Meeting Agenda

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Contact: Kellie Purce Braseth
360.753.8361

Monday, October 1, 2018 **3:00 PM** **Room 207**

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A 18-0961 Approval of July 27, 2018 Lodging Tax Advisory Committee Meeting Minutes

Attachments: Minutes

4. PUBLIC COMMENT

During this portion of the meeting, citizens may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A 18-0960 2019 Lodging Tax Funded Tourism Services

Attachments: 2019 Applications

Chart of LTAC Award History

7. REPORTS

8. OTHER TOPICS

9. ADJOURNMENT

Upcoming

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 July 27, 2018 Lodging Tax Advisory Committee Meeting Minutes

Agenda Date: 10/1/2018
Agenda Item Number: 3.A
File Number:18-0961

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

Title
Approval of July 27, 2018 Lodging Tax Advisory Committee Meeting Minutes

Meeting Minutes - Draft

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Contact: Kellie Purce Braseth
360.753.8361

Friday, July 27, 2018 **11:00 AM** **Room 112**

1. CALL TO ORDER

Chair Bateman called the meeting to order at 11:07 a.m., and introduced herself to the Committee as the new Chair of the Lodging Tax Advisory Committee.

1.A ROLL CALL

Present: 4 - Chair Jessica Bateman, Committee member Russell Carstensen, Committee member Nathan Allan and Committee member Greg Taylor

Excused: 1 - Committee member Jack Kiley

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A 18-0720 Approval of October 18, 2017 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT

There was no public comment.

5. ANNOUNCEMENTS

There were no announcements.

6. BUSINESS ITEMS

6.A 18-0712 2019 Lodging Tax Proposal Process

Committee members reviewed the 2019 applications and discussed ongoing concerns that applicants are not using good data to support their reporting on attendance and overnight stays. Members where particularly concerned that the use of “structured estimates” by applicants and recipients has allowed for inconsistent and unclear

estimates. The lack of clarity in estimates does not give the Committee a true idea of the effectiveness of the event related to putting “heads in beds.” The City has allowed the use of structured estimates in its reporting tool largely because such estimates are offered on the State’s Joint Legislative Audit and Review Committee (JLARC) reporting tool. However, there is no requirement for structured estimates to be offered as a way to document attendance and lodging night stays.

The Committee directed staff to create a reporting instrument to be used by every recipient of 2019 Lodging Tax funds, so the committee will get consistent data-based reporting back on funded events.

The Committee asked staff to share a copy of the reporting tool the City used in 2018 with the Washington Center and the Visitor Convention Bureau (VCB), both of whom received Lodging Tax funds without completing the regular application. The Committee also asked to see the report information received from the Washington Center and VCB that were shared with JLARC.

The Committee also discussed its process for reviewing applications and arriving at recommendations. There was consensus among the members indicating they want to create to a more objective review process and to clarify for applicants what elements the committee is placing emphasis on in the review.

The Committee directed staff to create a weighted rating matrix to rank applications, and discussed awarding 10 points per question. The ranking criteria the committee requested on the matrix include; completeness of application, marketing of event, attendance data and event timing.

The Committee confirmed it would not accept nor review late applications for 2019.
Committee members agreed to the following application dates:
Applications open: Monday, August 6, 2018
Applications close: Friday, September 21, 2018
Committee meeting to review applications: Monday, October 1, 3:00 p.m., Olympia City Hall

The discussion was completed.

7. REPORTS

There were no reports.

8. OTHER TOPICS

There were no other topics.

9. ADJOURNMENT

Chair Bateman adjourned the meeting at 12:10 p.m.

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

Lodging Tax Advisory Committee

2019 Lodging Tax Funded Tourism Services

Agenda Date: 10/1/2018
Agenda Item Number: 6.A
File Number:18-0960

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

Title
2019 Lodging Tax Funded Tourism Services

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 2019 tourism funding

Staff Contact:
Kellie Purce Braseth, Strategic Communications Director, 360.753.8361

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 Aug. 6, 2018. The application deadline was Sept. 21, 2018. Fourteen (14) proposals were received by deadline and the Committee will consider a standing request of $100,000 from the Visitors and Convention Bureau, all totaling $388,661 in requests. No proposals were received after the deadline. The City's Accounting Services Manager projects the maximum available funds for 2019 to be approximately $383,000, after the regular 20 percent set aside for reserves.

LTAC Chair Jessica Bateman will present the Committee's recommendations to the City Council on

Tuesday, Oct. 23, 2018, during the Council's regular business meeting, which starts at 7 p.m. at Olympia City Hall.

