0
Total	\$20,900	\$0	\$0

DETACH BEFORE POSTING



STATE OF
WASHINGTON

Nonprofit Corporation

BUSINESS LICENSE

ARBUTUS FOLK SCHOOL
610 4TH AVE E
OLYMPIA, WA 98501-1113

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

Issue Date: Dec 31, 2020
Unified Business ID #: 603271917
Business ID #: 001
Location: 0001
Expires: Jan 31, 2022

INDUSTRIAL INSURANCE - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #27084 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

REGISTERED TRADE NAMES:

OLYMPIA WOODWORKERS GUILD

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

Director, Department of Revenue

UBI: 603271917 001 0001

ARBUTUS FOLK SCHOOL
610 4TH AVE E
OLYMPIA, WA 98501-1113

UNEMPLOYMENT INSURANCE -
ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#27084 - ACTIVE

Expires: Jan 31, 2022

Director, Department of Revenue

DETACH THIS SECTION FOR YOUR WALLET

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 23 2014**

ARBUTUS FOLK SCHOOL
120 STATE AVE 303
OLYMPIA, WA 98501

Employer Identification Number:
46-3046450

DLN:
17053199309023

Contact Person:
CUSTOMER SERVICE ID# 31954

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31

Public Charity Status:
170(b)(1)(A)(vi)

Form 990 Required:
Yes

Effective Date of Exemption:
January 29, 2013

Contribution Deductibility:
Yes

Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Director, Exempt Organizations

Enclosure: Publication 4221-PC

Attachment 5:**Oly Old Time Festival Promotional Material**

Given there is a global pandemic, we have opted to provide online resources to our promotional materials. Once the pandemic has passed, we hope to be able to interact and provide materials in multi-media formats. So, for now we are submitting these links.

Oly Arts Magazine

<https://olyarts.org/?s=old+old+time>

<https://olyarts.org/2019/02/09/cranking-out-a-good-time/>

<https://olyarts.org/wp-content/uploads/2019/02/Oly-Old-Time-Program-Web.pdf>

<https://olyarts.org/pastprint/>

The Olympian Articles

<https://www.theolympian.com/article239978098.html>

<https://www.theolympian.com/entertainment/arts-culture/article226229950.html>

<https://www.theolympian.com/entertainment/article200191654.html>

<https://www.theolympian.com/entertainment/article200191654.html>

<https://www.theolympian.com/news/local/article200089899.html>

In addition, the Oly Old Time Festival has a website, Facebook page, and Instagram page.

Oly Old Time Festival Website

<http://olyoldtime.weebly.com>

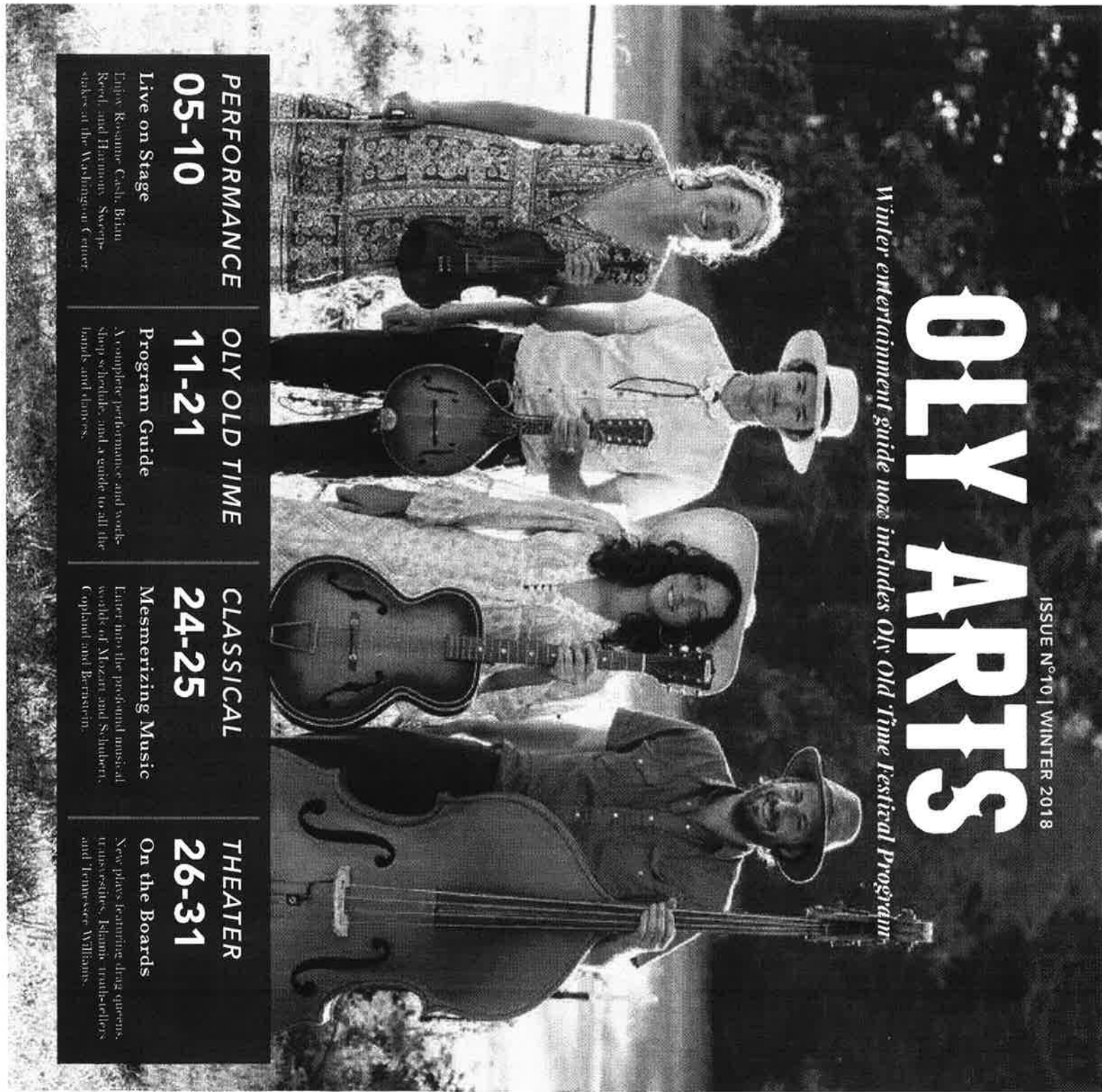
Oly Old Time Festival Facebook Page

<https://www.facebook.com/olyoldtime>

Oly Old Time Instagram

<https://www.instagram.com/olyoldtime/>

EXAMPLE OF OLY ARTS COVER - PLEASE SEE LINKS IN ATTACHMENT 5



The cover of the OLY ARTS magazine features a black and white photograph of four musicians standing in a field. From left to right: a woman in a patterned dress holding a violin, a man in a white shirt and hat holding a mandolin, a woman in a light dress and hat holding a guitar, and a man in a dark shirt and hat holding a double bass. The background shows a line of trees and a fence.

ISSUE N°10 | WINTER 2018

OLY ARTS

Winter entertainment guide now includes Oly Old Time Festival Program

<p>PERFORMANCE</p> <p>05-10</p> <p>Live on Stage</p> <p>Enjoy Rosanne Cash, Brian Reed, and Harmonia Swoop-stakes at the Washington Center.</p>	<p>OLY OLD TIME</p> <p>11-21</p> <p>Program Guide</p> <p>A complete performance and work-stop schedule, and a guide to all the bands and dances.</p>	<p>CLASSICAL</p> <p>24-25</p> <p>Mesmerizing Music</p> <p>Enter into the profound musical world of Mozart and Schubert, Copland and Bernstein.</p>	<p>THEATER</p> <p>26-31</p> <p>On the Boards</p> <p>See plays featuring drag queens, transvestites, Islamic truth-tellers and Tennessee Williams.</p>
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2022 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: 30-0695208

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

Contact Name and Title: Nate Peters, president-elect

Mailing Address 1401 Marvin Rd NE, Ste 307, #4 City Lacey State WA Zip 98516

Phone 360-789-8175

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

Signature:

Date: 9/21/2021

Printed or Typed Name: Nate Peters

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.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility		
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity		
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area		
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		
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		

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

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

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

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

☐ 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 (yes or no)? If yes, list the host hotel.

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

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

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

9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.
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.
11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?
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.]*

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?

			2022 Budget
BBB Income			
	Sponsorship		\$33,000.00
	Food Vendor Fees		\$1,500.00
	Tickets		
		Website Pre-Sale	\$17,500.00
		Member Pre-Sale	\$23,250.00
		Sold at Gate	\$50,000.00
	Corn Hole Tournament		\$1,000.00
	Beer & Wine Sales		\$1,000.00
	Extra Purchases		
	Donations		
	Grants		\$20,000.00
	Shirt Sales		
			\$147,250.00
BBB Expenses			
	Beer and Wine		\$12,000.00
	Clean Up		\$500.00
	Entertainment		\$11,000.00
	Equipment Rentals		
		stages and shells	\$3,500.00
		generators x 2	\$500.00
		porta potties	\$3,000.00
		tables/chairs	\$1,000.00
		tents	\$2,000.00
		light poles x3	\$5,000.00
	Facilities Expenses		\$5,000.00
	Venue Rental		\$1,000.00
	Food		\$0.00
	Food Supplies		\$200.00
	Volunteer Hospitality		\$500.00
	General Event Supplies		\$2,000.00
	Insurance		\$500.00
	Marketing and Promotions		
		Advertising	\$5,000.00
		Graphic Design	\$100.00
		Printing	\$1,500.00
		Radio	\$3,000.00
		Signage	\$500.00
		Social Media	\$1,000.00
	Total Marketing and Promotions		\$11,100.00
	Event Planning		\$7,500.00
	Merchant Card Services		\$1,500.00
	Permits and Licenses		\$200.00
	Products for Sale		\$0.00
	Security		\$1,000.00
	Contingency		\$5,000.00
Total BBB Expenses			\$85,100.00
	Net Income		\$62,150.00

Marketing and Promotions		2022 Budget	2022 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	\$1,500.00
	Signage	\$2,000.00	\$500.00	yard signs (some left over)	
	Social Media	\$550.00	\$1,500.00	Purchased/sponsored ads	\$1,000.00
Total Marketing and Promotions		\$11,550.00	\$11,600.00		\$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

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](#)

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

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.

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

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:

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.

Application Instructions and Information

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

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

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

The Lodging Tax Advisory Committee will review proposals in a public meeting on October 7 2022.

Due to limitations on the ability to hold public meetings the meeting of the LTAC will be held virtually utilizing Zoom. Time and login information will be posted on the City website under the meeting calendar section.

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

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

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

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

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

Attach:

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

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

NOTE: The Visitor & Convention Bureau is your resource.

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

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

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

Adopted by the Olympia City Council, June 2007.

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

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

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

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

HIGH PRIORITY will be given to tourism activities that:

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

Olympia Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

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

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

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

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

RCW 67.28.080 – Definitions.

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



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$25,000

Organization/Agency Name: Capital Lakefair Inc.

Federal Tax ID Number: 23-7131672

Event or Activity Name (if applicable): Capital Lakefair

Contact Name and Title: Karen Adams-Griggs 2021 President/Ken Ringering 2022 President

Mailing Address PO Box 2569 City Olympia State WA Zip 98507

Phone (360)888-6660/(360)701-8523 Email Address office@lakefair.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 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature:

Karen Adams-Griggs

Date:

9/29/2021

Printed or Typed Name: Karen Adams-griggs

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.

Capital Lakefair has been an annual 5-day event since 1957, it has typically been held the 3rd weekend in July, the dates for 2022 are planned for July, 13- 17th. The goal of Lakefair is to celebrate our community in the South Sound and promote it to a large audience. We have many events that hold multiple interests for our community and beyond, a large arts and crafts area, live music, fabulous food row that supports our local nonprofits, grand parade and a spectacular fireworks display. Lakefair typically has a large attendance that ranges from 175,000 and up. We have been able to track attendance from wristband sales for the carnival, and we have done surveys for music and arts and crafts. Food Row has typically been a large gathering generating \$250,000 dollars for our local nonprofits.

Capital Lakefair is part of a NWfestival Hosting, which is a group of festivals in the greater Pacific Northwest, Capital Lakefair travels to the other festivals, and they in turn travel to Capital Lakefairs, and bring the float driver and crew, their festival presidents and Ambassadors that for their floats as well, the festivals that come from other areas fill up 40 rooms annually.

The traveling bands that play on our main stage draw a crowd for our local hotels as well, the arts and craft vendors that travel a great distance also put heads in beds, so to speak.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	200,000	N/A
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	10,000	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	2150	N/A
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	750	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	1,500	N/A
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	400	N/A

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

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

We used information collected from our informal survey combined with data from activities at the festival including food consession sales, our carnival host (Funtastic), Vendor sales, basketball tournament, parade and fireworks. (Based on 2019)

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 (yes or no)? If yes, list the host hotel.

Hotel RL: 2300 Evergreen Park Dr SW, Olympia, WA 98502
The Host Hotel for incoming festivals, float, and Festival Heads.

The Olympia Doubletree: 415 Capitol Way N, Olympia, WA 98501
The Royalty Host Hotel

And various other hotels for parade participants, and vendors.

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

Capital Lakefair has been a part of the Olympia Community since 1957, and has been able to attract a large population of people to the area, when we joined with NW Festival hosting, it began to draw an even larger out of the area crowd, with the other festivals coming to support our parade. Lakefair has been able to draw upwards to 250,000 annually, the non profit food row has been a large part of Lakefair. Lakefair has many different events packed into the 5-day festival from the annual carnival, non profit food row, car show, parade, arts and crafts and of course the grand parade.

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

Capital Lakefair is a 'Family Fun' event. There are events for all ages

Morning Stage: stage performances by local dance studios, jiu jitsu, and zumba studios bring in all ages from performers to viewers, usually ages 6 and up.

PM Stage : Acts for all types of music loves, usually draws ages 12 and up.

Carnival: Ages 2 and up.

Food Row: All Ages, general family and up.

Arts and Crafts All Ages

Parade: All Ages

Fireworks: Families

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

Promotion:

Social Media

Facebook

Instagram

Lakefair Website

Signage:

The Traveling float will have Lakefair signage, and dates

The back of the Float will have the theme sign, dates and Location

Online News and Print

Nisqually Valley News

ThurstonTalk

Jolt

The Olympian

On Air:

KGY

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

Lakefair Website: link to the Experience Olympia and Beyond for hotels and restaurants.
The Host Hotel for Capital Lakefair is Hotel RL: It is promoted in all the packets that are sent to outside festivals.

We promote the local hotels to all our out of town guests.

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.

Lacey - \$14,000 (previously \$7,000 requested/awarded)

Tumwater - \$6,000 (previously \$4,000 requested, awarded \$1,900)

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

The budget is approximately \$275,000, and we are requesting \$25,000, which equates to 9.09%.

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.]

Capital Lakefair has reduced a lot from the budget for the 2022 year, based on the lack of funding for the previous 2-years, we are reducing our scholarships awards from \$20,000 to \$12,000, we had to make the difficult decision to lay off our office staff member that has been with us for the last nine years. We are reducing it down to the basics of needs and to rebuild Lakefair, while still promoting the greater Olympia area and beyond the 50 mile radius. Lakefair is looking at more ways we can reduce our expenditures and still be able to put on a festival in a safe manner. One of the areas we will not be able to reduce any costs are insurance, and fees associated with Lakefair, one of our biggest costs are things we are looking to sponsors for, for example the Porta Potty rentals, the gray water tanks, and wash stations come to \$15,000 for the week, we are looking for a porta potty sponsor. When you look at the overall production budget for Lakefair that comes in around \$252,000 per year, eliminating the office staff and reducing scholarships, saves us \$50,000. We have reduced the promotional budget by another \$5,000, and eliminating our printed materials and going digital is another cost saving measure. If the Lodging dollar amount is reduced from the original request, we would expect to lower our scholarship recipients, and change some of our production costs, even further. We have used a long range radio system for communications from the top of capitol way to Lakefair park, so multiple people can hear the same information and concerns at the same time, communications, we are looking at ways to switch to cell phones. We will reduce the number of awards to parade participants to reduce the costs associated with parade awards, while this has been a long standing tradition, finding a way to give a participation ribbon over a trophy.

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?

Covid-19 contact person Karen Adams-Griggs (360) 886-6880 Bruce Schultz (360) 886-0944 Here is what we ask of you to help us:
Wash your hands regularly or use hand sanitizer.
Maintain a 6-foot distance from anyone who is not in your party.
Wear a face cover except when actively eating.
I attached the full document that was developed with the Health Department.

BUSINESS INFORMATION

Business Name:

CAPITAL LAKEFAIR, INC.

UBI Number:

601 318 258

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES

Principal Office Mailing Address:

PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES

Expiration Date:

07/31/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

07/29/1957

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE, EDUCATIONAL, SOCIAL

REGISTERED AGENT INFORMATION

Registered Agent Name:

CAPITAL LAKEFAIR INC

Street Address:

627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES

Mailing Address:

PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		RD	RICHARDS
GOVERNOR	INDIVIDUAL		KAREN	GRIGGS



Nonprofit Corporation

CAPITAL LAKEFAIR, INC.
CAPITAL LAKEFAIR
627 DURELL RD SE STE A102
OLYMPIA, WA 98501-5890

Issue Date: Jul 23, 2021

Unified Business ID #: 601318258

Business ID #: 001

Location: 0002

Expires: Jul 31, 2022

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #600 - ACTIVE

Vicki Smith

UBI: 601318258 001 0002

Expires: Jul 31, 2022

CAPITAL LAKEFAIR, INC.
CAPITAL LAKEFAIR
627 DURELL RD SE STE A102
OLYMPIA, WA 98501-5890

OLYMPIA NONPROFIT BUSINESS
#600 - ACTIVE

Vicki Smith

Capital Lakefair Expenses	Estimated for 2022		
Lakefair Week			
Security	\$ 2,500.00	Explorer program	Olympia Police Patrol
Jeep Patrol	\$ 300.00		Parade
Wireless Systems	\$1,600	Removed or reduced f	Radios/Parade
City of Olympia	\$ 25,000.00		Permits, Fees, Rental of Water Street, Police
Department of Enterprise	\$ 25,000.00		Rental of Heritage Park
Washington State Patrol	\$ 5,500.00		Security
Red Lion/Doubletree	\$6,700	Reduced or removed f	Cornation, NW Hosting Events, Room Rentals
Pioneer School/Olympia Hig	\$ 300.00		Parade
Car Rental	\$ 350.00	Sponsorship Plan	Festival travel
Golf Carts	\$ 500.00		Rental and Repair Festival Grounds & Parade
Printed Program Book/Mark	\$1,900		40,000 programs
Portable Restrooms	\$ 15,000.00	Sponsorship Plan	
Fence Rental	\$ 3,000.00		
Buttons	\$ 1,800.00		
Capitol Recovery	\$ 1,260.00		Clean streets
Thurston TV/Marketing	\$2,200	Stream via facebook?	Record and play Parade on TCTV
Car show	\$ 1,100.00		
Mobile Stage	\$ 12,000.00		
Entertainment	\$ 12,000.00		
Fireworks	\$ 13,000.00		
Parade	\$6,000	Reduce Parade Award	
Total	\$ 137,010.00		
Annual Expenses			
Rent of Building	\$ 31,200.00		
Electricity	\$ 2,880.00		
Phones	\$ 3,600.00	Reduced for 2022	
Wages	\$ 40,000.00	Removed for 2022	
Insurance	\$ 19,000.00		
Website	\$ 650.00		

Office Supplies	\$ 1,000.00	Reduced for 2022	
License Fees	\$ 600.00		
Accounting Fees	\$ 2,400.00		
Total	\$ 101,330.00		
Other expenses			
Scholarship Program	\$ 20,000.00	Reduced for 2022	
Church of Living Water	\$ 4,500.00	Reduced for 2022	The 5 day park clean up expense
Little Red School House	\$ 2,500.00	Removed or reduced for 2022 depending on Lakeland	
Thurston Chamber	\$ 320.00	removed for 2022	
Marketing Promotional	\$ 3,500.00		
Promotional travel/Parades	\$16,000		
	\$ 30,820.00		

City of Olympia LTAC Application 2022
Capital Lakefair Budget Document

Capital Lakefair is seeking \$25,000 in funding from lodging tax to help offset the following:

Float operations: \$16,000 (est. includes actual cost for fuel, meals, lodging/overnight stays if necessary)

Marketing: \$5,000 (est. includes float signage, printed materials, online advertising)

Insurance: \$19,000 (est. includes coverage for float travel, Lakefair Week, community events)

Facilities: \$32,000+ (est. of rent, vehicle cold storage, electric, phones/internet)

Fencing: \$3,300 (est. for Lakefair Week setup)

The Capital Lakefair Float and Crew travel to 14-16 or more parades throughout the Pacific Northwest annually. The float engages with communities across Washington, Oregon and British Columbia.

The float will include signage promoting Capital Lakefair, event dates, and the cities of Lacey, Olympia and Tumwater.

A script and/or description is provided to all parade organizers to be used by announcers, both live and on TV/Streamed, and for additional media coverage and promotion where applicable. It will read:

Capital Lakefair is held the third weekend in July and represents the communities of Lacey, Olympia and Tumwater. Riding on the float are (list of rider names). For more information visit www.lakefair.org or find us on Facebook.



July 14- 18 2021

This can be adapted depending on state guidelines for 2022

Covid-19 Protocol for opening Lakefair

Covid-19 contact person

Karen Adams-Griggs (360) 888-6660

Bruce Schultz (360) 888-0944

Covid -19 Warning

We have taken enhanced health and safety measures. An inherent risk of exposure to COVID-19 exists in any public place where people are present. Capital Lakefair is helping keep our guests and employees healthy during the Pandemic. We will do our best to keep everyone healthy and safe during this time.

Here is what we ask of you to help us:

Wash your hands regularly or use hand sanitizer.

Maintain a 6-foot distance from anyone who is not in your party.

Wear a face cover except when actively eating.

Daily Attestation to be completed for all volunteers: If they answer yes to any questions, they will be sent home for the day.

1. Do you have any of these symptoms that are not caused by another condition?

Fever or chills

Cough

Shortness of breath or difficulty breathing

Fatigue

Muscle or body aches
Headache
Recent loss of taste or smell
Sore throat
Congestion
Nausea or vomiting
Diarrhea

2. Within the past 14 days, have you been in close contact with anyone that you know had COVID-19 or COVID-like symptoms? Close contact is being within 6 feet for 15 minutes or more over a 24-hour period with a person; or having direct contact with fluids from a person with COVID-19 with or without wearing a mask (i.e., being coughed or sneezed on).

3. Have you had a positive COVID-19 test for active virus in the past 10 days, or are you awaiting results of a COVID-19 test?

4. Within the past 14 days, has a public health or medical professional told you to self-monitor, self-isolate, or self-quarantine because of concerns about COVID-19 infection?

Lakefair is divided into sections- each section will be addressed.

Entrance and Exits:

Each Entrance will have appropriate signs with guidelines posted.

Designated Entrance to Capital Lakefair

Entrance #1

7th and Columbia

Entrance # 2

5th and Water

Designated Exit

Exit # 1

Legion and Columbia

Exit # 2

5th and Simmons

Once you enter the park, there will be directional signs to follow. The areas in the park are divided into different areas with a safety plan for each area.

Food Row:

A typical year would have 13 food row vendors, this year to allow for distances between food vendors and allowing for distance in the lines, we estimate we will have 10 food row vendors.

Food row located on water street will be 1 way traffic only from 5th heading towards legion, with an exit at the end of food row to access the eating area. Guests will need to return to the beginning to walk through again.

Signs will be posted on each booth to state that eating in designated areas only, with a sign directing to the eating area.

Food Concessionaires

- Food concessions shall meet or exceed all regular health department regulations regarding food preparation and food handling.
- All food concession personnel must wear face coverings while on duty. ➤ All food concession personnel shall wear gloves while handling or serving food. ➤ Procedures will be established to separate the functions of food preparation/handling and cash handling.
- All food concession personnel will strive to maintain as much social distancing as is practical while inside a food concession trailer.
- Marks will be placed on the ground identifying safe social distancing for patrons standing in line (six feet apart).
- Hand sanitizer will be made available at each food concession for patron use. All common surfaces accessible for customers will be disinfected.
- Disinfectant shall be stored in a properly marked container to prevent its misuse. ➤ All food concessions shall disinfect all common surfaces with a company approved disinfectant prior to opening each day.

Dining Area:

The dining area will be marked off with an entrance and an exit.

The dining area will consist of picnic tables for the patrons to sit and enjoy with food.

The tables (25) will be spaced 6 feet apart, and each table only seats 6 guests.

There will be hand sanitizer located at or near each dining table, we have provided an extra wash station within the food area to allow for guests to wash hand prior to eating.

The Stage/Music: The stage area has 3 sections that will be addressed as part of the plan.

The stage will be marked off with an opening to allow for guests to enter the music viewing area, and another designated as an exit area. This is to control the flow of crowds and to monitor capacity of the venue.

Section 1: The actual stage area, where the performances take place. There will be a minimum of 6 feet from the performers on stage and the viewing area. All equipment will be sprayed with disinfectant after each performance, and before the next performers enter the stage. All music groups will be encouraged to bring their own microphone. The stairs leading up to the stage will be wiped with disinfectant before each performer enters the stage. We will allow for an extra 15 minutes between performances to allow for cleaning, and disinfecting equipment. There is a small area for performers or the green room (staging area) this will be a side tent with extra ventilation, and a hand sanitizing station will be located within the staging area.

The Sound Area: The sound area usually has 2 to 3 people working the sound, and lights area. This will be a tent area with open side ventilations. The only people allowed in this section will be the sound technicians.

Seating area:

Outdoor viewing area of stage: The grass area is considered a viewing seating area and will remain at least 6 feet from the stage. Guests may assemble in small groups of 1-6 to create a viewing pod. The grass will be marked with 100 square feet for viewing pods.

Arts and Crafts:

In a typical year we could have up to 60 vendors in the arts and crafts section, this year we are looking at 45 - 50 to reduce the number of vendors and allow for more spacing between vendors as well as creating a walking pathway that allows for a directional flow of people. Along 5th avenue, we will have vendors with the open portion of their spaces facing the sidewalk, a one-way traffic flow through this section in the direction of the parking lot. Then the next set of vendors in the middle will flow in the opposite direction, and the last area will again flow in one direction. There will be ropes and/or directional markings to act as guides for traffic flow as well as directional signs.

Restroom facilities/Port a potty

The Porta Potty areas will be cleaned, emptied and disinfected twice daily.

Steps:

We ordered extra porta potties to be able to space them out, with a hand washing station and hand sanitizer located at a table adjacent to the hand washing station. 45 porta potties have been ordered with an extra hand washing station. We have purchased 100 bottles of sanitizer to have available.

Parade:

For parade participants:

Large groups will use subgroups of no more than 15 people. Each subgroup must have at least six feet of physical distance separating them.

Marching bands and dance troupes should follow distance requirements in the performing arts and theater guidance.

No more than 4500 participants can participate and starts must be staggered over the duration of the parade.

No more than 400 people may be at the beginning or end of the parade route. Adequate physical distancing of six feet must be maintained and congregating should be minimized.

Once participants finish, they should disperse.

- **For parade spectators:**

Up to 600 spectators are permitted per each quarter mile of parade route, as long as six feet of physical distance is maintained between households. This includes both sides of the street.

As an example, for a quarter mile route, 300 people could be on each side of the street for a total of 600 spectators.

Signs located in the park:



A successful Safe Start means we all have to do our part.

It's safest to stay home.

BUT IF YOU HEAD OUT:

Wear a mask.



Stay six feet apart.



Wash your hands.



Prevent the spread by staying local.



Masks and/or Face Coverings A cloth face covering is anything that completely covers your mouth and nose and fits securely on the sides of your face and under your chin. It should be made of two or more layers of tightly woven fabric with ties or straps that go around your head or behind your ears. More protective coverings, such as masks or respirators may be required in the workplace. A face shield with a drape can be used by people with developmental, behavioral, or medical conditions that prevent them from wearing a face covering. In the workplace, masks or respirators may be required as they are more protective than cloth face coverings.

CAPITAL LAKEFAIR – 2018 PARADES

TACOMA/PUYALLUP – DAFFODIL (APRIL 7)



WENATCHEE – APPLE BLOSSOM (MAY 5)



NEW WESTMINSTER, BC – HYACK (MAY 26)



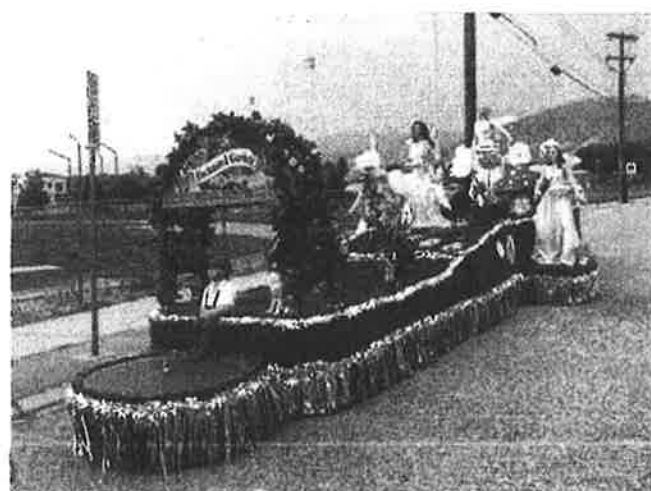
TUMWATER – 4TH OF JULY



SEATTLE – SEFAIR (JULY 28)



PENICTON, BC – PEACH FESTIVAL (AUGUST 11)





CAPITAL LAKEFAIR

QUICK FACT SHEET

Capital Lakefair, Inc. is a registered 501(c)3 non-profit organization based in Olympia, Washington. While widely known as Olympia's annual summer festival on the shores of Capitol Lake, Lakefairs' mission is to give back and celebrate our community in Thurston County. This year we are commemorating 60 years in Olympia by "Putting on the Ritz."

The festival is a volunteer organization governed by a voting member body known as the Capitalarians, a group of dedicated members that show their love and dedication to the people of Thurston County by donating their time. Every year a new group of young women from area high schools participate in numerous community activities as part of our Scholarship Program. Each Lakefair princess receives a \$3000 scholarship, with a \$5000 scholarship going to the selected queen.

Funding for Capital Lakefair is provided solely by contributions from individuals and businesses in our community, financial and/or in-kind donations by our sponsors and operations from the five-day festival every July. Visit Lakefair.org for more information.

Here's how the Capital Lakefair organization works to provide annual summer fun and to direct money back into our community.



CARNIVAL

Rides and games during Lakefair Week are provided by Funtastic Carnival. The carnival is a major draw for visitors and families in the area. Many of the staff needed for the event are local hires. In 2016, Funtastic employed 152 people from our community. With an average of 40 hours each, *this equates to over \$66,000 going into our local workforce in one week!*

In addition to those hired locally, the carnival employs another 100 people who stay in area hotels, eat at local restaurants, buy groceries, and spend money on gas and other services in our community.

On the operations side, many of the parts and supplies needed to maintain the rides are purchased in town. Last year, \$11,000 was spent for fuel alone at local distributors. Food products also come from local sources to stock the food stands during the festival.

FUN FACT:

On average, Lakefair Week draws 250,000 people from Olympia and the surrounding communities every third weekend in July!

FUN FACT:

When Capital Lakefair first established itself in Thurston County 60 years ago, the first Lakefair Queen was named "Lady of the Lake"

FOOD VENDORS

A long-standing staple of Lakefair is the great food available along Water Street! It is important to note that all the vendors who participate are non-profit organizations themselves. These groups use Lakefair as an opportunity to raise funds critical to the annual support of their own operations, and in many cases fulfill their yearly budget.

Included are: Altrusa International, Barbs BBQ (Thurston food bank), Northridge Concessions, Olympia Lions, Olympia Kiwanis, St. Martin's Alumni Association, STEM (Olympia School District), Transferring Financial Success (TFS Gumbo), Thurston Democrats, Thurston Republicans, Tumwater Rotary, VFW Post 318 and Zonta Club.

In 2016, these non-profit organizations had gross sales of approximately \$225,000!

OPERATIONS

In order to provide the necessary planning and services to support the organization, Lakefair operates year-round. Lakefair maintains our office and facility in Olympia, which provides storage for equipment and serves as a base of operations.

A large portion of our resources are committed to administrative duties, asset management, permitting requirements at city and state levels to operate as a non-profit and to provide the annual festival every July.

Each year total expenses amount to over \$170,000, with Lakefair Week alone accounting for approximately 60% of annual costs.

DONATIONS

Lakefair spends much of the year interacting in the community around Thurston County and beyond. In addition to the countless volunteer hours involved every year at events like the Life Skills Prom, we also donate monetarily to local organizations, such as Holiday Food & Toys for Kids through the Church of Living Water, and Little Red School House. *Donations average \$25,000 annually.*

62nd ANNUAL OFFICIAL PROGRAM



July 17 - 21, 2019

www.lakefair.org



A SUPPLEMENT TO THE NISQUALLEY VALLEY NEWS

A Message from the President

Welcome to the 62nd evolution of Capital Lakefair! Our festival was established 1957 in order to provide an engaging family focused event for our community in the Greater Olympia Area. Over the years Lakefair has developed and expanded into what it is today; 5 days of celebration and community spirit along the shoreline of Capitol Lake. In addition to the July festival our organization provides scholarship opportunities and hands-on experience for area students, fund-raising outlets for other community social groups, and acts as a goodwill ambassador organization throughout the Pacific Northwest.

This is made possible by the community mindedness and dedication of many individuals and businesses that call the area home. Numerous groups contribute

their time and effort year-round including our own membership, the Capitalarians, who volunteered well over 5,000 hours last season! We also owe a huge thanks to our wonderful sponsors and donors which account for a substantial portion of our annual operating budget, making our program possible year after year.

I was born and raised in the area and grew up enjoying all that Capital Lakefair has to offer. It is my privilege to represent our membership and community in Thurston County for the 2019 season. We hope you all will join us this July to Cut Loose at Lakefair; spending time with friends and family while supporting other community organizations and our future leaders as they pursue higher education. We hope to see you at the lake July 17-21, 2019!



Jeff Hunt
Lakefair President 2019



Andrew Poultridg
1st Vice President



Bryan McNamara
2nd Vice President



Debbie Olson
Secretary



RD Richards
Treasurer



Karen Griggs
Past President

Board of Directors

Sandy Sue Gibson
Pete Pease
Tyler Adams
Barb Pease
Teresa Bond
Bob Barnes
Capitalarians
Tyler Adams
*Bob Barnes
*Serry Barnes
Teresa Bond
Clarence Carlos
*Jack Coyne
*Brigitta Endler
*Hellmuth Endler
Sandy Gibson
Karen Griggs
Erica Gunstone
Carole Hepburn
Craig Holt
J. Jeff Hunt
Greg Irey
Bryan McNamara
Christine McNamara

Spike Millman
Kelli Morgan
Debbie Olson
Larrel O'Keefe
Barbara Pease
Jerry Pease
Pete Pease
Andrew Poultridg
*Carole Richards
Ken Ringering
RD Richards
Joyce Rommel
*Bruce Schultz
*George Sharp
Stacy Sharp
Sharon Smorynski
Adam Stolz
Bob Terhune
*Larry Watkinson
Honorary Capitalarians
*Sandra Anderson
Peggy Brink
Jon Bryant
*Nancy Burri
Bob Campbell

Larry Conner
Jon Cox
Evelyn Coyne
Mark Fraire
*Jack Glasco
Jacquelyn Guyer
*Stan Guyer
*Ed Hayes
*Karen Hayes
Patty Longnecker
*Terry Lyon
*Lisa Marsh
Eldon Marshall
*Steve Masini
Jenny Mills
Ted Nelson
Gary Norton
*Dick Parrett
Tom Parrett
Cliff Pennell
Allen Robbins
Alice Sampson
Don Sampson
*Don Sanders
Llyod Sell

*Ron Walters
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2019 Capital Lakefair Community Sponsors



2019 Capital Lakefair Court accompanied by Lakefair Capitalarians.

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Join Lakefair when you are hungry for one of our many "oh, so delicious" Fair Cuisine options and help support your community at the same time. All the Concessionaires that set up business during Lakefair on Water Street are nonprofit organizations; Lakefair is the biggest fundraising event of the year for some of these organizations. When you feed yourself a delicious Fair Food Meal, you are helping to support your local community as well.

The funds are put back into our local community in a variety of ways and one of those is to assist students and promote education. Some of the funding is spent to assist and support our military service members and their families, such as USO, Fisher House, Veterans Relief, Honor Guard, and Christmas baskets.

Some of the funding goes to scholarships for students in all of the local high schools, a high school exchange student program, high school career awareness awards, little league, bowling league, dictionaries for third graders, and the donation of books and reading assistance to local elementary schools.

Other ways the funds are used is to provide services to the needy in our community. This funding helps support the quarterly homeless feeding program, eye glass program, hearing aids for low income families, the Homeless backpack Program, Camp Leo (youth camp for insulin dependent children), and voter education, registration, and scholarships to those who wish to enter the political field. These funds help to provide Thurston County residents with firewood,



Photo Provided

Lakefair attendees can tantalize their tastebuds with a wide variety of food options during the Lakefair celebration.

warm meals, coats, blankets, Thanksgiving and Christmas meals and gift baskets.

The list of community organizations that are assisted by these funds is large. These funds help support: Lacey Parks, Salvation Army Bell Ringing, Law Enforcement Youth Camp, Thurston County Volunteer Citizen of the Year and Law Enforcement of the Year recognition programs, Thurston County Food Bank, Senior Services of South Sound, Capital Clubhouse, PATH Programs, Season of Giving, Giving Tree at Westfield Mall, Safe Place, YMCA Other Bank, The Kinship Closet,

STARS, YWCA Girls Without Limits, GRuB, Habitat for Humanity, Fairview Village, Lewis Mason Thurston Area on Aging, Capital Kids Connection, Child Care Action Council, Monarch,

Washington Engage, New Market Skills Center, YMCA, Boys & Girls Club, Shriners Hospital for Children, and the Seattle Children's Hospital. All propane donated by C&D Propane.

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Parade One of the Largest in the South Sound



Wenatchee Apple Blossom Parade

Photos Provided

The annual Lakefair parade promises to be an exciting parade this year, one not to be missed.

There are approximately 100 entries from around the Northwest.

The parade will feature the military, youth and persons from around the world who call the Northwest home.

The parade will begin at 5 p.m. and lasts for two hours.

As one of the largest parades in the South Sound area, it requires a planning committee working from January until parade day organizing all the fine details.

On parade day there are more than 100 people who assist in making sure everything runs smoothly.

The types of jobs that are being performed are parade entry and welcoming, judging, hosting, laying out the entire lineup and then assisting at the end of the parade.

Much thanks to all of the volunteers and other community organizations that come forth to help with the parade.

If you would like to become part of the planning process, you contact Lakefair at www.lakefair.org.



Lighting up the Lakefair Float



2nd VP Bryan McNamara helping with float construction

Every year beginning around October more than 1,000 volunteer hours go into planning, preparing and completely rebuilding the Capital Lakefair Float for the upcoming parade season.

After the finale parade in the Fall everything from the previous seasons float is stripped revealing a bare frame. The float is then fully serviced and checked out mechanically. The chassis was purpose built and is powered by the engine and driveline from a 1976 Dodge Dart. Once deemed mechanically sound construction begins.

The entire steel framework

is then clad in plywood sheeting that serves as the foundation for the new design. The Float Committee works alongside the standing president to design and execute a new float that reflects the current seasons theme.

Parade season extends from early April with the Daffodil Festival and concludes early December with the Olympic Holiday Parade. Throughout the year the Float travels to 16 communities spread across Washington, Oregon and British Columbia. The float truck and trailer alone are scheduled to travel nearly 3,500 miles to participate at parades in 2019!



Capital Lakefair 2019 Grand Marshal Dan Lundberg

Capital Lakefair selects the 2019 Grand Marshal, Dan Lundberg. Dan has been the Olympia School District Music Director since 1996 and Band Director at Capital High School for the past 35 years. He has also taught at Olympia High School as well as Reeves Middle School for a combined 41 years in education! Dan was instrumental in putting together the All City Band, along with Wayne Timmerman, which



Dan Lundberg

has performed during Capital Lakefair since 1979. Dan has marched in the Lakefair Grand Parade for 40 years with both the All City Band and Capital High School.

Dan is a local graduate of Olympia High School Class of 1973. He has been married to his wife Ellen for 43 years and has two children, Christine and Kara, who are also all graduates of the Olympia School District.



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Capital Lakefair Scholarship Program



Photo Provided

2019 Court at a speaking engagement with Soroptimist.

The Capital Lakefair Scholarship Program is one of the most prestigious and continuous scholarship awards in the local area. The Program was initiated in 1975 by Dee Hooper and has provided more than 260 participants with over \$300,000 in scholarship funding. Over the years, the funding for the program has come from local business. Our current sponsors are Olympia Federal Savings Bank and American Pump & Electric.

Each member of our Lakefair Royal Court is awarded a \$3,000 scholarship. The Lakefair Queen receives an additional \$2,000. The scholarship recipient has five years in which to use their monies. The monies may be used toward any type of higher education – traditional degree, trade school or vocational training program.

The requirements for participation in this program are as follows:

- A fully enrolled high school Junior
- Cumulative GPA or 3.3 or better
- Submission of a completed Lakefair application
- Two letters of recommendation
- A prepared 500 word essay on a specific topic

Each participating local high school will select their representative/candidate for

the Capital Lakefair Royalty Scholarship Program in December. In early February, these candidates will participate in panel and individual interviews with five independent judges from the business community. Each candidate will also present a three minute speech on a predetermined subject. Five girls will be selected from the candidates to serve on the Royal Court, one of which will become the Lakefair Queen. The new members of the Royal Court will be presented at the Lakefair Coronation. The selection process is completed in one day, again in early February.