The Council's Public Hearing on the City's 2019 budget, including Lodging Tax recommendations, will be Tuesday, Nov. 13, 2018, during the City Council's regular business meeting, which starts at 7 p.m. at Olympia City Hall. 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 2019 service contracts ready for review and signature by each organization about January 1, 2019.

Attachments:
Chart of Olympia Lodging Tax Award History
2019 Applications

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $7,000

RECEIVED
SEP 21 2018
City of Olympia
Executive Department

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, #303 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 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 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: Stacey Waterman-Hoey Date: 09/19/18

Printed or Typed Name: Stacey Waterman-Hoey, 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 11th 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 14-17, 2019. 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 internally 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 11th 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 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 ***(The 2017 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	650	645
Attendees who traveled 50 miles or more		
b. Number of people who travel more than 50 miles for your event/activity	350	337
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	156
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	197
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	140
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)*	400 paid lodging room nights	394 paid lodging room nights

3. What methodology did you use to calculate the 2019 estimates?

- o Direct Count
- o Indirect Count
- o Representative Survey
- o Informal Survey
- ✓ Structured Estimate
- o Other (Please explain)

We used a combination of ticket sales data (Brown Paper Tickets and door sales), merchandise and sales data, housing/lodging coordinator information, volunteer coordinator information, and structured head count estimates throughout the event to calculate 2018 actual numbers. We used the 2018 data to generate the 219 estimates and relied primarily on the online ticket sale data since that included ticket sales and address information.

4. What methodology did you use to calculate / document the 2018 actual numbers?

- ✓ Direct Count
- o Indirect Count
- ✓ Informal Survey
- ✓ Structured Estimate

- Representative Survey
- Other (Please explain)

We used a combination of ticket sales data (Brown Paper Tickets and door sales), merchandise and sales data, housing/lodging coordinator information, volunteer coordinator information, and structured head count estimates throughout the event to calculate 2018 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 10-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. In addition, the festival regularly draws from states where old-time traditional music was most played and popularized including many Eastern and Central States including 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 aged. 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 committed to placing the Olympia Old Time Festival on their 2019 winter edition cover. 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 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 weekender 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. 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: $15,500
Request: $7,000
Percent of Overall Budget: 45%

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.

Over the past few years we have received funding from an exceptionally charitable donor and a Kickstarter fundraiser. However, these funds have been slowly depleted over time. We require the Lodging Tax grant to maintain the quality of the festival and to offer the breadth of activities that occur over the 3 days of the festival.

Application Instructions and Information

Application Deadline: Friday, September 21, 2018, 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 1, 2018, 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 2019 budget public hearing is scheduled for Tuesday, November 13, 2018, 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 Kellie Purce Braseth, Strategic Communications Director PO Box 1967; Olympia, WA 98507-1967

Email: kbraseth@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.

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:
Oly Old Time Festival Itemized Budget

Category/Items	Itemized Budget
Facility Costs	**$3,600**
Evening Events (Grange Hall)	$1,400
Daytime Workshops (Downtown Church)	$1,000
Outdoor Event Tent	$1,200
Performers	**$7,400**
Mainstage Performers	$6,000
Workshop Teachers	$1,400
Operations	**$4,500**
Sound Technician	$1,200
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
Total	**$15,500**

Attachment 2:
Oly Old Time Festival Explanation of Expenses

Festival Revenue

Estimated Total Revenue	$8,500
Donations	$900
Inventory Sales (Food/Beverage/Merchandise)	$600
Business Sponsorships	$1,000
Ticket Sales	$6,000

Lodging Tax Grant Request

Total Request	$7,000

Festival Expenses

Category/Items	Festival Budget	Festival Payments	Lodging Tax Payments
Facility Costs	**$3,600**	**$1,200**	**$2,400**
Evening Events (Grange Hall)	$1,400	$0	$1,400
Daytime Workshops (Downtown Church)	$1,000	$0	$1,000
Outdoor Event Tent	$1,200	$1,200	$0
Performers	**$7,400**	**$2,800**	**$4,600**
Mainstage Performers	$6,000	$2,000	$4,000
Workshop Teachers	$1,400	$800	$600
Operations	**$4,500**	**$4,500**	**$0**
Sound Technicians	$1,200	$1,200	$0
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	**$15,500**	**$8,500**	**$7,000**

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,

Tamera Ripperda

Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947

3516-1

ARBUTUS FOLK SCHOOL
ARBUTUS FOLK SCHOOL
120 STATE AVE NE # 303
OLYMPIA WA 98501-1131

DETACH BEFORE POSTING

BUSINESS LICENSE

STATE OF WASHINGTON
Nonprofit Corporation

Unified Business ID #: 603271917
Business ID #: 001
Location: 0001
Expires: Jan 31, 2018

ARBUTUS FOLK SCHOOL
600 4TH AVE E
OLYMPIA, WA 98501-1113

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

CITY ENDORSEMENTS:
OLYMPIA NONPROFIT BUSINESS #27084 - 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.