In addition to traveling to several out of town parades, the Court also participates in many local community events such as:

- Olympia Arts Walk
- Olympia Yacht Club – Opening Day
- Hand's on Children's Museum
- Little Red School House project

The Capital Lakefair Scholarship Program provides an educational opportunity for participants to learn about themselves, issues that face our communities and allows them the opportunity to meet local community leaders. It also enhances their public speaking skills and helps prepare them for higher education and their adult life.



Photo Provided

2019 Lakefair Court.



Gregory Mohoric

Insurance and Financial Services Agent
Mohoric Insurance Agency

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Tumwater, WA 98501
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Fax 360-388-4094
gmohoric@farmersagent.com

Registered Representative, Farmers Financial Solutions, LLC
31051 Agoura Rd, Westlake Village, CA 91361
Tel 818-584-0200 Member FINRA & SIPC

Food Vendor Info List

Altrusa International of Olympia:

Altrusa of Olympia is a service group dedicated to the betterment of our community. Funds raised through food concession sales go toward organizations such as the Thurston County Food Bank, Habitat for Humanity, YWCA Other Bank and Girls Without Limits, SPSCC Scholarship, Salvation Army and Quixote Village.

Barb O'Neill Family & Friends:

Barb's helps provide services to low income and homeless families in Thurston County. This includes warm meals for Thanksgiving and Christmas and distribution of holiday baskets for Easter.

Capital Recovery Center:

Capital Recovery is a mental health agency that provides services to people working on recovery. The groups mission is to promote and support healing, personal growth and overall community improvement through treatment.

Olympia Host Lions:

The Host Lions partner with a wide range of organizations in the greater Olympia area. This includes supporting programs such as the Plum Street Tiny House Project, Union Gospel Mission, student testing for sight and hearing, the sensory garden at Swan Town, diabetic youth camp,

Project New Hope and the Northwest Lions EyeGlass Recycling Center.

Joshua 1:Nine

Joshua 1:Nine aims to empower young Dominicans through education, coaching and the love of Christ to impact future generations as leaders in their communities, family and sport.

Olympia Robotics Federation (OSDEF):

Olympia Robotics Federation is a high school robotics team sponsored by the Olympia School District. All proceeds are used to help purchase parts, materials and cover travel expenses for the team. The group promotes STEM education (science, technology, engineering & math) and represents Olympia with a team of 30 students and 10 volunteer mentors.

Pacific Ohana Foundation:

The Pacific Ohana Foundation is dedicated to preserving the past to teach the future by promoting programs of arts and literature, historical and archival, and health and lifestyle content of the South Pacific Basin communities. Founded by the elders of the Pacific Rim Basin native people, our main interest is in passing on our ancestors' rich cultures, history, and genealogies.

Paella Pro:

Paella Pro is working in collaboration the Gull Harbor

Lutheran Church. The Church uses the funds raised through the sale of paella to directly support many other local community service organizations around Thurston County.

Transferring Financial Success:

TFS teaches a curriculum including financial growth, investment and general business knowledge to local youth. Proceeds are also used to award educational scholarship funding for higher education.

VFW Post 318:

Post 318 is a local Veterans Service Office that helps

local area Veteran's and Active Duty Service Members and their families with VA claims and emergency assistance.

Zonta Club of Olympia:

Zonta is a powerful organization creating positive change in women's lives. This is done through service projects, advocacy events, collaboration, fundraising and other work to improve women (and their families) lives on the local level and around the globe. The group grants funds each to other non-profit organizations whose work aligns with their overall mission.



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2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$73,991

Organization/Agency Name: **Hands On Children's Museum**

Federal Tax ID Number: **91-1405065**

Event or Activity Name (if applicable):

Contact Name and Title: **Patty Belmonte, Executive Director**

Mailing Address: **414 Jefferson St. NE** City: **Olympia** State: **WA** Zip: **98501**

Phone: **(360) 956-0818 ext. 141**

Email Address: **director@hocm.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 documenting economic impact results in a format determined by the City.

Signature:

Date: 9/21/21

Printed or Typed Name: **Patty Belmonte**

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.

At a time when other family-focused Pacific Northwest cultural attractions have closed due to the pandemic, including Portland Children's Museum, Seattle Children's Museum, and Pacific Science Center, the Hands On Children's Museum has transformed its systems to allow safe, in-person visits for most of the past year. Not only are we still operating, but the Museum has also continued to draw visitors to Olympia from across the region and around the country.

Out of town visitor Tiffany wrote in a Facebook post, *"I brought my almost 4-year-old daughter to the children's museum a few weeks ago and oh my goodness! We absolutely loved it!!! We spent over 4 hours there and had so much fun! My daughter learned a ton. We will be back multiple times! We live in West Richland, WA!"*

Even with low-capacity visitation to promote safety, the Museum welcomed visitors from 27 states during its 2021 spring break weeks and served nearly 50,000 visitors this summer, including almost 10,000 visitors from more than 50 miles away including 49 states! These numbers represent significant progress in our efforts to rebuild visitation in a safe, responsible, and strategic way.

Prior to the pandemic, Hands On had documented 24 years of consecutive growth and was serving 325,000 annual visitors. In fact, it has been the largest and most visited children's museum in the Pacific Northwest since moving to its permanent home on Olympia's East Bay waterfront in late 2012. A true gem in our community, Hands On draws more annual visitation for a community of our size than any of the 300 children's museums nationwide. With the closure of both Portland and Seattle Children's Museums, we anticipate attracting even more visitors from these cities and their surrounding communities in the coming year.

A true destination museum, Hands On is consistently a top tier attraction in regional "Best of" competitions. It is rated a top Olympia attraction on TripAdvisor and has a 5-star ranking among 483 reviews. The quality of the Museum is the hallmark of its success and inspires out of town visitors like this one to write, *"We have visited many children's museums while raising our son and now with our grandsons. The HOCM is by far the best children's museum we have ever visited. Even during COVID they are able to offer a safe, extremely fun experience for our boys. There is so much to do and the boys (ages 6 & 7) just love going there. Definitely worth the trip from Seattle to spend time there. We usually spend the night...so the boys can swim after visiting the Museum."*

2.

2022 Tourism-Impact Estimate and 2021 Annual Report

(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves.)

As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	250,000	98,145 YTD thru 9/15 145,445 YE estimate with 4 th quarter projection
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	34,000	16,781 YTD thru 9/9 based on zip codes 21,170 YE estimate with 4 th quarter projection
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	10,000	5,548 YTD thru 9/9 based on zip codes 7,397 YE estimate with 4 th quarter projection
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	1,260	840
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	5,670	2,517
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	630	420 room nights (2 nights average)

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

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

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) Zip Code Data

☐ Event Cancelled Due to CoVID Restrictions

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

The Museum promotes various Olympia hotels through our website by providing information for out of town guests and private event hosts. We know from past survey data that Museum visitors have stayed at many area hotels including DoubleTree by Hilton, Hilton Garden Inn, Towne Place Suites by Marriott, Hotel RL, Best Western, and the La Quinta Inn, among others. Overnight visitors have also lodged in VRBO and Airbnb rentals.

While the Museum does not have a host hotel, the DoubleTree by Hilton is our Hospitality Sponsor and a key lodging choice for private events held at the Museum including weddings, reunions, family celebrations, and corporate parties. They serve as the host hotel for Museum-related business and featured guests. For example, they hosted the band for our 2021 Summer Splash! Gala and provided rooms for the staff installing a major new exhibit in June.

In non-pandemic times, the Museum typically holds 40-50 private events in the evenings that generate an average of 200-300 room nights each year. While private events have been limited for much of the past year due to COVID restrictions, this summer we resumed our events program by holding smaller private events. New bookings are returning for fall and winter holiday parties, reunions, and weddings—all of which typically include room nights.

As an example, the Museum recently hosted a YoungLives of Alaska event that included three guests from Alaska who spent five nights at an area hotel, and three-quarters of the event attendees were from outside Thurston County. The event host posted this review, *"The Hands On Children's Museum provided an excellent venue and experience for our large group. The staff were extremely helpful, kind, and professional throughout the entire process. The museum itself is amazing! Age-appropriate activities for ALL children and interests."*

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

While this year's visitation has been heavily impacted by the pandemic, the Museum has still served nearly 100,000 visitors to date in 2021, including 16,781 visitors from 50 miles or more as of September 9th. This is a huge accomplishment, considering that the Museum was closed to the public for the first six weeks of the year and that we have continued to limit capacity to ensure safety.

Visitors have come from all around Washington State, the United States, and from other countries. In fact, while Washington State has about 719 unique zip codes, we have captured 1,384 unique zip codes so far in 2021. This is an increase of more than 100 unique zip codes over the previous year, which is further evidence of our successful efforts to rebuild visitation to pre-pandemic levels. LTAC dollars play a significant role in attracting these visitors by allowing us to promote the Museum in out of town markets which results in positive reviews

and referrals among friends and family. Direct referral is the single most important way to build visitation from out of town guests.

In addition to offering a beautiful facility and quality exhibits, Hands On has positioned itself as a destination children's museum by offering exciting and unique programs, more than four hours of engagement, and on-site amenities such as our store, café, and the East Bay Plaza. The Museum also features year-round special events that are largely geared around school breaks to attract out of town families when they are most likely to travel.

For instance, the summer-long Summer Splash! Festival includes traveling exhibits, special guests and performers, as well as featured activities. In 2021, nearly 50,000 Summer Splash visitors (including 10,000 from more than 50 miles) enjoyed sluicing for treasure, digging for dinos, sock skating, rock climbing, creating with various artists-in-residence, and exploring beehive science with Emmy award-winning writer and best-selling author Lynn Brunelle. Since each day of the festival offers new and exciting learning experiences, out of town visitors always encounter something novel and memorable no matter when they visit.

As Summer Splash! visitor Heather G. wrote in her 5-star Google review, *"Loved it! There was so much to see and do. The toddler had the time of his life. We all enjoyed ourselves, truly. It's beautifully done, well kept, staff were friendly, and lots of staff cleaning up and sanitizing throughout the day. Shout out to the wonderful artist who shared her edible watercolors! Was a fun extra activity to have."*

In the fall, the Museum hosts a popular Boo Bash event in association with Halloween. While this has historically been a two-day event, in 2019 we adjusted the format to multiple days to promote overnight stays. During the pandemic, we extended the event dates even further to include two weekends and a 10-day format. This change allowed for reduced capacity to keep people safe, while still serving as many families as possible. We had great success with this model in 2020, selling out every available timeslot and drawing more than 300 out of town visitors to this fun, unique opportunity for celebration at a time when many facilities and traditions remained on hold due to the pandemic.

Over the winter break, we fill the Museum with a variety of engaging seasonal activities and guests, such as wreath-making, holiday gift-making, and silk-screen printing. While guests love these options, we have heard from many families that they would like to have another kind of special holiday tradition at Hands On that is more like our Summer Splash! Festival. Suggestions include a light display and other special activities in our Outdoor Discovery Center at night so they could have a special local experience rather than traveling to metro areas such as Tacoma, Seattle, and Portland.

In 2021, LTAC funds are helping underwrite special guests and displays for the winter so we can build our holiday festival into a 4-week event. This year's event will be particularly special, as we were closed for the holiday season in 2020 due to the State's mandate. Given the closures of other major metro children's museums, we are excited to create a new holiday tradition to draw out of town families who are looking to provide their children with fun, memorable, and interactive experiences over the holidays.

As we have mentioned in previous LTAC applications, one of our most innovative marketing efforts in recent years was securing a feature on Blippi, a YouTube sensation who makes wacky educational videos for children ages 2-7. Blippi's first visit to the Museum in July 2017 resulted in a 20-minute video showing him playing and learning at Hands On. This video

now has more than 113 million views! In October 2020, Blippi returned and made another video that already has nearly 12.7 million views. With a combined total of 125.7 million views, these videos are often cited as a reason for drawing out of town visitors, including a family from a small town in Arkansas and another from Massachusetts this summer. Another summer visitor, Hun K. wrote on Yelp, *"Decided to take a mini vacation out of our normal area near Seattle. We decided to go where Blippi did a show on YouTube. We were not disappointed. Our two girls 4 and 2 loved it. So much stuff to do. You will need hours to have your kids enjoy all the activities and things to see and do. Best part of this museum is that they are super keen on keeping it cleaned and sanitized."*

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

For the past several years, Hands On has targeted four key tourism audiences with available funding. Target audiences include: 1) families with children or grandchildren under age 10 living along the I-5 corridor from Vancouver B.C. to Portland; 2) national and regional families who hold the Association of Children's Museums reciprocal membership pass; 3) out of town friends and family of Puget Sound residents who have children or grandchildren under the age of 10; and 4) Puget Sound area businesses, associations, and individuals who are looking for unique venues for special events.

With cultural research (Colleen Dilenschneider) confirming that families are opting for shorter road trips in their region rather than flights to more distant vacation destinations, we will use LTAC funding to intensify our focus on our primary target audience from Canada to Portland over the next year. We want to build on the success we've experienced this spring and summer by targeting major metro areas to the north and south of Olympia that are no longer served by a children's museum. In addition, now that Canadian border crossing is easing, we have included a plan to purchase digital advertising on Vancouver's top parenting sites.

Although the Museum experience is designed for the child, we know that to attract new and repeat visitors from out of town, it is critical that the adults, as well as the children, enjoy the destination. We continue to measure our success in creating a positive whole family experience by posts made by visitors. A recent 5-star review on Google exclaimed, *"If you're looking for some FAMILY FUN that is based around your children...This Is The Place To Go! As parents, we enjoyed ourselves just as much as our babies and that is priceless."*

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

The Museum works hard to ensure that LTAC funding is used in a way that is strategic, data-driven, leverages more advertising for the dollar, and demonstrates a good return on investment. Because we know that 92% of consumers trust endorsements by friends and family over all other forms of advertising, our marketing plan relies heavily on relationship marketing.

Social Media: In general, cultural research (Colleen Dilenschneider) shows that due to the pandemic, families expect to engage with cultural organizations digitally. From programming to ticketing to on-line engagement, our digital footprint must increase.

We have a dynamic presence on many social media sites, including Facebook, Instagram, and Twitter. Facebook has grown to over 16,000 followers with the help of LTAC-funded advertising—up another 1,000 visitors over last year. Additionally, we have 2,000

followers on Instagram and 1,600 followers on Twitter. We maintain 5-star ratings on sites like TripAdvisor, Google, Yelp, and Groupon, which generates a huge amount of the best forms of advertising—Word of Mouth and Consumer Generated Content. In turn, these posts attract the attention of everyone from individual users to social influencers across multiple categories including mommy bloggers and video bloggers who generate additional coverage.

In 2021, we used LTAC funding to build our brand on both Facebook and Instagram which increased our followers on both platforms. This is important since many younger populations are choosing Instagram while grandparents prefer Facebook. Finally, we will continue to work with social media influencers to enhance our Word of Mouth marketing to targeted audiences such as travel marketers like Expedia.

Advertising: The Museum's seasonal events represent the best opportunities to attract new and return visitors from out of town. As noted above, we have now documented two years of successes in growing 1-2 day events into multi-day events including Boo Bash and Ice Adventures. In 2021, we are planning a new winter festival, in the spirit of our Summer Splash! Festival, to coincide with three weeks of holidays that can be marketed to family audiences in Seattle and Portland through trusted and fruitful channels such as *Red Tricycle*, *PDX Parent*, and *Parent Map*. Next year we want to go deeper into the parenting sites in the metro areas around us especially since both Seattle and Portland no longer have children's museums.

Although we had to suspend some of our digital site advertising due to closure, we are returning to the successful strategy we implemented last year using the digital page takeovers which gave us a huge branding presence over a three-day period. During this time, visitors to *Red Tricycle's* website couldn't miss the fact that an exciting event was happening at Hands On. The home page takeovers had exceptional click-through rates relative to industry standards, demonstrating that they were successfully piquing the interests of targeted audiences. Now that travel restrictions are easing, we're excited by our new advertising plans to Vancouver B.C.-area families through their popular digital parenting sites which are the most cost-effective ways to reach new visitors.

Search & Display Remarketing: To attract out of town visitors, it is critical that Hands On emerges in Google searches such as "children's museums," "attractions," and "family-friendly events" in strategic markets outside of Olympia. LTAC funds will help fund Google ad words so that we pop up in online searches by families in markets where visitors are likely to come from. In addition, we plan to take advantage of other digital retargeting platforms that serve ads to families in the greater Northwest region that would be interested in the Museum as a family-friendly entertainment destination.

Website

Our surveys consistently show that after direct recommendation from a family or friend, the website is the second most significant factor in motivating families to visit the Museum. In fact, 77% of our website visitors are new! Our new, redesigned LTAC-funded website went live earlier this year. With this work we particularly focused on enhancing mobile responsiveness and ease of navigation. In 2021, 75% of the people who browsed our website were using a mobile device. Industry research shows that travelers, in particular, conduct searches from their

phones using key words such as attractions, museums, restaurants, etc.... near me. Our budget has a small amount dedicated to additional enhancements to aid visitors.

Radio Advertising

We advertise many weeks a year during our busiest out of town promotional periods on our flagship station KNKX as well as several out of area smaller market radio stations. KNKX is an appealing and effective marketing partner, as they serve an important target market for the Museum and have the largest geographic reach of any radio station in Washington State, with 325,000 listeners each week across 12 individual stations in Western Washington. Coverage is from Vancouver B.C. to Vancouver, WA and includes the coast to the mountains.

We continue to advertise key events on regional radio stations such as MIXX and we are increasing event advertising on smaller country music stations throughout the region since the family-friendly format of country music is a good match for the Museum and pulls an audience we don't typically reach through other forms of engagement.

Print Advertising

In general, we have moved away from print advertising as it is more costly and less effective than digital advertising. That said, some parenting publications provide print along with the digital buy for no additional investment. As such, we plan to continue our successful formula of advertising in digital versions, with print as a complement, in Portland and Seattle parenting publications including *Parent Map*, *PDX Parent*, and *Red Tricycle*. We also have a limited amount earmarked for the restart of our printed newsletter and one direct mail postcard to grandparents.

Rack Cards: We participate in rack card placement through the Certified Folder Display Service, which ensures that 30,000 pieces are accessible to tourists at Sea-Tac airport, visitor centers, Amtrak stations, hotels/motels, factory outlets, car rental offices, campgrounds, and on Washington State Ferries. As a regional destination, it is important to keep the Museum in front of tourists at these key locations. Due to the pandemic capacity restrictions, rack card distribution was paused until June 1, 2021. We anticipate that from June through December, 210,000 rack cards will be distributed this year.

Partnerships

We actively look for ways to partner with organizations to market the Museum to out of town visitors. Our CEO serves on the Board of Directors of Experience Olympia & Beyond, and the Museum supports the VCB's publications and advertising. We have had a long relationship with Alderbrook Resort and our cross promotional efforts to appeal to family road trip visitors resulted in their website referral to Hands On climbing to the #4 position this year. Through the Northwest Association of Youth Museums, we collaborate with 20 other children's museums to offer 2 for 1 admission discounts. At the national level, we advertise through the Association of Children's Museums reciprocal program, where families can visit more than 200 other children's museums nationwide for a discounted price. In a non-pandemic year, we typically attract thousands of visitors through these programs. Even during this very uncertain year, we hosted several hundred families from other regional and national children's museums.

Artist-in-Residence Series

As we've mentioned, featuring traveling exhibits and special programming is one of our successful strategies for drawing out of town visitors and repeat visitation. In the summer of 2020, we piloted an artist-in-residence program model to rebuild visitation by offering unique and engaging programming with visiting artists. This pilot was highly successful, prompting us to offer another series in 2021 which featured artists from Bainbridge Island, Seattle, and Olympia for 2-5 days each. This programming has been extremely popular with visitors. For example, Nature Painting with Isobel Coney and Printmaking with Mimi Williams both attracted more than 1,000 activity participants over multiple days in 2021. We are seeking LTAC funding to help support stipends for visiting artists-in-residence for 2022. This funding will allow us to secure high-profile artists who are likely to draw more visitors from out of town.

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

The Museum is a passionate advocate for visiting Olympia. We provide suggestions for family-friendly lodging, restaurants, shops, and activities, along with a link to Experience Olympia & Beyond on our website under the *Plan Your Visit* menu, which is easily accessible from every page. Our front desk staff includes certified tourism ambassadors who regularly share tourism information with out of town visitors. When the neighboring LOTT WET Science Center is open, we also partner with them to cross-promote to shared visitors and expand venue space for conferences and events. As Megan D. posted in her 5-star review on Yelp, *"Amazing! Great place to let the kids run around and use their imagination...Next door is a science museum to keep the party going."*

Surveys reveal that families visit many other businesses and attractions in conjunction with their visit to the Museum. Common attractions include the Farmers Market, East Bay Plaza & WET Center, Percival Landing and Olympia's waterfront, State Capitol, Lattin's Cider Mill, Estuarium, Music in the Park, Tenino Quarry Pool, State Fairs, and Boomshaka. Local parks and marinas are also on the visit list including Priest Point Park, Tumwater Falls, Capitol Lake, the Japanese Garden, the fountain, as well as Boston Harbor and Swantown Marinas. Museum visitors also shared that they were visiting breweries, downtown shops, antique shops, downtown restaurants, Captain Little, Capital Mall, and Costco.

Regionally, visitors planned to visit Portland, Seattle, and the coast as well as zoos, aquariums, NW Trek, Great Wolf Lodge, national and state parks, museums, and waterparks. Surveys and social media comments also showed a number of visitors who said that their primary reason visiting Olympia was the Hands On Children's Museum.

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.

Due to Public Facilities District agreements for our facility, we receive a share of sales tax revenue from the three cities and the county to pay the construction bonds for the Museum. As a PFD project, we have not requested additional funds outside of the PFD funds.

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

In last year's proposal, we anticipated a \$2.9M operating budget for 2021 and happily, we anticipate reaching or exceeding \$3M in revenue this year. For 2022, we are budgeting conservatively for \$3.5M. While this is still down from a \$4.1M pre-pandemic budget in 2019, it is significantly better than our 2020 budget of \$2.4M. We are applying for \$73,991 in LTAC funding, which is less than 2% of our operating budget, but a very critical funding source to rebuild our out of town visitation as COVID impacts improve and family travel becomes more robust.

Next year will be a critical transition year to reaching full post-COVID recovery by 2023. LTAC funding is essential in our efforts to rebuild and to continue to draw visitors from other markets. There is no other funder outside of LTAC that will fund advertising in out of town markets. It is important to note that your money goes twice as far when you invest in the Museum, because we are very successful in persuading most advertisers to match a portion or all of the City's investment.

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 Museum has a proven track record of attracting out of town visitors from 50 miles or more—even during this pandemic which has seriously impacted the cultural sector. It is remarkable to consider that Hands On hosted visitors from every State and three countries, as documented by our zip code capture, during a year when most people were choosing not to travel. This fact, along with numerous visitor comments, confirm our strong reputation as a leading regional attraction and one that can offer a safe experience during a difficult time for families. As in the past, if full funding is not offered for 2022, we will prioritize our advertising buys based on the organizations that offer the best return investment. We appreciate your past support and strong consideration of the significant and positive data that we have presented.

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?

At a time when only 32% of children's museums were open nationwide, Hands On carefully reopened its doors in late July of 2020, developing its own best practices and setting the gold standard for how to successfully reopen a children's museum during a pandemic. The Museum developed extensive visitation protocols including pre-registration with timed entry and capacity limits. The Museum also recruited a health advisory committee led by infectious disease prevention specialist and Museum Board member Barb Soule.

In partnership with MaryBridge Multicare, the Museum created the Healthy Family entry station, which is still in place. The Museum's health and safety protocols have continued beyond the State's requirements and have received high accolades from our guests, as exemplified in these two five-star reviews. Patricia R. said, "My grandson had a blast! Thank you for providing hand washing prior to children entering! We felt safer this way!" and Beth M.

noted, *"The staff was incredibly quick to clean and sanitize behind my child. Very friendly and the place was so much fun!"*

Seattle's Child Print Magazine

EXPLORE A MUSEUM WITH YOUR CHILD TODAY!

HANDS ON CHILDREN'S MUSEUM

SCAVENGER HUNT

Don't miss these five exciting discoveries at Hands On Children's Museum

CHECK THEM OFF AS YOU FIND EACH ONE!



New Bouldering on the Beach

Build confidence and problem-solving skills while free climbing on a giant boulder and other structures on the Puget Sound Beach.

1



Balcano

Get your hands wet and experience the different states of water. Play with a steam bell and launch balls into the 8-foot-tall water vortex.

2



Megan D Schooner

Captain an authentic wooden schooner, climb a 6-foot rope ladder, play in the crow's nest, navigate the ship's rickety bridge to explore the hull.

3



Airways Maze

Send scarves and yarn balls through a 25-foot Airways Maze and try to catch them! Change the air flow direction and watch how the pathway changes.

4



Tides to Trees Climber

Climb to the second story and wind down the stream slide or continue climbing to the giant eagle's nest perched 20 feet in the air.

5



What kids will love:

150 interactive exhibits including new Bouldering on the Beach exhibit, Megan D Schooner, Art Studio & MakeSpace, two-story Climber and Stream Slide, Balcano, Emergency!, and more. Plus, unique Outdoor Discovery Center, Lighthouse Lookout, outdoor tinkering stations, and water play inside and out. Summer long "Summer Splash!" event* features themed adventures, special guests, and activities.

What parents will love:

Washington's award-winning museum on Olympia's waterfront adjacent to WET Science Center and Plaza with 250' interactive stream. Near downtown, Farmer's Market, and Percival Landing. Clean and beautiful facility with fresh foods, in the PlayDay Café. Voted "Best Family Fun Destination" by Showcase Magazine & The Olympian Best of South Sound.

MUSEUM INFO

Website: www.hocm.org

Address: 414 Jefferson St. NE, Olympia, WA 98501

Hours: www.hocm.org/hours-admissions

Admission: General Admission (18 mo-64 yrs) \$14.95, Seniors (65+) \$12.95, Military/First Responder/Foster Family (with valid ID) \$12.95, FREE for members

Free/Discounted Museum Days: EBT Cardholders: First 2 guests free/each add. \$2

Special Events: Summer Splash! (June-Aug), Boo Bash (Oct), Noon Year's (Dec 31), Ice Adventures (Jan), Spring Break Weeks (Mar-April)

Summer Camps: www.hocm.org/summercamp

Weekend/After School: www.hocm.org/cal

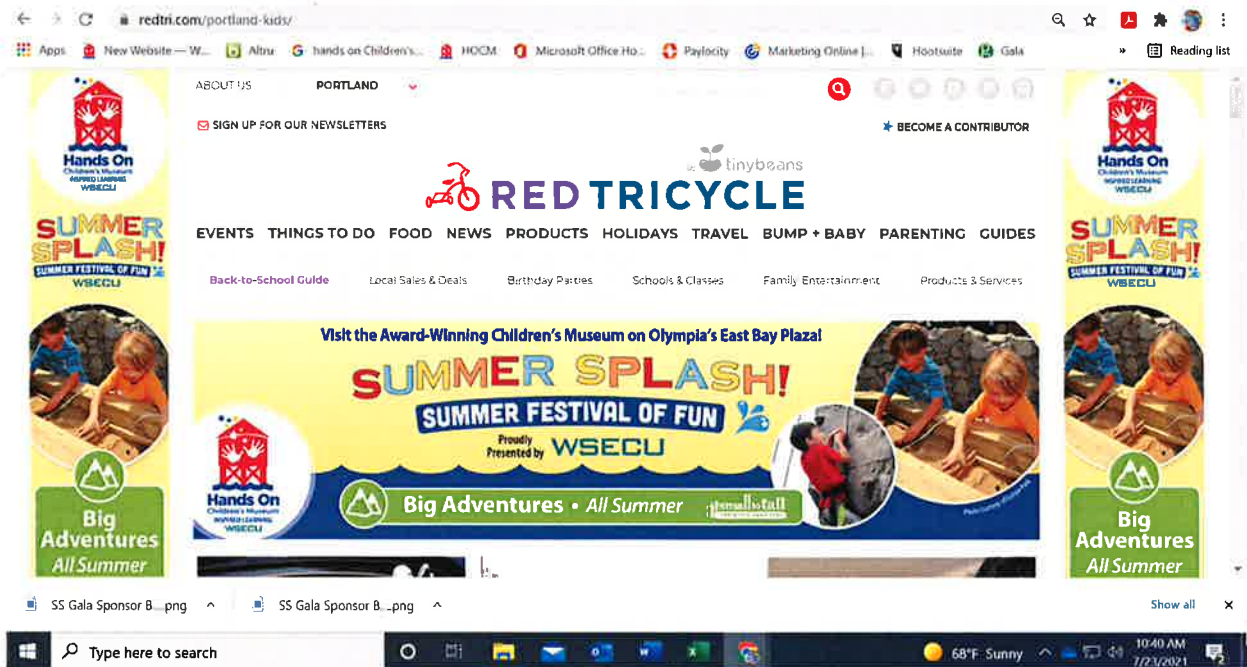
Museum Cafe: Yes

Family-Friendly Features: Preschool, Sensory Friendly Hour (Sundays), Birthday Parties, Private Events

COVID-19: Please visit www.hocm.org/covid-19 for updates

Red Tricycle: Digital Home Page Take Overs

in Seattle & Portland



PDX Parenting: Print & Digital

Print Ad June/July



Visit the
**Award-Winning
Children's Museum**
On Olympia's East Bay Waterfront

SUMMER SPLASH!
SUMMER FESTIVAL OF FUN
Proudly Presented by **WSECU**

New Exhibit!



Photo from El Dorado Boulders
Photos taken pre Covid-19

Big Adventures

New! **Bouldering on the Beach Exhibit**
Sluicing for Treasure • Digging for Dinos
Rock wall • Scribble Stones • Visiting Artists
Sock Skating • Sailboat Regatta • Solar Days

★ **macy's** **MaryBridge Children's** **MultiCare** **OlyFed.**

Explore!
150 Exhibits • MakeSpace • Art Studio
Nature Play • Outdoor Discovery Center

Online reservations required.
Visit hocm.org

414 Jefferson St. NE • Olympia, WA 98501 • (360) 956-0818 • www.hocm.org

pdxparent

From our friends at the Hands On Children's Museum

**Experience Big Adventures at the Hands On Children's
Museum All Summer Long**

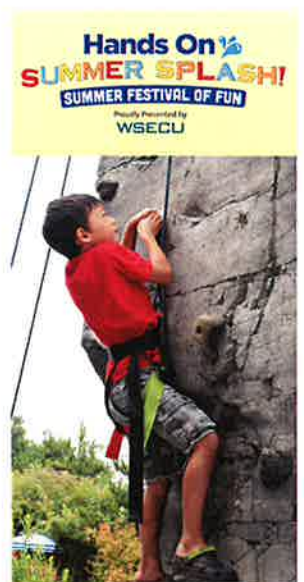


Hands On
SUMMER SPLASH!
SUMMER FESTIVAL OF FUN
Proudly Presented by
WSECU



Visit the award-winning Hands On Children's Museum in Olympia, Washington for a summer packed with big adventures during the annual Summer Splash! Festival of Fun, sponsored by WSECU.

Make your online reservations today!



ParentMap Print & Digital

Print Ad May/June



Visit the
**Award-Winning
Children's Museum**
On Olympia's East Bay Waterfront

SUMMER SPLASH!
SUMMER FESTIVAL OF FUN
Proudly Presented by **WSECU**

New Exhibit!



Photo from El Dorado Boulders

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150 Exhibits • MakeSpace • Art Studio
Nature Play • Outdoor Discovery Center

Online reservations required.
Visit hocm.org

414 Jefferson St NE • Olympia, WA 98501 • (360) 956-0818 • www.hocm.org

Parent Map

Summer Fun + Play

Dive into summer with these local activities and adventures.

Sponsored Content



Discover the history and culture of Tulalip

The scoop: Enjoy interactive learning through displays that introduce you to



KidsQuest: Choose your start time, stay and play!

The scoop: Enjoy 25 diverse exhibits for kids of all ages in our air-



Celebrating Summer Splash at Hands On Children's Museum

The scoop: Enjoy big adventures all summer long. Climb the rock wall, sluice for treasures, dig for dinos and so much more. [More ►](#)

Ages: 0-10



Child Wonder the World: A new play space

The scoop: Celebrate the diversity of the world. Come explore, enjoy and learn from the great big world of wonder we live in. [More ►](#)

Ages: Infant-8



Visit the
**Award-Winning
Children's Museum**
On Olympia's East Bay Waterfront

SUMMER SPLASH!

SUMMER FESTIVAL OF FUN

Proudly
Presented by **WSECU**

New Exhibit!

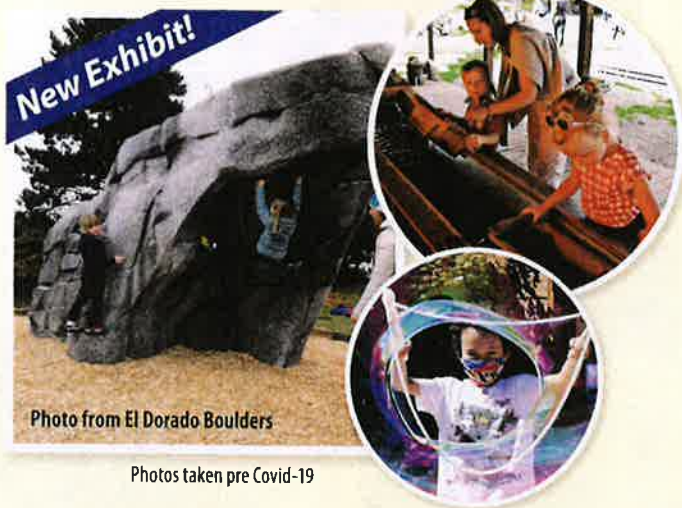


Photo from El Dorado Boulders

Photos taken pre Covid-19



Big Adventures

New! Bouldering on the Beach Exhibit

Sluicing for Treasure • Digging for Dinos

Rock wall • Scribble Stones • Visiting Artists

Sock Skating • Sailboat Regatta • Solar Days



Explore!

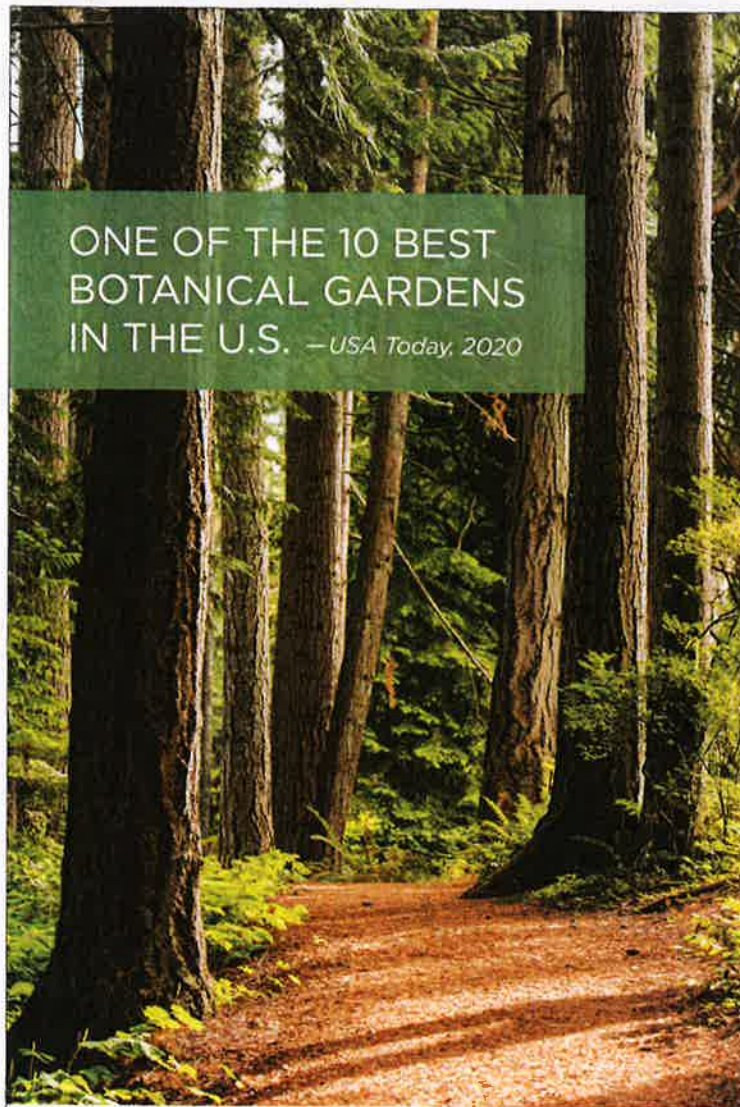
**150 Exhibits • MakeSpace • Art Studio
Nature Play • Outdoor Discovery Center**

Online reservations required.

Visit hocm.org

414 Jefferson St. NE • Olympia, WA 98501 • (360) 956-0818 • www.hocm.org

ONE OF THE 10 BEST
BOTANICAL GARDENS
IN THE U.S. — *USA Today*, 2020



A short ferry ride from downtown Seattle, there is a place where kids (and adults) of all ages can discover the wonders of Nature.

Step into the ever-changing landscapes of Bloedel Reserve on Bainbridge Island—150 acres of sculpted gardens, blooming meadows, verdant forests, water, wildlife, and comfortable trails designed especially for exploring the beauty that is the Pacific Northwest.

Come discover what a walk
in the woods can do.

Book your visit at
bloedelreserve.org/tickets.



**BLOEDEL
RESERVE**



OPEN TUES-SUN. | 206-842-7631 | bloedelreserve.org



Lodging Tax Economic Impact 2021 Year to Date



Key Economic Impacts* 2021

Hotel Stays \$63,000
(Based on \$150/per room night)

Museum Store, Cafe & Parking Sales Tax \$12,749

Tourism Impact \$4.5M
(Includes day visitors, overnight visitors, taxes and other indicators)

** Per Runyan & Associates Tourism Calculator*

Total Visitation 2021 Year to Date

*Includes 6 week pandemic closure (1/1/2021 - 2/22/2021)

98,411*

*YTD 9/16/21

Visitors 50 Miles+

Includes out of state visitors from 50 states

16,781

5,548

Top 5 States for Out of State Visitation

1. Oregon 2. California 3. Texas 4. Arizona 5. Colorado

Zip Codes Grow as Travel Restrictions Ease

For Reference: # of Zip Codes in WA State approx. 719

1,384*

*100 more than 2020

Spring Break Weeks

Total visitation

Visitors from 50+ miles & 27 states

11,213

1,681

Summer Splash Festival Mid June - Labor Day

Total visitation in 2021

Visitors from 50 miles+

47,458

9,966

Room Night Profile

Estimate based on zip codes & visitor reports

2021 YTD Room Night Estimate

420

New Blippi Video Draws Visitors Even During the Pandemic

Guests visit from states as far away as Massachusetts

- The Museum is featured in 9 Blippi videos
- 113 million views of video produced 4 years ago
- 12.73 million views of new footage released last year
- 125.73 million total views of all Blippi videos



Total Web Visits (Source: Google Analytics)

Total new web visits

77% of visitors are new!

Total new web visits from outside Thurston County

75% of new visitors are from outside Thurston County

209,226

122,175

91,514

Top 10 Cities for Web Visitors

1. Seattle 2. Lacey 3. Olympia 4. Tacoma 5. South Hill 6. Portland

Top Referral Sites That Drive Website Visitation

- facebook.com
- alderbrookresort.com
- thurstontalk.com
- parentmap.com
- pdxparent.com
- linkedinprofile on Instagram
- yelp.com
- redtri.com
- greatwolf.com

Facebook Followers

16,000

Instagram Followers

2,000

In 2021, the Museum demonstrated its strong reputation as a destination attraction for visitors outside of Thurston County. Even while other museums were closed, Hands On made a significant effort to attract visitors during spring and summer breaks while providing a safe and memorable visit. Surprisingly, to date, we have hosted visitors from every state and 3 countries during the pandemic year.

Arkansas Family Tagged the Museum in Online Video

Let's Go to Olympia, WA!



Girl from Lavaca, Arkansas (pop. 2289) wants to visit Olympia, WA & Hands On after seeing it on Blippi.

Instagram Post from a Family Who Visited from Massachusetts



srobbs87 mentioned you in a comment: Hi @blippi! My sons birthday is next week and we will be traveling to Washington from Massachusetts to visit places you have gone! We will be visiting @kjsbakery for some special birthday cupcakes and @handsonchildrensmuseum for some birthday fun!!! We will share pictures! :dh



The website is cited as the #2 reason for attracting out of town visitors just behind word of mouth. In 2020 & 2021, we redesigned the website with LTAC funding to make it mobile friendly. That's because 75% of the people who browsed our website in 2021 were using a mobile device. Industry research shows that travelers in particular conduct searches from their phones using key words such as attractions, museums, restaurants, etc...."near me."

LTAC funds paid for advertising on Facebook, Red Tricycle, Parent Map & PDX Parent—all among the top referral sites driving web visitation. Our partnership with attractions like Alderbrook Resort drive web visitation.