Vicki Smith
Director, Department of Revenue

UBI: 603271917 001 0001

STATE OF WASHINGTON

Expires: Jan 31, 2018

ARBUTUS FOLK SCHOOL
600 4TH AVE E
OLYMPIA, WA 98501-1113

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

Vicki Smith
Director, Department of Revenue

gaL0002

DETACH THIS SECTION FOR YOUR WALLET

Attachment 5:
Oly Old Time Festival Promotional Material

Oly Arts Magazine (archives online, attached digital copy)
https://olyarts.org/pastprint/

The Olympian Archive article for 2018 Oly Old Time Festival
https://www.theolympian.com/entertainment/article200191654.html

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

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/

ISSUE N°10 | WINTER 2018

OLY ARTS

Winter entertainment guide now includes Oly Old Time Festival Program

PERFORMANCE
05-10
Live on Stage
Enjoy Rosanne Cash, Brian Reed, and Harmony Sweepstakes at the Washington Center.

OLY OLD TIME
11-21
Program Guide
A complete performance and workshop schedule, and a guide to all the bands and dances.

CLASSICAL
24-25
Mesmerizing Music
Enter into the profound musical worlds of Mozart and Schubert, Copland and Bernstein.

THEATER
26-31
On the Boards
New plays featuring drag queens, transvestites, Islamic truth-tellers and Tennessee Williams.

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $ 7,000

RECEIVED
SEP 21 2018
City of Olympia
Executive Department
3:45 p

Organization/Agency Name: Capital Lakefair

Federal Tax ID Number: 23-7131672

Event or Activity Name (if applicable): Capital Lakefair Promotion

Contact Name and Title: Adam Stilz, Office Manager

Mailing Address PO Box 2569 City Olympia State WA Zip 98507

Phone 360.943.7344 Email Address office@lakefair.org

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 2019. 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: 9/20/2018

Printed or Typed Name: Adam Stilz

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, July 17-21, 2019 with average annual attendance of 220,000. Tourists travel to experience Non-Profit Food Concessions, Arts & Crafts Vendors, Carnival Rides & Games and variety of free events such as Entertainment Mainstage, Gran Parade, Kid's Day, Senior's Day, Car Show and Grand Finale Fireworks over Capitol Lake. Many also come to visit friends and
2. family in the area because the festival is taking place.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	215,000	190,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	9,000	7,600
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	2,150	1,900
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	638
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	1,276
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)*	400	356

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

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

Based on sales data and visual observation during the festival, we estimate a 13% decrease compared to 2017 due to unusually high daily temperature. As the festival is weather dependent, we anticipate a 13% increase with average weather.

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

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

We used information collected from our informal survey combined with data from activities at the festival including food concession sales, carnival, hosting, vendors, basketball tournament, parade and fireworks.

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

Hotel RL is the host hotel for out of town festival dignitaries and members during Lakefair Week. We also use DoubleTree for various events such as the Northwest Festival Hosting Group Conference the Lakefair hosted in January 2018.

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

We estimate more than 220,000 visitors attend Lakefair every year during the 5-day course of the summer festival, and approximately 4% of those traveling being over 50 miles away.

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

Our target audience includes residents of Washington, Oregon and British Columbia. We target families with adults 25-55 years of age, and also provide activities for all age groups.

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

Lakefair attends 14+ parades across Washington, Oregon and British Columbia with an audience of more than one million people. We use Facebook, our website, printed program, and work with the carnival company on their marketing efforts.

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

We will carry signs highlighting Olympia to all parades across the PNW. We will also provide visitor information and link to Experience Olympia on the lakefair.org website, information in our annual program and on Facebook.

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 Tumwater for $3,000 and City of Lacey for $6,000.

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 budget is $295,000, we are requesting $8,000 which is 2.7%.

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.]*

We will make every attempt to raise the estimated $17,000 annual cost to transport the float through Olympia, Lacey and Tumwater LTAC funding. If unsuccessful we will reduce the number of major parades we attend during the 2019 season.