Updated as of 9/20/2021

DRAFT Hands On Children's Museum Operating Budget	2022 Draft Budget
INCOME	
Admission Programs	
Private Events	40,000
Birthday Parties	90,000
Field Trips	80,000
General Admissions	716,419
Partner Programs, Ed Events & Kits	30,000
Off-Site Programs	5,500
Workshops/Camps	145,000
Preschool Classes	293,000
Total Admission Program Income	1,399,919
Memberships	681,382
Corporate Memberships	20,000
Net Food Sales	107,500
Net Store Sales	69,660
Penny Machine	200
Parking Income	89,446
Locker Fees	4,468
Misc & Dividend Income	5,000
Net Food, Store & Misc. Income	276,274
Total Earned Income	2,377,575
Unrestricted Contributions	
Summer Splash Gala	425,000
Total Fundraising Events	425,000
Corporate	300,000
Leadership	25,000
Foundations	105,000
Individuals/CFD	35,527
Leadership	120,000
Donation jar/funnel	3,000
Government	120,000
Total Donations	708,527
Total Contributed Income	1,133,527
Total Income	3,511,102
Capital Contribution to Operating	0
Gross Revenue	3,511,102

DRAFT Hands On Children's Museum Operating Budget	2022 Draft Budget
EXPENSE	
Operating Expenses	
Advertising	46,160
Bad Debts/Misc	50
Bank/Merchant Fees	70,000
Board Meeting	5,000
Cash over/short	55
Development Expenses	12,000
Dues and Subscriptions	5,000
Summer Splash Gala	80,000
Insurance	42,335
Interest Expense	1,500
Bridge Loan Interest	120,000
Taxes & Licenses	1,500
Advertising, Events & General Expense Total	383,600
Visitor Engagement Expenses	
On-site Activities & Guests	28,000
New Exhibits	5,000
Exhibit (repairs)	6,000
Exhibit Maint (routine)	13,000
Exhibits/Art Supplies	12,000
Total Visitor Engagement	64,000
Personnel Expenses	
Wages	1,925,000
Payroll Taxes	192,500
Benefits	135,000
401(k) Match	10,000
Direct Deposit/ADP Fee	10,000
Employee Search	2,500
Contract Labor	28,000
Camps/Workshop Teachers	2,250
Total Personnel Expenses	2,305,250
Postage & Mailings	10,000
Printing, Repro	
Graphic Design/Photography	0
Copiers - copies & maint	15,000
Printing	11,000
Web Design/Maint	3,000
Total Printing/Repro	29,000
Professional Education	3,000
Professional Fees	10,000
Rent (storage & parking)	22,800

DRAFT Hands On Children's Museum Operating Budget	2022 Draft Budget
Bldg Ops & Maint	
Bldg Repairs & Maint	24,443
Elevator maint & monitoring	3,437
Fire alarm, inspection & sec.monitoring	1,191
HVAC Maint	500
Equip	8,000
Janitorial	75,600
Janitorial/Bldg Supplies	25,000
Landscaping Maint	6,202
Parking Lot	2,700
Utilities	65,000
Total Bldg Ops & Maint	212,073
Computers	
Computer Equip & Software	32,000
Computer Rep/Maint	5,000
Total Computers	37,000
Supplies:	
Education	3,000
Preschool	5,000
Parties	3,800
Private Events	4,000
Gift Shop	500
Partner Programs, Ed Events & Kits	34,181
Off Site Events	414
Field Trips/Groups	350
Office & Visitor	13,000
Emp & Volunteers	10,000
Camps/Workshop Supplies	7,500
Total Supplies	81,745
Telephone, Cable & Internet	13,000
Travel: Meals	0
Lodging	0
Mileage	1,700
Transportation & Van	2,562
Total Travel	4,262
Total Expenses	3,175,730
Capital Loan Principal Payments	-335,372
Net Surplus/Loss	0



STATE OF
WASHINGTON

Nonprofit Corporation

BUSINESS LICENSE

HANDS ON CHILDREN'S MUSEUM
414 JEFFERSON ST NE
OLYMPIA, WA 98501-2201

UNEMPLOYMENT INSURANCE - ACTIVE
MINOR WORK PERMIT - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

Issue Date: Nov 25, 2020
Unified Business ID #: 601059897
Business ID #: 001
Location: 0003
Expires: Dec 31, 2021

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #18178 - ACTIVE

DUTIES OF MINORS:

Ages 16-17: Replace exhibit props, re-set rooms, setup, prep & assist parties/camps/arts/crafts, community events, cash register, supervise children, copy, phones

LICENSING RESTRICTIONS:

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.

Service occupations: if a minor works past 8:00 p.m., minor must be supervised by a responsible adult employee who is on the premises at all times. WAC 296-125-030(30)

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

STATE OF WASHINGTON

JB1: 601059897 001 0003

Expires: Dec 31, 2021

HANDS ON CHILDREN'S MUSEUM
414 JEFFERSON ST NE
OLYMPIA, WA 98501-2201

UNEMPLOYMENT INSURANCE -
ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
MINOR WORK PERMIT - ACTIVE
TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#18178 - ACTIVE

BUSINESS INFORMATION

Business Name:

HANDS ON CHILDREN'S MUSEUM

UBI Number:

601 059 897

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

414 JEFFERSON ST NE, OLYMPIA, WA, 98501, UNITED STATES

Principal Office Mailing Address:

414 JEFFERSON ST NE, OLYMPIA, WA, 98501, UNITED STATES

Expiration Date:

12/31/2021

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

12/11/1987

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

THE HANDS ON CHILDREN'S MUSEUM STIMULATES CURIOSITY, CREATIVITY AND LEARNING THROUGH FUN INTERACTIVE EXHIBITS AND PROGRAMS FOR CHILDREN, ADULTS, FAMILIES AND GROUPS.

REGISTERED AGENT INFORMATION

Registered Agent Name:

PATRICIA BELMONTE

Street Address:

414 JEFFERSON ST NE, OLYMPIA, WA, 98501-0000, UNITED STATES

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JAMIN	MAY
GOVERNOR	INDIVIDUAL		MARSHA	LONG
GOVERNOR	INDIVIDUAL		TIM	MADELEY
GOVERNOR	INDIVIDUAL		GARY	SCHNEIDER
GOVERNOR	INDIVIDUAL		BOB	HECK

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		ADAM	ADRIAN
GOVERNOR	INDIVIDUAL		SHELLY	BADGER
GOVERNOR	INDIVIDUAL		MITCH	DIETZ
GOVERNOR	INDIVIDUAL		MARCELLE	GONZALEZ
GOVERNOR	INDIVIDUAL		JULIA	GORTON
GOVERNOR	INDIVIDUAL		EMILY	MCMASON
GOVERNOR	INDIVIDUAL		LEN	FAUCHER
GOVERNOR	INDIVIDUAL		MEGAN	DUFFY
GOVERNOR	INDIVIDUAL		MARY CATHERINE	MCALEER
GOVERNOR	INDIVIDUAL		BARB	SOULE
GOVERNOR	INDIVIDUAL		ERIC	FOLEY
GOVERNOR	INDIVIDUAL		LINDSAY	PAYLOR
GOVERNOR	INDIVIDUAL		ADAM	TENENBAUM

Projected LTAC Budget for 2022 for Out of County Visitors
Hands On Children's Museum

Indicates new areas of Investment

	Market	Strategy	LTAC 2022
Digital			\$ 18,380
Hootsuite Monthly Subscription			\$ 380
Facebook & Instagram Paid Advertising	Metro SEA/PDX	Spec campaign visitation	\$ 2,900
Red Tricycle (Portland & Seattle)	Metro SEA, Metro PDX	General visitation	\$ 8,600
ParentMap (Seattle)	Metro SEA	General visitation	\$ 3,250
PDX Parent (Portland)	Metro PDX	General visitation	\$ 3,000
Seattle's Child (Seattle)	Metro SEA	General visitation	\$ 250
Web			\$ 5,500
HOCM Website			
Website Enhancements	Out of TC Visitors	General visitation	\$ 3,000.00
Digital Marketing (Google Ads, Geo-Fencing, etc.)	Out of TC Visitors	General visitation	\$ 2,500.00
Radio			\$ 17,500
KNKX-Public Radio			
June	Western WA & B.C.	Summer visitation	\$ 2,000
July	Western WA & B.C.	Summer visitation	\$ 4,000
August	Western WA & B.C.	Summer visitation	\$ 2,000
Boo Bash	Western WA & B.C.	Boo Bash	\$ 2,000
Dec (x2 - Holiday & Noon Year's)	Western WA & B.C.	Winter visitation	\$ 4,000
MIXX			
Spring Break Schedule	Western WA	Event visitation	\$ 200
Summer 3 months	Western WA	Summer visitation	\$ 600
Boo Bash	Western WA	Event visitation	\$ 300
Winter Holidays	Western WA	Winter visitation	\$ 400
KAYO			
June Summer Splash (in-kind package)	Western WA	Summer visitation	\$ 500
July Summer Splash (in-kind package)	Western WA	Summer visitation	\$ 500
Aug Summer Splash (in-kind package)	Western WA	Summer visitation	\$ 500
Winter Holidays	Western WA	Winter visitation	\$ 500
Print			\$ 15,914
Olympia VCB			\$ 2,965
1 ad in VCB visitor guide	Visitors coming to TC	General visitation	
Parent Map			
May Summer Adventure Guide - 1/2 pg	Parents, Metro SEA	Summer visitation	\$ 900
June - 1/2 pg ad	Parents, Metro SEA	Summer visitation	\$ 900
July - 1/2 pg ad	Parents, Metro SEA	Summer visitation	\$ 900
October - Winter Adventure Guide -1/2 pg H	Parents, Metro SEA	Winter visitation	\$ 900
Holiday Guide - 1/2 pg	Parents, Metro SEA	General visitation	\$ 900
PDX Parent			
June-July Summer Fun	Parents, Metro PDX	General visitation	\$ 1,000
Nov. Kids Heart Museums Special Section	Parents, Metro PDX	General visitation	\$ 1,750
Seattle's Child			
July - Museums are for Kids 1/2 Page	Parents, Metro SEA	Summer visitation	\$ 900
Westcoast Families (Canadian)			
Feb/Mar	Vancouver B.C. Metro	Spring visitation	\$ 744
April/May	Vancouver B.C. Metro	Summer visitation	\$ 744
June/July	Vancouver B.C. Metro	Summer visitation	\$ 744
Island Parent (Canadian)			
Feb/Mar	Vancouver B.C. Metro	Spring visitation	\$ 704
April/May	Vancouver B.C. Metro	Summer visitation	\$ 704
June/July	Vancouver B.C. Metro	Summer visitation	\$ 704
WSDOT Highway Signage			
Tourism signage	Highway travelers	General visitation	\$ 455
Rack Cards			\$ 4,500
Monthly distribution and printing	Puget Sound Visitors	General visitation	\$ 4,500
Direct Mail			\$ 3,897
Applause Newsletter Printing (4x per year) - 30% to Out of County			
Spring Applause	Out of TC Visitors	Seasonal visitation	\$ 646
Summer Applause	Out of TC Visitors	Seasonal visitation	\$ 646
Fall/Winter Applause	Out of TC Visitors	Seasonal visitation	\$ 646
Applause Newsletter Postage (4x per year) - 30% to Out of County			
Spring Applause	Out of TC Visitors	Seasonal visitation	\$ 503
Summer Applause	Out of TC Visitors	Seasonal visitation	\$ 503
Fall/Winter Applause	Out of TC Visitors	Seasonal visitation	\$ 503
Applause Newsletter Mailing Fees (4x per year) - 30% to Out of County			
Spring Applause	Out of TC Visitors	Seasonal visitation	\$ 150
Summer Applause	Out of TC Visitors	Seasonal visitation	\$ 150
Fall/Winter Applause	Out of TC Visitors	Seasonal visitation	\$ 150
Artist in Residence			
Enhanced Artist in Residence Series	Out of TC Visitors	Seasonal visitation	\$ 7,500
Summer Splash Street Banner			\$ 800
Replace Street Banner			\$ 800
Total			\$ 73,991



OLYMPIA HARBOR DAYS

A South Sound Maritime Heritage Event

PO Box 2875, Olympia, WA 98507

360-556-0498 www.HarborDays.com info@HarborDays.com

49th ANNUAL MARITIME FESTIVAL & TUGBOAT RACES **September 2 - September 4, 2022**

September 21, 2021

Hello LTAC Committee Members,

The South Sound Maritime Heritage Association (SSMHA) Board of Directors would like to thank the LTAC committee for providing financial support for execution of one of the three plans presented for the 2021 Olympia Harbor Days Festival (OHD) during the second summer of the COVID-19 pandemic. While there were many turns along the way, we were pleased to be able to host a live event and the only maritime themed event in the Puget Sound region this past year. Although small and tucked away at the Port Plaza, the event accomplished the goals of keeping SSMHA and OHD in the public eye, protecting the brand, and keeping the focus on tugboats, although no real vintage tugboats were in attendance and the tugboat races were not held.

The plan for OHD 2022 currently uses the same basic approach as 2021. Please find in this application three different executable plans: Full Festival as we knew it with tugboats, Hybrid Festival at Percival Landing without tugboats, Lite Festival at the Port Plaza without tugboats. All plans can be modified for public safety COVID-19 protocol if needed.

Olympia Harbor Days, after two years of the pandemic is facing financial impacts combined with insurance challenges created by the return of the event to SSMHA from the Olympia Kiwanis Foundation in 2020. Recovery includes:

1. re-building a fund for annual start-up costs;
2. paying an executive director an annual base fee of \$24,000.00 (not including commission) to plan and produce OHD;
3. covering the cost of festival insurance for the Full or Hybrid Percival Landing presentation, estimated up to \$18,000.00 annually;
4. securing insurance for the continuation of the marine features of the event (tugboat show, races, harbor tours, etc.,) insurance cost unknown and unobtainable at this time.

While we are hopeful that 2022 will see the end of the pandemic, we want to proceed with caution and view 2022 as a restart or rebuild of Olympia Harbor Days with the focus of returning a large free, fun and family friendly maritime event experience back to Olympia, one that will continue to attract tourism for years to come.

Thank you for your time and consideration,

Donald J. Chalmers, Jr.

Don Chalmers, President of the South Sound Maritime Heritage Association



2022 Application for Olympia Lodging Tax Funds

**Amount of Lodging Tax Requested: \$64,600.00 Full Festival,
\$50,400.00 Hybrid at Percival Landing, \$23,550.00 Lite at the Port Plaza**

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

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

Event or Activity Name (if applicable): **OLYMPIA HARBOR DAYS**

Contact Name and Title: **Carol Riley, Executive Director OLYMPIA HARBOR DAYS**

Mailing Address: **PO Box 2875**

City: **Olympia**

State: **WA**

Zip: **98507**

Phone: **360-556-0498**

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

Signature: *Donald J. Chalmers, Jr.*

Date: **September 22, 2021**

Printed or Typed Name: **Don Chalmers, President SSMHA**

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.

OLYMPIA HARBOR DAYS

September 2 - 4, 2022 - Labor Day Weekend

This application proposes three possible plans with estimated attendance from 5,000 (Lite) to 55,000 (Full) depending on event plan, location, insurance and permits permissible for large live outdoor events in 2022.

Full – Traditional Festival format from Percival Landing to the Port Plaza with tugboats: 55,000+ attendees

Hybrid – Landside Only from Percival Landing to the Port Plaza: 40,000+ attendees

Lite – Port Plaza Only with limited features and activities and the ability to control attendance: 5,000+ attendees

The three planned approach was successful in 2021 as it allowed for flexibility to create a live Olympia event Labor Day Weekend. Although small and only one-day, Olympia Harbor Days Lite 2021 did attract attendance to 2000, including volunteers and vendors, and was able to maintain its status as a free community event. It is widely believed that as the public becomes increasingly vaccinated against the COVID-19 virus, public live events, perhaps modified with safety precautions, will return. It is the plan of the South Sound Maritime Heritage Association (SSMHA), the current host of the event, to keep adapting, producing and offering this long time and loved maritime heritage festival, thus attracting visitors and tourists for years to come

OLYMPIA HARBOR DAYS, started in 1973, attracted visitors from around the sound and into Canada, as it hosted the vintage tugboats for an annual show and races. The free 3-day event has been held every Labor Day Weekend since and has become known as a great destination event for families around the PNW and for those tourists who want a quick and easy getaway prior to the fall season setting in. OLYMPIA HARBOR DAYS (OHD) had, until 2019, featured the largest and longest running gathering of Puget Sound Vintage Tugboats with a walk aboard show and races, the only festival today of its kind.

Prior to the pandemic, the festival was gaining popularity through increased publicity and promotion of the brand, including adding activities and features, due in large part to the support of LTAC funding. OHD claimed its place as the largest maritime festival in the south sound, increasing attendance from 40,000+ to 55,000+ annually. A measurable increase in tourism was created by working with area hotels offering advertised discounted rooms and development of the “Cruise to Olympia” with a three night stay at the DoubleTree by Hilton, the host hotel, for out of town guests.

The 2020 COVID-19 pandemic and change of host organization from the Olympia Kiwanis Foundation to SSMHA, forced the festival to change course changing it to an online edition in 2020 and a small but focused live event at the Port Plaza in 2021. During this time the “Maritime Heritage Self-Guided Tour” along the waterfront from Tug Sandman to the future home of the Tug Parthia was introduced, bringing OHD to a new level by offering a year round added experience for tourists to the waterfront and downtown. The festival, tour and its maritime elements, (*see trifold attached*), are all part of the promotional highlights of the new Maritime Washington National Heritage Area, promoting Washington State tourism to open next year. This program is being planned by the Washington Trust for Historic Preservation. (*See <https://preservewa.org/programs/maritime-national-heritage-area/>.*)

The longevity of the festival (celebrating 50 years in 2023), along with continual development of new features provides a strong base for continuation of attracting and promoting tourism.

However, like so many live events, the festival is at risk due to the pandemic as well as new insurance requirements. SSMHA is navigating pathways for new partners to invest in the festival, retain its vintage tugboat theme, secure the needed maritime insurance to protect and share the stories of Olympia’s maritime heritage for decades to come.



2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 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 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide: *The 2022 estimates use 2019 and previous year's actual estimates and counts with adjustments for 2022 based on offerings.	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	Full 55,000+ Hybrid 40,000+ Lite 5,000+	Lite at the Port Plaza 2,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity *up to 10% of total attendees	Full 5,500+ Hybrid 3,000+ Lite 500+	10 Estimate
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% of total attendees	Full 550+ Hybrid 300+ Lite 50	2+
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area *up to 20% of total 50 mile+ travelers	Full 1,100+ Hybrid 600+ Lite 100+	4+

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 *up to 75% of 50 mile+ travelers	Full 4,125+ Hybrid 2,250+ Lite 375+	unknown
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i> *2019 known "Cruise to Olympia" room block room nights was 121. Estimated other room nights – 10% of total 50 mile+ travelers - Full 550 @2.5 per room = 220 paid room nights, Hybrid 300 @ 2.5 per room = 120, Lite 37 @2.5 per room = 15 paid room nights	Full 220+ With Cruise 341+ Hybrid 120+ Lite 15+	6

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

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

Based off of pre-pandemic past years estimates and actuals

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

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

Based off of pre-pandemic past years estimates and actuals

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

Yes, DoubleTree by Hilton.

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

Festival development from 2016 - 2019 included adding new and unique features to the festival like the “Cruise to Olympia”, increased historic vessels and displays, a Maritime Class for teens, more vendor booths, increased food offerings, expanded live entertainment, and inclusion of local non-profits adding more children’s activities. This was all promoted on social media utilizing both photos and videos using Facebook, Instagram, Twitter and sponsor/advertising partner’s social media or email platforms, due to the speed and low cost of getting information out to the boarder public at large. More traditional advertising was increased to reach a wider audience including: printed newspapers, tourist guides and video promotion on the Washington State Ferry System, radio ads and broadcasts and creating promotional giveaway contests.

2016 through 2021 have included a mix of local and regional advertising vehicles such as:

- **internet platforms, printed magazines and online publications for ads, stories and calendar postings**
- **increased press releases and distribution**
- **online blogs**
- **Save-The-Date cards**
- **boating periodicals stories**
- **Tug of the Month promotion**
- **targeted email lists**
- **rack card placement and video 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 8 to 12-page Special Event Program in the Olympian with 31,215 readers of the Olympian and 91,995 readers of the Tacoma News Tribune and 500 copies distributed at the festival in 2019**
- **up to 14 standalone ads in the Olympian and the Tacoma News Tribune 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
- up to 188 spots on the local station MIXX 96.1
- up to 36 spots on NPR's KNKX with equal spots for a 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 displays at Olympia's Wooden Boat Festival in May and similar area events
- non-profit host at the Hands On Children's Museum with a tugboat patch work flag and pirate hats activity

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

The target audience of OLYMPIA HARBOR DAYS has always and continues to be families and adults of all ages from the city, county, state, geographical region and more including out of state tourist and maritime enthusiasts. Many 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 to come to Olympia, based on survey results.

OHD is a targeted destination live event with plenty to do for kids and grownups alike. The festival attracts 20 somethings, young families with children, empty nesters, and retirees. Many older attendees still remember the old tugboats 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 the LEGO 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. Offerings have included sea shanty sing-alongs, The First Corps Jazz Band, Japanese Taiko drumming, rock, jazz, country western, blues, bluegrass, olde time, Brazilian. 2020 Lite included music videos online and 2021 Lite hosted live entertainment on the Port Plaza stage presenting a variety of community based groups.**
- **Entertainment enthusiasts are another targeted audience with sand carving contests, LEGO boat and harbor building, maritime themed circus performers, forging and woodworking demonstrations, story- telling pirates, sea shanty minstrels, 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.**

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

Continual year-round promotion and marketing of the brand has been, and continues to be, the key strategy to attracting tourist as presented above. OLYMPIA HARBOR DAYS was the largest local and regional free family friendly Maritime festival hosting the World's Largest Vintage Tugboat Show and Races until 2019. It is the second largest festival in Olympia.

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 in a wide variety of media to a broader region year round is critical to getting the word out, while increasing and promoting a unique assortment of live music, entertainment and attractions for both kids and adults that want to return to and/or share their experiences with friends, thus suggesting attendance. Friends inviting friends is often seen through comments on Facebook.

Depending on the 2022 format for the live festival that SSMHA is able to present, plans will continue to focus on bringing in more music, entertainment, features and attractions with great variety and newness while focusing on and maintaining and updating the traditional elements that have kept this festival going for 48 years. This includes reintroducing or

expansion of boat building, mini tug displays, independent cruises, maritime classes, seafood offerings, sand carving, LEGO building, giveaway contests, native tribal activities of the Squaxin Island Tribe, and more kid related activities, all creating more life long memories and adding to the overall customer experience.

Should marine insurance be secured and in place, 2022 will continue following the past development plan of adding more tugs, historical ships, the “Cruise to Olympia”.



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

Outreach plans to area lodging, restaurants and businesses in the City of Olympia includes:

- offering a stronger web page and social media promotion on “Where to Stay and Eat”,
- continued promotion and development of the “Maritime Heritage Self-Guided Tour” with offering ads and/or listings for local eateries along the way,
- continued communication to build partnerships with hotels, restaurants and businesses and learn how they view the festival and how best it can benefit them,
- contacting new area businesses to educate and inviting them to participate in OHD,
- inviting area businesses to partake in giveaway contest, to provide coupons, or purchase advertising in OHD publications,
- taking a new look at creating a Taste of the Harbor Event and finding a partner to help.

9. 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, the applications for both the City of Lacey and the City of Tumwater LTAC grant applications are not available until the beginning of August and are due a few weeks later. August is always the most labor intensive time for production of OHD, and has no staff to help complete the application. However contact with both cities was recently made and 2022 sample applications have been sent for review, with anticipation of preparing the applications in advance allowing for quick edits for the 2023 applications should questions have changed, so they can be submitted quickly within the time allotted.

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

The current goal of SSMHA is to bring the festival into a sustainable position in the next few years by creating a surplus for seed money for the following year. With LTAC help and increases in sponsorship and advertising purchases, this plan is doable without gating the festival to make it a ticketed event.

Support Funding Requested:

Executive Director Fees: Partial funding in the amount of \$16,500.00, 68% of a base annual fee of \$24,000.00, not including commission.

Printing Costs: Partial funding for printing costs for signage, save-the-date cards, posters, banners, etc. \$500.00 Lite to \$3,500.00 Full depending on plan.

Festival Insurance: Full funding for landside festival insurance based on size of footprint and estimated attendance: \$300.00 Lite to \$18,000.00 Full (highest quote received in 2021) based on plan.

Advertising and Promotion: Partial funding of \$6,250.00 Lite to \$17,900.00 Full to cover partial cost of print, radio and online advertising, and full cost of support services including: social media and website management, graphic design fees, event photography & video production costs.

Vessels: Virginia V and My Girl Harbor Tour Boats: Estimated partial costs of \$5000.00 for the Full event (not included in Hybrid or Lite events at this time) to

provide Budd Inlet Harbor Tours should insurance allow. NOTE this does not include cost of marine insurance.

Sand Carving Sculpture and Quick Carve Contest at Percival Landing: Full cost for sand display and activity of \$3,700.00 for Full or Hybrid plans only.

OLYMPIA HARBOR DAYS 2022 BUDGET PREPARED 9/2021	TRADITIONAL FESTIVAL	LANDSIDE ONLY FESTIVAL	PORT PLAZA ONLY	TRADITIONAL FESTIVAL	LANDSIDE ONLY FESTIVAL	PORT PLAZA ONLY
January - December 2022	Full	Hybrid	Lite	LTAC	LTAC	LTAC
REVENUE						
Seed Money	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00			
Booth Sales	\$ 44,000.00	\$ 28,000.00	\$ 4,000.00			
Sponsors	\$ 50,600.00	\$ 43,400.00	\$ 28,200.00			
Miscellaneous	\$ 9,400.00	\$ 1,600.00	\$ 800.00			
TOTAL CAH REVENUE	\$ 114,000.00	\$ 83,000.00	\$ 43,000.00			
In-Kind	\$ 50,000.00	\$ 30,000.00	\$ 20,000.00			
TOTAL RECEIPTS	\$ 164,000.00	\$ 113,000.00	\$ 63,000.00			
EXPENSES						
Administration	\$ 49,500.00	\$ 43,600.00	\$ 34,800.00	\$ 16,500.00	\$ 16,500.00	\$ 16,500.00
General Overhead	\$ 9,150.00	\$ 7,150.00	\$ 5,050.00	\$ 2,000.00	\$ 1,000.00	\$ 500.00
Event Support & Logistics	\$ 35,300.00	\$ 27,950.00	\$ 4,150.00	\$ 19,500.00	\$ 16,500.00	\$ 300.00
Advertising	\$ 23,750.00	\$ 16,150.00	\$ 8,200.00	\$ 17,900.00	\$ 12,700.00	\$ 6,250.00
Vessels & Races*	\$ 13,900.00	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -
Entertainment & Activities	\$ 22,800.00	\$ 18,150.00	\$ 4,150.00	\$ 3,700.00	\$ 3,700.00	\$ -
TOTAL EXPENSES	\$ 154,400.00	\$ 113,000.00	\$ 56,350.00			
LTAC Reimbursable Expenses	\$ (64,600.00)	\$ (50,400.00)	\$ (23,550.00)	\$ 64,600.00	\$ 50,400.00	\$ 23,550.00
Percent of LTAC To Total Cost	39%	44.6%	52.1%			
Projected SEED MONEY 2023	\$ 24,200.00	\$ 20,400.00	\$ 10,200.00			

*Not including cost of marine insurance.

11. 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.]

Should Lodging Tax funds fall short of the amount requested, it is improbable that OLYMPIA HARBOR DAYS, a free public event, will be able to secure complete stand-alone sponsorship or funding for a year round Executive Director, festival insurance, marketing and advertising, the “Cruise to Olympia”, and continue to maintain all festival activities and offerings it was known for. It will also not be able to reach sustainability with seed money.

Without Marine Insurance, of which is currently not obtainable or even get a quote on, and reducing the high liability limits set in 2021 by the City of Olympia, the continuation of Vintage South Sound Tugboat Show and Races is at stake.

Less funding would limit and therefore cut advertising and promotional expenses and restrict or cancel sand carving, live music offerings, and promotion of the “Maritime Heritage Self-Guided Tour”.

- 12. 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 requested funding for the different variations of OHD that may be produced for 2022 is based on future COVID-19 compliance requirements and restrictions, and based on what we learned this year with the ability to prepare 3 executable plans.

The original planning of the lite event at the Port Plaza was for two days and was then limited to one day as the Delta variant took hold. We were able to pivot quickly and add masking requirements.

A volunteer COVID Compliance Officer and Executive Director kept on top of the ever changing developments, progress, and safety protocol of the pandemic up to the day of the event.

The 2021 event was produced to comply with all safety standards and protocols at the time. To make the event even safer, required masking for all, vaccinated or not, was advertised. Security was on site to help enforce the requirement.

A COVID Safety Information document (see attachment):

- **was posting on the OHD website**
- **was provided in electronic format to all staff, volunteers and event activity vendors in advance, required vaccination for onsite personnel, and asked for and printed vendor activity COVID Protocol**
- **was available at the event**
- **stated that a supply of free masks and hand sanitizer be on site at entry**
- **contained COVID contact information for anyone who got sick.**



Internal Revenue Service

District
Director

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

Department of the Treasury

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

Person to Contact:
Gilda Lewis

Telephone Number:
(213) 894-2336

Refer Reply to:

EO041995
Date:

April 19, 1995
EIN: 91-0984986

Dear Taxpayer:

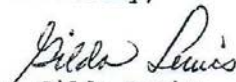
This letter is in response to your request for a copy of the determination letter for the above named organization.

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

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, **KIM WYMAN** Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF EXISTENCE

OF

SOUTH SOUND MARITIME HERITAGE ASSOCIATION

I CERTIFY that the records on file in this office show that the above named entity was formed under the laws of the State of Washington and that its public organic record was filed in Washington and became effective on ~~04/11/1989~~ 04/11/1989.

I FURTHER CERTIFY that the entity's duration is Perpetual and that as of the date of this certificate, the records of the Secretary of State do not reflect that this entity has been dissolved.

I FURTHER CERTIFY that all fees, interest, and penalties owed and collected through the Secretary of State have been paid.

I FURTHER CERTIFY that the most recent annual report has been delivered to the Secretary of State for filing and that proceedings for administrative dissolution are not pending.

Issued Date: 09/21/2021
UBI Number: 601 174 452



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

Kim Wyman Secretary of State

Date Issued: 09/21/2021



Filed
Secretary of State
State of Washington
Date Filed: 02/27/2021
Effective Date:
02/27/2021
UBI #: 601 174 452

Annual Report

BUSINESS INFORMATION

Business Name:

SOUTH SOUND MARITIME HERITAGE ASSOCIATION

UBI Number

601-744-452

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:

04/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration

n 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

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

PRINCIPAL OFFICE

Phone:

Email:

LINEBACKERLONG@COMCAST.NET

Street Address:

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

Mailing Address:

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

GOVERNORS

Title		Entity Name	First Name	Last Name
GOVERNOR	Type		LOYD	LONG
GOVERNOR	INDIVIDUAL		DON	CHALMERS
GOVERNOR	INDIVIDUAL		BOB	PECK
GOVERNOR	INDIVIDUAL		MARK	JOHNSON
GOVERNOR	INDIVIDUAL		KAREN	FRASER
GOVERNOR	INDIVIDUAL		SCOTT	SCHOCH
GOVERNOR	INDIVIDUAL		CHUCK	FOWLER
GOVERNOR	INDIVIDUAL		TOM	NEWCOMB
GOVERNOR	INDIVIDUAL		DAVE	PEELER
	INDIVIDUAL			

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.

EFFECTIVE DATE

Effective Date:

02/27/2021

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.

RETURN ADDRESS FOR THIS FILING

Attention:

LOYD LONG

Email:

LINEBACKERLONG@COMCAST.NET

Address:

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

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:

INDIVIDUAL

First Name:

LOYD

Last Name:

LONG

Title:

SSMHA TREASURER

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

2021 OLYMPIA HARBOR DAYS LITE 1-DAY ONLY Budget vs Actual including LTAC	BUDGET	LTAC BUDGET	ACTUAL	ACTUAL LTAC EXPENSES
REVENUE				
Donations			\$ 821.91	
Donation Stations	\$ 500.00			
Books and Art	\$ 100.00			
Button Sales	\$ 100.00			
Logo Wear	\$ 100.00		\$ 60.00	
OHD Lite Sponsors	\$ 5,000.00		\$ 17,350.00	
TOTAL LITE REVENUE	\$ 5,800.00		\$ 18,231.91	
EXPENSES				
Event Team				
Executive Director (ED)	\$ 2,000.00		\$ 2,000.00	
Mileage			\$ 100.80	
Social Media		\$ 500.00		\$ 500.00
Promotion Design				

Graphic Designer		\$ 1,000.00		\$ 175.00
Printing		\$ 2,000.00	\$ 42.30	\$ 438.56
Signage Suplies				\$ 22.06
Print Advertising - Olympian & TNT	\$ 1,000.00	\$ 2,550.00	\$ 1,000.00	\$ 2,550.00
Radio Advertising - Mixx 96*		\$ 500.00		\$ 500.00
Photography		\$ 500.00		\$ 435.60
Overhead				
Insurance		\$ 300.00		\$ 283.00
Volunteers Supplies	\$ 50.00		\$ 32.62	
Personal Sanitation	\$ 1,000.00		\$ 480.00	
PPE		\$ 500.00		\$ 228.37
Misc Supplies			\$ 36.07	
Postage			\$ 9.05	
Garbage*			\$ 127.38	
Security	\$ 600.00		\$ 210.00	
Volunteers				
OHD Booth	\$ -			
SSMHA Booth	\$ -			
Entry Greeters - Paid Volunteers	\$ -		\$ 208.00	
Activity and Entertainment				
Live Music	\$ 2,400.00		\$ 1,500.00	
Stage Manager and Sound Equipment			\$ 490.00	
LEGO Harbor Build	\$ 2,550.00		\$ 1,800.00	
Remote Controlled Tugs	\$ 300.00		\$ 300.00	
HOCM Activity Booth	\$ 500.00		\$ 250.00	
PSE Activity Booth CANCELLED	\$ 500.00			

TOTAL LITE EXPENSES	\$ 10,900.00	\$ 7,850.00	\$ 8,586.22	
TOTAL LTAC EXPENSES				\$ 5,132.59
PROFIT/LOSS	\$ (5,100.00)		\$ 9,645.69	

OLYMPIA HARBOR DAYS 2021 P&L 9/21/2021 Note: (LY \$XXX) shows 2019 Actual for future planning	ACTUAL LITE 1-DAY EVENT ONLY	COMMITMENTS & SUBTOTALS	LTAC
Income			BILLING
Arts & Crafts (LY -\$12,337.20)			
Commercial (LY -\$8090.00)			
Food (LY -\$6957.49)			
Non Refundable Registration Fees (NEW)			
Booth Sales (LY \$45,761) Subtotal		\$ -	
SSMHA Carry Forward from OHDL 2020	\$ 4,824.64		
	Subtotal	\$ 4,824.64	
Anonymous / Individual Donations (LY 50)	\$ 242.45		
Above Home Health (LY 150)			
Brusco Tug & Barge (LY \$1,000)	\$ 500.00		
Capital City Yacht Sales			
Capital Business Machines (LY \$1,000)			
Capital Heating and Cooling (LY 7,500)	\$ 3,750.00		
Childhood's End Gallery (LY \$100)			
Commencement Bank (LY \$5,000)	\$ 1,500.00		
Dunlap Towing Corp (\$500)			
Fiddlehead Marina (LY \$1,000)			
Fred Goldberg Family Foundation(LY \$2,500)			
Fremont Tugboat Company (LY \$1,000)			
Heritage Bank (LY \$5,000)	\$ 2,500.00		
ILWU Local 47 (LY \$2,000)	\$ 2,500.00		
L & E Bottling (LY \$2,500)			
Lucky Eagle Casino	\$ 2,500.00		
Oly AHA!	\$ 100.00		
Oly Federal Savings (LY \$1,000)	\$ 1,000.00		
Olympia Yacht Club	\$ 1,250.00		

Port of Olympia (LY \$1,500)	\$ 1,500.00		
Proforma NW			
Rainier Dodge (LY 1\$50)			
Seifert Law Offices (LY \$250)	\$ 250.00		
Stormans (LY \$500)	\$ 500.00		
SSMHA (LY \$500)			
Squaxin Island Tribe (LY \$10,000)	\$ 10,000.00		
The Rants Group (LY \$250)	\$ 250.00		
Thomas Architecture Studio			
Timberland Bank (LY \$500)	\$ 500.00		
Washington's Lottery (LY \$4000)	\$ 1,500.00		
West Bay Marina - Neil Falkenburg (LY \$500)			
Sponsors (LY \$47,850) Subtotal		\$ 30,342.45	
Raffle Sales (LY \$4,065)			
Raffle Subtotal			
Beer Garden (LY \$0)			
Ice Sales (LY \$250)			
Miscellaneous Income (LY \$1,247) Buttons, Books, Logo Wear, Donations	\$ 18.93		
OHDL Donations, books, buttons	\$ 802.98		
LogoWear	\$ 60.00		
Interest Income (LY \$28)	\$ 2.53		
Ticket Sales/Parking (LY \$440)			
Weekend Cruise (LY \$7,701)			
Miscellaneous (LY \$9,838) Subtotal		\$ 884.44	
Total Recevied (LY \$108,539)	\$ 36,051.53	\$ 36,051.53	
Expenses			
Ex Dir Fee (LY \$20,400)	\$ 5,000.00		
OHDL Production Fee	\$ 2,000.00		
Commission (LY \$22,000)	\$ 1,300.00		
OHDL Commission	\$ 312.00		
OHDL Outstanding Commission	\$ 1,511.30		

LTAC Commission/Grant Writing Fee	\$ 138.00		
Education (LY \$1,800)	\$ 69.00		
Producers Insurance (LY \$900 CJR PAID)			
Mileage .56 C mile (LY \$1,854) +reimburs exp	\$ 254.24		
OHDL Mileage	\$ 100.80		
Administration (LY \$46,831) Subtotal		\$ 10,685.34	
Bank Fees			
PayPal fees			
Check Fee			
Business Licenses & Permits (LY \$50)			
Contingency (LY \$0)			
Logo Design (IK \$500 Pat Eldridge)			
Miscellaneous (LY \$0)			
Office Supplies (LY \$954)			
Toner (TEC)	\$ 310.64		
Printing (LY \$783)			\$ 438.56
Lamination	\$ 42.30		
Postage (LY \$200)			
Stamps (TEC)	\$ 54.00		
PO Box Annual Renewal	\$ 146.00		
Lego Contest Shipping	\$ 9.05		
Sponsorship Expenses (LY \$212)			
Storage Unit (IK \$1,400)			
Port Container (LY \$123)	\$ -		
Telephone (LY \$900 = \$75 month)	\$ 675.00		
Website (LY \$500)			
	\$ 17.49		
Website Platform	\$ 236.30		
General Overhead (LY \$5,122) Subtotal		\$ 1,490.78	
Adjustment SSMHA 2020	\$ 241.69		
Assistant Manager NEW			
Banners (LY \$302)			
Counting Fees (LY NA)			
COVID-19 Healthy Stations & Equipment			\$ 228.37

Earthbound Windsocks LY \$300)			
Electric/Water (LY \$60)			
Festival Supplies (LY \$675)			
Joann tape and signage			\$ 22.06
Oly Supply Rope/zip ties	\$ 36.07		
Flyer Dispersment (LY 200)			
Garbage (LY \$513)	\$ 127.38		
Grease Barrels (LY \$250)			
Green Team - Key Club/Civil Air Patrol (LY \$400)			
Ice (LY \$300)			
Improvements (LY \$1,521)			
Insurance Liability NEW			\$ 283.00
Insurance Marine NEW			
Miscellaneous (LY \$0)	\$ 2.77		
Portables and Wash Stands (LY \$1,650)	\$ 480.00		
Security Police Explorers (2a - 8a) (LY \$450)			
Security TCSO- CST (8p - 2a) (LY \$450)	\$ 210.00		
Security UGM (12a - 6a) (LY \$300)			
Street Closure (LY \$90)			
Oly Center Parking Lot Rental (LY \$440)			
Volunteer Supplies & Support (LY \$478)	\$ 32.62		
Volunteers/Staff OHDL	\$ 208.00		
Wash Wagon & Ice Chest (LY \$750)			
Event Support (LY \$9,704) Subtotal		\$ 1,338.53	
Membership Dues (LY \$125)			
Olympia Downtown Alliance			
Online Festival Advertising			
Photography			\$ 435.60
Print Advertising Newspaper (LY \$2,000)	\$ 1,000.00		
Graphic Design			\$ 175.00
TNT			\$ 2,550.00
Radio Advertising (LY \$1,750)			\$ 500.00
Social Media Advertising			
Fashionably Frank Marketing			\$ 500.00
Raffle Expenses (LY \$125)			

Advertising (LY \$4,033) Subtotal		\$ 1,000.00	
Skippers Dinner (LY \$2,962)			
Tugboat Race (LY \$10)			
Skipper Swag - Jackets/Hats/Vests (LY \$2,200)			
Plaques (\$551)			
Tour Boats - Virginia V / My Girl			
Hostess Fee for VV Cruise (LY \$120)			
Cruise Snacks (LY \$102)			
Vessels (LY \$6,75) Subtotal		\$ -	
BMI Annual fee (LY \$250)			
Main Stage & Tent(LY \$673)	\$ 40.00		
Sound Engineering (LY \$1,550)	\$ 450.00		
Sound for Port Stage (LY \$150)			
Music Main Stage (LY \$3,400)			
Fri - 5:15 - 8			
Sat 10 - 11:30	\$ 300.00		
12 - 2	\$ 300.00		
2:30 - 4:30	\$ 300.00		
5 - 7	\$ 300.00		
Sun 10 - 12	\$ 300.00		
12:30 - 1			
1:30 - 3			
3:30 - 5:45			
Music on Tug Patricia Ann (LY \$450)			
Sat 12 - 1			
1:30 - 2:30			
3:00 -4:00			
Music Roaming (LY \$400)			
Sat 1 -2 Barbershop			
Sun 12 - 12:45 Bagpipes			
2 - 3 Barbershop			
3 - 4 Samba Pirates			
Pirates for Sail			
Music Port Stage (LY \$0)			
Fri			
Sat			
Sun			
Music/Activity Midway Stage (LY \$400)			
Fri			

Sat			
Sun 12p - 4p Sand Quick Carve Contest			
Children Activities			
SAT & SUN Port Plaza HOCM (LY \$500)	\$ 250.00		
SAT & SUN Percival Park Esturarium (LY \$500)			
SAT & SUN Large Shelter Legos (LY \$2,247)	\$ 1,800.00		
Sponsored Activities			
Form Finders Sand (LY \$3,679)			
Sand Tshirts (LY \$206)			
Vuelt La Luna (LY \$600) LG Shelter			
Remote Controled Tug Display and Demo (LY \$300)	\$ 300.00		
Miscellaneous (LY \$0)			
Entertainment (LY \$13,552) Subtotal		\$ 4,340.00	
TOTAL EXPENSES (2019 \$88,698)		\$ 18,854.65	\$ 5,132.59
TOTAL REVENUE (2019 \$105,911)		\$ 36,051.53	
Projected Budget PROCEEDS	Proceeds	\$ 17,196.88	
Oct - Dec ED FEE		\$ (6,000.00)	
LTAC Grant Fee		\$ (500.00)	
Phone		\$ (225.00)	
Website Email		\$ (160.00)	
Mileage		\$ (100.00)	
Misc		\$ (300.00)	
Carry Forward		\$ 9,911.88	



OLYMPIA HARBOR DAYS LITE

Saturday, September 4, 2021!

A SOUTH SOUND MARITIME HERITAGE ASSOCIATION EVENT

★ ★ **FREE Event** ★ ★
Donations Accepted

1-day only at the Port Plaza
10AM to 5PM

Masking and Social Distancing required

Four Mini Tugs on Display

Narrated Boardwalk Tour:

Starts 10:00am at the Port Plaza

LEGO Harbor Build for Kids!

Live LEGO Demonstration

Showcasing a 15,000 Piece 5' Tugboat

Hands on Children's Museum

Rumble Tug make, race, take

Remote Controlled Tugboats

Buttons, Books,

Logo Wear, Photo Ops

and Treasure Chest

Learn about OHD History, Tug Parthia and the Maritime Washington National Heritage Area

All activities subject to change without notice. No tug races, booth vendors or food vendors.

Live on Washington's Lottery Tower Stage at the Port Plaza September 4th

10:00 - 11:00 Choro Tomorrow • 11:30 - 12:30 Cool Breeze • 1:00 - 2:30 Terry Ness and Friends

3:00 - 4:00 Cosmo's Dream • 4:30 - 5:00 Samba Olywa

Be sure to enter our FREE LEGO Tugboat Giveaway Contest

Thank You Sponsors!



Brusco Tug & Barge, DoubleTree by Hilton Olympia, Fashionably Frank Marketing, Olympia Arts + Heritage, Quality Storage, Seattle Media Lab, Seifert Law Offices, Stormans Inc., The Peeler Family, The Rants Group, Timberland Bank

The Seattle Times

11 fun things to do this Labor Day weekend in the Seattle area

Sep. 2, 2021 at 6:00 am Updated Sep. 2, 2021 at 3:42 pm



The
Brazilian band Choro Tomorrow performs at Olympia Harbor Days in 2019.
(Shannon Paxton Photography)

By

[Vonnai Phair](#)

Seattle Times news assistant

***Editor's note:** Given rising COVID-19 case counts spurred by the delta variant, COVID-19 protocols and other details for events are subject to change. Please check your event's website for the latest information, and heed local health authorities' safety recommendations as they're updated.*

What's Happening Sept. 3-9

Boats, water and music are the staples of many Labor Day festivities — and if you're looking for something to do this weekend, check out all these things and more at [**Olympia Harbor Days Lite**](#).

Presented by the South Sound Maritime Heritage Association, this scaled-down version of Olympia's 48-year-old tugboat festival will ring in the start of September.

Traditionally, Olympia Harbor Days covers seven blocks along the city's waterfront, "and in that footprint has over 250 vendor, activity and food booths," said Carol Riley, executive director of Olympia Harbor Days. In past years, with three music stages, roaming musicians, face painters and more, the festival attracted over 55,000 people each year to celebrate the tugboats of the Puget Sound.

The creation of this tugboat festival dates back even further. In the early 1900s, the Port of Olympia had tall ships (large sailing ships) delivering and picking up goods from or bound for California, Riley said. After sailing south from Seattle or Tacoma, these tall ships arrived at the entry of Budd Inlet, and "people on land — if they spotted a tall ship — would yell out, 'Tall ships are coming!,'" she said. The steam-powered tugboats would then race out to meet the tall ship, and the first one to reach the ship would get the coveted job of bringing it into port.

To celebrate their hard work and let off some (literal and figurative) steam, the tugboat operators would take Labor Day weekend off and “head south to Olympia where they would have a giant party. In the ’70s, the historical association and the seafarers wanted to reenact [the celebration]. They invited a bunch of tugs and they had a race. And the next year, it became the official Olympia Harbor Days,” Riley said.

ADVERTISING

This year, Olympia Harbor Days Lite will feature information booths, mini tug displays, activities for kids, giveaways and live music. There will even be a handmade Lego tugboat made out of about 15,000 pieces, Riley said.

This year’s festival will not feature the traditional tugboat touring, tugboat races, vendors or food booths, as a COVID-19 precaution. Although the event is scaled down, there will be maps for the [Maritime Heritage Self-Guided Tour](#) along Olympia’s boardwalk, self-guided activities and historical photos available online at harbordays.com.

Harbor Days Lite will be from 10 a.m.-5 p.m. Saturday, Sept. 4, at the Port of Olympia’s Port Plaza Park, 701 Columbia St. N.W., Olympia. Find more information at: harbordays.com



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Photo Ops & Treasure Chest

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OLYMPIA HARBOR DAYS LITE

Saturday, September 4, 2021!

A SOUTH SOUND MARITIME HERITAGE ASSOCIATION EVENT

Please note there are no shopping or food vendors at Olympia Harbor Days Lite. You are welcome to bring food in from the Farmers Market or other area restaurants.

NOTE: The Tugboat Show and Races are not being offered this year.

Know before you go - and thank you in advance:

- ★ If you are feeling ill, please stay home.
- ★ Please wear your mask - vaccinated or unvaccinated.
- ★ Please respect others and social distance at the event.
- ★ Review our COVID Safety Standards and Protocol online at:
www.HarborDays.com

Free Event Parking is available on the street or at the Port of Olympia grassy lot at the NE corner of Market Street and Marine Drive. Please do not park in the Farmers Market or Anthony's parking lots.

Donations to Olympia Harbor Days helps support production of the festival.

The members of the South Sound Maritime Heritage Association hope you enjoyed your "Lite" visit and hope to see you next year with return of the full festival.

Olympia Harbor Days - always Labor Day Weekend!

For details and more information please visit:

HarborDays.com
MaritimeOly.org





OLYMPIA HARBOR DAYS LITE 2021

A SOUTH SOUND MARITIME HERITAGE EVENT

COVID SAFETY INFORMATION

SSMHA is committed to the health and safety of our attendees, participants, volunteers, and staff, and is following all federal, state, and local safety recommendations as COVID best practices, guidelines, and regulations continue to change. We believe everyone has a right to be safe, and that everyone shares that responsibility. Thank you for doing your part.

WHAT WE'RE DOING TO HELP KEEP YOU SAFE

- **Enhancing cleaning protocols**
- **Providing hand sanitizer and disposable masks** at all entrances and information booths
- **Requiring and Reviewing COVID-19 safety plans** for all activity booth participants particularly since children under 12 cannot yet be vaccinated against COVID-19.
- **Requiring all activity booth and volunteers be vaccinated**
- **Requiring all attendees to wear a mask – vaccinated or not vaccinated**

HEALTH & SAFETY REQUIREMENTS FOR PARTICIPANTS AND ATTENDEES

- **Stay home if you're sick or have been exposed to COVID**
If you experience any COVID symptoms or have tested positive for the virus within the 2 weeks of September 4th, please stay home unless you have been cleared as non-contagious. Also, please stay home if you're not vaccinated and have traveled internationally or had close contact with a confirmed or suspected case of COVID-19 within 2 weeks of September 4th.
- **Wear a mask**
Washington State Department of Health requires that everyone who is not fully vaccinated must continue to wear a mask indoors. SSMHA is being extra cautious and **ask that all attendees wear masks – vaccinated or unvaccinated.** Thank you for your attention and compliance to this request.

- **Wash your hands**

Please remember to wash/sanitize your hands prior to attending. **Sanitizer will be available on site** and in the portable sanitation units. Please use sanitizer prior to participation in an hands on activity. There are no sinks available on site.

- **Respect others and social distance**

Visiting the festival and participating in activities should be an enjoyable and memorable experience for all. Please **practice social distancing** and be respectful and considerate of those around you.

- **Report symptoms if you get sick after the festival**

If you visit the festival and develop symptoms of COVID-19 or test positive within 2 weeks following the event, please immediately contact Thurston County Public Health at 360-867-2500.

For a list of symptoms, testing, vaccination and more COVID-19 information please visit the Thurston County Public Health and Social Services website at <https://www.thurstoncountywa.gov/phss/Coronavirus>

COVID Activity Vendor Cleaning Protocols

All activity stations require the use of hand sanitizer before participation.

LEGO Harbor Build Activity

- All interactive play materials and hands-on activities use pieces which, along with all interactive surfaces, are cleaned/replaced after each day of use (twice daily where practical and/or warranted).
- Physical pieces undergo individual or bulk detergent and/or typical consumer-grade disinfectant processes where possible while flat surfaces (tabletops, interpretive panels, laminated instruction aides, etc) are wiped with disinfectant.
- Booths are equipped with hand sanitizer and spill kits to address other incidents immediately.
- Booth staff must be in good health, and are instructed to both wash hands regularly and consume no food at booth (bottled/covered beverages -only). Visible signage is posted at the booth informing guests of these steps to promote a safe experience.

HOCM Rumble Tug Activity

- All supplies and equipment will be sanitized before the event. Alcohol wipes will be available for visitors to sanitize tools and materials as they use them at the event.
- Hand sanitizer will be available at the table for use by visitors and staff.
- Staff will follow usual health screening protocol for the museum, by signing in, answering health screening questions and taking their temperature to ensure they are healthy for work that day.
- Staff will wear masks for the duration of the event, including set up and break down.



OLYMPIA HARBOR DAYS

MARITIME HERITAGE SELF-GUIDED TOUR ALONG THE WATERFRONT

For details and more information please visit:

HarborDays.com
MaritimeOly.org

OLYMPIA HARBOR DAYS

A white tugboat named "SAND MAN" is shown from a low angle, moving through the water. The boat has a black stripe along its side and a yellow sign on the cabin that reads "N Book". Several people are on board, including a man in a grey hoodie in the foreground. An American flag is visible on a pole at the stern. The sky is blue with scattered white clouds.

Special Thanks to our Sponsors



Brusco Tug & Barge, DoubleTree by Hilton Olympia, Fashionably Frank Marketing, Olympia Arts + Heritage, Quality Storage, Seattle Media Lab, Seifert Law Offices, Stormans Inc., The Peeler Family, The Rants Group, Timberland Bank

Brought to you by
South Sound Maritime Heritage Association



OLYMPIA MARITIME HERITAGE SELF-GUIDED TOUR

Enjoy the Olympia Harbor Days maritime heritage theme and working waterfront story 365 days a year! Learn from informational panels and kiosks from Tug Sand Man at Percival Landing to the Tug Parthia on Market Street.



Budd Inlet was a favorite shellfish gathering site for many Coastal Salish tribes. See if you can find the tributes to the tribes during your walk.

1 Tugboat Sand Man

Built in Tacoma in 1910, Sand Man worked in Olympia towing barges of sand, gravel, and construction equipment. She is featured in the logo of the SS Maritime Heritage Association and was the first logo tug for Olympia Harbor Days in 1983.

2 Delta V. Smyth Tug & Barge Display Kiosk

The Olympia Oyster House site was the home of the original Olympia Oyster Company whose wharf is now home to the Olympia Yacht Club. The kiosk features information about one of the proud historic tug companies that served Olympia for more than 30 years. Both Sand Man and Parthia were part of the Smyth fleet. The Smyth Family continued to support the tugboat races.

3 Tugboat Docks and Overlooks

During Olympia Harbor Days events, vintage Puget Sound tugboats line both sides of the Percival Landing basin for a on-board show prior to the World's Largest Vintage Tugboat Races out in Budd Inlet. The Historic Mosquito Fleet ferried passengers and mail to the wharfs.

4 Harbor House and Olympia Maritime History Display Panels

The north and east exterior sides of Harbor House feature display panels describing more history of the waterfront, including Percival's Dock, shipping, steamships, and early exploration.

5 George Vancouver and Peter Puget Commemorative Plaque

This plaque recognizes the 1792 Puget Sound explorations that confirmed the mouth of the Deschutes River was not the entrance to the fabled Northwest Passage.

6 Olympia Merchant Marine Reserve Fleet Anchor and Display Panel

Artifacts and a display panel tell the story of the Reserve Fleet anchored in Budd Inlet after World War II, from 1945 to 1972.

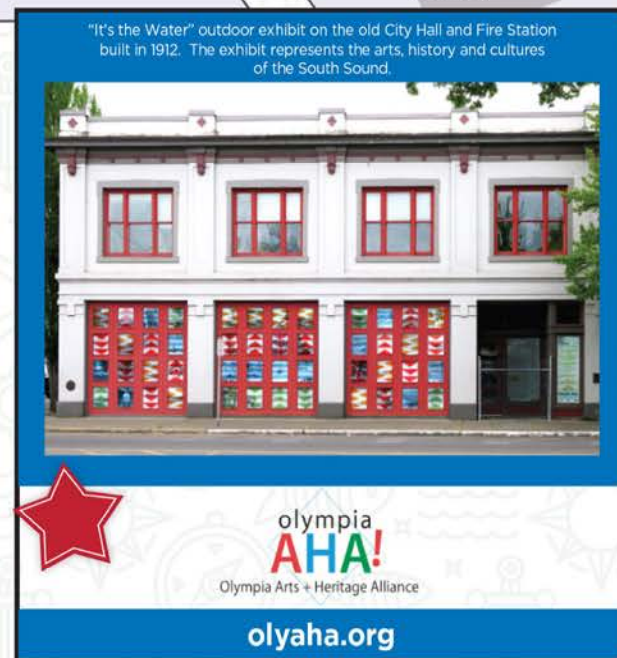
7 Brusco Tug and Barge Tugs

Two modern day tugboats are stationed at the Port of Olympia to assist ships arriving at and departing from the Port's Marine Terminal. You may even catch a glimpse of a freighter at the wharf.

8 Coming Soon...Tug Parthia Exhibit

Future site for the 115-year-old Olympia tugboat Parthia. This will link the Parthia, with the Sand Man (#1) as part of the "Tugboat Heritage Walk" attraction of the new Maritime Washington National Heritage Area.

From out of town? Please consider staying at the DoubleTree by Hilton Olympia during your visit. 360-570-0555



HARLEQUIN

September 23, 2021

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

NOTE: Hand-Delivered

Committee Members -

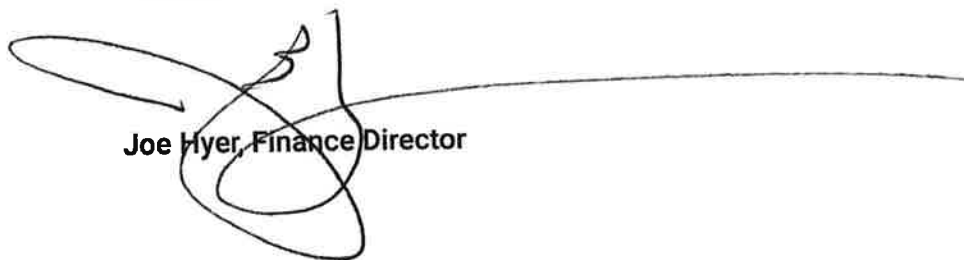
Thank you for volunteering to serve on the Lodging Tax Advisory Committee. It is a significant time commitment- but many of us in the community truly value your efforts. The 2021 Lodging tax funds received to date have kept our organization vital during hibernation, and we are ready to emerge from this long sleep. The remaining 2021 funds, allocated in June, will help us get the word out about the re-opening, and position us for a solid season 2022 next year.

Because we will continue to see a COVID contraction next year - we are asking for additional support for core operations, though a reduced amount. We reduced as much as possible while keeping our budget in balance. In addition, page 8 outlines a forecast of years beyond 2022, and where we are moving to shift our funding over time.

And just like 2021, we are requesting strong support for our marketing initiatives, both locally and regionally. Specifics of the planned advertising and promotion are also detailed in the package.

Harlequin has a proven track record of bringing tourists to the are who shop, dine and stay. We want to strengthen that reputation of being a regional draw by creating outstanding production values - then telling people all about it!

Thanks,



Joe Hyer, Finance Director



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 100,000.00

Organization/Agency Name: Harlequin Productions

Federal Tax ID Number: 91-1478538

Event or Activity Name (if applicable): Season 2022 - 7 productions

Contact Name and Title: Joe Hyer, Finance Director

Mailing Address 202 Fourth Ave East 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 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature: **Joe Hyer**

Digitally signed by Joe Hyer
DN: cn=Joe Hyer, o=Olympia Gear Exchange,
ou, email=joe@hyer@gmail.com, c=US
Date: 2021.09.21 10:09:22 -05'00'

Date: 9/22/21

Printed or Typed Name: Joe Hyer

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.

2022 will mark Harlequin's first full season return to the stage since COVID closed the curtains on March 15, 2020. 7 shows, featuring 2 musicals and a holiday classic, will draw thousands to Downtown Olympia and the Historic State Theater.

How many Thousands? 4 plays should net 8000 guests, 2 musicals another 8000 guests, and the Holiday show another 5000 guests, for a total of 21,000 or so forecast visitors. This is based on the past decade's historical data. And a significant majority dine before, and often after the shows.

Do tourists travel to us? Yes, during the 2019 production of Man of La Mancha, 10% of ticketholders were from outside the County. That matches closely with bulk mailing numbers regionally. While we have logged guests from all over the world- Tacoma, Seattle, Portland, and rural areas in between are the largest market. Theater is a 'weekend destination' in Olympia, be it for the Washington Center or Harlequin.

To look at all the shows and run dates in the season:

<https://harlequinproductions.org/2021-2022-season/>

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	21,000	0 (COVID)
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	2100	0(COVID)
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	50	0(COVID)
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	210	0(COVID)
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	210	0 (COVID)
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	420	0(COVID)

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

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

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

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

☒ 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 (yes or no)? If yes, list the host hotel.

We currently have 3 partner hotels, as shown on our website, link below. One has recently changed ownership, so we will need to update prior to 2022.

<https://harlequinproductions.org/sleep/>

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

Harlequin is well-known for its production value and ability to attract high quality artists to the stage. Prior seasons have drawn 15-20,000 guests throughout the year. In addition, our mailing lists are extensive, brand reputation strong, and with 30 years of past productions, a strong Heritage to draw from. In addition, new artistic leadership has pivoted the organization- creating a string of hits just before the COVID shutdown. As we re-emerge, we will be seeking new audiences, as people are also seeking new experiences as they re-emerge too.

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

The majority of the audience is in Thurston County, with an additional draw from Mason, Kitsap, Grays Harbor, Pacific, Lewis, Cowlitz and Pierce. Tacoma, Seattle and Portland/Vancouver are also a significant (8-10%) of the market. Our primary audience is above average on median income, and aging faster than the calendar.

This is why the 2022 season is reaching out to new, younger, more diverse demographics - this will be seen in both the play selections, and the cast/crew selections.

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

Our digital mailing list exceeds 10,000 and we supplement that through a strong social media campaign, ongoing, across multiple platforms. From Instagram takeovers by cast members to contests and surveys, Harlequin is consistent and strong in the digital landscape, and this will continue into 2022. Financing this is often challenging, as much of the work is in content creation and posting - not items reimbursable for Lodging Tax. In digital- the cost isn't in the actual ads, it's in the content creation.

In addition, we use our mailing list, targeted, for bulk mail, select advertising in other theater programs and arts publications, and a marketing mix based on the annual budgets and getting as much reach for the investment as possible.

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

In 2019, we launched a wholly new program - offering ticket buyers restaurant reservations up the street with their on-line purchase. By the fourth show offered - more than 100 reservations were made during the 4 week run.

Our UNDERWRITING packages specifically target promoting local businesses who support Harlequin.

Lastly - we prominently feature partner hotels on our website (above link) and actively work to partner on promotions and special packages.

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.

We currently do not seek funds outside of Olympia. Given our own internal limited resources during COVID, we simply do not have the capacity to do multiple applications across multiple jurisdictions. A suggestion- perhaps a regional application that is common, so applicants can fill out a single form, and send to multiple agencies? This would save significant resources for an array of community organizations, and remove barriers to participation.

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

The 2022 operating budget is \$1,200,000. This means 8% of our overall budget would come from the Olympia Lodging Tax Fund. Approximately 57% of the budget is in earned revenues (tickets, concessions, education), and the remaining 35% from philanthropic sources.

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.]

On the operations side- we would scale back, perhaps not print a physical program at all, and cut back other programs to backfill the essential items listed here.

On the marketing side, we would do less marketing. Fewer, smaller mailings. No advertising in Seattle/Tacoma Portland.

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

We work nationally with the Actor's Equity Union and Theater Communications Group on these issues, and must ensure a safe workspace for cast and crew. We work with State/County officials on capacity, distancing, and safety protocol. We are prepared for all options, and operate dynamically, as the situation changes.

Because our event brings 200-300 people together in a well-ventilated (new HVAC installing now), and not 10-15,000 --- it IS inherently different to manage than festival events.

For the upcoming Fall Repertory Season - proof of vaccination, and masking, will be required for all guests. Will this continue into 2022- that will be determined by the scientists and public health officials, as we are committed to following that guidance.

HARLEQUIN

2022 Lodging TAX Proposal

2020 - Allocation \$35,000 - General Operations
2021 - Allocation \$100,000 - \$60,000 Gen Operations, \$40,000 Marketing

2022 - Request \$100,000 - \$40,000 General Operations, \$60,000 Marketing.

Part One - \$40,000 for Rents & Utilities

COVID impacts will cause a continued contraction into 2022, and possible even into 2023. A small portion of patrons refuse to come because of mask and vaccine requirements. Another subset won't come until COVID has truly passed. But each portion of the audience is essential, and without it - ticket sales will lag. Yet we are committed to living wages for staff and cast and crew.

Lodging Tax helped operationally in 2021 because of this contraction, to the tune of \$60,000. For 2022, this support remains essential, as the contraction won't be over. However, we want to shift away from core operating expenses and LTAC. To that end, we will grow our philanthropy a bit in 2022, and our request for operational support is cut by 1/3.

We requesting up to \$40,000 in operational support, to cover RENTS & UTILITIES only as follows - Costume shop rent, Scene shop rent, Electric & Gas, Telephone & Internet, and Water/Sewer/Stormwater/Waste. Offsetting these vital expenses - though less than 2021, will allow us to stay in the black operationally.

The overall summary budget and operational specific line items are on the following pages, pulled directly from the draft budget for 2022. As you can note - we have gotten to a break even point only with operational support from lodging tax.

Part Two - \$60,000 for Marketing

In 2019, Olympia LTAC helped us reach into Seattle for the first time in years, and we saw impact and an increase in guests regionally. Now, in 2021, Olympia LTAC is supporting our re-emergence with advertising funding for the next few months. This will be focused BOTH locally and regionally, because we need to build up the core, local audience again as we expand to new markets.

That is the core basis for the marketing request of \$60,000 - help us rebuild our audience. It is reaching out through digital and bulk mail to ticketholders past and present for top of mind awareness. It is building the brand through postering, strong design - and yes, restarting regional advertising.



HARLEQUIN

Harlequin is investing in marketing - our side of the expense is in personnel and administration - our staffing investment is \$45-50,000, and overhead about 12% of all expenses.

The specifics of this request are also on the following pages - the 2022 draft marketing budget, as pulled from our draft master budget. Investing in this, we feel, is essential for our future growth and sustainability as an organization.

2023 and Beyond -

We recognize that the City of Olympia does not do multi-year lodging tax commitments. We can all, however, agree that a good marketing campaign (of a regional nature) IS a multi-year branding effort. In addition, we think our 'forecast' of future requests will be informative to the Committee this year.

2023 - \$20,000 Operations, \$60,000 Marketing.

Goal is to move away from core operations, funding that through increased, post COVID ticket sales. We will also increase our marketing budget overall by \$20,000 (to \$80,000), and plan to use 50% of the overall budget regionally. In essence, less operations, and we take on new marketing.

2024 - \$0 Operations, \$80,000 Marketing. The goal is again to add to the Marketing budget another \$20,000 (\$100k total) from Harlequin's ticket sales and philanthropy - more marketing reach - no additional LTAC investment.

2025 - \$100,000 Marketing. In anticipation of completing capital improvements, we plan for a major regional marketing push, so would put all efforts into a major new branding effort.



OVERALL ORG. BUDGET

Harlequin Productions - 2022 Annual Budget - Draft 9/22/21

FY 2022 Budget

CATEGORY	INCOME	CATEGORY	EXPENSE
4010 · Season Tickets	\$ 132,058	6000 · Operations Expense	\$ 178,534
4015 · Flex Pass Tickets	\$ 27,822	6100 · Educational Programs	\$ 4,500
4020 · Single Tickets	\$ 462,000	6200 · Production Personnel	\$ 320,592 [1]
4040 · Student Performances	\$ 11,000	6301 · Production Show Specific	\$ 112,869
4200 · Box Office & Concessions	\$ 36,000	6400 · Production Expenses-General	\$ - [2]
4300 · Education Programs Revenue	\$ 10,500	6500 · Advertising & Promotion	\$ 60,000 [3]
4400 · Rentals & Other Production	\$ -	6600 · Philanthropy & Fundraising	\$ 9,250
4610 · Annual Campaign	\$ 229,500 [4]	6700 · State-Theater-Operating	\$ - [5]
4620 · Raffles	\$ 5,000	6800 · Permanent Payroll Expenses	\$ 438,371
4630 · Special Events	\$ 55,000	6900 · Administrative Expenses	\$ 37,200 [6]
4600 · Other Philanthropy & Fundraising	\$ -		
4800 · Sponsorships and Advertising	\$ 72,000		
4900 · Other Revenue	\$ 160,000	Depreciation	\$ 38,400
	\$ 1,200,680		\$ 1,199,716

CUNA \$ 965
TOTAL w/ GOALS & 2021 UNM \$ 61,833

→ MARKETING REQUEST

→ ORGANIZATIONAL REQUEST (401C)

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JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

EXPENSES

Harlequin Productions - DRAFT Operations Expense Budget - 2022

6000 - Operations Expense	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
6005 - Credit Card Proc. Fees	\$ 248	\$ 400	\$ 803	\$ 281	\$ 1,436	\$ 488	\$ 488	\$ 486	\$ 1,026	\$ 443	\$ 626	\$ 767	\$ 7,258
6010 - WCPA Partnership	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 4,298	\$ 51,576
6015 - Cost of Sales	\$ 1,000	\$ 1,000	\$ 2,000	\$ -	\$ 2,000	\$ 1,500	\$ 1,500	\$ 1,000	\$ 1,000	\$ 2,000	\$ 1,250	\$ 3,750	\$ 18,000
6020 - Building Security & Alarm Systems	\$ 100	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ 100	\$ -	\$ 600	\$ 1,000
6025 - Supplies - FOH/General	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
6040 - Printing & Reproduction	\$ 3,000	\$ 3,000	\$ 400	\$ 3,000	\$ 400	\$ 3,500	\$ 400	\$ 3,000	\$ 3,000	\$ 400	\$ 3,500	\$ 400	\$ 24,000
6045 - Dues & Memberships	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
6050 - Office Supplies	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
6055 - Postage & Delivery	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 1,200
6060 - Building Maintenance & Cleaning	\$ 300	\$ 300	\$ 300	\$ 3,000	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 6,300
6065 - Water/Sewer/Stormwater/refuse	\$ 800	\$ -	\$ 800	\$ -	\$ 800	\$ -	\$ 800	\$ -	\$ 800	\$ -	\$ 800	\$ -	\$ 4,800
6070 - Telephone & Internet	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 8,400
6075 - Electric & Gas	\$ 1,700	\$ 1,700	\$ 1,500	\$ 1,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,200	\$ 1,400	\$ 1,700	\$ 1,700	\$ 16,400
6085 - Costume Shop - Rent	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 9,600
6090 - Scene Shop - Rent	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	\$ 20,400
6095 - Production Supplies	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
Accessibility	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total 6000 - Sales Expense	\$ 15,546	\$ 14,788	\$ 14,001	\$ 16,279	\$ 14,334	\$ 15,184	\$ 12,954	\$ 14,184	\$ 15,724	\$ 13,041	\$ 16,574	\$ 15,915	\$ 178,534

→ RENTS AND UTILITIES
UP TO \$40,000

6500 - Advertising & Promotion	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL FY 2019
6505 - Graphic Design	\$ 1,200	\$ -	\$ 1,200	\$ -	\$ 2,000	\$ 1,200	\$ -	\$ 1,200	\$ 1,200	\$ 1,200	\$ -	\$ 1,200	\$ 10,400
6510 - Photography/Videography	\$ 300	\$ -	\$ 300	\$ -	\$ -	\$ 300	\$ -	\$ 300	\$ 300	\$ 300	\$ 300	\$ -	\$ 2,100
6515 - Season Brochure Printing	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000
6520 - Bulk Mail - Print, Post & Handle	\$ 1,500	\$ 1,500	\$ -	\$ 1,500	\$ 4,000	\$ 1,500	\$ -	\$ 1,500	\$ 1,500	\$ -	\$ 1,500	\$ -	\$ 14,500
6525 - Website - Hosting/Svcs	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
6530 - Email & Digital Media	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
6535 - Postering - Print/Distribute	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ 500	\$ -	\$ 3,500
6540 - Regional Advertising	\$ 2,500	\$ 2,500	\$ -	\$ -	\$ 2,500	\$ 2,500	\$ 2,500	\$ -	\$ 2,500	\$ 2,500	\$ 2,000	\$ -	\$ 19,500
6599 - Advertising & Marketing - OTHER	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Reserved	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
SUBTOTAL	\$ 6,500	\$ 4,500	\$ 2,500	\$ 2,000	\$ 13,500	\$ 6,500	\$ 3,000	\$ 4,000	\$ 6,000	\$ 5,000	\$ 4,800	\$ 1,700	\$ 60,008
LTAC Reimbutable	\$ 6,500	\$ 4,500	\$ 2,500	\$ 2,000	\$ 13,500	\$ 6,500	\$ 3,000	\$ 4,000	\$ 6,000	\$ 5,000	\$ 4,800	\$ 1,700	\$ 60,000

Harlequin Productions - 2022 Marketing Budget - DRAFT 9/22/21

11



STATE OF
WASHINGTON

BUSINESS LICENSE

Issue Date: May 21, 2021

Unified Business ID #: 601092296

Business ID #: 001

Location: 0002

Expires: Jun 30, 2022

Nonprofit Corporation

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

UNEMPLOYMENT INSURANCE - ACTIVE
MINOR WORK PERMIT - ACTIVE

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

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

STATE OF WASHINGTON

UBI: 601092296 001 0002

Expires: Jun 30, 2022

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

(12)



Charity Amendment

ORGANIZATION INFORMATION

Organization Name:

HARLEQUIN PRODUCTIONS

Registration Number :

1109520

Also known as Names:

Name

HARLEQUIN REPERTORY THEATRE

Purpose/Mission of the Organization:

To own and operate a professional live theater company, provide a public venue for nonprofit organizations, provide education and training in theater, and to conduct all other lawful activities consistent with our 501c3 status.

FEIN Number:

91-1478538

Federal Tax-Exempt Status:

Yes

Federal Status Type:

501(c)(3)

UBI Number:

601 092 296

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

Yes

Organizational Structure:

Jurisdiction:

WASHINGTON

ORGANIZATION NAME

Organization Name:

HARLEQUIN PRODUCTIONS

CONTACT INFORMATION

Organization Email:

BOXOFFICE@HARLEQUINPRODUCTIONS.ORG

Confirm Organization Email:

BOXOFFICE@HARLEQUINPRODUCTIONS.ORG

Organization Website:

HARLEQUIN PRODUCTIONS

Is Foreign Contact:

No

Country Code:

1

Phone Number:

360-701-9384

Ext:

Mailing Address:

202 4TH AVE E, OLYMPIA, WA, 98501-1105, USA

Street Address:

202 Fourth Ave E, THURSTON COUNTY, OLYMPIA, WA, 98501, USA

Do you use any other addresses for Solicitation -

No

FINANCIAL INFORMATION

Does the Organization wish to report a change of accounting year?- **Yes**

Accounting year beginning date:

01/01/2020

Accounting year ending date:

12/31/2020

SHORT FISCAL YEAR

Accounting year beginning date:

11/01/2019

Accounting year ending date:

12/31/2019

Beginning Gross Assets:

\$1,100,057.00

Ending Gross Assets:

\$1,330,927.00

Revenue

Gross Contributions from Solicitations:

\$55,443.00

Gross Revenue from All Other sources:

\$158,598.00

Total Dollar Value of Gross Receipts:

\$214,041.00

Expenses

Gross Expenditures from Program Services:

\$166,962.00

Total Gross from All Expenditures:

\$178,373.00

Percent to Program Services:

94%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
11/01/2018	10/31/2019	\$1,135,403.00	\$815,805.00	\$814,175.00	\$976,314.00	\$1,100,057.00	83%
11/01/2017	10/31/2018	\$1,222,440.00	\$863,544.00	\$805,573.00	\$944,281.00	\$1,135,403.00	85%
11/01/2016	10/31/2017	\$1,300,029.00	\$814,940.00	\$770,008.00	\$864,167.00	\$1,222,440.00	89%
11/01/2015	10/31/2016	\$1,387,985.00	\$893,764.00	\$824,419.00	\$968,024.00	\$1,300,029.00	85%
11/01/2014	10/31/2015	\$1,379,631.00	\$944,748.00	\$813,496.00	\$949,461.00	\$1,387,985.00	86%

This document is a public record. For more information visit www.sos.wa.gov/corps

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11/01/2013	10/31/2014	\$1,458,368.00	\$856,747.00	\$799,631.00	\$937,305.00	\$1,379,631.00	85%
11/01/2012	10/31/2013	\$1,275,892.00	\$830,573.00	\$819,642.00	\$947,130.00	\$1,159,335.00	87%
11/01/2011	10/31/2012	\$1,684,901.00	\$836,483.00	\$768,517.00	\$894,187.00	\$1,275,892.00	86%
11/01/2010	10/31/2011	\$1,715,037.00	\$915,576.00	\$754,872.00	\$910,442.00	\$1,684,901.00	83%
11/01/2009	10/31/2010	\$1,662,023.00	\$1,014,305.00	\$724,563.00	\$918,077.00	\$1,715,037.00	79%
11/01/2008	10/31/2009	\$1,621,239.00	\$965,432.00	\$733,903.00	\$934,577.00	\$1,662,023.00	79%
11/01/2007	10/31/2008	\$1,615,850.00	\$1,310,047.00	\$784,834.00	\$987,423.00	\$1,621,239.00	80%
11/01/2006	10/31/2007	\$1,463,549.00	\$1,097,912.00	\$797,052.00	\$926,762.00	\$1,615,850.00	87%
11/01/2005	10/31/2006	\$1,332,898.00	\$1,018,226.00	\$719,471.00	\$875,043.00	\$1,463,549.00	83%
11/01/2004	10/31/2005	\$1,263,334.00	\$875,291.00	\$687,228.00	\$818,561.00	\$1,332,898.00	84%
11/01/2003	10/31/2004	\$1,208,012.00	\$851,528.00	\$632,089.00	\$696,820.00	\$1,263,334.00	91%
11/01/2002	10/31/2003	\$1,236,132.00	\$694,067.00	\$691,710.00	\$796,923.00	\$1,208,012.00	87%
07/01/2002	10/31/2002	\$1,263,251.00	\$146,027.00	\$173,930.00	\$205,393.00	\$1,236,132.00	85%
07/01/2001	06/30/2002	\$1,262,555.00	\$565,547.00	\$560,403.00	\$636,218.00	\$1,263,251.00	88%
07/01/2000	06/30/2001	\$1,381,926.00	\$581,701.00	\$558,482.00	\$652,672.00	\$1,262,555.00	86%

Solicitation Comments:

ACCOUNTING YEAR CHANGING IN 2019 TO CALENDAR YEAR.

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

- Entertainment/Special Events
- Direct Mail
- Internet
- Telephone
- Product Sale
- Email
- Personal Contact
- TV/Radio

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

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

First Name

LESLIE 'HAP'

JOE

AARON

Last Name

CLEMONS

HYER

LAMB

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
JEFFREY	TRININ	PAST-PRESIDENT	3607860151	202 Fourth Ave E, OLYMPIA, WA, 98501, USA
JANET	MUELLER	VICE-PRESIDENT/SECRETARY	3607860151	202 4TH AVE E, OLYMPIA, WA, 98501-1105, UNITED STATES

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BEN	CUSHMAN	PAST-PRESIDENT	3607860151	202 Fourth Ave E, OLYMPIA, WA, 98501, USA
ELLEN	WOLFHAGEN	PRESIDENT	3607019384	120 STATE AVE NE # 1045, OLYMPIA, WA, 98501-1131, USA
GEOFF	CROOKS	TREASURER	3607019384	202 4TH AVE E, OLYMPIA, WA, 98501-1105, USA

FINANCIAL PREPARER

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

Type:

INDIVIDUAL

First Name:

JOE

Last Name:

HYER

Title:

FINANCE DIRECTOR

Address:

202 4TH AVE E, OLYMPIA, WA, 98501-1105, USA

LEGAL INFORMATION

Do you have any Legal Actions? - No

COMMERCIAL FUNDRAISERS

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

RETURN ADDRESS FOR THIS FILING

Attention:

JOE HYER

Email:

JOE@HARLEQUINPRODUCTIONS.ORG

Address:

202 4TH AVE E, OLYMPIA, WA, 98501-1105, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

SIGNATURE/ ATTESTATION

First Name:

JOE

Last Name:

HYER

Date:

09/22/2021

Phone Number:

360-701-9384

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HARLEQUIN 2021-2022 SEASON

Rotating Repertory Reopening!



Tenderly *The Rosemary Clooney Musical*

Based on the Life of Rosemary Clooney

October 29 - November 27

By Lanie Robertson

Directed by Jimmy Shields

The time is 1959, at one of Billie Holiday's last performances. Holiday engages the audience with salty, often humorous reminiscences of her troubled life as a travelling performer in a segregated south. She lets music tell her story, sharing soulful and heart-wrenching songs from her memorable canon.



Starring

Alexandria J. Henderson*

as Billie Holiday.

Alexandria was seen at Harlequin in *Stardust Enchantment*, 2016.

By Janet Yates Vogt and Mark Friedman
Directed by Cory McDaniel
A fresh, personal, and poignant picture of the woman whose unparalleled talent and unbridled personality made her a legend. Tenderly weaves her signature songs in and out. We learn both the story of her successes on film, radio, and TV, as well as her struggles in her personal life.



Directed by

Corey McDaniel

Corey has previously directed *Noises Off* (2020) and *I Ought to be in Pictures* (2019) for Harlequin.

October 22 - November 20

Lady Day at Emerson's Bar and Grill



* Denotes member of Actor's Equity Association.

By Dael Orlandersmith

Directed by Faith Bennett Russell

Pulitzer Prize finalist and celebrated performer and playwright Dael Orlandersmith explores the social uprising in Ferguson, Missouri following the shooting of teenager Michael Brown. She crafts a stunning theatrical experience that must be seen.



Directed by

Faith Bennett Russell

Actor, Director, Teaching Artist and Choreographer, Showtunes Theatre Co, Taproot Theater, Village Theater KIDSTAGE, and Studio East

November 5 - December 4



UNTIL THE FLOOD

As of Sept. 2021 masks and proof of vaccination/a negative COVID test are required for entry. Please see our website for the most current COVID protocols for audiences.

Musicals: \$42 / \$38 / \$25 **Plays: \$35 / \$32 / \$20**
Call: 360-786-0151 or visit HarlequinProductions.org



COMMUNITY FOUNDATION SOUTH PUGET SOUND





2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 5000

Organization/Agency Name: Lake Run Organization

Federal Tax ID Number: 27-5347194

Event or Activity Name (if applicable): Olympia Lakelair Races

Contact Name and Title: Bob Brennand - Co-Race Director

Mailing Address 4113 Banbridge Loop SE City Olympia State WA Zip 98501

Phone 360-310-0747

Email Address bobbrennand@comcast.net

Check all service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

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

CERTIFICATION

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

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

Signature:

Robert M Brennand

Printed or Typed Name: Robert M Brennand

Date: 9/17/21

9/17/21

I hereby agree to provide the following information to the City of Olympia for the purpose of processing my application for funding. I understand that the City of Olympia is not responsible for the accuracy of the information provided by me. I understand that the City of Olympia is not responsible for the accuracy of the information provided by me.

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.**

The Olympia Lakefair Races consist of three running/walking races; 3K, 8K and Half Marathon distances, planned for Saturday, July 16, 2022. 600-800 participants are expected. Tourists attend the event because it has a 45 year tradition, is connected with Lakefair (adding family events to attend), the races are well organized and supported and reasonably priced, and the weather is cooler in Olympia in July than most other States, making for excellent running conditions.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	600	329
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	120	38
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	60	19
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	75	27
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	20	11
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	118	40

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

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

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

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

☒ 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 (yes or no)? If yes, list the host hotel.

Not in 2021. In the past we utilized the Red Lion Inn & Suites on Capitol Blvd and would attempt to secure a partner hotel again in 2022.

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

With the advent of online entries and marketing, we now have much better information about our entrants. We originally planned to increase our marketing budget substantially in 2021 primarily through online marketing, but decided not to when it became obvious that COVID-19 could likely cause the event to be cancelled.

We upgraded our website in 2019 and continue to utilize a Facebook page to generate information about the event. While the event will always be primarily attended by Thurston County residents, we feel there is substantial growth opportunity for tourist growth due to the summer timing, excellent race reputation, affordability, and other Olympia and nearby area attractions and events such as Capital Lakefair.