Lodging Tax Budget Form

Lodging Tax Applicant: Capital Lakefair

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:		$40,000.00
Admission:		$0.00
Reserves:		$25,000.00
Donations/Contributions:		$3,000.00
Grants:		
Program Service Fees:		
In-kind Donations:		
Gift Shop:		$7,000.00
Vendor Fees:		$45,000.00
Fundraising Activities:		
City of Lacey Lodging Tax:		$6,000.00
City of Olympia Lodging Tax:		$8,000.00
City of Tumwater Lodging Tax:		$3,000.00
Thurston County Lodging Tax:		
Other Sources of Revenue: (please specify)	Carnival	$145,000.00
Other Source:	Equipment Rental	$2,000.00
Other Source:		
Other Source:		
TOTAL REVENUE:		**$284,000.00**

PROJECTED EXPENSES:

Personnel: (salaries and benefits)		$40,000.00
Administration: (utilities, phone, etc.)		$15,000.00
Marketing and Promotion:		$10,000.00
Professional / Consultant Fees:		$1,500.00
Equipment:		
Facility / Event Venue Rental:		$35,000.00
Travel: (please specify)	Parade travel for royalty and crew	$17,000.00
All Other Expenses: (please specify)	See attached list of expenses	$167,500.00
Other Expense:		
Other Expense:		
Other Expense:		
TOTAL EXPENSES:		**$286,000.00**
PROGRAM EXCESS (DEFICIT):		**($2,000.00)**

Capital Lakefair Expenses:

Other:	
Car Show	$2,000
City of Olympia/OPD	$25,000
DES/WSP	$28,000
Entertainment	$7,500
Fireworks	$13,500
Float Construction	$5,000
Ice/Supplies	$4,500
Insurance	$18,500
Kids Day	$4,500
Merchandise	$7,000
Sanicans	$13,000
Scholarships	$18,500
Senior Day	$7,500
Stage & Sound	$13,000
	$167,500

Note: The $25,000 reserve is a dedicated fund in case of emergency repairs to the park.

CAPITAL LAKEFAIR
USE OF FUNDS – 2019 LTAC

With the City of Olympia Lodging Tax, Capital Lakefair will utilize funds to support travel of the Capital Lakefair Float to over 14 parades across Washington, Oregon and British Columbia. The float promotes increased awareness of our community and annual 5-day summer festival, which draws visitors and vendors to Thurston County and provides scholarship recipients and non-profit organizations an opportunity to benefit from the festival. Total annual expense for float travel is estimated to be $17,000.

Exact dates and parade schedule vary from year to year; however travel generally takes place from April to November of the current year. Funds will be expensed in the following manner:

Marketing materials, such as signage and other forms of media, associated with the float to promote the cities of Lacey, Olympia and Tumwater;

Fuel costs associated with transport of the float truck and trailer, and volunteer vehicle(s) to parades;

Volunteer lodging, meal and other incidental expenses for the float crew, support personnel and scholarship recipients who travel with the float.

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 A103, TUMWATER, WA, 98501-5888, UNITED STATES

Principal Office Mailing Address:
PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES

Expiration Date:
07/31/2019

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:
218 FRANKLIN ST NE, OLYMPIA, WA, 98501-0000, UNITED STATES

Mailing Address:
PO BOX 2569, OLYMPIA, WA, 98507-0000, UNITED STATES

GOVERNORS

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

3914-1

CAPITAL LAKEFAIR, INC.
CAPITAL LAKEFAIR, INC.
PO BOX 2569
OLYMPIA WA 98507-2569

DETACH BEFORE POSTING

STATE OF WASHINGTON

BUSINESS LICENSE

Unified Business ID #: 601318258
Business ID #: 001
Location: 0002
Expires: Jul 31, 2019

Nonprofit Corporation

CAPITAL LAKEFAIR, INC.
CAPITAL LAKEFAIR
627 DURELL RD SE STE A103
OLYMPIA, WA 98501-5890

CITY ENDORSEMENTS:
OLYMPIA NONPROFIT BUSINESS #600 - ACTIVE

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

Vicki Smith
Director, Department of Revenue

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 – SEAFAIR (JULY 28)

PENICTON, BC – PEACH FESTIVAL (AUGUST 11)