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

Seattle and Portland area runners of previous races will be the primary targeted demographic group. We plan to work with our Online Entry/Finish Line company, Enmotive, to purchase an email listing of participants from previous races in the Portland and Western Washington area. Enmotive is a nationwide events management company and has an extensive database of race entrants. Depending on the funding we receive, we will expand the geographic reach of the emailings and outreach. Our website and Facebook page already tout the typical mid-July weather and association with Lakefair week.

While the 3K (1.8 miles) race/walk around Capitol Lake is certainly "doable" by most moderately fit people, the 8K and more likely Half Marathon are distances that more serious runners are willing to invest in a weekend away from home, so they will be more of a target audience than 3K participants.

Lastly, we have a partnership with the Silver Striders, an organization for runners over 50 years old who partner with various races in the Pacific Northwest to host championships at various distances. The Olympia Lakefair Races 8K race has been designated as the 8K championship. This championship should attract an extra 20-50 participants, all 50+ years old, and more likely to stay in local lodging than the average participant.

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

Direct emailings to prior participants and purchased email lists of runners, website (www.olympialakefairraces.org), and a Facebook page (Olympia Lakefair Races) will be the primary three promotional vehicles

We will ensure our event is featured in running race oriented websites.

We will also participate at the Capital Cities Marathon Fair with a booth and brochures on Saturday, May 18, 2022.

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

In the past we have promoted lodging establishments, restaurants and businesses located in the City of Olympia in the event Frequently Asked Question document on the website and FB page (see Attachments Section 5, highlighted in Yellow), and will continue to do so. The FAQ also points them to www.experienceolympia.com. Well80 was our hospitality sponsor in 2019 and 2021, and ideally that partnership will grow in 2022. We also had several rooms booked at a discounted rate at the Hotel RL before the race was cancelled in 2020. If we get a lodging partner, then they will be prominently displayed on our website and FB page. Local businesses who donate material or services in kind are announced during the race and listed as sponsors on the website. We are currently starting to recruit sponsors for the 2022 race, they will be featured in our website, FB page and marketing material.

The planned emailings will also promote City of Olympia establishments. We are open to work with the Visitor and Convention Bureau to establish a list of lodging and restaurant options to include in the mailings.

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?

Approximately \$41,800. The \$5,000 requested represents 12.0% of our budget. 2022 Budget attached.

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 do not receive the full funding amount, we will cut back on paid emailings through Enmotive or other direct email database providers to recruit Seattle, Portland and other out of state participants. Ultimately, the "profits" from each year are disbursed to local high school cross country programs, Rotary Scholarships, and a Washington State Cross Country Coaches Scholarship, so they would be partially 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?

Depending on the compliance requirements, we would either cancel the event again, or modify the races to allow social distancing by starting in small groups allowable by the compliance requirements. The runners are timed automatically when they cross the start and finish lines, so it isn't necessary to start at the same exact time. Awards would be given out individually, instead of at a group ceremony after the events.

Social distancing and masks would be required at packet pickup at South Sound Running the day before the race, and at Heritage Park the morning of the event.

1. Itemized Budget

Olympia Lakefair Races 2021 Profit & Loss and 2022 Budget					Jan - Dec 21	Jan - Dec 22
					YTD	Budget
Ordinary Income/Expense						
Income						
			City of Olympia Lodging Grant		0.00	5,000.00
			Mile Markers		1,800.00	1,800.00
			Race Entry Fees		15,728.34	28,000.00
			Sponsorships		500.00	7,000.00
			Total Income		18,028.34	41,800.00
			Gross Profit		18,028.34	41,800.00
Expense						
			Advertising		0.00	1,000.00
			Awards and Plaques		1,834.75	2,000.00
			Bank Fees		40.45	40.00
			Contributions		0.00	18,000.00
			Insurance		0.00	900.00
			Logo Design & Artwork		390.00	400.00
			Marketing Expense		-29.13	4,000.00
			Permits		195.00	600.00
			Portable Toilet Rental		1,610.00	1,400.00
			Race Assistance		20.00	20.00
			Race Supplies		2,496.98	2,500.00
			Shirt, Hats, Etc.		3,495.10	4,600.00
			Timing		2,252.00	2,300.00
			Total Expense		12,305.15	37,760.00
			Net Ordinary Income		5,723.19	4,040.00
			Net Income		5,723.19	4,040.00
			Participants (Entries)		329	600

2. **Description and budget showing how you intend to use the amount requested from the City of Olympia.**

Event or Expense	Mktg/Ad	Purpose	Estimated Cost
Lakefair Advertising Booklet	Ad	Advertising in Lakefair Booklet	\$ 500
Other Advertising	Ad	Miscellaneous advertising	\$ 450
Capital Cities Marathon Fair	Mktg	Marketing Event - May 2022	\$ 250
Enmotive	Mktg	Emailing Address List	\$ 3,000
Facebook Boosts	Mktg	Targeted boosts to reach potential participants	\$ 200
Other Marketing	Mktg	Posters and other marking expenses	\$ 100
Pardiman Productions	Mktg	Annual website support fee	\$ 500
Total Advertising and Marketing			\$ 5,000

3. Copy of agency's current non-profit corporation registration with the Washington Secretary of State.



ROAD RUNNERS CLUB OF AMERICA

1501 Lee Highway, Suite 140 : Arlington, VA : 22209 : Phone: 703-525-3890

11/16/2020

To Whom it May Concern:

The Road Runners Club of America (RRCA) verifies that your organization, **Lake Run Organization, EIN 27-5347194**, is a 501(c)3 organization as a subordinate organization through the Road Runners Club of America's group exemption status with the IRS.

Below are two important excerpts from the <http://www.irs.gov/pub/irs-pdf/p4573.pdf> that clearly outlines the procedure for group exemption letters and verifying subordinate organizations under the group exemption ruling:

- **What is a group exemption letter?** The IRS sometimes recognizes a group of organizations as tax exempt if they are affiliated with a central organization. This avoids the need for each of the organizations to apply for the exemption individually. A group exemption letter has the same effect as an individual exemption letter except that it applies to more than one organization.

Please see the accompanying copy of the RRCA's group exemption letter from the IRS.

- **How do I verify that an organization is included as a subordinate in a group exemption ruling?** The central organization that holds a group exemption (rather than the IRS) determines which organizations are included as

11/16/2020 11:21 PM

1

subordinates under its group exemption ruling. Therefore, you can verify that an organization is a subordinate under a group exemption ruling by consulting the official subordinate listing approved by the central organization or by contacting the central organization directly. You may use either method to verify that an organization is a subordinate under a group exemption ruling.

This letter is to serve as official verification as outlined by the IRS that the organization referenced above is a 501(c)3 nonprofit organization under the RRCA's group exemption (EIN# 23-7283854, Group Exemption #2702) with the IRS.

If you need further information to verify the status, please feel free to contact Mike Webb, Membership Manager, at membership@rrca.org. Please print this letter to use for official organization business.

WE RUN THE NATION!

Founded 1958

This email was sent to mark.peternell@outlook.com as a result of a form being completed
[Click here](#) to report unwanted email.



ORGANIZATION SUMMARY

ORGANIZATION INFORMATION

Organization Name:
ROAD RUNNERS CLUB OF AMERICA
Registration Number:
1123139

Purpose/Mission of the Organization:
THE ROAD RUNNERS CLUB OF AMERICA, INC. WAS ORGANIZED FOR THE PURPOSE OF PROMOTING THE DEVELOPMENT OF COMMUNITY-BASED RUNNING CLUBS AND EVENTS THAT SERVE RUNNERS OF ALL AGES AND ABILITIES IN PURSUIT OF HEALTH AND COMPETITION.

FEIN Number:
237283854

Federal Tax Exempt Status:
Yes

Federal Status Type:
501(c)(3)

UBI Number:
Is this Charitable Organization associated with any Corporation or LLC?
Yes

State of Incorporation/Formation:

Jurisdiction:
VIRGINIA

Jurisdiction:
VIRGINIA

Status:
Active

Renewal Date:
11/30/2022

The Lake Run Organization is part of the Road Runners Club of America. The FEIN is 23-7283854, and the Group exemption number is 2702. This is consistent with the Certificate of Liability Insurance attachment.

CONTACT INFORMATION

Organization Email:
execdir@rrca.org

Is Foreign Contact:
No

Country Code:
1

Mailing Address:
1501 LEE HWY STE 140, ARLINGTON, VA, 22209-1109, UNITED STATES

Street Address:
1501 LEE HWY STE 140, ARLINGTON, VA, 22209-1109, UNITED STATES

Do you use any other addresses for Solicitation:
No

A List of Addresses Used

Organization Website:
www.rrca.org

Phone Number:
7035253890

Ext:

SURETY BOND

Has the Organization submitted proof of a surety bond in the amount of \$25,000 to the Secretary of State?

No

Proof Of Surety Bonds

Bond Expiration Date:

FINANCIAL INFORMATION

Has Organization completed a full accounting year?- Yes

Accounting Year Beginning Date:

01/01/2020

Accounting Year Ending Date:

12/31/2020

Beginning Gross Assets :

\$3,098,835.00

REVENUE

Gross Contributions from Solicitations :

\$638,730.00

Gross Revenue from All Other sources :

\$1,836,321.00

Total Dollar Value of Gross Receipts :

\$2,475,051.00

EXPENSES

Gross Expenditures from Program Services :

\$2,079,908.00

Total Gross from All Expenditures :

\$2,221,150.00

ASSETS

Ending Gross Assets :

\$3,196,727.00

SOLICITATION COMMENTS

Comments:

PERCENT TO PROGRAM SERVICES

Percent to Program Services :

93%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
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Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2020	12/31/2020	\$3,098,835.00	\$2,475,051.00	\$2,079,908.00	\$2,221,150.00	\$3,196,727.00	93%
01/01/2019	12/31/2019	\$2,700,101.00	\$3,372,544.00	\$3,138,435.00	\$3,335,944.00	\$3,098,835.00	94%
01/01/2018	12/31/2018	\$2,746,051.00	\$3,300,910.00	\$3,149,366.00	\$3,320,160.00	\$2,700,101.00	95%
01/01/2017	12/31/2017	\$2,525,190.00	\$3,072,342.00	\$2,812,619.00	\$2,987,675.00	\$2,746,051.00	94%
01/01/2016	12/31/2016	\$2,470,671.00	\$3,126,726.00	\$2,802,573.00	\$3,119,182.00	\$2,525,190.00	90%
01/01/2015	12/31/2015	\$2,457,082.00	\$3,017,416.00	\$2,757,751.00	\$2,977,643.00	\$2,470,671.00	93%
01/01/2014	12/31/2014	\$2,255,010.00	\$2,831,044.00	\$2,535,491.00	\$2,757,198.00	\$2,457,082.00	92%
01/01/2013	12/31/2013	\$1,745,910.00	\$2,491,825.00	\$2,112,471.00	\$2,322,996.00	\$2,255,010.00	91%
01/01/2012	12/31/2012	\$1,660,801.00	\$2,105,447.00	\$1,754,789.00	\$1,957,298.00	\$1,745,910.00	90%
01/01/2011	12/31/2011	\$1,553,464.00	\$1,894,689.00	\$1,669,142.00	\$1,823,046.00	\$896,181.00	92%
01/01/2010	12/31/2010	\$1,210,791.00	\$1,499,197.00	\$1,248,170.00	\$1,382,717.00	\$1,553,464.00	90%
01/01/2009	12/31/2009	\$1,159,144.00	\$1,339,790.00	\$1,155,580.00	\$1,261,663.00	\$1,210,791.00	92%
01/01/2007	12/31/2007	\$956,789.00	\$1,089,166.00	\$928,729.00	\$1,061,412.00	\$993,191.00	88%
01/01/2006	12/31/2006	\$789,605.00	\$113,203.00	\$688,496.00	\$933,966.00	\$956,789.00	74%
01/01/2005	12/31/2005	\$482,106.00	\$1,004,538.00	\$582,300.00	\$788,141.00	\$789,605.00	74%

DID THE ORGANIZATION SOLICIT OR COLLECT CONTRIBUTIONS IN WA DURING THE ACCOUNTING YEAR REPORTED?

Solicit or collect contributions:

Yes

Contributions in WA:

Email, Entertainment/Special Events, Internet, Personal Contact

IS THE ORGANIZATION REGISTERED TO FUNDRAISE OUTSIDE OF WA?

Is the organization registered to fundraise outside of WA:

Yes

Fundraise outside of WA:

ALASKA, ALABAMA, ARKANSAS, CALIFORNIA, COLORADO, CONNECTICUT, FLORIDA, GEORGIA, HAWAII, ILLINOIS, KANSAS, KENTUCKY, MASSACHUSETTS, MARYLAND, MAINE, MICHIGAN, MINNESOTA, MISSOURI, MISSISSIPPI, MONTANA, NORTH CAROLINA, NORTH DAKOTA, NEBRASKA, NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, NEVADA, NEW YORK, OHIO, OKLAHOMA, OREGON, PENNSYLVANIA, RHODE ISLAND, SOUTH CAROLINA, TENNESSEE, UTAH, VIRGINIA, WASHINGTON, WISCONSIN, WEST VIRGINIA

EMPLOYEES RECEIVING THE GREATEST COMPENSATION

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

First Name

Last Name

JEAN

KNAACK

First Name

GEORGE

LISA

Last Name

REHMET

RIPPE

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
JEAN	KNAACK	EXECUTIVE DIRECTOR	7035253890	1501 LEE HWY STE 140, ARLINGTON, VA, 22209-1109, UNITED STATES
BARBARA	JEWELL	TREASURER	7035253890	1501 LEE HWY STE 140, ARLINGTON, VA, 22209-1109, UNITED STATES
GEORGE	REHMET	PRESIDENT	7035253890	1501 LEE HWY STE 140, ARLINGTON, VA, 22209-1109, UNITED STATES
LISA	RIPPE	VICE PRESIDENT	7035253890	1501 LEE HWY STE 140, ARLINGTON, VA, 22209-1109, UNITED STATES

FINANCIAL PREPARER

Full Name:

ROHINI CHANDRABHATLA

Business Name:

SIKICH LLP

Title:

PAID PREPARER

Mailing Address:

1199 N FAIRFAX ST FL 10, ALEXANDRIA, VA, 22314-1483, UNITED STATES

LEGAL INFORMATION

Do you have any Legal Actions? - No

Court (Jurisdiction)

Case #

Title of Legal Action

Date of Legal Action

Legal Actions

COMMERCIAL FUNDRAISER

Is Commercial Fundraiser:

No

CHARITY CLIENTS

FEIN Number UBI Number Charity Name Charity Address

No Charities Selected

4. **Copy of agency's City of Olympia business license (NA since we are non-profit)**

5. Brochures or other information (Website, Facebook page, Entry, Frequently Asked Questions)
a. Website

HOME 2020 FUNNY RUN ABOUT REGISTRATION RACE RESULTS SPONSORSHIP T-SHIRTS & AWARDS

GET READY TO RUN!

== SATURDAY, JULY 17, 2021 ==

**OLYMPIA
LAKEFAIR RACES**

2021 RE-RUN
HALF MARATHON • 8K • 3K

SIGN UP NOW! ▶ OlympiaLakeFairRaces.org

Come for the run. Enjoy the fun

Participant T-shirts • Finish Line Food • Awards
Prize Drawings • Medals for Half Marathon Finishers

PRESENTING SPONSOR


8K SPONSOR






HALF MARATHON SPONSOR


RACE PARTNERS

IN KIND SPONSORS


b. Facebook Page





Search Facebook






Olympia Lakefair Races
@OlympiaLakefairRaces · Community







[Home](#) [Events](#) [Reviews](#) [About](#) [More](#)  [Message](#)   


About [See all](#)





Create Post


 Photo/Video  Check In  Tag friends


 Olympia Lakefair Races features - Half Marathon, 8k & 3k and Kids Race. This is a running event for the whole family!


 463 people like this, including 9 of your friends

 480 people follow this

 <https://www.olympialakefairraces.com/>

 Typically replies within a few hours [Send message](#)

 olylakefairraces@gmail.com




 Community

Suggest edits

Does this Page have a phone number?

[Yes](#) [Unsure](#) [No](#)

Photos [See all](#)



Olympia Lakefair Races
16 July · 🌐

Start times and locations are indicated below. Reminder that race registration fee goes up tonight (Friday). It's going to be great weather!

Starting Times and Locations

- Half Marathon – [7:00 am](#) –
Corner of 7th Ave and
Washington St, next to the
Southeast corner of Sylvester
Park in downtown Olympia.
Approximately 3 blocks east of
the bathroom on Water Street.
- 8 km – [8:00 am](#) – Next to gravel
path along east side of Capitol
Lake, approximately 100 yards
south of the corner of Water St

c. Entry Form

Olympia Lakefair Races – Saturday, July 17, 2021

Half Marathon, 8k & 3k



First Name _____		Last Name _____		Birthdate: ____/____/____ Month Day Year	
Address _____		Age on July 17, 2021: _____		<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Wheelchair <input type="checkbox"/> Disabled	
State _____		Zip _____		T-shirt Size:	
Question for lodging on both printed and online entry _____		Email _____		Male <input type="checkbox"/> XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> None Female <input type="checkbox"/> XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> None	

Where will you be staying the night before the race? (Please check option below):

Home ☐ Lacey Lodging ☐ Olympia Lodging ☐ Tumwater Lodging ☐ Other ☐

EVENT (Please Circle all that apply and write Total Amount)	EARLY BIRD (Before 4/1/2021)	REGULAR (4/1 – 6/30/2021)	LATE (7/1 – 7/17/2021)	DAY of RACE 7/17/2021
Kids (14 & under) 3km – Entry & Shirt	\$10 (Free w/o Shirt)	\$10 (Free w/o Shirt)	\$10 (Free w/o Shirt)	\$10 (Free w/o Shirt)
3 km – Entry & Shirt	\$35	\$40	\$45	\$50
8 km – Entry & Shirt	\$35	\$40	\$45	\$50
1/2 Marathon – Entry & Shirt	\$65	\$75	\$85	\$90
All Races - Active Military Discount	-\$5	-\$5	-\$5	-\$5
All Races - No Shirt Discount	-\$10	-\$10	-\$10	-\$10
Total Amount:				

For more information and to register online visit: www.OlympiaLakefairRaces.org

Mail entries must be post marked no later than June 30, 2021	Mailing Address: LRO P.O. Box 11489, Olympia, WA 98508	Payment Enclosed \$ _____ Make checks payable to: Rotary Club of Olympia Foundation
Credit Card Information # _____ Name on Card: _____ Exp: ____/____ CV: _____ Zip Code: _____		

Waiver - I know that running a road race is a potentially hazardous activity which could cause injury or death. I will not enter and participate unless I am medically able and properly trained, and by my signature, I certify that I am medically able to perform the event, and am in good health, and properly trained. I agree to abide by any decision of a race official relative to any aspect of my participation in this event, including the right of any official to deny or suspend my participation for any reason whatsoever. I assume all risks for running in this event, including, but not limited to, falls, contact with other participants, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road. All such risks being known and appreciated by me. I understand that bicycles, skateboards, baby strollers, roller skates or roller blades, animals and headsets are not allowed in the race and I will abide by this guideline. I grant permission for all of the foregoing to use my photographs, motion pictures, recordings or any other record of this event for any legitimate purpose. Having read this waiver, and knowing these facts and in consideration of you accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release the State of Washington, The City of Olympia, Thurston County, The Capital Lakefair Organization, LRO, Rotary Club of Olympia, RRCA and all sponsors, their representatives and successors from all claims or liabilities, of any kind arising out of my participation in this event, even though that liability might arise out of negligence or carelessness on the part of the persons named in this waiver.

I also understand that there will be no refunds of entry fees. No guaranteed shirt after July 1st entries. Awards may be picked up at awards ceremony or the South Sound Running Olympia store later.

Signature _____ Date _____

Parent Signature if under 18 _____ Date _____

d. Frequency Asked Questions

Olympia Lakefair Races Frequently Asked Questions

1. When and where are the races?

All races are Saturday, July 17, 2021. All races share the same finish line at the corner of 5th Avenue SW and Sylvester St SW (across from the “Dancing Waters” Fountain at Capitol Lake Park) in Olympia, WA. Following is a schedule of start times and start locations for each race:

- Lakefair Half Marathon – 7 am Start. Location: On 5th Ave SW, directly opposite door at 119 5th Ave SW, 12 meter east of Columbia St SW. Due to the Lakefair Parade, the course closes at 12 noon (5 hours after the start).
- Lakefair 8K – 8 am Start. Location: On 5th Ave SE between Capitol Way S. and Washington St SE.
- Lakefair 3K – 8:05 am Start. Location: On 5th Ave SW between Columbia St SW and Capitol Way S.

2. Are the course distances accurate and certified? Any other course details?

Yes. All courses are certified, with the following USATF certifications:

- Lakefair Half Marathon – [WA15001RMB](#) – The course is close to a large loop, with the first half being a gentle uphill, and the second half largely downhill. Mile marker signs will be at each mile, and the course marked clearly, along with volunteers or police officers at turns and intersections. Large sections of the course are shaded. Much of the course is on the Woodland and Chehalis Western Trails with no automobile traffic.
- Lakefair 8K – [WA14021MN](#) – The course is a very flat near loop to Tumwater Historical Park and back, circling Capitol Lake in the process. Mile marker signs will be at each mile, and the course marked clearly, along with volunteers or police officers at turns and intersections.
- Lakefair 3K – [WA14020MN](#) – The course is essentially a flat loop around Capitol Lake. There will be a 1 Mile sign, and the course marked clearly, along with volunteers or police officers at turns and intersections.

3. How do I enter?

You can enter four ways:

- Online (<https://www.olympialakefairraces.org>) via EnMotive – entries close 15 minutes before each race.
- Mail ([downloadable entry](#)) – entries must be postmarked by June 30th
- In person at South Sound Running (www.southsoundrunning.com) locations in Olympia (3405 Capitol Blvd SE, Olympia, WA 98501), Puyallup (115 S. Meridian, Puyallup, WA 98371) or Tacoma (5109 Grand Loop, Tacoma, WA 98402). – entries close July 9th at Puyallup and Tacoma, July 16th at Olympia.
- Day of Race Entry for the 3K, 8K and Half Marathon is also available at Heritage Park on 5th Ave SW near the finish line starting at 6 am.

4. Where do I pick up my number and race packet?

- Race packets and numbers for all races will be available Friday, July 16th from 11 am to 6 pm at South Sound Running at 3405 Capitol Blvd, Tumwater, WA
- Race packets and numbers for all races can also be picked up at Heritage Park near the Finish line the morning of the race starting at 6 am.

5. Are there Aid Stations and Sani cans on the courses?

- Aid stations are located approximately every two miles for the Lakefair Half Marathon.
- Sani cans are located adjacent to most of the Lakefair Half Marathon Aid Stations.
- There is one Aid Station that runners pass by twice on the Lakefair 8K.
- All aid stations have water and Nuun sports drink provided and are staffed by enthusiastic local high school cross country and track team members and community volunteer organizations.

6. What are the Entry Fees?

Below is a table with the schedule of entry fees. For the 3K, kids 14 & under are free without a T-shirt. Online entries have a service charge added by EnMotive.

Active Military members receive a \$5 discount. Discounts are also available for Groups of ten members or more.

More details are available in the "Registration" section at www.olympialakefairraces.org website.

EVENT <i>(Please Circle all that apply and write Total Amount)</i>	EARLY BIRD (Before 4/1/2021)	REGULAR (4/1 – 6/30/2021)	LATE (7/1 – 7/17/2021)	DAY of RACE 7/17/2020
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3 km – Entry & Shirt	\$35	\$40	\$45	\$50
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All Races - Active Military Discount	-\$5	-\$5	-\$5	-\$5
All Races - No Shirt Discount	-\$10	-\$10	-\$10	-\$10

7. Where does the money go?

The Olympia Lakefair Races are co-sponsored by the Lakefair Run Organization 501(c)(3) and the Olympia Downtown Rotary Club (non-profit). Profits support local high school running programs, Washington State Cross Country Coaches Association Scholarship Fund, and Olympia Rotary Club Foundation Scholarship Fund and Community Grant Fund. There is a long-term goal to support a statue or other display at Marathon Park to more prominently commemorate the first United States Olympic Marathon Trials Race held in 1984, and ending near Marathon Park. The Trials race was likely the biggest sporting event ever to occur in the Olympia area.

8. What are the Lodging Options?

There are several hotels near the combined Finish Line in downtown Olympia, as well as along the Trials Legacy Marathon course. A searchable hotel finder for Olympia, Lacey and Tumwater hotels can be found at <https://www.experienceolympia.com>. July 14-18 is Lakefair week, so early reservations are recommended.

9. Is there anything else going on in Olympia?

As mentioned above, July 14-18 is Lakefair week in Olympia, so there are all kinds of sports and family fun activities going on, including a carnival, car show, parade right after the races on Saturday, fireworks Sunday evening, street fair Saturday night, and various sporting events. Visit <https://www.lakefair.org/calendar> for more information.

10. What about timing and results?

EnMotive will be providing chip timing and results for all the races. Pin your number on the front of your shirt. Results will be posted after each race in Heritage Park, as well as online at www.olympialakefairraces.org and www.EnMotive.com.

11. Are strollers or dogs allowed on the course?

Unfortunately not. Much of the half marathon course is on a bike path that remains open to the public during the race, and the other courses have large portions on sidewalks or bike lanes that are not wide. In addition, our insurance doesn't cover strollers or pets.

12. Is there a time limit for the courses?

Not officially, but our permit to close some of the downtown streets and have police assistance ends at 11:00 am, which gives half marathoners 4 hours to complete the course. Runners can still finish after 11:00 am, but there won't be course marshals or police support, and they will have to follow traffic lights. If you think you are going to take longer than 4 hours, contact us online at www.olympialakefairraces.org in the "Contact" section, and we may arrange an early start.

13. Are there awards, swag and any random awards?

- Awards are given to the overall male and female winner, disabled, wheelchair, masters (40+) male and female, and super masters (50+) for each race. Overall, masters and super masters winners will not also be eligible for age group awards listed below. Overall winners will be decided by Gun Time, all other winners will be determined by Chip Time. Award winners will not be eligible for multiple awards, and will be "bumped up" to a higher overall division if necessary (ie if a 45 year old wins the overall race, they would be awarded the Overall Winner Award, and the next person 40 or over would win the Masters award).
- Awards will also be given in the following categories:
 - 3K Race - 5 & Under, 6-8, 9-11, 12-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+
 - 8K Race - 14 & Under, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+
 - Half Marathon - 19 & Under, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+
- Half Marathon Finishers will be presented with Finisher Medals at the Finish Line.
- Various prizes and food will be randomly chosen from all entrants (must be present to win) at the awards ceremony after the races.
- Awards will be given out as soon as available after the race in Heritage Park adjacent to the Finish Line. Awards can also be picked up later at South Sound Running Olympia (3405 Capitol Blvd SE, Olympia, WA 98501)

14. Will there be race photographs?

Yes, and they are FREE! EnMotive will be staging photographers on the course and at the finish line, taking action photos, as well as post-race photos. These photos will be posted online, organized by race number, and are free to download and share, print, or paste as you see fit.

15. Is there any food and drinks after the race?

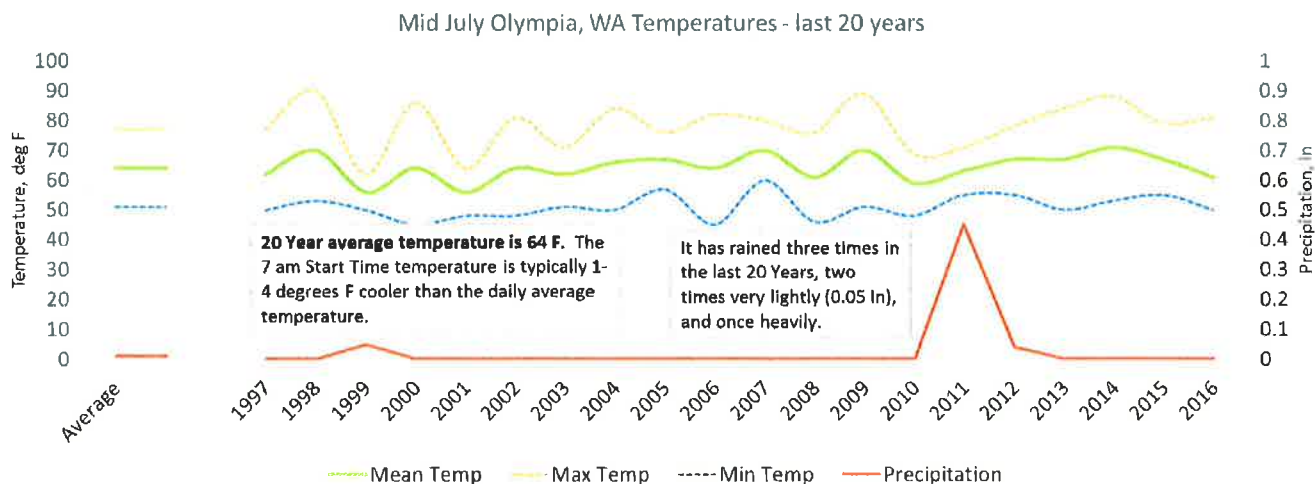
Various free snacks and food are available at the finish line, including water, sports drink, watermelon, apples, granola bars, and snacks. There are also numerous Olympia downtown restaurants within blocks of the finish line for a complete meal, including Well80 our hospitality sponsor.

16. Where do I park?

- With Capital Lakefair going on at Heritage Park, the regular Heritage Parking lot is closed to all traffic, and Water Street south of 5th Ave SW is closed for carnival vendors.
- There is typically ample parking in downtown Olympia early Saturday morning, and parking is Free on Saturday and Sunday unless otherwise noted. There are also some private pay lots in downtown Olympia that may have a weekend rate. A few lots (just east of Water Street) are reserved for Lakefair food vendors.
- 5th Ave S. and much of Deschutes Parkway will be closed for the race, so parking along Deschutes Parkway SW is not recommended.

17. What is the weather typically like on race day?

Typically the temperature is around 60 F at 7 am in mid-July. In the last 20 years, there has been rain three times. The Daily average for mid-July is 64 F, with an average low of 50 F, and average high of 76 F (typically occurs in the afternoon after all the races are over). Following is a chart showing temperatures for the 1997-2016 time period.



18. Are there massages at the finish line?

At this point, there are unfortunately no massages offered at the finish line for Half Marathon finishers. As the race grows this will be considered.

19. Any other questions not answered here?

If we haven't answered your question, please submit it in the "Contact" section of the www.olympialakefairraces.org website, and we'll get back to you with an answer to the best of our ability.

Master Gardener Foundation of Washington State

PO Box 10533

Yakima, WA 98909

17 September 2021

City of Olympia Lodging Tax Advisory Committee

C/O Mike Reid, Economic Development Director

PO Box 1967

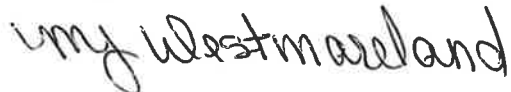
Olympia, WA 98507-1967

Dear Mr. Reid et al,

Attached please find our application for 2022 LTAC funding consideration. We are a Washington State Non-Profit organization who will be holding our 2022 Conference in your beautiful city. We are looking forward to this event and appreciate your willingness to utilize LTAC funds to aid organizations in their efforts to promote tourism in the greater Olympia area.

Please feel free to contact me with questions.

Sincerely,

A handwritten signature in black ink that reads "Melody Westmoreland". The signature is written in a cursive, flowing style.

Melody J. Westmoreland, Conference Chair

509-907-7894

ATT: 2022 LTAC Application

Itemized budget

Description of how funds would be used

Articles of Incorporation (copy)

Current 501c3 registration (copy)

"Save the Date" slide that will be utilized during our 2021 event to promote 2022



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$2500.00

Organization/Agency Name: Master Gardener Foundation of Washington State

Federal Tax ID Number: 91-1148165

Event or Activity Name (if applicable): WSU Master Gardener Advanced Education Conference 2022

Contact Name and Title: Melody J. Westmoreland, Conference Chair

Mailing Address PO Box 10533 City Yakima State WA Zip 98909

Phone 509-907-7894 Email Address westmoreland9108@yahoo.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 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature: *MJ Westmoreland*

Date: September 17, 2021

Printed or Typed Name: MJ Westmoreland

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.

The 27th WSU Master Gardener Advanced Education Conference will be held September 28-October 1, 2022 at the Olympia Hotel & Conference Center. It will consist of scheduled programming including 30 continuing education classes, plus a day and a half of scheduled tours to gardening related and local interest venues, events that typically draw family members. 360 attendees are expected, including 35 instructors from across the State. Previous locations have included Wenatchee, Ocean Shores and Vancouver, among others; all sites are selected based on criteria that include proximity to extracurricular activities of interest to attendees and their guests.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	360	Virtual
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	250-310	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	0	n/a
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	175	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	75	n/a
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	350	n/a

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

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

estimate based on actual attendance most recent in-person conference (2018 Wenatchee) and registrations for 2021 virtual conference

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 (yes or no)? If yes, list the host hotel.

Olympia Hotel & Conference Center

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

This will be the 27th Conference, which has a history of selecting locations across the State that will entice attendees to come and stay beyond the Conference dates because of interesting activities in the area. Past examples include Wenatchee (wine country), Ocean Shores (beaches), and urban locations such as Tacoma and Vancouver, offering nearby botanical gardens and intriguing cityscapes, etc. This approach has proven quite successful.

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

Master Gardeners in Washington State are the primary targeted group*. There are several thousand of these trained and certified volunteer community educators, serving in communities across the State. To maintain certification, Master Gardeners must log a certain amount of continuing education annually and the Conference offers a significant opportunity to complete this requirement. With experience marketing to this audience, we know that conference-goers appreciate and welcome travel to a place where they can not only gather together with other Master Gardeners, but can find a welcoming and interesting atmosphere in the surrounding community. The Conference has created a winning formula of balancing days of education with optional and attractive extra-curricular events and attractions that appeal to attendees and entire other family members as well. Master Gardeners take advantage of pre-arranged activities and events on the days either side of the scheduled classes.

*Demographics: Based on quantitative responses to a national study reported in 2018, Master Gardener volunteers are primarily female, educated, retired, and of economic means; have a mean age of 64.8 years, and have served an average of 7.7 years (HortTecnology, April 2018)

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

The Conference marketing effort enjoys the benefit of having a proprietary target audience contact list with thousands of members, together with a marketing program that has been grown and enhanced, taking advantage of years of experience. In addition to traditional electronic avenues, the marketing plan includes live talks and webinars given to Master Gardener county groups across the state in the months leading up to opening of registration in late Spring. Promotion has already begun with dates and location announced. By early 2022 the full program and registration information will be available on our website mglearns.org. We have learned that the more you advertise the attractiveness of the location, the higher the number of spouses/family members join their Master Gardener attendee for the days during and on the should of the Conference days and events.

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

Our Conference meeting space, catering and lodging partner is the Olympia Hotel & Conference Center, and we will be prominently displaying this venue on our website. By the end of 2021, this promotion will be replicated via our FB page and across the County Master Gardener webpages in the State. In our marketing we have a significant amount of language promoting Olympia itself including Washington State Capital images and references. The city of Olympia was chosen during our intensive site selection process in large part because of what this area has to offer. It should be noted that historically some Conference attendees choose local alternatives for housing, such as B&Bs and VRBOs. We expect to have a post-conference survey section devoted to learning more about this dynamic.

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?

\$68,577.00. The \$2500.00 represents 3.64% of our total expenses 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.]

The net revenues garnered from one year's conference are essential to support the following year's Conference as seed money. To account for a budgetary shortfall, we will scale back our extra curricular tours and Thurston County exploration opportunities. These tours are compelling draws for our attendees to include their families during their stay in Olympia, thus swelling the tourist numbers during the conference.

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 Conference planning committee will have a plan in place to conduct this conference as an on-line event should it be deemed that an in-person attendance in late September 2022 be ill-advised. A special task force group within the Master Gardener Foundation conference planning committee has previously planned and is executing this contingency for our 2021 Advanced Education Conference scheduled for late September.

An in-person event will be fully compliant with all guidelines in place within the State at the time of the conference to include masking indoors, social distancing, and other guidelines as written.

NOTE: If it becomes necessary to use this contingency plan for the 2022 Advanced Education Conference, the decision will be made prior to opening our April registration process. Any LTAC funds received/anticipated would be returned/declined.

2022 WSU Master Gardener Advanced Education Conference

> Income

Planning Budget v. 8/31/2021

Total Incom (does not include tours)				\$86,449.50		\$0.00
Registration						
Estimated	Actual	Description	Amount	Estimated	Update x/xx/xxx	Actual
209		Early Bird- Full Conference @	\$199.00	\$41,591.00		\$0.00
38		Regular - Full Conference @	\$249.00	\$9,462.00		\$0.00
39		Early Bird - Full Conference - no meals @	\$109.00	\$4,196.50		\$0.00
28		Early Bird Full Conference with lunches @	\$159.00	\$4,452.00		\$0.00
				\$0.00		\$0.00
7		Regular Full Conference - no meals @	\$159.00	\$1,113.00		\$0.00
5		Regular Full Conference with lunches @	\$209.00	\$1,045.00		\$0.00
				\$0.00		\$0.00
326						
25		Early Bld Companion Meal Banquet @	\$50.00	\$1,250.00		\$0.00
7		Regular Companion Meal Banquet @	\$60.00	\$420.00	\$0.00	\$0.00
(Early Bird and Regular-Full, Thurs, Fri, Sat.)						
Companion meals Banquet only) 15 Banquet tickets for sponsors, etc.				\$63,529.50	0	\$0.00
<i>NOTE: prices and income for Guest attendance for Reception, Lunch, Banquet TBD</i>						
Sponsorships, Grants & Vendor/Exhibitor Tradeshow						
Estimated	Actual	Description	Amount	Estimated		Actual
1		Grants (LTAC-City of Olympia)	\$2,500.00	2,500.00		\$0.00
8		Exhibitors and Vendors @	\$200.00	\$1,600.00		\$0.00
2		Non-profit exhibitors @	\$50.00	\$100.00		\$0.00
		Raffle		\$4,000.00		\$0.00
1		Silent Auction*		\$0.00		\$0.00
2		Platinum Sponsor	\$3,000.00	\$6,000.00		\$3,000.00
2		Gold	\$1,500.00	\$3,000.00		\$3,000.00
5		Silver	\$500.00	\$2,500.00		\$0.00
8		Bronze	\$250.00	\$2,000.00		\$0.00
8		Program Ads @	\$100.00	\$800.00		\$0.00
12		Marketplace Registration @	\$35.00	\$420.00		\$0.00
				\$22,920.00	\$0.00	\$6,000.00
*NOTE: TOURS AND SILENT AUCTION ARE MANAGED, HOSTED AND BENEFIT THE SOUTH SOUND HOST COUNTIES) MGF						
Tours & Intensives*					*removed from expense side	
Estimated	Actual	Description	Amount	Estimated		Actual
15		Wednesday Tour & Class (TBD)	\$20.00	\$300.00		\$0.00
15		Wednesday Tour (TBD)	\$20.00	\$300.00		\$0.00
20		Wednesday Tour & Class (TBD)	\$20.00	\$400.00		\$0.00
20		Thursday Tour & Class (TBD)	\$15.00	\$300.00		\$0.00
20		Thursday Tour & Class (TBD)	\$15.00	\$300.00		\$0.00
15		Thursday Tour (TBD)	\$40.00	\$600.00		\$0.00
				\$2,200.00		\$0.00
SPECIAL NOTES:						
Full Conference Registration includes: All Classes, Meals and Materials						
Early Bird Registration includes: All Classes, Meals and Materials - booked in first 60 days after Opening of Registration						

2022 WSU Master Gardener Advanced Education Conference Budget - Olympia Hotel & Conference Center, WA

> Expenses

Planning Budget v. 8/31/2021

Estimated pd. Attendance 325

		Estimated	Updated	Actual
Total Expenses		\$68,577.00	X/X/Xx	\$0.00
Venue	Estimated	Actual		
Meeting Space (** bundled with AV)	\$0.00			
AV	\$10,350.00			
Other	\$1,000.00			
Catering (incl tax & service charge)	\$33,002.00			
Liability Insurance*	\$200.00			
Total	\$44,552.00	\$0.00		\$0.00
Speakers	Estimated	Actual		
Keynote Speaker Incl/travel	\$5,000.00			
Speaker Fees	\$2,100.00			
Speaker & Instructor Travel Reimbursement	\$2,100.00			
Speaker & Instructor Lodging	\$2,100.00			
Tours - (Managed by MGFS South Sound)	\$0.00			
Total	\$11,300.00	\$0.00		\$0.00
Publicity/	Estimated	Actual		
Website	\$750.00			
Bookmarks (3000)	\$400.00			
FB Ads	\$25.00			
Misc. Postage	\$100.00			
Banners	\$250.00			
T-Shirts (reimbursed by MGs)	\$0.00			
Total	\$1,525.00	\$0.00		
Procurement:Sponsors,Vendors,Raffle	Estimated	Actual		
Printing exhibitor packet	\$100.00			
Recognition banners	\$200.00			
Marketplace/exhibitor signage	\$1,000.00			
Banquet tickets for sponsors ****\$400				
Raffle	\$100.00			
Total	\$1,400.00	\$0.00		\$0.00
** AV all inclusive - OH&CC		***Included in Food & Beverage, line 12		
		Estimated	Updated	Actual
Total		\$7,100.00	\$0.00	\$0.00
Registration/Bags & Giveaways		Estimated		Actual
Conference Bags 400 @ \$6.50		\$2,600.00		
Name Badges		\$400.00		
Giveaways/Gifts (to go bags)		\$400.00		
Other/decorations		\$200.00		
Reg. Fee Paid to Eventbrite (\$1 + 2.5-3%)		\$3,500.00		
Total		\$7,100.00	\$0.00	\$0.00
Printed Materials		Estimated		Actual
Business Cards		\$0.00		
Flyers (200)		\$0.00		
Programs 400 @ \$5.00		\$2,000.00		
Posters/Laminated Signage		\$200.00		
Other		\$500.00		
Total		\$2,700.00	\$0.00	\$0.00

Description and budget of how requested LTAC funds would be used towards the cost of providing the 2022 Master Gardener Advanced Education Conference

\$2600.00	Conference Bags (400 @ \$6.50)
-----------	--------------------------------

The \$2500.00 would be used to offset the cost of the conference bags provided to each attendee and speaker. In addition to materials specific to the conference, these bags will contain information related to area attractions, restaurants, and offerings in the greater Olympia area.



STATE OF WASHINGTON
SECRETARY OF STATE

Washington Nonprofit Corporation

See attached detailed instructions

- ☒ Standard Filing Fee \$20.00
- ☐ Filing Fee with Expedited Service \$70.00

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SECRETARY OF STATE
SAM REED
FEBRUARY 21, 2012
STATE OF WASHINGTON

UBI Number: 601054249

ARTICLES OF AMENDMENT

Chapter 24.03 RCW

SECTION 1

NAME OF CORPORATION: (as currently recorded with the Office of the Secretary of State)

Master Gardener Foundation of Washington State

SECTION 2

ARTICLES OF AMENDMENT WERE ADOPTED BY: (please check and complete one of the following)

- ☒ The amendment was adopted by a meeting of members held: (Date) 10/29/2010
A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.
- ☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.
- ☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held: (Date) _____

SECTION 3

AMENDMENTS TO ARTICLES ON FILE: (if necessary, attach additional information)

Attached

SECTION 4

EFFECTIVE DATE OF ARTICLES OF AMENDMENT: (please check one of the following)

- ☒ Upon filing by the Secretary of State
- ☐ Specific Date: _____ (Specified effective date must be within 30 days AFTER the Articles of Amendment have been filed by the Office of the Secretary of State)

SECTION 5

SIGNATURE: (see instructions page)

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

X Christine Bailey
Signature

Christine Bailey, President

Printed Name and Title

02/17/2012

Date

509-943-6020

Phone

**AMENDMENT TO ARTICLES OF INCORPORATION
OF THE MASTER GARDENER FOUNDATION OF WASHINGTON STATE
Adopted on October 29, 2010**

[Under RCW 24.03.025, Articles of incorporation; 1987 c 212 § 703; 1982 c 35 § 75; 1967 c 235 § 6.]

Name: Master Gardener Foundation of Washington State ("the Foundation" or "MGFWS").

Location and Chief Place of Business: State of Washington.

Period of Duration: Perpetual.

ARTICLE I MISSION AND PURPOSE

Section 1. The Mission of the Foundation is to support the Washington State University Extension Master Gardener Program (WSU MGP) in its efforts to provide public education in gardening and environmental stewardship generated from research at WSU and other university systems through education, communication, and advocacy.

Section 2. The Purpose of the Foundation is to offer statewide volunteer-based unifying leadership to, and communication among, county and regional WSU MG programs, foundations and affiliates.

ARTICLE II MEMBERSHIP

Membership in the Foundation shall be via partnerships with county Master Gardener organizations and affiliates as set forth in the Bylaws.

ARTICLE III BOARD OF DIRECTORS

Section 1. The primary governing body of the Foundation shall be a Board of Directors (the Board). The Bylaws shall address rules of membership, election of members, operation and duties of the Board.

Section 2. The Board may accept on behalf of the Foundation any contribution, gift, bequest or devise for the general purposes or any special purposes of the Foundation.

Section 3. The Board shall have the power and authority to serve in an advisory capacity to the WSU MGP.

Section 5. The Board shall have the power to sell or dispose of the whole or any part of the property, either real or personal, which the Foundation may own, and to acquire other property. The Board, by resolution entered in its minutes, may classify portions of the assets as held for investment, endowment, or annuity purposes. Where so classified, such assets may be disposed of at the discretion of the Board and in such manner as the Board deems in the best interest of the purposes for which the Foundation is formed.

Section 6. Board members shall be indemnified by the MGFWS for their conduct as Board members, except for acts or omissions that involve intentional misconduct or knowing violation of law by a Board member of any transaction from which the Board member will personally receive a benefit in money, property or services to which the Board member is not legally entitled.

Section 7. Board members will abide by the MGFWS Conflict of Interest Policy.

ARTICLE IV OFFICERS

Section 1. Officers shall consist of President, Secretary, Treasurer and Regional Vice-Presidents, as specified in the Bylaws, which shall also set forth the methods of their election.

Section 2. Other Officers, agents, and employees may be appointed, their duties assigned, and their compensation fixed by the Board.

Section 3. Officers shall be indemnified by the Foundation for their conduct as Officers, except for acts or omissions that involve intentional misconduct or knowing violation of law by an Officer or any transaction from which the Officer will personally receive a benefit in money, property or services to which the Officer is not legally entitled.

Section 4. Officers will abide by the MGFWS Conflict of Interest Policy.

ARTICLE V EXECUTIVE COMMITTEE

The Executive Committee shall consist of the Officers of the Board, plus the WSU Extension Master Gardener Program Leader serving in an ex officio non-voting status. The responsibilities of the Executive Committee shall be as set forth in the Bylaws.

ARTICLE VI COMMITTEES

The Board shall establish, maintain and revise such standing and special committees as it may consider necessary to conduct the business of the Foundation.

ARTICLE VII ANNUAL MEETING OF MEMBERS

There shall be an annual meeting of general and voting members of the Foundation at a time and place established by the Board in accordance with the Bylaws.

ARTICLE VIII FINANCES

Section 1. Funds may be solicited from the general public for the purposes of the Foundation as defined herein.

Section 2. A Planned Giving Program may be established and operated as an integral part of the activities of the Foundation. Its purpose shall be to stimulate and solicit gifts to the Washington State Master Gardener Foundation under wills, life insurance, state pledges, annuity contracts, transfer of property or trust funds, and such other and similar manners as the Board deems appropriate.

ARTICLE IX CHANGES TO THE ARTICLES OF INCORPORATION AND/OR BYLAWS

Section 1. These Articles of Incorporation may be altered or amended by vote of a majority of the Board of Directors at any regular or special meeting of the Board.

Section 2. The Bylaws may be altered or amended by vote of a majority of the Board of Directors at any regular or special meeting of the Board. The Board shall review the Bylaws at least once every two years.

Section 3. If a provision of these Articles of Incorporation is found to be inconsistent with a Bylaw, the provision of the Articles of Incorporation shall be controlling.

ARTICLE XX DISSOLUTION

If the Board votes to dissolve the Foundation, the assets of the corporation shall be distributed to the WSU Master Gardener Program, Pullman, Washington, or to such nonprofit scientific or educational horticultural organization as the Board may select, which organization shall qualify under the provision of Section 501(c)3 of the Internal Revenue Code.

Internal Revenue Service

Department of the Treasury

District
Director

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

Master Gardener Foundation
of Washington State
7612 Pioneer Way E
Puyallup, WA 98371-4989

Person to Contact: Gilda Lewis

Telephone Number: (213) 894-2336

Refer Reply to: EO041896

Date: April 22, 1996

EIN: 91-1148165

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 November 1993 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 November 1993 continues to be in effect.

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

Sincerely,


Disclosure Assistant



Save the Date

September 29-October 1, 2022

WSU Master Gardener Advanced Education Conference
Olympia Hotel at Capitol Lake



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$

Organization/Agency Name: Olympia Downtown Alliance

Federal Tax ID Number: 91-1460653

Event or Activity Name (if applicable): Love Oly Summer Fest

Contact Name and Title: Todd Cutts, Executive Director

Mailing Address 120 State Avenue NE #1031 City Olympia State WA Zip 98501

Phone 360-357-8948

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

Signature:

Date:

9/22/21

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.

Overview

Love Oly Summer Fest was a first year event in 2021, generously supported by the Lodging Tax and the City of Olympia. The event was held 8 Saturdays in July and August from noon-6. The event took place in the area of 5th Avenue and Washington Street, bounded by Capitol Way, Legion, and 4th Avenue. In 2022, the event is again planned for a similar timeframe. The Alliance is currently considering programming either 4 or 8 Saturdays.

Programming

-ACTIVITY AREA-5th Avenue from Capitol Way to Washington Street will include activities to engage community members. These activities will be actively managed by the Hands on Children's Museum. Activities could include: arts and crafts projects, games, ping pong, bean bag toss, sidewalk chalk, hula hoop, bubble blowing, face painting, balloon twisting.

-COMMUNITY GROUP AREA-Washington Street from 4th Avenue to 5th Avenue may include multiple community groups promoting their causes.

-ENTERTAINMENT AREA-5th Avenue from Washington Street to Franklin will include live performances from local musicians. The Alliance will partner with the Olympia Film Society to book the acts. These will include both headline acts and acts geared toward children and families. In additions, buskers will be hired to spread around the event to supplement these performances.

-BIERGARTEN-Washington Street from 5th Avenue to Legion Way will offer a biergarten, featuring locally brewed beer, cider, and wine, managed by the Downtown Alliance.

-PUBLIC ART AREA-The intersection of Washington Street and 5th Avenue will feature rotating displays of public art by local artists.

Attendance

While the nature of the open street festival makes measuring attendance a challenge, we estimated an average of approximately 1,000 attendees per event Saturday in 2021. In 2022, we estimate an average of 1,250 attendees. Tourists will travel to the events to experience Olympia. Given the trend for vacation close to home, we expect many visitors to attend from the state of Washington and more broadly, the Pacific Northwest. As we build the brand of the event, we believe that this attendance will continue to grow.

2

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	10,000	8,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	1,000	800
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	10	8
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	50	40
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	50	40
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	25	20

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

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

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

3

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 (yes or no)? If yes, list the host hotel.

Doubletree by Marriott.

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

As indicated in the above estimates, the event attracted steady audiences throughout the day and large volumes over the life of the event. We expect the event to grow in 2022 in the absence of a pandemic (we hope) and the willingness of visitors from all of the Pacific Northwest to travel more freely.

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

Our target audience is two-fold. We will work to attract visitors from the state of Washington and more broadly, the Pacific Northwest, 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. Describe how you will promote your event/activity/facility to attract tourists.

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

4

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

In a post event survey of small businesses downtown, 81% of respondents agreed that Summer Fest was a success. The event served to increase customer traffic downtown to downtown businesses.

Concurrently, we will continue to work on our "Why I Go Downtown" campaign, which highlights downtown's lodging establishments, restaurants, and businesses located in downtown Olympia. The event will be a featured attraction in the campaign.

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?

\$130,000 overall budget. 38% of funding is requested to come from lodging tax.

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.]

It is likely that marketing would be significantly cut from the budget. The number and quality of performers at the festival would likely be impacted. The quality of production, including stage and audio/visual, may also be impacted.

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?

Given current requirements, masks would likely be required should attendance exceed 500.

06

SUMMER FEST 2022 BUDGET			
Revenue			
	Contract-Lodging Tax		\$ 50,000.00
	Contract-City (Federal Stimulus)		\$ 40,000.00
	Sponsorships		\$ 20,000.00
	Biergarten		\$ 10,000.00
	Alliance investment		\$ 10,000.00
Revenue-Total			\$ 130,000.00
Expense			LTAC FUNDS
	Marketing	\$ 11,400.00	\$ 10,000.00
	Insurance	\$ -	
	Donations (grants)	\$ 2,400.00	
	Supplies	\$ 5,000.00	
	Outside contractors	\$ 70,077.00	\$ 20,000.00
	Performers	\$ 24,400.00	\$ 20,000.00
	Permits	\$ 4,080.00	
	Rent	\$ 1,000.00	
	Equipment/Supplies	\$ 11,600.00	
Expense-Total		\$ 129,957.00	
Expense-Total with 10% contingency		\$ 142,952.70	

7



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:

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2020100600525355 - 1
Received Date: 10/06/2020
Amount Received: \$10.00

(8)

(11)

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

Work Order #: 2020100600525355 - 1

Received Date: 10/06/2020

Amount Received: \$10.00

9

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.

Vikki Smith

Director, Department of Revenue

10

loveoly.

DOWNTOWN OLYMPIA

5TH AVE & WASHINGTON ST

SUMMER FEST 2021

FEATURING Live Music & Performances, Family Friendly Activities, Interactive Art Displays, Community Groups and a Biergarten!



EVERY JUL AUG 12PM-6PM
SAT 10-28

ENTERTAINMENT AREA

PRODUCED BY



SPONSORED BY

OlyFed

BANKING THAT'S MUTUAL

PRODUCED BY



ACTIVITIES AREA

SPONSORED BY

SnowShoe

Kids (of all ages!) will have the chance to engage in the quality arts, crafts, and activities that our community has come to expect from Hands on Children's Museum!

COMMUNITY AREA

Local community groups will share their passions through engaging activities and thoughtful displays.

FEATURING LIVE PERFORMANCES BY

THE DUSTY 45'S HILLSTOMP
THE BLACK TONES THE CAVITIES
THE BRIDGE MUSIC PROJECT LOW WIRES
OH ROSE OLYMPIA SYMPHONY ORCHESTRA
BUSKERS - JUGGLERS, CONTORTIONISTS & STREET MUSICIANS ...AND MORE TO BE ANNOUNCED!

BIERGARTEN

Featuring Craft Beer from Three Magnets Brewing Co. and Well 80 Brewhouse



THANK YOU TO OUR SPONSORS

POWERED BY



PRESENTING SPONSOR



SUPPORTING SPONSORS

PORT of OLYMPIA



WSECU



PARTICIPATING SPONSORS

Batdorf & Bronson
Church Rietzke
Drees
Maddox & Laffoon
McDonald's
Olympic Rentals

PCS Structural Solutions
Providence Health & Services
South Puget Sound Community College
Urban Olympia

FOR MORE INFORMATION, VISIT

LOVEOLYSUMMERFEST.COM





CONTACT:

Olympia Downtown Alliance
Todd Cutts, Executive Director
tcutts@downtownolympia.org
(360) 357-8948

FOR IMMEDIATE RELEASE:

June 17, 2021

LoveOly SummerFest 2021 Launches Downtown Olympia in July

Olympia, WA – The Olympia Downtown Alliance is pleased to announce that they are launching a downtown street festival in historic Downtown Olympia that includes live music and performances, activities for kids and families, interactive art installations from local artists, local community groups, and a biergarten featuring craft beer from 3 Magnets Brewing Co. and Well 80 Brewhouse. LoveOly SummerFest 2021, presented by the City of Olympia, will take place every Saturday from July 10 to August 28, from noon to 6pm.

“Our community is passionate about our Downtown, and we’re all hungry for one-of-a-kind experiences to enjoy in a safe and relaxed environment. We’re so excited to welcome our community back Downtown with this event,” said Todd Cutts, Executive Director of the Olympia Downtown Alliance.

The Olympia Film Society (OFS) has partnered with the Downtown Alliance to produce the headline acts for the festival in the Entertainment Area, sponsored by Olympia Federal Savings. Some headlining bands include The Black Tones, The Dusty 45’s, and Hillstomp, along with locals Low Wires, The Cavities, Oh Rose, and more to be announced! “The Capitol Theater continues to be closed, but we’re excited to move some of our concerts outside the Capitol Theater,” said Audrey Henley, OFS Executive Director. “SummerFest is a safe and fun way for our community to get their live music fix, bring folks back to downtown and show some love for local and regional musicians.”

In addition to headline bands, buskers, children’s performers, and community groups will entertain attendees. Buskers such as jugglers, contortionists, and street musicians will wow audiences with their talent. Local community groups such as The Bridge Music Project and Olympia Symphony Orchestra will respectively produce dance and beat-making competitions and feature local, professional musicians.

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But SummerFest is not just about watching, it's about doing. The Activities Area, sponsored by Snowshoe, will include ping-pong, bean bag toss, a jumbo chess set, sidewalk chalk, and more. The Biergarten will feature Well 80's Love Oly Lager and 3 Magnet's Brewing Co. Summer Sesh IPA. Proceeds from the Biergarten will go towards supporting the event. Local artist Dave Sederberg, known for his recent installation "Glowhenge", is coordinating a cadre of local artists to install interactive and engaging art.

The Alliance invites community groups to participate. Learn more here:
<https://redbarn.submittable.com/submit/ba2a1e17-e28e-44dc-bec2-b9a842dbe866/loveoly-summerfest-community-group-application/eligibility>

In preparation for SummerFest, the Alliance is coordinating a Downtown cleanup on July 3rd from 9am-11am. Come out to support the Downtown community and receive your choice of a Love Oly bottle opener or drawstring backpack. Register here by June 30:
<https://www.surveymonkey.com/r/G9M8523>

For more information about the event, visit: LoveOlySummerFest.com.

Who: Olympia Downtown Alliance, presented by the City of Olympia, Olympia Federal Savings, and Snowshoe

What: LoveOly SummerFest 2021 - an eight week series every Saturday during July & August

When: July 10 through August 28 from noon to 6 p.m.

Where: Downtown Olympia at 5th Avenue and Washington Street

XXXX

loveoly. **DOWNTOWN OLYMPIA**
5TH AVE & WASHINGTON ST

SUMMER FEST 22

FEATURING Live Music & Performances, Family Friendly Activities, Interactive Art Displays, Community Groups and a Biergarten!

EVERY JUL AUG
SAT 10-28
12PM - 6PM

PRESENTING SPONSOR
Olympia

AREA SPONSORS
OlyFed | BANNING MUTUAL | SnowShoe

SUPPORTING SPONSORS
WSECU | PORT OF OLYMPIA | PSE | PACIFIC NORTHWEST ENERGY | Heritage BANK

POWERED BY
OLYMPIA DOWNTOWN ALLIANCE

FOR MORE INFORMATION, VISIT
LOVEOLYSUMMERFEST.GOM



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(14)



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$

Organization/Agency Name: Olympia Downtown Alliance

Federal Tax ID Number: 91-1460653

Event or Activity Name (if applicable): Downtown Visitor Guide

Contact Name and Title: Todd Cutts, Executive Director

Mailing Address 120 State Avenue NE #1031 City Olympia State WA Zip 98501

Phone 360-357-8948

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

Signature:

Date:

9/22/21

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.

2022 will be the 4th year in print for the Olympia Downtonw Visitors Guide. This guide will be distributed to Thurston County hotels, attractions and businesses. It will feature different downtonw business sectors (including lodging), highlight public transportation and parking, and feature a downtown map. It will continue to assist tourists in downtown navigate.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	NA	NA
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	NA	NA
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		NA
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area		NA
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		NA
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		NA

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

☐ Direct Count (Preferred)

☐ Informal Survey (Preferred)

☐ Indirect Count

☐ Structured Estimate

☐ Representative Survey

☒ Other (Please explain)

NA

4. What methodology did you use to calculate / document the 2021 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.

NA

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

By the end of 2019, 8,000 visitor guides were printed and distributed. We are currently designing the 2021 visitor and distribution is planned for this fall.

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

Visitors to downtown including those from across the state and nation.

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

We will promote the guide through social media, website and direct contact with hotels, attractions and area businesses.

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

Through this 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.

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

\$7,500 total budget. 100% funded by LTAC.

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.]*

Without LTAC funding, the visitor guide would not be printed.

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?

NA

Income	Contract funding	\$7,500	Only funding source
	Total Income	\$7,500	
Gross Profit	Expense		
	Contract Services		
	Legal Fees		
	Outside Contract Services	\$1,500	Project management and graphic design
	Total Contract Services	\$1,500	
	Operations		
	Catering and other services		
	Advertising / marketing	\$6,000	Printing costs
	Total Operations	\$6,000	
	Total Expense	\$7,500	



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:

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2020100600525355 - 1
Received Date: 10/06/2020
Amount Received: \$0.00



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

Work Order #: 2020100600525355 - 1

Received Date: 10/06/2020

Amount Received: \$10.00

9

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.

Vikki Smith

Director, Department of Revenue

10

SHOP



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

DOWNTOWN OLYMPIA

VISITOR GUIDE



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

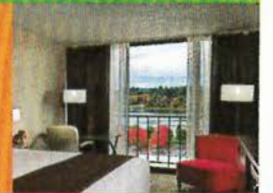
SHOP



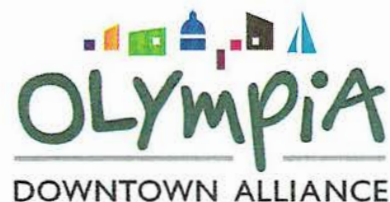
SAVOR



EXPERIENCE



SERVICES



DOWNTOWNOLYMPIA.ORG

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2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 20,000

Organization/Agency Name: Olympia Parks, Arts & Recreation

Federal Tax ID Number: 91-6001261

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

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

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

Phone 360-753-8506

Email Address sriver@ci.olympia.wa.us

Check all service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

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

CERTIFICATION

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

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

Signature: **Scott River**

Digitally signed by Scott River

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

Printed or Typed Name: Scott River

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

1. Describe your tourism-related activity or event.

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

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

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

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	20,000	15,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	4,000	3,000
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		<500
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area		<100
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area		>100
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		<100 over

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

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

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

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

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

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

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

No

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

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

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

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

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

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

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

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

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

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

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

No

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


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

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

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

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

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

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

Application Instructions and Information

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

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

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

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

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

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

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

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

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

Attach:

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

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

NOTE: The Visitor & Convention Bureau is your resource.

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

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Adopted by the Olympia City Council, June 2007.

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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.

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

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- 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.



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$80,000

Organization/Agency Name: Olympia Film Society

Federal Tax ID Number: 91110849

Event or Activity Name (if applicable): n/a

Contact Name and Title: Audrey Henley, Executive Director

Mailing Address 416 Washington St SE #208 city Olympia State WA zip 98501

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

Signature:

Date: 9/21/2021

Printed or Typed Name: Audrey 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.**

Olympia Film Society (OFS) Is seeking funding for year round operations of the Capitol Theater. gallery, technology upgrades, marketing, and working capital.

Please attached Budget & Use

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	15,000	886
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	1500	61
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	225	41
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	175	48
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	50	0
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	87	24

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

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

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

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

☒ 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 (yes or no)? If yes, list the host hotel.

Not at this time. However, plans are in place to reach out to all hotels for 4Q.

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

Capitol Theater was closed to the public for nearly two years, had limited staff hours and state mandates preventing us from gathering indoors, OFS continued to draw attention to the arts in Olympia. With support of LTAC Funds and creative partnerships with the ODA, Washington Governors University, Washington State Historical Society; OFS created these notable activities:

- Online film and concert programming
- Mural project honoring a community member
- Began major restoration and exterior repair of the Capitol Theater
- LoveOly SummerFest- 8 week outdoor concert programming

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

Our target audience is mostly tri-state PNW residents ages 15 and up with interests in entertainment, music, food, movies, outdoor travel, historic preservation activities with a emphasis on shopping and dinning for local food, art, and site seeing 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 Olympia, Olympia Downtown Alliance, ShowCase Magazine, Thurston Co. Chamber and an other tourism related orgs.

Social Media Results

- Facebook Followers: 10,557
- Email Subscriptions: 12, 000, 22% open rate
- Instagram Followers: 3280
- Twitter Followers: 1774

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 hotel & tourism logos to promo and marketing materials, website links, posts, and stories, including online, print, and stage and screen announcements. When possible, we work with hoteliers to create discount stay opportunities and cross-promotions, such as dinner/movie/concert/hotel type packages.

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.

Not for 2022, as staff hours are still limited; however, I finally spoke with the city of Tumwater and Lacey LTAC to review advice on how best to present validity of what might seem like "Olympia Centric" events/activities but have a glow into Tumwater and Lacey. Building strong hotel partnerships is key to being considered. OFS will be seeking funding in 2023 for Tumwater and Lacey.

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

Budget planning begins in May. Due to covid, OFS staff has not been back to full time until August of this year. Budget planning for 2022 starts in November. Included is the current year-to-date financial. Our annual budget runs \$500,000. OFS asks for 30% of our operations budget to be supported by LTAC funds. This 30% seems high compared to the 2021 budget; however, keep in mind the theater was closed for most of 2021. Now that the Capitol Theater is open for indoor events, we anticipate the remainder of 2021 to generate more dollars than we budgeted, as you can see in the budget comparison. We can expect a reduction of 30% to be 16% once we enter 2022 programming.

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.]

Most programming, especially those with significant financial commitments, is partially covered through the city, state, and federal, covid related, and industry programming grants; this includes the 2021 LTAC. Typically, OFS's income is at the box office. Receiving financial assistance to create a more robust and broad marketing plan and resources to help offset costs is crucial for operations to stay strong throughout 2022. If it weren't for the 2021 LTAC grant of \$80,000 operations would not have been maintainable.

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 current modifications for operations at the Capitol Theater include following all mandatory state guidelines for indoor events. In addition, OFS has self-imposed socially distanced seating, a capacity of 10% (85 patrons) for events, and we do not accept 72-hour negative tests at this time. Vaccination proof is mandatory for entrance to the theater; this includes volunteers, artists, and staff. A survey is being released this week to OFS volunteers to see what their covid comfort level is. OFS relies heavily on volunteers to operate; as we begin to increase capacity, we need to be aware of what human resources look like to run the theater safely and professionally.

Application Instructions and Information

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

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

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

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

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

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

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

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

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

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Olympia.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your agency's City of Olympia business license.
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2022 LTAC Budget and Use

The funds received from LTAC 2022 will continue to support general operations, specifically museum/gallery office, theater technology upgrades, marketing, communications, and working capital for event programming.

Funding through LTAC has become crucial to stabilizing OFS's operations, broadening our marketing reach, updating worn and outdated equipment, transitioning to a mix of programming online and in person with needed software, and maintaining an active presence is the energy and confidence our community and members need to continue supporting the arts.

The Capitol Theater reopened to indoor movie screenings on August 29, 2021, and our first round of concerts and movie guests starts this October. Last year's LTAC funds assisted in rescheduling and booking these new concerts and rescheduled dates. More planned events are on the way for 2021/2022.

2021 4th Quarter and 2022 events confirmed and worth noting:

- 10/21 - Screening of Napoleon Dynamite + in-person Q&A with Jon Heder and Efrén Rameriz, leading actors in the film. Tickets sold so far: 350
- 10/22 - The Return of All Freakin' Night (10-hour horror movie festival) - celebrating 30 YEARS! We anticipate 200 patrons to attend.
- 11/6 - Dusty 45's + guests. Pacific Northwest American/Rockabilly done right! This band played Olympia for about ten years with a solid draw; they just played the LoveOly Summerfest 2021. We anticipate 200 patrons to attend.
- 11/13 - HUMP Film Festival hosted by The Stranger newspaper attracts a sold-out crowd every year. We anticipated 400 patrons to attend.
- 11/18 - The Bridge Music Project. Bi-Annual youth motivation and song/beats/music workshop for youth will host their end-of-the-year concert of songs created during the fall workshop. We anticipate 100+ patrons to attend.
- 12/9 - Jake Shimabukuro - This virtuosa ukulele musician has performed to sold out crowds at the Capitol Theater since 2018. We anticipate 500 patrons to attend.

2022 Events:

- Bikini Kill rescheduled dates - 2 nights sold out, a benefit concert for Thurston County Food Bank! Tickets Sold: 1524
- Kevin Smith film premier + in-person Q&A in 2019 this event sold out! Anticipate 762 tickets.
- The Microphones - 90's alumni indie folk-rock band from Olympia! Anticipate 200 tickets, and the list goes on. We have many great concerts coming - we need audiences to feel safer about attending shows indoors again!

Olympia Film Society

Profit & Loss Budget Performance

August 2021

	Aug 21	Budget	Jan - Aug 21	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Programs					
Film & Specialty Events	591.78	6,495.00	4,523.72	9,210.00	37,295.00
Concerts & Performances	8,267.15	22,350.00	8,267.15	29,031.00	109,831.00
Rental Revenue					2,735.00
Ticket Fee Revenue	935.00		1,337.00	174.00	9,629.00
Sponsorships		750.00		750.00	3,750.00
Advertising Sales		300.00		300.00	1,500.00
Entry Fees					600.00
Total Programs	9,793.93	29,895.00	14,127.87	39,465.00	165,340.00
Concessions Sales					
Food	95.00	6,345.00	95.00	6,345.00	30,902.00
Alcohol		4,327.00		4,327.00	21,070.00
Merchandise	15.00	137.00	70.00	137.00	549.00
Total Concessions Sales	110.00	10,809.00	165.00	10,809.00	52,521.00
Membership	170.00	3,000.00	2,790.00	10,105.00	22,105.00
Donations					
Donations					
General Donations	189.00	250.00	11,321.99	8,668.00	9,668.00
Direct Ask Letter		4,000.00		10,000.00	10,000.00
Federated Campaigns	287.83	525.00	1,564.93	1,616.00	2,141.00
Total Donations	476.83	4,775.00	12,886.92	20,284.00	21,809.00
Total Donations	476.83	4,775.00	12,886.92	20,284.00	21,809.00
Fundraising & Events					
Board Fundraising	1,766.79	6,810.00	3,036.60	7,000.00	7,000.00
Operational Events	432.00		557.00		
Total Fundraising & Events	2,198.79	6,810.00	3,593.60	7,000.00	7,000.00
Total Income	12,749.55	55,289.00	33,563.39	87,663.00	268,775.00
Cost of Goods Sold					
Program Costs					
Film Costs	4.71	3,118.00	772.08	3,716.00	17,196.00
Concerts & Performances Costs	14,317.15	16,800.00	14,317.15	16,800.00	67,680.00
Marketing & Promotion	1,534.40	2,300.00	4,557.50	6,480.00	16,620.00
Payroll		323.00		323.00	5,876.00
Supplies					150.00
Rental Expense					112.00
Ticket System Fee	383.45		2,121.10	1,564.00	7,079.00
Total Program Costs	16,239.71	22,541.00	21,767.83	28,883.00	114,513.00
Concessions Costs					
Food	223.39	2,221.00	281.34	2,243.00	10,838.00
Alcohol	244.23	1,514.00	244.23	1,514.00	7,374.00
CC Merchant Fees	49.95	780.00	499.60	1,492.00	4,538.00
Merchandise		69.00	25.58	69.00	274.00
Sales Tax Paid				50.00	2,150.00
Supplies & Permits	12.08		242.45	165.00	165.00
Total Concessions Costs	529.65	4,584.00	1,293.20	5,533.00	25,339.00
Fundraising Costs					
Hospitality	27.98		27.98		
Total Fundraising Costs	27.98		27.98		
Total COGS	16,797.34	27,125.00	23,089.01	34,416.00	139,852.00
Gross Profit	(4,047.79)	28,164.00	10,474.38	53,247.00	128,923.00

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09/24/21

Accrual Basis

Olympia Film Society
Profit & Loss Budget Performance
August 2021

	Aug 21	Budget	Jan - Aug 21	YTD Budget	Annual Budget
Expense					
Staffing Costs					
Payroll	29,940.53	18,793.10	51,076.40	39,310.71	114,483.11
Payroll Taxes	2,410.18	1,437.68	9,124.89	10,376.89	16,127.61
L&I	194.39	356.04	344.95	584.89	2,009.05
Staff Medical		625.00	1,847.44	3,212.00	5,712.00
Total Staffing Costs	32,545.10	21,211.82	62,393.68	53,484.49	138,331.77
Insurance	980.04	700.00	5,432.27	5,216.00	8,016.00
Operations					
Communications	120.00	180.00	960.00	1,080.00	1,800.00
Fees/Memberships	77.81	275.00	1,237.80	1,849.00	2,949.00
Office Expenses	151.13	300.00	1,560.04	1,598.00	2,898.00
Professional Fees				1,000.00	1,000.00
Rent	1,782.83	1,860.00	14,188.61	14,420.00	24,096.00
Staff Development			639.95	640.00	640.00
Volunteer Expenses					
Communications	495.00		495.00	500.00	500.00
Recruitment				80.00	230.00
Total Volunteer Expenses	495.00		495.00	580.00	730.00
Total Operations	2,626.77	2,615.00	19,081.40	21,167.00	34,113.00
Theater Expenses					
Supplies					
Housekeeping	303.65	300.00	318.92	800.00	1,875.00
Projection Booth		100.00		200.00	600.00
Stage & Sound	204.50	180.00	204.50	360.00	1,080.00
Total Supplies	508.15	580.00	523.42	1,360.00	3,555.00
Repairs/Maintenance	13,041.01	500.00	15,099.55	3,412.00	5,412.00
Interest Expense - Mortgage	421.06	497.00	3,546.34	3,731.00	5,719.00
Property Tax			5,618.63	5,619.00	10,919.00
Small Equipment		5,000.00		15,000.00	15,000.00
Utilities	1,396.67	2,050.00	8,768.40	9,963.00	18,463.00
Total Theater Expenses	15,366.89	8,627.00	33,556.34	39,085.00	59,068.00
Total Expense	51,518.80	33,153.82	120,463.69	118,952.49	239,528.77
Net Ordinary Income	(55,566.59)	(4,989.82)	(109,989.31)	(65,705.49)	(110,605.77)
Other Income/Expense					
Other Income					
Grants					
Operational Grants		3,121.00	225,734.99	32,514.00	45,000.00
Programming Grants		10,000.00		10,000.00	50,000.00
Total Grants		13,121.00	225,734.99	42,514.00	95,000.00
Interest Income	38.44	30.00	308.36	284.00	384.00
PPP Loan Forgiveness			42,000.00		
Total Other Income	38.44	13,151.00	268,043.35	42,798.00	95,384.00
Other Expense					
Depreciation	699.65	699.65	5,597.20	5,597.20	8,395.80
Total Other Expense	699.65	699.65	5,597.20	5,597.20	8,395.80
Net Other Income	(661.21)	12,451.35	262,446.15	37,200.80	86,988.20
Net Income	(56,227.80)	7,461.53	152,456.84	(28,504.69)	(23,617.57)

2-300686-9
FILE NUMBER



DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **RALPH MUNRO**, Secretary of State of the State of Washington and custodian of its seal, hereby certify that

ARTICLES OF AMENDMENT TO ARTICLES OF INCORPORATION

of THE OLYMPIA FILM SOCIETY
a domestic corporation of Olympia, Washington,
(Amending Article III, IV and VIII)

was filed for record in this office on this date, and I further certify that such Articles remain on file in this office.

In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,

May 14, 1981

RALPH MUNRO
SECRETARY OF STATE

SSF-57-A (11-70) -111-

D300686
FILE NUMBER



DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **BRUCE K. CHAPMAN**, Secretary of State of the State of Washington and custodian of its seal,
hereby certify that

ARTICLES OF INCORPORATION

of THE OLYMPIA FILM SOCIETY
a domestic corporation of Olympia, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain
on file in this office.



In witness whereof I have signed and have
affixed the seal of the State of Washington to
this certificate at Olympia, the State Capitol,

July 7, 1980

Bruce K. Chapman

BRUCE K. CHAPMAN
SECRETARY OF STATE



BUSINESS LICENSE

Nonprofit Corporation

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

**UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE**

**Issue Date: Jul 09, 2021
Unified Business ID #: 600367977
Business ID #: 001
Location: 0002
Expires: Jul 31, 2022**

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

UBI: 600367977 001 0002

STATE OF WASHINGTON

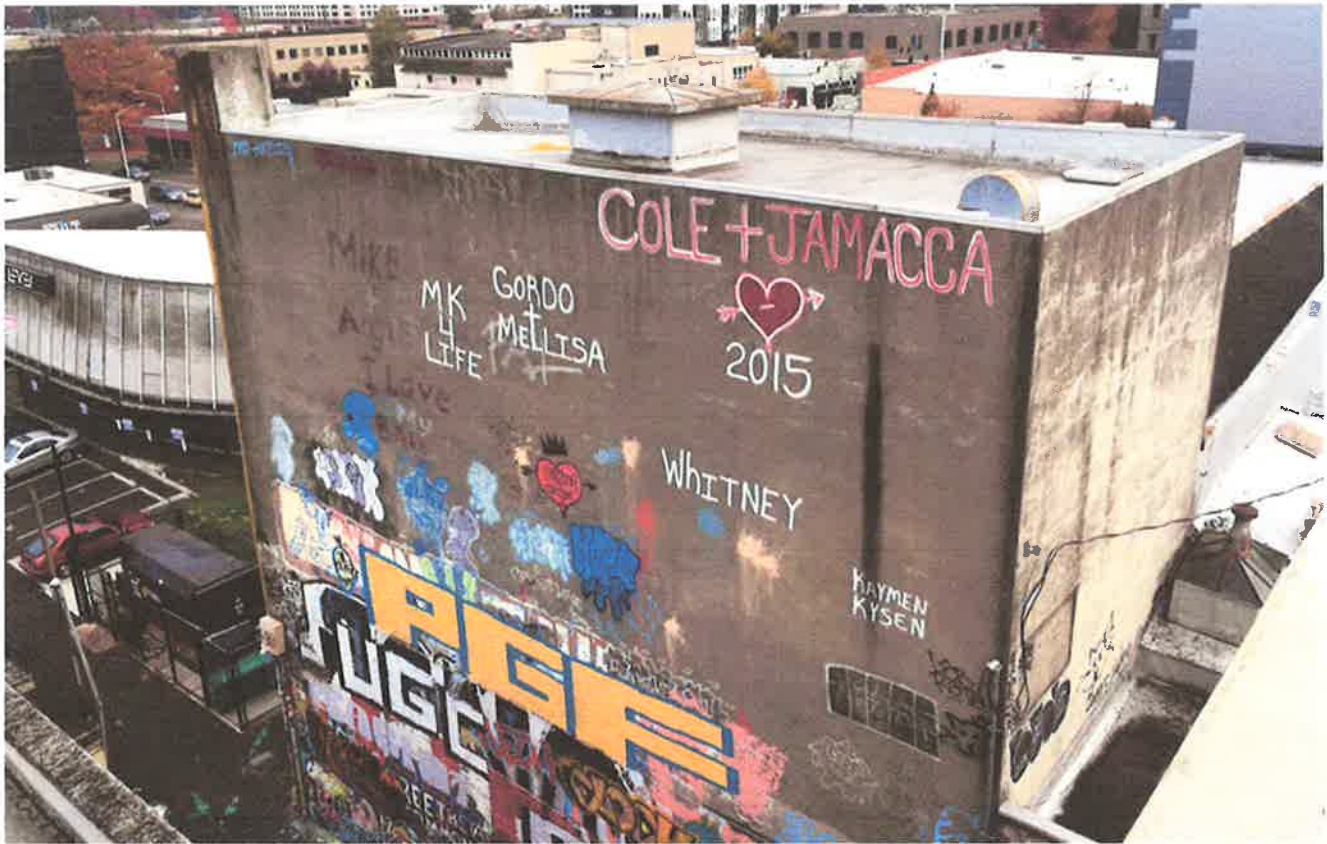
Expires: Jul 31, 2022

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

**UNEMPLOYMENT INSURANCE -
ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#30109 - ACTIVE**

Director, Department of Revenue

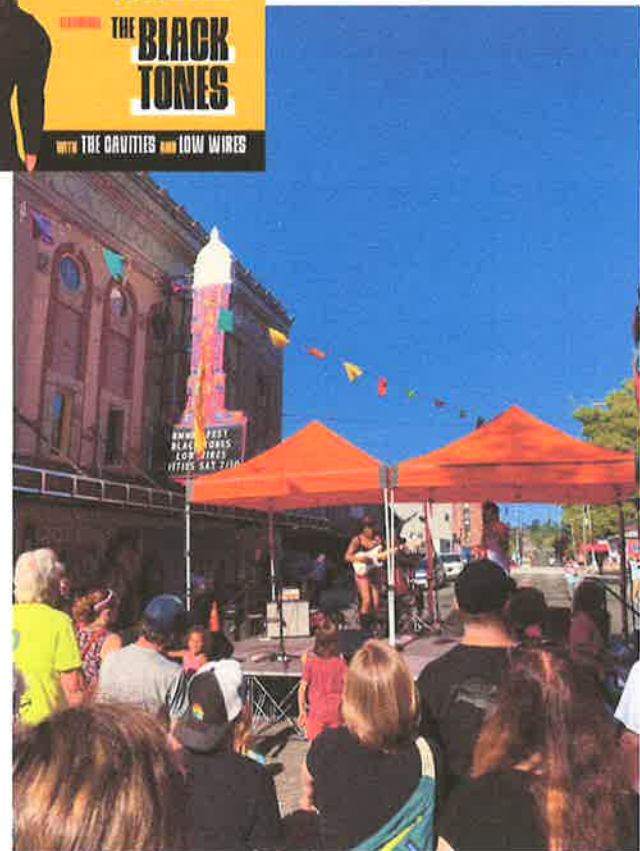
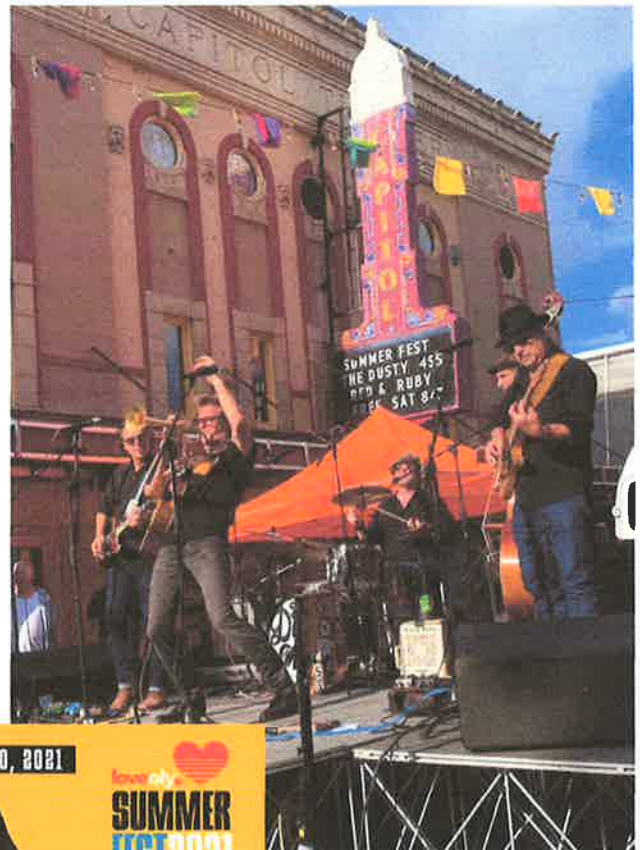
Capitol Theater (North Alley/Above Free Wall)



Visibility: Intersection of 4th Avenue & Franklin Avenue

East /West alley way

LTAC 2022 - OLYMPIA FILM SOCIETY - MURAL PROJECT SPRING 2021



**LOVEONLY SUMMER FEST JULY 10 - AUGUST 28, 2021 MAIN STAGE ENTERTAINMENT
PRESENTED BY OLYMPIA FILM SOCIETY**

LTAC 2022 - OLYMPIA FILM SOCIETY - MURAL PROJECT SPRING 2021

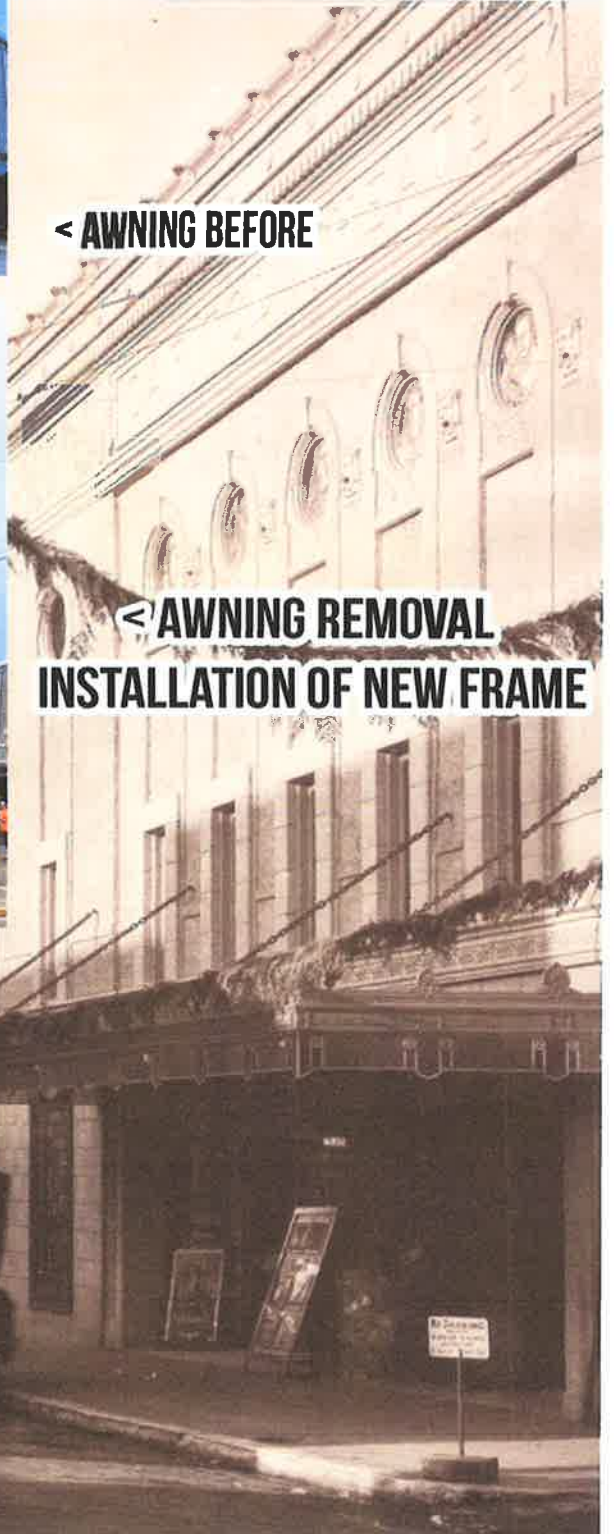


CAPITOL THEATER EXTERIOR RESTORATION SPRING 2021

< AWNING BEFORE



< AWNING REMOVAL
INSTALLATION OF NEW FRAME



ORIGINAL 1924 AWNING >
REPLICA INSTALL
FALL 2021



2022 LTAC - OLYMPIA FILM SOCIETY CAPITOL THEATER EXTERIOR RESTORATION PROJECT



Now Streaming
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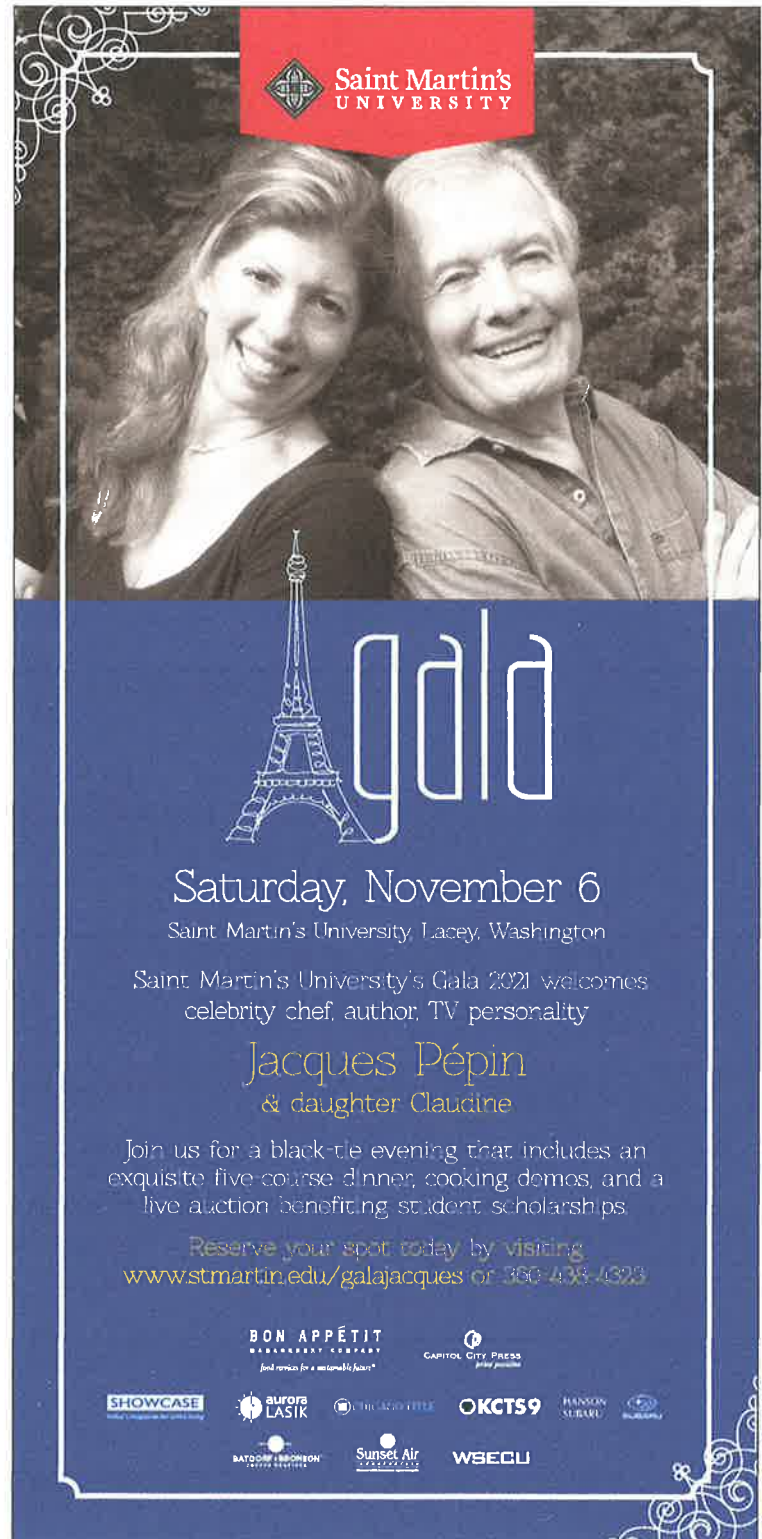
206 5th Ave SE
Olympia, WA
see SOMETHIN' WEIRD

film • music • art
culture • weirdness

**OLYMPIA
FILM SOCIETY**

olympiafilmsociety.org

f + i @olympiafilmsociety



**Saint Martin's
UNIVERSITY**

gala

Saturday, November 6
Saint Martin's University, Lacey, Washington

Saint Martin's University's Gala 2021 welcomes
celebrity chef, author, TV personality
Jacques Pépin
& daughter Claudine

Join us for a black-tie evening that includes an
exquisite five-course dinner, cooking demos, and a
live auction benefiting student scholarships.

Reserve your spot today by visiting
www.stmartin.edu/galajacques or 360-438-4323

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CAPITOL CITY PRESS
Print products

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Best of 2021 Showcase Magazine Ad



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$60,000

Organization/Agency Name: Olympia Symphony Orchestra

Federal Tax ID Number: 91-6087694

Event or Activity Name (if applicable): Olympia Symphony Orchestra Concerts

Contact Name and Title: Jennifer Hermann, Executive Director

Mailing Address 3400 Capitol Blvd SE Suite 203 City Olympia State WA Zip 98501

Phone 360-753-0074

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

Signature:

Date: 09/23/2021

Printed or Typed Name: Jennifer Hermann

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.

The Olympia Symphony Orchestra (OSO) will be presenting at least eight concerts in Olympia in 2022. Since 1947 the OSO has been the premiere orchestra in Olympia. In its 74-year history, there have been only six Music Directors, who have led the orchestra and the Olympia community on a journey to enrich, educate, and entertain. The role of the Music Director is one that unites a community in artistic and humanitarian ways.

In 2022 the OSO will be auditioning four Music Director candidates. The search process began in 2019 with the announcement of Huw Edwards' retirement after 17 years in Olympia, and attracted the attention of 185 highly qualified applicants from around the world. This was a testament to the attractiveness and draw of Olympia -- in geography, economy, diversity, and artistic opportunity. The highly competitive pool was narrowed to four internationally acclaimed finalists, who will each conduct a concert at the Washington Center for the Performing Arts in 2022:

1. Alexandra Arrieche -- February 13, 2022 -- Originally from Brazil, Arrieche is the Music Director for Henderson Symphony (NV) and conductor with Europe's traveling "Night of the Proms." Svend Rønning, violin, will appear as featured soloist (professor at PLU).
2. Kelly Kuo -- March 20, 2022 -- Kuo is Artistic Director of Oregon Mozart Players (OR) and American Lyric Theater (NY) and Music Director of Reno Chamber Orchestra (NV). Amber Archibald-Sešek, viola, will be featured soloist (recently moved to Texas from Seattle).
3. Zoe Zeniodi -- April 24, 2022 -- Currently residing in Athens, Greece, Zeniodi is a member of the Hart Institute of Women Conductors and concertizes throughout Europe, New Zealand, Asia, and the Americas. Nathan Chan, cello, is the featured soloist (member of Seattle Symphony and international social media influencer).
4. Adam Johnson -- May 22, 2022 -- Residing in Montreal, Johnson is the Assistant Music Director of the Montreal Symphony Orchestra and has appeared throughout Europe. Kristin Lee, violin, will be featured as soloist, and is a member of the Lincoln Center Chamber Music Society (NY) and Artistic Director of Seattle/Olympia-based Emerald City Music.

The opportunity to experience these conducting powerhouses in Olympia will draw audiences to our region. Each conductor will remain in Olympia for two weeks, and each guest soloist will stay for three days, presenting public engagement activities and additional opportunities for tourism. The 983-seat Washington Center, known for its acoustic excellence and intimate viewing experience will present a once-in-a-lifetime chance to see these conductors and soloists up close. The OSO typically fills the WCPA to 80% capacity, but we expect far larger audiences in 2022 (if COVID restrictions are not in place).

In addition to these four concerts, we will also produce a free outdoor summer concert on July 24, 2022 in Olympia (typical attendance 2,000), as well as begin a new season with the newly selected Music Director in the fall. We will present concerts on October 23, 2022, and November 13, 2022, and on December 23, 2022 we will present a free holiday singalong concert (also at the Washington Center) for our community.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	8500 (8 concerts)	2000 (COVID cancellations)
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	1200	300
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	15	0
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	15	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	0	0
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	140	0

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

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

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

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

☒ 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 (yes or no)? If yes, list the host hotel.

DoubleTree by Hilton

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

The OSO presents 5-7 concerts in downtown Olympia annually, attracting tourists who come to see the internationally acclaimed guests artists performing with a local professional orchestra. Our musicians reside in Olympia, Tacoma, Seattle, and as far north as Bellingham, drawing audiences to olympia from their own communities.

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

Our target audience are seniors, families, young adults, students, and the military. We have a robust education program and work with many educators and students throughout Thurston, Lewis, Mason, Grays Harbor, and Pacific Counties. We attract military personnel and their families, who often seek artistic experiences as they transfer duty stations.

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

The Olympia Symphony promotes concerts through:

- website
- targeted social media campaigns
- partnerships with local collaborators
- media interviews in print and video
- poster and signage
- print mailings
- artist partner networks: locally (Thurston County media), regionally (Western Washington media), nationally (League of American Orchestras), and internationally (networks of candidate conductors and soloists)

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

The Olympia Symphony is deeply connected to the City of Olympia through relationships with Experience Olympia & Beyond, Olympia Downtown Alliance, City of Olympia ArCH, and the Thurston County Chamber of Commerce and Economic Development Council. We are committed to contributing to the economic vitality of our home city, and actively promote local businesses, lodging, and restaurants through our marketing efforts.

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?

Overall project budget: \$250,000

Requesting \$60,000 from Olympia Lodging Tax Fund (24%)

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 full funding for our request is not available or recommended, we will adjust programming of the concerts to accommodate the use of fewer musicians and less robust programs. Guest artists have not yet been contracted for fall 2022, so alternative artists could be engaged. If we do not have adequate funding, we will re-evaluate presenting two free concerts (summer and holiday) and perhaps only offer one that does not generate revenue. We are committed to presenting at least one free event as a gift to our community. This free concert could be presented in a less expensive venue. Recording of concerts is not necessary, although during the pandemic we were very thankful we had audio and video assets in our archive.

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 Olympia Symphony is diligent about complying with COVID requirements of social distancing for musicians and audience. Of course, this impacts our audience size greatly, therefore greatly impacting our earned revenue from ticket sales. In 2020-2021 the OSO proved our adaptability and creativity as we presented digital programming and emerged as community leaders in collaboration, educational support, and community engagement. We were awarded a Community Leadership Award from Leadership Thurston County and an Economic Courage Award from the Thurston Economic Development Council because of our resiliency and innovation. We are confident we can continue to adapt as COVID compliance requirements continue to shift over the next year. Options such as virtual concerts, and live streaming concerts will keep our musicians and community engaged with music even if live concerts are impacted.

Olympia Symphony 2022 Concert Budget

Income				notes
Concert tickets	\$120,000.00			\$20k/concert (x6)
Sponsorships	\$56,000.00			\$7k/concert (x8)
Advertising	\$14,000.00			\$7k/season (x2)
Lodging Tax	\$60,000.00			
Income Total	\$250,000.00			
Expense			LTAC funding	
WCPA rental/services	\$35,000.00		\$15,000.00	\$5k/concert (x7)
outdoor venue/services	\$10,000.00		\$4,000.00	1 outdoor concert (sound, tent, permits)
Rehearsal space	\$4,000.00			Olympia School District
OSO Musicians	\$130,000.00		\$22,000.00	\$20k/subscription concert (x6); \$5k/summer & holiday (x2)
Conductors	\$35,000.00		\$15,000.00	\$5k/subscription concert (x6), \$2.5k/summer & holiday (x2)
Guest Artists	\$12,000.00		\$4,000.00	\$2k/subscription (x6)
Administration	\$10,000.00			\$1250/concert (x8)
Recording	\$4,000.00			\$500/concert (x8)
Marketing	\$8,000.00			\$1000/concert (x8)
Music purchase	\$2,000.00			\$250/concert (x8)
Expense total	\$250,000.00		\$60,000.00	

BUSINESS INFORMATION

Business Name:

OLYMPIA SYMPHONY ORCHESTRA

UBI Number:

601 137 464

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

3400 CAPITOL BLVD SE, SUITE 203, TUMWATER, WA, 98501-3351, UNITED STATES

Principal Office Mailing Address:

3400 CAPITOL BLVD SE, SUITE 203, TUMWATER, WA, 98501-3351, UNITED STATES

Expiration Date:

10/31/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

10/29/1952

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE, CULTURAL

REGISTERED AGENT INFORMATION

Registered Agent Name:

JENNIFER HERMANN

Street Address:

3400 CAPITOL BLVD SE STE 203, TUMWATER, WA, 98501-3351, UNITED STATES

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		BILL	TWEIT
GOVERNOR	INDIVIDUAL		CRAIG	STEPHENS
GOVERNOR	INDIVIDUAL		ERIC	CHARNESKI
GOVERNOR	INDIVIDUAL		LENA	MENDIOLA
GOVERNOR	INDIVIDUAL		TODD	MONOHON
GOVERNOR	INDIVIDUAL		KELLY	SEAGO
GOVERNOR	INDIVIDUAL		CHRIS	BARNES

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		PRISCILLA	LINCOLN
GOVERNOR	INDIVIDUAL		LAUREL	GONZALO
GOVERNOR	INDIVIDUAL		WES	MARTIN



STATE OF
WASHINGTON

Nonprofit Corporation

OLYMPIA SYMPHONY ORCHESTRA
3400 CAPITOL BLVD S STE 203
OLYMPIA, WA 98501

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

BUSINESS LICENSE

Issue Date: Aug 07, 2020
Unified Business ID #: 601137464
Business ID #: 001
Location: 0001
Expires: Oct 31, 2021

INDUSTRIAL INSURANCE - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #36920 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

REGISTERED TRADE NAMES:

THE OLYMPIA SYMPHONY ORCHESTRA

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

Director, Department of Revenue

UBI: 601137464 001 0001

OLYMPIA SYMPHONY
ORCHESTRA
3400 CAPITOL BLVD S STE 203
OLYMPIA, WA 98501

FOLD HERE

UNEMPLOYMENT INSURANCE -
ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#36920 - ACTIVE

FOLD HERE

STATE OF WASHINGTON

Expires: Oct 31, 2021

9



HOME 21 | 22 SEASON MUSIC DIRECTOR SEARCH SUMMER 2021 20 | 21 SEASON SUPPORT US ABOUT AUDIO

LYMPIA SYMPHONY ORCHESTRA

LOOKING FORWARD

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ROUPÉN SHAKARIAN
GUEST CONDUCTOR
OCT 10 | NOV 14 | DEC 23

ALEXANDRA ARRIECHÉ
MUSIC DIRECTOR FINALIST
FEB 13

KELLY KUO
MUSIC DIRECTOR FINALIST
MARCH 20

ZOE ZENIODI
MUSIC DIRECTOR FINALIST
APRIL 24

ADAM JOHNSON
MUSIC DIRECTOR FINALIST
MAY 22

2021-2022 CONCERTS

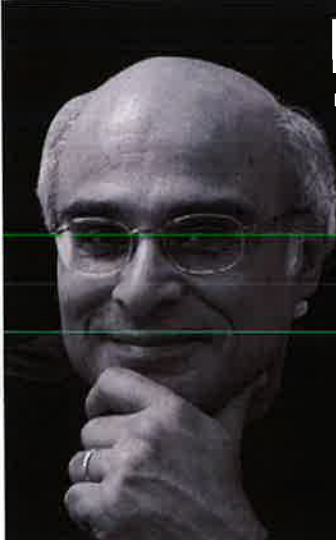
*all programs subject to change


Tickets for October and November are now available online!

All concerts are at the Washington Center for the Performing Arts

Read the Washington Center's COVID-19 Patron Policy [HERE](#)

Subscription Ticket Information



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ROUPÉN SHAKARIAN
GUEST CONDUCTOR

OCTOBER 10
3 PM

PROGRAM

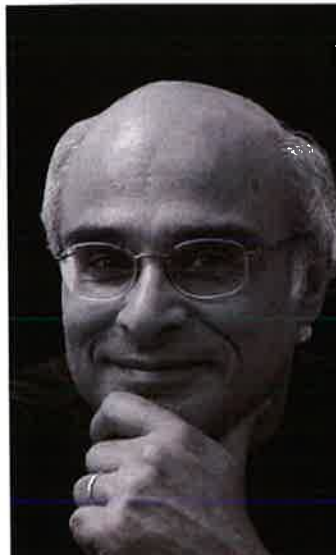
MOZART: Divertimento in D major,
K. 136


TELEMANN: Don Quixote Suite

ELGAR: Serenade for String Orchestra
in E minor, Op. 20

GRIEG: Holberg Suite for String
Orchestra

BUY TICKETS



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ROUPÉN SHAKARIAN
GUEST CONDUCTOR

NOVEMBER 14
3 PM

PROGRAM

BUSONI: Lustspiel Overture, Op. 38

R. STRAUSS: Serenade for Winds, Op. 7

BRAHMS: Academic Festival Overture,
Op. 80

SHAKARIAN: Whimsy

SAINT-SAËNS: Suite algérienne, Op. 60

BUY TICKETS



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ALEXANDRA ARRIECHE
MUSIC DIRECTOR FINALIST

SVEND RØNNING, VIOLIN
GUEST ARTIST

FEBRUARY 13
3 PM

PROGRAM

BEETHOVEN: Overture to *Coriolan*,
Op. 62

MOZETICH: Affairs of the Heart

TCHAIKOVSKY: Symphony No. 5 in
E minor, Op. 64

TICKETS COMING SOON!



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

KELLY KUO
MUSIC DIRECTOR FINALIST

AMBER ARCHIBALD-SEŠEK, VIOLA
GUEST ARTIST

MARCH 20
3 PM

PROGRAM

BEETHOVEN: Overture to *The Creatures of Prometheus*, Op. 43

SCHUBERT (arr. Tabakova): Arpeggione Sonata in A minor, D. 821

SIBELIUS: Symphony No. 1 in E minor, Op. 39

TICKETS COMING SOON!



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ZOE ZENIODI
MUSIC DIRECTOR FINALIST

NATHAN CHAN, CELLO
GUEST ARTIST

APRIL 24
3 PM

PROGRAM

BEETHOVEN: Overture to *Fidelio*, Op. 72

TABAKOVA: Concerto for Cello and Strings

RIMSKY-KORSAKOV: Scheherazade, Op. 35

TICKETS COMING SOON!



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ADAM JOHNSON
MUSIC DIRECTOR FINALIST

KRISTIN LEE, VIOLIN
GUEST ARTIST

MAY 22
3 PM

PROGRAM

BEETHOVEN: Overture to *Egmont*, Op. 84

PIAZZOLA: Cuatro Estaciones Porteñas (The Four Seasons of Buenos Aires)

FRANCK: Symphony in D minor

TICKETS COMING SOON!

SUBSCRIPTION SALES INFORMATION

Tickets for our Fall 2021 concerts (October and November) will be sold individually through the Washington Center for the Performing Arts Box Office, not included in a regular subscription.

In addition to individual ticket sales, we will be offering a **four-concert subscription** for our 2022 (February-May) Music Director Candidate Audition concerts. Season subscribers will be eligible for advanced subscription purchase prior to opening subscription sales up to the general public. More information will be available soon!

[back to top](#)

DONATE

The Olympia Symphony is a 501c3 charitable nonprofit organization. Tax ID: 91-6087694

Olympia Symphony Orchestra
3400 Capitol Blvd SE Suite 203
Olympia WA 98501
360.753.0074
oso@olympiasymphony.org

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ENRICH. EDUCATE. ENTERTAIN.

We believe in the power of
music to create a vibrant
culture where we live,
work, and play.

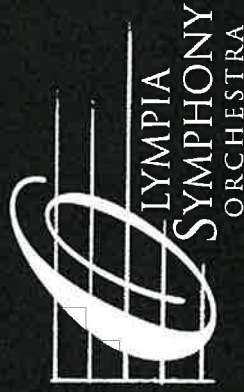
We **ENRICH**
to create **CONNECTION**

We **EDUCATE**
to provide **OPPORTUNITY**

We **ENTERTAIN** with
LIVE SYMPHONIC MUSIC

2021-2022 SEASON

OCT 10
NOV 14
DEC 23
FEB 13
MAR 20
APR 24
MAY 22



360 753 0074



3400 Capitol Blvd SE #203
Olympia WA 98501



www.olyso.org



oso@olympiasymphony.org

OSO

OLYMPIA
SYMPHONY
ORCHESTRA




WHO WE ARE



The Olympia Symphony is a semi-professional orchestra based in Olympia, WA, serving the South Puget Sound region. The orchestra gave its first concert in 1947. Since then, it has become the premiere orchestra in the South Sound, acclaimed for its commitment to community and artistic excellence.

WHAT WE DO




Our typical season includes five regular season concerts held at the Washington Center for the Performing Arts, a free summer and holiday concert, various chamber music performances at retirement communities, schools, and public events, as well as educational, youth, and performing arts collaborations with local non-profit organizations.

FIND OUT MORE



For more information about our events and activities, visit our website and follow us on Facebook, Instagram, and YouTube.

The OSO is supported by donations from businesses and individuals who share the desire to see communities transformed through the power of music.



FREE LIVE MUSIC

CELEBRATING COMMUNITY

WWW.OLYSO.ORG

CONCERT @ THE CAPITOL

25 JULY 2021 @ 6 PM
WA ST CAPITOL LAWN
OLYMPIA, WA

CONCERT @ THE QUARRY

8 AUGUST 2021 @ 1 PM
TENINO QUARRY POOL
TENINO, WA





PROGRAM

DONATE

OSO MERCH



FREE VIRTUAL GALA & AUCTION

09.12.2021
6 PM | OLYSO.ORG





OLYMPIA SYMPHONY ORCHESTRA



OLYMPIA SYMPHONY ORCHESTRA



OLYMPIA SYMPHONY ORCHESTRA



FIND STROLLS



GALA/AUCTION



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FEB 13



KELLY KUO
MUSIC DIRECTOR FINALIST
MARCH 20



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MUSIC DIRECTOR FINALIST
APRIL 24



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MUSIC DIRECTOR FINALIST
MAY 22

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21-22 SEASON



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 20,000

Organization/Agency Name: Olympic Flight Museum

Federal Tax ID Number: 91-1899948

Event or Activity Name (if applicable): Olympic Air Show

Contact Name and Title: Teri Thorning, Event Coordinator

Mailing Address 7637-A Old Highway 99 SE City Olympia State WA Zip 98501

Phone (360) 705-3925 / (360) 451-0721 Email Address oas@olympicflightmuseum.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 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature:

Teri Thorning

Date: 09/13/2021

Printed or Typed Name: Teri Thorning

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.**

The 22nd annual Olympic Air Show will be Father's Day weekend, June 18-19, 2022. Projected overall attendance is 11,970. The Olympic Air Show's mission is to explore, preserve, educate and promote the history of aviation and its role in world history by featuring flight demonstrations and ground displays. The event is the museum's primary fundraising activity, and whose proceeds help fund year-round operations of the museum. The museum serves as an attraction when tourists and visitors are looking for an activity at any time of the year. The Olympic Air Show is a prominent event which not only benefits the local hospitality and tourism industries, but also provides an experience for Thurston County residents as well.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	11970	Cancelled
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	2381	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	129	Cancelled
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	595	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	1547	Cancelled
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	335	Cancelled

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

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

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

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

☐ 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 (yes or no)? If yes, list the host hotel.

Not currently.

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

In 2019, 19.9% of visitors to the annual Olympic Air Show were tourists, of whose spending stimulates the local economy. Manual data collection indicated there were 123 visitors from 21 states outside of Washington. This is a significant increase in out-of-state visitors from 2018 where visitors were from 11 states. Our strategic marketing and promotion begins months in advance to build strong engagement and an attentive audience.

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

The event appeals to a broad audience of all ages and backgrounds, and honors our nation's veterans and aviation heritage. The primary target audience are families, although we regularly attract tour groups, professional photographers, veterans, summer vacationers, historians, scouting groups, and those serving at Joint Base Lewis McChord.

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

Olympic Air Show promotional initiatives are diverse and wide. The primary source of all event-related content is the Olympic Air Show website, which garners approximately 40,000 unique visits annually, and features performer information, sponsors, schedules, ticketing, links to lodging facilities, and Q&A information. This effort equals our social media platform on Facebook, where for eight weeks content is posted concerning the same elements listed above two or three times weekly. This continuity strengthens engagement and excitement. In addition, we advertise on radio, print and television. The Olympia lodging tax funds the air show commercial on a major metropolitan television station which includes a digital element, making our promotional spots available to any mobile device beyond television. We intend to strategically promote the 2022 Olympic Air Show in the same manner, streamlining as necessary based on fund availability and budget.

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

The Olympic Air Show website has links to many Olympia lodging properties, in addition to Experience Olympia And Beyond. The Olympic Air Show commercial is customized to refer viewers to experienceolympia.com for lodging options. In addition, the event program has a single page dedicated to visitors of Thurston County, with suggestions for lodging, restaurants and attractions in the Olympia area. Depending on group participation, the Puget Sound Antique Aircraft Club is reserved to stay at The Governor Hotel. Extra event programs are distributed to museum visitors throughout the summer tourist season and beyond.

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

Yes, we will be applying for lodging tax funds from the following jurisdictions:

City of Tumwater \$35,750 (2021)

City of Lacey \$4,000 (pending)

Thurston County \$5,000 (pending)

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

The 2021 Olympic Air Show expense budget is \$154,230. Our request of \$20,000 is 12.9%

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.]

Without assistance from the Olympia lodging tax funds, the air show would not be able to promote the event with television commercials to the Seattle metropolitan area and other advertising initiatives throughout the state of Washington. This would result in a significant reduction of tourists and lodging stays.

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 Olympic Air Show will follow all state guidelines for social distancing. We have the option of requiring patrons to stay in or next to their vehicle to watch the show. This model has been adopted by air shows nationwide and has been proven to be successful in limiting the spread of COVID as well as strengthening the local tourism economy.

PROPOSED SERVICES

2022 OLYMPIA LODGING TAX

Requested Amount: \$ 20,000

Use of Funds: Funds will be used for:

1. Production services of customized advertising video (commercial) promoting the Olympic Air Show, with a voice talent and graphic encouraging viewers to visit www.experienceolympia.com for lodging recommendations: \$1,000.
2. Advertising air-time on Seattle metropolitan television media (currently KCPQ/Channel 13) for approximate term of 30 days; contract includes website banner advertising and link on website and affiliate websites to www.experienceolympia.com. **KCPQ/Channel 13 provides a 100% air-time match for non-profit, tourism generating advertising.**
3. Non-local radio, print and online advertising including the greater Seattle metropolitan area. This additional advertising, like our existing television commercial, will specifically promote Olympia and/or its lodging options.

OLYMPIC AIR SHOW BUDGET - 2022

PROJECTED REVENUE:

Sponsorships	8500
Admissions	77500
In-Kind Donations	8000
Gift Store	2000
Vendor Fees	5000
Lodging Tax	58000
Port of Olympia	2000
Beer Garden	3500
TOTAL	164500

PROJECTED EXPENSES:

Personnel	55000
Utilities, Telephone, Etc.	4400
Marketing and Promotion	25000
Performer Fees and Expenses	30000
Performer Lodging and Food	14000
Equipment Rental*	15380
Electronic Ticketing Fees	7000
Credit Card Fees	1300
Licensing	400
Contract Labor	1000
Volunteer Meals	750
TOTAL	154230

*Equipment Rental:

Pacific Disposal	600
Audio	1500
Generators/Scissors	700
Celebrations	6000
Rental Vehicles	3200
Radios	400
Porta Johns	2980
TOTAL	15380

PROGRAM EXCESS (DEFICIT)	10270
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BUSINESS INFORMATION

Business Name:

OLYMPIC FLIGHT MUSEUM

UBI Number:

601 867 218

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

7637A OLD HWY 99 SE, OLYMPIA, WA, 98501, UNITED STATES

Principal Office Mailing Address:

1000 85TH AVE SE, OLYMPIA, WA, 98501, UNITED STATES

Expiration Date:

04/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

04/06/1998

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE

REGISTERED AGENT INFORMATION

Registered Agent Name:

BRIAN REYNOLDS

Street Address:

8105 DESCHUTES CT SE, TUMWATER, WA, 98501-6864, UNITED STATES

Mailing Address:

1000 85TH AVE SE, TUMWATER, WA, 98501-5707, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
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2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$⁴⁵⁰⁰⁰

Organization/Agency Name: TOMORROW

Federal Tax ID Number: 83-3238594

Event or Activity Name (if applicable): South Sound Block Party

Contact Name and Title: Christen Greene, Producer & Founder

Mailing Address 5344 Johnson Point Rd NE City Olympia State Wa Zip 98516

Phone 413.695.6986

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

Signature:

Date: 27 Aug 2022

Printed or Typed Name: Christen Greene

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.

A 2-day music festival in Olympia, Wa.

August 2022 (weekend TBD). Estimated 2500+ people/day.

An annual event that will celebrate and contribute to the region's rich musical legacy, highlight local commerce and live music at an affordable price point. The South Sound Block Party lineup is intended to be broad in terms of both musical genre and level of notoriety. This, "something for everyone" approach will maximize the number and diversity of patrons who will travel to the area for a weekend of live music, enhancing tourism to Olympia. A fully-funded event ensures that we are able to obtain top-tier talent and issue a Radius Clause which guarantees the festival is their only performance in the region. This will drive ticket sales from all over the greater PNW to the Olympia region. A fully-funded event also ensures the success of the "Friday Night Kick-Off Party and Night Market" which brings patrons in for 2 nights.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	3500	
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	350	
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	150	
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	500	
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	75	
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	750	

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

☒ Direct Count (Preferred)

☒ Indirect Count

☐ Representative Survey

☒ Informal Survey (Preferred)

☒ Structured Estimate

☒ Other (Please explain)

Previous experience in small, regional festivals in the NW: bands playing them or working at them has taught me about habits of both bands and patrons for these events. I have access to recent tickets sold in both Portland and Seattle for most of the potential line-up

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 (yes or no)? If yes, list the host hotel.

Not yet. I think I would like to cast a wide net to get several hotels (and price points) involved. I am trying to get a meeting with the Thurston County hotel commission and am open to suggestions and guidance on this point.

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

I have 15+ years of demonstrated success in live music. I have booked bands, promoted shows and managed one of the biggest live touring acts in the country from 2012-2018. I have attended and worked with many regional festival producers including Doe Bay Festival (Orcas Island), Fisherman's Village (Everett) and Capitol Hill Block Party (Seattle) so I understand and have hands-on experience with the working timelines, financing and budget, personnel, run-of-show, and marketing for an event of this size and shape.

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

21-45+ year olds, all gender, local and regional residents.

This festival is for the live music lovers, the dancers, BBQ and grillers. This is for good, old-fashioned, blue collar, craft and lite beer drinking community who like food trucks, happy hours after work, road trips, hiking, biking, water leisure, live music and cutting loose on the weekend

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

Robust community ticket giveaways and competitions through radio, social media and local businesses. Comp tickets for neighbors, partners and businesses near the site. Targeted static and video advertising on social media platforms via ToneDen and Facebook. Digital, radio (KEXP, KAOS and KBOO) & print advertising radio. Groups sales and/or hotel codes. Billboard Advertising (x5) on I-5 corridor South. One of a kind, side-of-building painted mural + wheat pastes in Olympia. Festival partnerships w/ other similar sized festivals and events in the greater NW. Ticketing company partnership with their blogs, email list and marketing teams. Word of mouth and analog flyers, posters and handbills in Olympia, Tumwater & Lacey: community bulletin boards, Farmer's Markets, DIY venues, coffeeshops, restaurants, bars, utility poles + etc. Festival email list.

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

Should the festival be fully-funded we will host a free, "Friday Night Kick-Off party & Night Market" with live music, vendors & food. This will encourage a Friday + Saturday night stay for those traveling. Patrons will also receive hotel discounts and/or codes when purchasing advance tickets to participating hotels/motels. Links to participating hotels, bars and businesses, on a "Getting Here" and/or "Things To Do" section on the festival website. Where applicable: logos on printed materials, and hotel names to be used on radio spots in SEA and PDX. The "Friday Night Kick - Off Party & Night Market" details (with vendors and participating businesses) will be promoted in our digital advertising and festival email list to ticket-buyers and interested party sign-ups. As the event starts in late afternoon guests will have the opportunity to dine out, rent a boat, hike a trail, visit a museum or cultural landmark before the event. A 10pm hard out ensures bars and restaurants get patron egress.

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.

Lacey - 25k

Tumwater - 25k

Thurston County is TBD on if/when their application will open.

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

125k is the overall budget.

I am requesting \$45k from the Olympia Lodging Tax Fund which is roughly 35% of the 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.]

Thank you for asking this. We would cut our out of state marketing, staff, talent budget and production budget. The caliber of musical acts will diminish which of course would affect ticket sales and out of state ticket sales, specifically. Complete funds will also allow me to program and activate the, "Friday Night Kick-Off & Night Market" event, driving an extra night of hotel and bar/restaurant tourism. If it is not fully funded, the event will still go on - it will just not see its full potential - on stage or off.

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?

What I'm seeing as a successful model right now in the live music space - especially with outdoor events - is encouraging (or requiring) masks, proof of vaccination and/or a negative test within 48 hours of the event. We will also ask folks to social distance and have signage to that effect. If necessary (or encouraged) we can PCR test all festival workers & performers and require that these folks be vaccinated and/or have a negative test. This is an evolving situation and our goal will be to stay inline with progressive, aggressive best practices in the industry for this size of event

MUNICIPALITY GRANTS



Infrastructure

Stage & lights, safety, waste management & restrooms



Production + Staff

PA (sound) system + lights, sound engineer, stage manager, Security, Box Office, Accounting, Clean-Up



Talent

Performers at the festival



Marketing

Targeted social media ads, print flyers and handbills, radio spots, a mural and billboard(s)

Lodging Tax Budget Form

Lodging Tax Applicant:

TOMORROW for South Sound Block Party Aug '22

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

PROJECTED REVENUE:

Source	Amount
Sponsorships:	\$20,000.00
Admission:	\$60,000.00
Reserves:	
Donations/Contributions:	
Grants:	
Program Service Fees:	
In-kind Donations:	
Gift Shop:	
Vendor Fees:	
Fundraising Activities:	
City of Lacey Lodging Tax:	\$25,000.00
City of Olympia Lodging Tax:	\$45,000.00
City of Tumwater Lodging Tax:	\$25,000.00
Thurston County Lodging Tax:	
Other Sources of Revenue: (please specify)	festival merch \$500.00
Other Source:	alcohol sales \$6,500.00
Other Source:	
Other Source:	
TOTAL REVENUE:	\$182,000.00

PROJECTED EXPENSES:

Personnel: (salaries and benefits)	\$71,000.00
Administration: (utilities, phone, etc.)	\$13,500.00
Marketing and Promotion:	\$25,000.00
Professional / Consultant Fees:	\$7,500.00
Equipment:	\$38,000.00
Facility / Event Venue Rental:	\$5,500.00
Travel: (please specify)	flights and accoms \$3,500.00
All Other Expenses: (please specify)	festival and staff shirts \$2,000.00
Other Expense:	
Other Expense:	
Other Expense:	
TOTAL EXPENSES:	\$166,000.00
PROGRAM EXCESS (DEFICIT):	\$16,000.00



BUSINESS LICENSE

STATE OF
WASHINGTON
Limited Liability Company

TEAM-TOMORROW, LLC
FAUX PAS PRODUCTIONS
5344 JOHNSON POINT RD NE
OLYMPIA WA 98516-9124

TAX REGISTRATION - ACTIVE

Issue Date: Aug 06, 2021
Unified Business ID #: 604303882
Business ID #: 001
Location: 0001

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

Director, Department of Revenue

UBI: 604303882 001 0001

TEAM-TOMORROW, LLC
FAUX PAS PRODUCTIONS
5344 JOHNSON POINT RD NE
OLYMPIA WA 98516-9124

FOLD HERE

TAX REGISTRATION - ACTIVE

FOLD HERE

STATE OF WASHINGTON





OLYMPIA, WA

AUGUST 2022 - 2026

VISION & MISSION

- 01 To create an annual community event that will highlight local commerce and music at an affordable price point
- 02 To provide revenue, jobs, and experience for the working musicians, vendors and production community in Olympia, Lacey and Tumwater
- 03 To provide a curated community gathering space to enjoy live music, local and regional vendors and a weekend of outdoor enjoyment for the city



A 3,500-5,500 capacity, two-day neighborhood & community block party with live music, local vendors and food + drink offerings.

The South Sound Block Party will be a much-anticipated, weekend destination for locals and regional visitors who will think fondly of their weekend spent in beautiful Olympia, Wa. Guests will spend 2 afternoons and evenings taking in great live music, community, food and drink at an affordable price point.

The block party will be an annual memory-maker, summer highlight and source of pride for the local community. Guests will patronize and be exposed to all of the great food, shops, local bands and restaurants that Olympia and the county at large has to offer.

The weekend will of course drive seasonal employment, commerce, fun (!!) and tourism to the city. 70+% of the musical talent will be local to Olympia, Lacey and the immediate PNW. 95% of the production + vendor staff will be local to Thurston County.

INSPIRATION

Fisherman's Village Festival

(Everett, WA)

Out of Space

(Evanston, IL)

South Lake Union Block Party

(Seattle, WA)

Summit & Mercer

(North Capitol Hill, Seattle)

West Seattle Block Party

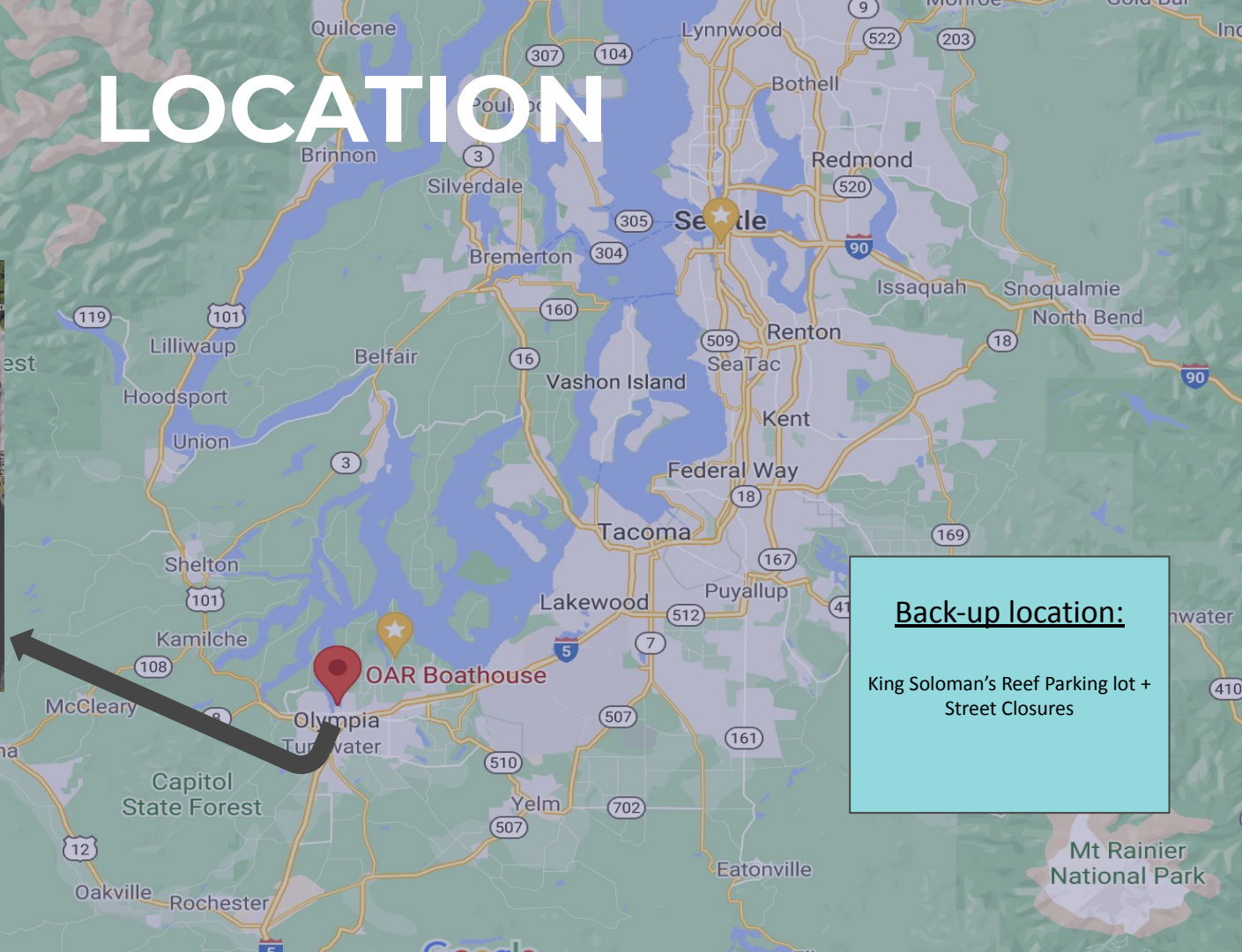
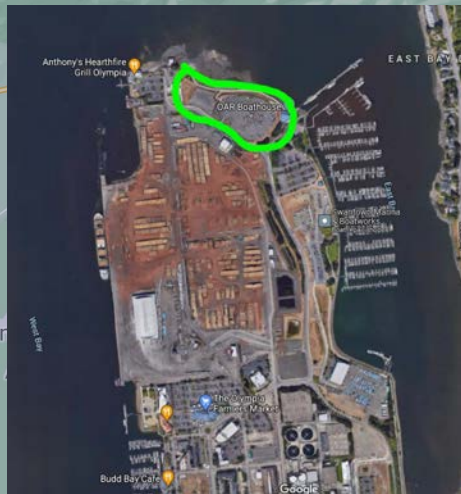
(Seattle, WA)

Basilica Block Party

(Minneapolis, MN)



LOCATION



Back-up location:

King Solomon's Reef Parking lot +
Street Closures

SITE MAP



OLYMPIA, LACEY + NORTHERN TUMWATER INFO

- Median Age: 38 years
- Population: 290k+
- 51% Female identified
- Average Age: 38.6 years

* Medium home sale cost: \$470,000
+27.8% year over year



LOCAL ATTRACTIONS

The Olympia Waterfront

Olympia Farmer's Market

The Evergreen State College

The state capitol

10+ marinas: boat life -
fishing and water sports

Parks, trails, hikes & outdoor
recreation

CURATION & DEMO

Target Demographic

21-45+ year olds, all gender, local and regional residents.

This Block Party is for the live music lovers, the dancers, BBQ and grillers. This is for good old fashioned, blue collar, craft and lite beer drinking community members who like food trucks, happy hours after work, road trips, hiking, biking and cutting loose on the weekends.

Local cover + bar bands will open each days' musical offerings

A rotating cadre of local DJs will play set breaks in VIP

POTENTIAL MUSICAL LINEUP

Twin Peaks + Lake + Cave Singers + CCFX + Mudhoney + Wolves in the Throne Room + Built To Spill + Team Dresch + Fleet Foxes + Lemolo + Y La Bamba + Night Heron + Hey Marseilles + Marshall Law Band + Overcoats + Amy Ray + Waxahatchee + Stag + Chong the Nomad + Dude York + The Tesky Brothers + Jason Webley + Black Belt Eagle Scout + Tacocat + The Seshen + Sol + Oly Mountain Boys + The Lowest Pair + Ural Thomas and the Pain + Nahko & Medicine for the People + McNeil and The Prisoners

MAIN STAGE AESTHETIC



Side Stage Access

For VIPs, contest winners &
Monitor Mix position



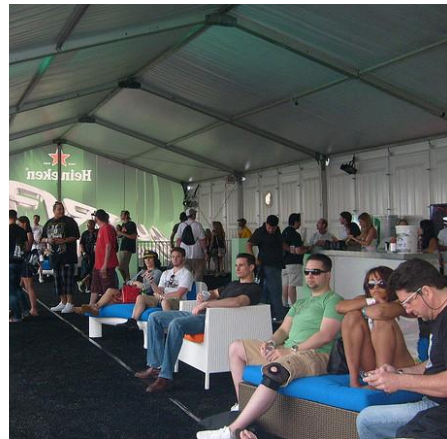
Stage: SL1000

With scrims for branding &
sponsors + wind flaps



VIP AESTHETIC

- Catering by local vendors or sponsors
- Local DJs playing sets during mainstage change-overs
- Front lawn/best seat in the house for Mainstage
- Exclusive entrance & exits
- Special wristband + merch with purchase



POTENTIAL PARTNERS & SPONSORS



NW Beerwerks (Title Sponsor & VIP section)

KAOS Radio

KEXP Radio

experi

Thurston County Lodging Tax Committee

Martin Way Diner

Good Guys Used Cars

Advantage Lock and Key

WCLA Credit Union, Key Bank, Umpqua

Uhaul

Jameson, Titos, Crater Lake

Etix Ticketing company

Convention and Visitors bureau

Chamber of Commerce

Olympia Film Society

Thurston County Econ. Dev. Council

Tourism - City of Oly

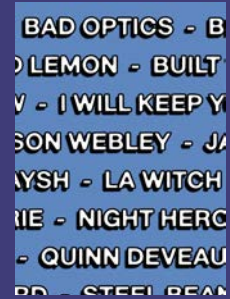
City Council of Oly

Green Lady Marijuana

Arts Culture and Heritage - City of Oly

MARKETING

- Robust community ticket giveaways and competitions through radio, social media and local businesses. Comp tickets for immediate neighbors and businesses near the site.
- Targeted static and video advertising on social media platforms via ToneDen and Facebook
- Digital & print advertising in local magazines, radio, newspapers and online.
- Groups sales and hotel codes with local lodging options.
- Billboard Advertising (5) on I-5 corridor South
- One of a kind, side of building painted mural + wheat pastes
- KEXP, KAOS radio spots & partnerships
- Festival partnerships w/ other similar sized Festivals and Events in the greater NW.
- Ticketing company partnership with blog, email list and marketing teams
- Analog flyers, posters and handbills in Olympia, Tumwater & Lacey: community bulletin boards, Farmer's Market, DIY venues, coffeeshops, restaurants, bars, utility poles + etc...



MUNICIPALITY GRANTS



Infrastructure

Stage & lights, safety, waste management & restrooms



Production + Staff

PA (sound) system + lights, sound engineer, stage manager, Security, Box Office, Accounting, Clean-Up



Talent

Performers at the festival



Marketing

Targeted social media ads, print flyers and , radio spots, a mural and billboard(s)



OPTIONS FOR SPONSORSHIP INVOLVEMENT

- Logo / Branding on stage flaps (3)
- Product placement in VIP Lounge and at Mainstage bar
- Exclusivity at a staffed VIP Bar w/ signature cocktails
- Exclusivity at staffed Mainstage bar w/ signature cocktails
- Logo/branding @ Bike + Car parking
- Logo on marketing materials including:
 - Physical flyers & posters
 - Digital Ad buys
 - Large promo wheatpastes in Olympia + Lacey



Logo on one of a kind city mural in Olympia

EXPECTATIONS

YEAR 1

At least 2,500
attendees/day with local
acts + limited vendors.
Ticketing partner, liquor
partner.

5,000 people

YEAR 2

At least 3,000
attendees/day with
regional and local acts,
vendors and major airline
or bank sponsor
commitment. Add DJ +1
vendor in VIP.

6,000 people

YEAR 3

At least 3,500
attendees/day with
regional and local acts.
Add pre-sale tickets and
1-day and 2-day passes.

Add a second “Block
Party” (location TBD)
with 2,000 attendees,
2-days, 1 stage, VIP and
vendors..

9,000 people
(2 festivals)

YEAR 4

Sold out event on
Eastside. Westside
attendance up 20%

10,000 people

YEAR 5

Two sold out events,
5- year anniversary show
on the Eastside with
national headliner.

13,000 people

(WORKING)

RUN OF SHOW/SET TIMES

SATURDAY & SUNDAY

Gates opens at 1PM both Saturday and Sunday and music is hard out at 9PM

Festival entry close at 8PM nightly for accounting and closing duties

Grounds clear by 10PM

VIP open until 11PM

MAINSTAGE

1:00 PM GATES OPEN - house music + DJ

2:00 PM - Band 1 (40 min)

2:45-3:00 PM Change Over (15 min)

3:00 PM - Band 2 (30 min)

3:30-3:45 PM Change Over (15 min)

4:00 - Band 3 (30 min)

4:30-4:45 PM Change Over (15 min)

5:00 PM Band 4 (30 min)

5:30 - 5:45 PM Change Over (15 min)

5:45 PM - Band 5 (30 min)

6:15 - 6:30 PM Change Over (15 min)

6:30 PM Band 6 (30 min)

7:00 - 7:15 PM Change Over (15 min)

7:30 PM Direct Support Band 7 (40 min)

8:10- 8:25 PM Change Over (15 min)

8:30 PM - HEADLINE BAND 8 (60 min)

10:00 PM - CLEAR

VIP STAGE (set breaks)

Spotify DJ - 11am - 2:00 pm
2:45-3:00 PM

DJ2 - 3:30-3:45
4:30-4:45

Talent3 5:30-5:45 PM
6:15-6:30 PM

Talent4 7:00-7:15 PM
8:10-8:25 PM

DJ3 9:00 - ??

FAQ

1. What about parking?

- The block party site is centrally located to the downtown, farmer's market and bus route 45. There are many surrounding lots and vacant lots to use for additional parking/revenue.
- Specialty bike lock-up on site - discounted ticket?
- Potential partnership with rideshare company for pick up/drop off zones

2. What is the cost of admission?

- GA admission tickets will be \$20
- VIP (limited to 150) will be \$45 and comes with perks (drink tickets, merch)

3. Who am I?

I am 15-year+ music/entertainment industry veteran who has done shows & festivals in basements, theatres, arenas and even the Obama White House (twice). I have a passion for live music, connecting people, small regional festivals and annual community-based events. I've managed bands, booked bands, sold merch, ran backstages and hospitality and sold millions of tickets worldwide. I am new to living in Olympia - having recently relocated from Seattle and recognize the appetite for this type of event. I am thrilled and excited to be able to bring my expertise and vision to this community.

THANK YOU

CONTACT



PHONE

+1413-695-6986



LOCATION

Johnson Point Rd
Olympia, Wa



EMAIL

cg@team-tomorrow.co
m



To Whom It May Concern:

We at 4 the Love Foundation are extremely excited for the opportunity to work with Christen Greene. The thought of bringing live music back to where a lot of it began, and in turn giving back to the community, is something we support to the fullest. Here is some information on our Foundation, we hope you find this helpful.

Our Mission:

4 the Love Foundations was built by two women who are highly motivated by the love of the community surrounding us. It is our mission to help as many individuals and families as possible, utilizing the resources available within our surrounding areas.

What we have accomplished:

*In the past two years we have been able to provide Thanksgiving and Christmas dinners to over 200 families in six different schools. For those who did not have access to kitchens, we provided gift cards.

*Last year we adopted over 130 foster kids, and with the help of our community, were able to fulfill their Christmas lists.

*We have been in close contact with elderly communities and have been able to provide holiday meals and blankets for those in need.

*We are heavily involved in raising money to help children stay warm in the winter months. In the past years we have raised upwards of \$30,000 to provide jackets for most grades in two schools.

We look forward to continuing to make a huge impact on this community. Attached you will find more documentation on the foundation.

Sincerely,

Nicole Andres (co-founder/co-vice president)

Tessa Effland (co-founder/co-vice president)

2231-1
4 THE LOVE FOUNDATION
3226 HOADLY ST SE
OLYMPIA WA 98501-3511

DETACH BEFORE POSTING



BUSINESS LICENSE

Issue Date: Jun 04, 2021
Unified Business ID #: 604515377
Business ID #: 001
Location: 0001
Expires: May 31, 2022

STATE OF
WASHINGTON
Nonprofit Corporation

4 THE LOVE FOUNDATION
1890 BARNES BLVD SW
TUMWATER, WA 98512-1435

TAX REGISTRATION - ACTIVE

CITY ENDORSEMENTS:

TUMWATER NONPROFIT BUSINESS #N-012825 - ACTIVE

REGISTERED TRADE NAMES:

4 THE LOVE FOUNDATION

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 is 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.

W. T. L. S. M.

Director, Department of Revenue

STATE OF WASHINGTON

Expires: Ma



Ryan Crowther
3608 Norton Ave
Everett, WA 98201
206.679.0848

August 17, 2021

To whom it may concern,

I'm writing to express my support for Christen Greene and her music festival endeavors as well as endorse her and her character. I've known Christen for several years as an executive in the music industry that is well respected, well connected and is an absolute force to be reckoned with. As someone who has benefitted first-hand from her relationships, her strategic brilliance and her friendship, I am constantly blown away by her ability to deliver.

Christen has an uncanny knack for thinking big picture and remembering all the small details. She can approach a music executive the same way she does a small business owner, and each seem to know she means business, while wanting to find a way to work with her. The simple fact that she's managed to sell out arenas across the country and has decided to spend her time on block party in Olympia shows she loves community and the innate challenges of bringing one together.

I am incredibly excited to hear that she's bringing an event to Olympia next year and know she will get the support from the entire music community in the Pacific Northwest. Thurston County is lucky to get someone of her caliber and will certainly see all kinds of benefits from tourism to a refined sense of community pride. I look forward to watching this event and its positive impacts on the community grow.

Sincerely,

Ryan Crowther

Ryan Crowther
Founder
Fisherman's Village Music Festival



2020-21 Board Members

Officers:

Mary Ellen Jones, *Fisher Jones Family Dentistry (President)*

Jim Justin, *President, Jim Justin Government Relations Consulting INC. (Vice President)*

Genevieve Canceko Chan, *Saint Martin's University, Vice President, Office of Marketing/Communications (Secretary)*

Craig Ottavelli, *Founder and CEO, OrgSupport (Treasurer)*

Anne Wilson, *Attorney, Bean, Gentry, Wheeler & Peterzell, PLLC, (Past President)*

Members:

Derek Bumrungsiri, *Division Manager, TwinStar Credit Union*

Ruth Conn, *Retired Pediatrician*

Brenna English, *Griffin Schools*

Susan Gifford, *Director of Communications and Community Relations, Olympia School District*

Karen Johnson, *North Thurston Public Schools Director of ELA, Social Studies, and Library Programs*

Tanya Murray, *Adjunct Faculty, South Puget Sound Community College*

Amy Murry, *Owner/Practitioner, Human Body Works PLLC*

Cynthia Pratt, *Deputy Mayor, City of Lacey*

Board Member Emeritus, Dick Pust, FTE Magazine and MIXX 96

Staff:

Jennifer Williamson Forster, *Executive Director*

Sarah Gage, *Program Director*

Nicole Nichols, *VISTA United Way of Thurston County*

Abbigail Huennekens, *20th Anniversary Summer Intern*

Jae Townsend, *Books for Kids Coordinator*

Ben Jurkovich, *Summer Books for Kids Coordinator*

An affiliate of the National Children's Reading Foundation

Serving the South Sound since 2001!

September 10, 2021

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

Dear Mr. Reid and Members of the Lodging Tax Advisory Committee:

Thank you for understanding the value of investing in Olylit-A Literary Festival in downtown Olympia. Our OlyLit launch has been postponed to 2022, when we can have larger, live, in person, indoor event in downtown Olympia. This year we are finalizing our branding for Olylit and creating a website thanks to 2021 LTAC funds.

If LTAC and the City of Olympia once again support the idea of a downtown focused, regional literary festival, the Reading Foundation in partnership with businesses and organizations will launch our first annual OlyLit, A Festival of Books, Readers, and Writers, in September of 2023 featuring traditional literacy festival events but also uniquely Olympian events like a literary pub crawl. In years to come, it will resemble Sand-in-the-City combined with ArtsWalks, with author events dispersed throughout downtown Olympia and hundreds, and eventually thousands, of local and out-of-town visitors shopping, dining, staying at local hotels and bed and breakfasts, and visiting local attractions.

If the LTAC committee and the City of Olympia support this literary festival, we will use LTAC funds in 2022 to do two things:

1. Host an OlyLit launch event in downtown Olympia on September 16-17, 2022, and
2. Build messaging and marketing infrastructure for Olylit.

It is our greatest hope that this committee and the city will see and understand the value in investing in the infrastructure to build an event that will bring again hundreds, and eventually thousands of out-of-town visitors to our region annually during what is now an unproductive weekend in late September. In years to come, the city will receive significant economic benefits from sales tax, lodging, food sales, and other spending by our participants. OlyLit will be a very significant piece of the city's tourism plan, one that needs and deserves full funding support.

Please let me know if you have any questions and thank you for your time.

Jennifer Williamson Forster, Executive Director
jwilliamson-forster@nthurston.k12.wa.us, (360) 412-4499

South Sound Reading Foundation

Mailing: 305 College Street NE, Lacey WA 98516

Physical: 200 Sleater-Kinney Rd NE, Olympia WA 98506

read2me@nthurston.k12.wa.us, (360) 412-4499

For more information visit: <http://www.southsoundreading.org>
or www.facebook.com/southsoundrf



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 8500

Organization/Agency Name: South Sound Reading Foundation for Olylit

Federal Tax ID Number: 91-091907

Event or Activity Name (if applicable): Olylit-A Festival of Books, Readers, and Writers in Downtown C

Contact Name and Title: Jennifer Williamson Forster, Executive Director

Mailing Address 305 College Street NE City Lacey State WA Zip 98516

Phone 360 412 4499

Email Address jwilliamsonforster@nthurston.k12.wa.us

Check all service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

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

CERTIFICATION

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

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

Signature:

Date: September 9, 2021

Printed or Typed Name: Jennifer Williamson Forster

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.

LTAC's 2022 Lodging Tax Funds awards will demonstrate essential City support for growing a regional, multi-day, annual literary festival in downtown Olympia: **Olylit, A Festival of Books, Readers, & Writers**. Funds will provide key promotional infrastructure including building a robust regional marketing campaign to attract attendees and secure additional sponsors. A soft launch is planned for September 16-17, 2022, growing into a fuller festival experience in September 2023 and beyond.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	300	n/a
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	50	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	2 0	n/a
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	3 0	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	2 0	n/a
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	2 0	n/a

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

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

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

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

☐ 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 (yes or no)? If yes, list the host hotel.

Yes, we are hopeful the Double Tree by Hilton in downtown Olympia. We would also like to partner with Swantown Inn and Spa, because Bed and Breakfasts appeal to our main demographic.

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

None since this is a new event, however we will work closely with the VCB and EventSupport in planning and promoting Olylit. We have been hosting Books by the Bay, A Literary Celebration for nearly 20 years, and it is ready to grow into something bigger. For a number of years it was at the Port Plaza and attracted around 200 people. A literary festival that includes more writers and activities, would attract more people from throughout our region, and grow into a much larger event that is integrated in and around downtown Olympia.

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

The target audience for our soft launch event Olylit "lite" in 2022 will be the same as Olylit-A Festival of Books, Readers, and Writers in 2023 and beyond, well-educated, higher income earning individuals, their families and friends, 25-75 years of age from Vancouver B.C. to Eugene Oregon, and from Spokane to Ocean Shores. We will market through social media, newspapers, magazine, radio, television, and similar events.

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

We will launch Olylit 2023 at our 2022 event and will need marketing materials with information about authors, partner venues, featured activities, including the literary pub crawl. Promotion activities will include:

SOCIAL MEDIA MANAGEMENT & DIGITAL ADVERTISING: The South Sound Reading Foundation and Browser's Bookstore have a large and dynamic social media presence in the South Sound. We will work with an advisor to build on this base for the festival, **to target markets from Vancouver BC to Eugene Oregon, Yakima and Eastern Washington to Port Angeles and the coast.** We will also explore how to secure sites on **Google, Trip Advisor, and Yelp** among others and purchase more digital advertising in conjunction with printed advertising.

BROADCAST MEDIA AND PRINT PARTNERS: We will build partnerships and buy advertising schedules with **KNKX** serving Western Washington, and digital with some print advertising space in **Seattle Magazine, South Sound Magazine, Vancouver Writers Fest, Portland's Book Fest, and Spokane's GETLIT Festival Programs.**

OTHER PARTNERSHIPS: We will actively look for ways to partner with the **Visitors and Convention Bureau** and

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

For our 2022 kickoff event and for Olylit 2023 and beyond, we will work with the Visitors and Convention Bureau, hotels, downtown businesses, and restaurants to put a together and promote hotel and dining packages in Olympia. We will also provide tourism information on our website under a "Plan Your Visit" menu, and we will link to "Visit Olympia" and the website. And finally, we will incorporate downtown businesses into our event program as well as a "What to do in Olympia" promotional flyer with map, in event program. This list and map will include many of the wonderful attractions and business that make Olympia so special.

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, but we plan to apply in Lacey and Tumwater during their next RFP period.

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

In 2022 our budget for an Olylit launch event, and to build messaging and marketing infrastructure and materials is \$23,500. We are requesting \$8,500 (36%) of that from LTAC.

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 granted, these funds will help us build an event that will bring thousands of out-of-town visitors to our region annually during what is now an unproductive weekend in late September. No funding would indicate that the city is not interested in hosting this event now or in the future. Limited funding would inhibit our organization's ability to build the necessary tools, and the kick-off event to make Olylit successful. The City will receive significant economic benefits from sales tax, lodging, food sales, and other spending by our participants. Olylit will be a very significant piece of the City's tourism plan, one that needs and deserves full funding support.

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?

If COVID compliance requirements including vaccines, masks, and social distancing are still in place or anticipated for September 2022, we will first consider outdoor venues, if compliance requirements allow, and alternatively pivot to a virtual event. Event planning will include this contingency plan, as it did this year.

Application Instructions and Information

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

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

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

The Lodging Tax Advisory Committee will review proposals in a public meeting on October 7 2022.

Due to limitations on the ability to hold public meetings the meeting of the LTAC will be held virtually utilizing Zoom. Time and login information will be posted on the City website under the meeting calendar section.

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

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

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

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

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

Attach:

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

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

NOTE: The Visitor & Convention Bureau is your resource.

***Call on them for help with completing your application and documenting the success of your event.
For more information please reach them at www.experienceolympia.com***

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

Adopted by the Olympia City Council, June 2007.

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

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

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

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

HIGH PRIORITY will be given to tourism activities that:

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

Olympia Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

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

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

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

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

RCW 67.28.080 – Definitions.

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

ATTACHMENT #1, Itemized Event Budget



Olylit LAUNCH 2022

Revenue	
Sponsors	\$15,000.00
Grants	\$8,500.00
Total	\$23,500.00
Expenses	
Venues and related fees	\$4,300.00
Audio visual, stage set up	\$1,500.00
Musicians	\$300.00
Author/Stipend	\$2,000.00
Supplies (activities, décor)	\$700.00
Food/drinks, etc.	\$3,000.00
Guest Accommodations (lodging and food for authors)	\$1,100.00
Message development, marketing	\$8,500.00
Administrative fees (office expenses, staffing, etc.)	\$2,100.00
Total	\$23,500.00
NET	\$0.00

ATTACHMENT #2—DESCRIPTION AND BUDGET OF REQUESTED FUNDS

If the LTAC committee and the City of Olympia support this literary festival in downtown Olympia, we will use Lodging Tax funds to do two things:

1. Launch Olylit in downtown Olympia on September 16-17, 2022. This two-day event, a Friday evening celebration, and a Saturday morning program will attract between 300-500 visitors to Olympia and encourage overnight visits.
2. We will also be using this event to launch Olylit 2023-A Festival of Books, Readers, and Writers and would use funds to build our marketing infrastructure and create marketing materials with information about the multiple authors secured for 2023, our partner venues, and a few featured activities (including the literary pub crawl).



Olylit Kickoff 2022 Marketing, PR and Messaging LTAC Budget

PROJECTED LTAC Marketing Budget	Market	Amount
MARKETING MATERIALS		\$1,500.00
DIGITAL AND SOCIAL MEDIA		\$2,200.00
Such as target digital ads on Facebook, Instagram, Twitter, Trip Advisor, also South Sound Talk	SEA/PDX/VancouverBC	
ONLINE ADVERTISING WITH (SOME) PRINT PUBLICATIONS		
Such as: Seattle and South Sound Magazines, Vancouver Writers Fest, Portland's Book Fest, and Spokane's GETLIT Festival Programs	Eastern Washington, SEA, PDX/VancouverBC	\$2,500.00
RADIO		
KUOW and KNKX-Public Radio		\$2,300.00
Aug	Western Washington	
TOTAL		\$8,500.00



Filed
Secretary of State
State of Washington
Date Filed: 12/30/2020
Effective Date: 12/30/2020
UBI #: 602 090 155

Annual Report

BUSINESS INFORMATION

Business Name:

THE SOUTH SOUND READING FOUNDATION

UBI Number:

602 090 155

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

200 SLEATER KINNEY RD NE, OLYMPIA, WA, 98506-5203, UNITED STATES

Principal Office Mailing Address:

305 COLLEGE ST NE, LACEY, WA, 98516-5390, UNITED STATES

Expiration Date:

01/31/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

01/11/2001

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
FAIRCHILD RECORD SEARCH, LTD.	3400 CAPITOL BLVD SE STE 101, TUMWATER, WA, 98501-3351, UNITED STATES	PO BOX 1368, OLYMPIA, WA, 98507-1368, UNITED STATES

PRINCIPAL OFFICE

Phone:

3604124499

Email:

JWILLIAMSON-FORSTER@NTHURSTON.K12.WA.US

Street Address:

200 SLEATER KINNEY RD NE, OLYMPIA, WA, 98506-5203, USA

Mailing Address:

305 COLLEGE ST NE, LACEY, WA, 98516-5390, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		GENEVIEVE	CANCEKO CHAN
GOVERNOR	INDIVIDUAL		MARY ELLEN	JONES
GOVERNOR	INDIVIDUAL		JIM	JUSTIN

NATURE OF BUSINESS

- CHARITABLE

EFFECTIVE DATE

Effective Date:

12/30/2020

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.

RETURN ADDRESS FOR THIS FILING

Attention:

JENNIFER WILLIAMSON FORSTER

Email:

JWILLIAMSONFORSTER@NTHURSTON.K12.WA.US

Address:

305 COLLEGE ST NE, LACEY, WA, 98516-5390, USA

UPLOAD ADDITIONAL DOCUMENTS

13

Do you have additional documents to upload? No

AUTHORIZED PERSON

☒ I am an authorized person.

Person Type:

ENTITY

First Name:

JENNIFER

Last Name:

WILLIAMSON FORSTER

Entity Name:

SOUTH SOUND READING FOUNDATION

Title:

EXECUTIVE DIRECTOR

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



STATE OF
WASHINGTON
Nonprofit Corporation

THE SOUTH SOUND READING FOUNDATION
SOUTH SOUND READING FOUNDATION
200 SLEATER KINNEY RD NE
OLYMPIA, WA 98506-5203

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

Issue Date: Dec 31, 2020
Unified Business ID #: 602090155
Business ID #: 001
Location: 0001
Expires: Jan 31, 2022

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #36645 - ACTIVE
LACEY NONPROFIT BUSINESS #11322 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

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



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 15,000.00

Organization/Agency Name: Olympia & Beyond Sports Commission/Visitor & Convention Bureau of

Federal Tax ID Number: 91-1735847

Event or Activity Name (if applicable): Sports Sales and Marketing/Tourism Marketing

Contact Name and Title: Annette Pitts, CEO

Mailing Address P.O. Box 1394

City Olympia

State WA Zip 98507

Phone 509-881-8587/360-704-7544

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

Signature:

Date: 9.23.2021

Printed or Typed Name: Annette Pitts

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.

Experience Olympia & Beyond serves as Thurston County's Sports Commission (Olympia & Beyond Sports Commission). We market and sell Olympia as a destination for sports tournaments and events, putting heads in beds, generating lodging tax revenue within Olympia--effectively growing the city ' s economy.

Coming on the heels of the COVID-19 pandemic, latent demand for sports related activity is significant—both among athletes ready to flex after months of mandated time spent indoors, and that of their friends and family, equally eager to get out, support their loved one and explore a new area at the same time. We are eager to meet this demand, while growing and adapting our sports sales and marketing efforts without taking away from other important markets identified as priorities by our lodging partners (weddings, meetings, tour and travel, weekend leisure and shoulder season campaigns), while also complying with all CDC guidelines and legally-binding mandates to ensure public health & safety.

As the Olympia & Beyond Sports Commission, our team proactively reaches out to sports directors and event planners to generate sports business opportunities for local facilities and hotels. We do this through advertising, participation in tradeshow, developing relationships with industry influencers, and offering hospitality support such as bid fees that provide that last incentive for planners to choose Olympia as their ultimate sports destination.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	2400	300
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	264	60
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	650	240
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	1440	240
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	120	0
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	600	80

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

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

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

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

☐ 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 (yes or no)? If yes, list the host hotel.

No. We list all Olympia hotels on our website, provide the same listings to WIAA, GNAC, etc. We work with all hotels on sports leads/bids. We sent out leads for lodging, etc. from trade show contacts and industry meetings.

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

Please see attached supplement.

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

We target state, regional and national tournament directors and sports planners for high school, college, recreational and senior sports.

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

Please see attached supplement.

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

Please see attached supplement.

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

Yes.

Cty of Lacey:\$119,425 - \$20,000 is earmarked for sports commission

City of Tumwater:\$60,000

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

The total budget for Experience Olympia & Beyond/Olympia & Beyond SPorts Commission is \$1,497,570.00. Olympia Lodging tax currently supports our exisiting programs with \$100,000.00 or (6.7%). This appliction to support our sports sales and marketing efforts with \$15,000 will contribute another 1% to our overall budget for a total of 7.7%.

Within this budget \$152,298.00 is allocated to sports sales and marketing.Olympia lodging tax contributions from the application, if awarded in full, would serve as roughly 10% of our sports-specific budget.

Please see attached 2022 Budget supplement.

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 not fully funded, we would need to reduce our budget for bid fees and sponsorships. Bid fees and sponsorships are used to "seal the deal" or sweeten the pot when an event or tournament is on the fence by offering to pay for honey buckets, golf carts, marketing, field fees, referees, etc.

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

We will ensure that all outbound communications and/or sales efforts comply with the latest CDC guidelines and active public health and safety regulatory mandates. Our staff is committed to ensuring that we are actively complying with that latest public health and safety criteria. We will actively share information with our partners, with the venues, teams and players we support. As long as sports activities are able to be conducted in-person, we will continue to promote them as such. In the event that live sports events are unable to be held in-person, we will actively assist in either rescheduling those events to the soonest available dates and/or making additional concessions to ensure that the event is indeed, rescheduled to be held in Olympia.



2022 Olympia LTAC Supplement

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

Previous to the COVID-19 pandemic, our team had years of success building and growing Olympia's reputation as a sports event destination. Impacts of the COVID-19 pandemic were significant and ones we took seriously. Our team effectively balanced and prioritized public health and safety with our role in sports tourism promotion, appropriately shifting our activities based on CDC guidelines and public health mandates. When we were given the green light to proceed—we were poised and ready.

At the end of 2020, even in the throes of the pandemic we still ended the year with 557 room nights booked attributable to sports. Based on Tourism Economics' 2020 study of Thurston County, the average traveler spent \$268 per trip for each night of accommodations. This translated into \$149,276 worth of lodging revenue alone, excluding additional hospitality-related contributions to the local economy such as food and beverage, recreation and retail while visiting Olympia.

Year To Date Sports Goals as of December, 2020

SPORTS GOALS	DEC ACTUAL	DEC GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	0	200	1,137	19%	6,145
Booked Room Nights	0	100	557	18%	3,125
Leads	0	2	16	62%	26
Leads Booked	0	1	4	22%	18

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

We promote Olympia & Thurston County as a sports destination through the following sales and marketing activities:

- Website: OlympiaSportsCommission.com
- Direct digital ad campaigns

- Print ads in industry publications
- Tradeshows targeting sports planners
- FAM Tours and site visits with industry influencers and potential clients
- Sports Facility Guide
- Sponsorships and bid fees to "close the deal"
- Media relations

To curate a positive experience in Thurston County, we provide the following services to help planners choose our region and increase repeat business:

- Assemble local organizing committees
- Bid preparation assistance
- Connect planners to Thurston County businesses
- Government relations
- Site selection support
- Marketing and promotion of event
- Public Relations
- Visitor information and welcome packets
- Hospitality services

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

When Olympia hotels are successful, we are successful. Olympia hotels are listed on OlympiaSportsCommission.org with a direct booking link that helps travelers search dates and rates in one spot then allows them to directly book on the hotel website. This is a commission and fee-free system for hotels.

We distribute leads to Olympia hotels for sports events. Olympia sports facilities are listed in the Sports Facility Guide which is published digitally and in print.

We promote Olympia hotels, restaurants and businesses in the Official Visitor Guide for Thurston County, on social media and at ExperienceOlympia.com, and in dining and hotel guides. Event participants and spectators are directed to these resources to plan their trip in the area.



Sports Event Sponsorships & Bid Fees

Expenses

2021: \$36,000 2022: \$61,000



Of Note:

- While sports events were not able to be held in much of 2021, and the future of outbound sales is still unclear, the goal is to make up for lost time with a robust incentive program
- WIAA Softball Championships
- GNAC Softball Championships
- GNAC Basketball Championships
- WIAA Golf Championships
- AAU Roots Basketball Tournament
- FFWCT
- Reach The Beach
- T2 Warrior Soccer
- WIAA Volleyball Championships

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Overview

Accrual Basis

January through December 2022

	<u>Jan - Dec 22</u>
Ordinary Income/Expense	
Income	
40000 · LTAC	285,000.00
40200 · Membership	10,800.00
40300 · Private Funds	126,770.00
40400 · TPA Income	975,000.00
40500 · Public Funds	<u>100,000.00</u>
Total Income	<u>1,497,570.00</u>
Gross Profit	1,497,570.00
Expense	
50100 · Marketing & Communications	598,042.00
51000 · Community Relations	47,700.00
52000 · Sales	94,020.00
60000 · Operations	740,584.57
61000 · TPA Administration	<u>18,010.00</u>
Total Expense	<u>1,498,356.57</u>
Net Ordinary Income	-786.57
Other Income/Expense	
Other Income	
98100 · Interest Income	<u>1,500.00</u>
Total Other Income	<u>1,500.00</u>
Net Other Income	<u>1,500.00</u>
Net Income	<u><u>713.43</u></u>





Filed
Secretary of State
State of Washington
Date Filed: 08/02/2021
Effective Date: 08/02/2021
UBI #: 601 738 394

EXPRESS ANNUAL REPORT WITH CHANGES

BUSINESS INFORMATION

Business Name:

VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY

UBI Number:

601 738 394

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, UNITED STATES

Principal Office Mailing Address:

PO BOX 1394, OLYMPIA, WA, 98507-1394, UNITED STATES

Expiration Date:

09/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

09/12/1996

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY	809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, USA	PO BOX 1394, OLYMPIA, WA, 98507-1394, USA

PRINCIPAL OFFICE

Phone:

3607047544

Email:

KELLY@EXPERIENCEOLYMPIA.COM



Street Address:

809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, USA

Mailing Address:

PO BOX 1394, , OLYMPIA, WA, 98507-1394, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MICHAEL	DAVIDSON
GOVERNOR	INDIVIDUAL		CHRISTINA	DANIELS
GOVERNOR	INDIVIDUAL		SUE	FALASH
GOVERNOR	INDIVIDUAL		KELLY	GREEN

NATURE OF BUSINESS

- DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

EFFECTIVE DATE

Effective Date:

08/02/2021

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 2/3 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.

RETURN ADDRESS FOR THIS FILING

Attention:

KELLY CAMPBELL

Email:

KELLY@EXPERIENCEOLYMPIA.COM

Address:

PO BOX 1394, OLYMPIA, WA, 98507-1394, USA

12

AUTHORIZED PERSON

Person Type:

INDIVIDUAL

First Name:

KELLY

Last Name:

CAMPBELL

Title:

VP OF FINANCE & ADMINISTRATION

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

13



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

Customer Receipt

Payment Transaction:

Work Order #: 2021080200463319

Received Date: 08/02/2021

Total Paid: \$10.00

Payment Details:

Cardholder Name / Payer Name	Payment Type	Identifying Number	Payment Date	Amount
KELLY CAMPBELL	MASTER CARD	0161	08/02/2021	\$10.00

Transaction Details:

Name	UBI # / Registration #	Service Type	Amount	Processing Fee
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY	601 738 394	ANNUAL REPORT	\$10.00	\$0.00

14



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 20,000

Organization/Agency Name: Washington State Senior Games

Federal Tax ID Number: 91-2073918

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

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

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

Phone 360-701-0009

Email Address jack.kiley@comcast.net

Check all service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

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

CERTIFICATION

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

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

Signature:

Date: September 20, 2021

Printed or Typed Name: Jack Kiley

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

1. Describe your tourism-related activity or event.

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

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

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

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

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

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

As an all-volunteer organization with no paid staff, the Games utilize over 200 volunteers in order to adequately staff the many sports that are offered. Because this is the only *State* Senior Games in Washington, competitors will come to Olympia and the South Sound primarily because there are very few opportunities for senior participants to compete against their peers. It is our on-going mission that the annual Washington State Senior Games become one of *the* signature events in Olympia. In part we do this by continually focusing on keeping the Games in the Capitol City. Since these are the State games, our view is that they should remain in the State Capitol, though we have many requests to move certain events to larger sites in more populous areas, such as the aquatic center in Federal Way for swimming, or the new and expanded facility in Seattle for basketball.

2.

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

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

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

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

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

☒ 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 (yes or no)? If yes, list the host hotel.

No

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

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

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

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

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

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

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

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

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

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

Yes

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

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

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

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

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

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

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

Lodging Tax Budget Form

Lodging Tax Applicant: Washington State Senior Games

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

PROJECTED REVENUE:

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

PROJECTED EXPENSES:

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

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

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

BUSINESS INFORMATION

Business Name:

WASHINGTON STATE SENIOR GAMES

UBI Number:

601 816 978

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

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

Principal Office Mailing Address:

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

Expiration Date:

09/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

09/10/1997

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

ATHLETIC, PRESENTATION OF ATHLETIC COMPETITION FOR SENIORS 50 AND OVER

REGISTERED AGENT INFORMATION

Registered Agent Name:

JACK KILEY

Street Address:

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

Mailing Address:

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

GOVERNORS

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



STATE OF
WASHINGTON

BUSINESS LICENSE

Nonprofit Corporation

WASHINGTON STATE SENIOR GAMES
2218 VISTA AVE
OLYMPIA WA 98501

TAX REGISTRATION - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #27212 - ACTIVE

REGISTERED TRADE NAMES:

WASHINGTON STATE SENIOR GAMES

Issue Date: Aug 20, 2021

Unified Business ID #: 601816978

Business ID #: 001

Location: 0001

Expires: Sep 30, 2022

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

Director, Department of Revenue

UBI: 601816978 001 0001

STATE OF WASHINGTON

Expires: Sep 30, 2022

WASHINGTON STATE SENIOR
GAMES
2218 VISTA AVE
OLYMPIA WA 98501

TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#27212 - ACTIVE

7.10.21

Winning Brings Out the Best in Us

The Senior Games Bring Winners Together!



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

WASHINGTONSTATESENIORGAMES.COM • 360.413.0148



WASHINGTON STATE SENIOR GAMES





August 25, 2021

Dear Senior Games Supporters:

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

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

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

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

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

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

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

Yours sincerely,

Jack Kiley

President, Washington State Senior Games