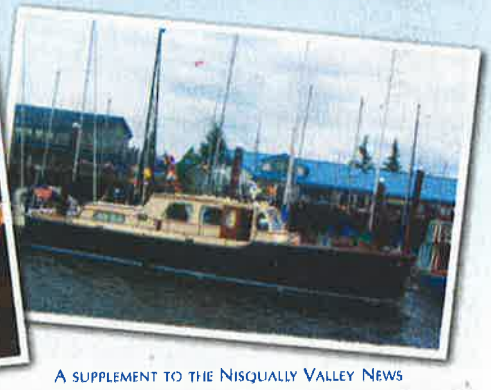
61st Annual Official Program

Lakefair Enchanted Garden 2018

LACEY • OLYMPIA • TUMWATER

July 11 - 15, 2018

www.lakefair.org



A supplement to the Nisqually Valley News

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $10,000

3:30 REPLACEMENT PAGE- ORIGINAL DIDN'T HAVE AN AMOUNT

RECEIVED
SEP 21 2018
City of Olympia
Executive Department

Organization/Agency Name: Gateway Rotary Club

Federal Tax ID Number: EIN 30-0695208

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

Contact Name and Title: Shelley or (Dan) Nicholson, Event Planners

Mailing Address 7826 Tern DR SE City Olympia State WA Zip 98513

Phone 253-307-4903 Email Address shelley@dzinesallday.com

Check all service categories that apply to this application:

____ 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 2019. 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: Shelley Nicholson Date: 9/20/2018

Printed or Typed Name: Shelley Nicholson

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $

RECEIVED
SEP 21 2018
City of Olympia
Executive Department
1:32p

Organization/Agency Name: Gateway Rotary Club

Federal Tax ID Number: 30-0695208

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

Contact Name and Title: Shelley Nicholson

Mailing Address 9826 Tern DR SE City Olympia State Wa Zip 98573

Phone 253-307-4903 Email Address

Check all service categories that apply to this application:

____ 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 2019. 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: Shelley Nicholson Date: 9/18/18

Printed or Typed Name: Shelley Nicholson

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.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	3200	1600
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	100+	24
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	20+	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	100+	unsure
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	unsure
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)*	20 Friday 80 Saturday	unsure

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

☐ Direct Count (Preferred) ☐ Informal Survey (Preferred)
☐ Indirect Count ☐ Structured Estimate
☐ Representative Survey ☒ Other (Please explain) estimate based on increased attendance from 2017 to 2019

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

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

5. **Is there a host hotel for your event (yes or no)? If yes, list the host hotel.**
Not in 2018, but for 2019 we plan to ask local Olympia hotels. Although this event is in Lacey it is just Blocks from Olympia

6. **Describe the prior success of your event/activity/facility in attracting tourists.**
This will be the 7th year of the event, we increased attendance by double from 2017 to 2018 and plan with added marketing to do this again.

7. **Describe you target tourist audience (location, demographics, etc.).**
21 orover, beer drinkers, music lovers, live band groupies, foodies, cider lovers & people who like to give back to the community.

8. **Describe how you will promote your event/activity/facility to attract tourists.**
Advertising at Marie theater, coasters distributed throughout Thurston & Pierce counties, radio ads, our website, flyers, day of maps, ticket master, signage & booth spaces at events.

9. **Describe how you will promote lodging establishments, restaurants, and businesses located <u>in the City of Olympia</u>.** We will promote through social media, our website, posters, flyers & the day of event map/flyer.

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, Lacey $10,000. This has not been approved.

11. **What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?**
attached budget, 20% approx.

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.*]
We would eliminate bus ads & rack cards up & down the I-5 corridor.

Application Instructions and Information

Application Deadline: Friday, September 21, 2018, 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 1, 2018, 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 2019 budget public hearing is scheduled for Tuesday, November 13, 2018, 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 Kellie Purce Braseth, Strategic Communications Director
PO Box 1967; Olympia, WA 98507-1967

Email: kbraseth@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.

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.

Additional Information for Olympia Lodging Tax Dollars.

Marketing Expenses we would like to use lodging taxes to help supplement:

Radio Ads - $3000

Bus Ads - $1500

Rack Cards up and down the I-5 corridor - $3000

Street Banner - $800

Promo Banners and Signs - $1000

Movie Theater Ads - $650

Facebook Boosts - $500

Flyers – $500

Posters - $200

Booth Space at Events Promoting Brats, Brews and Bands - $1000

Event Planner - $5000

Website - $1500

New Ideas - ?

Brats, Brews and Bands Budget		
	2018 Actuals	2019 Budget
Ordinary Income/Expense		
Income		
BBB Income		
Pre-Ticket Sales-Members	$ 14,620.00	$ 16,000.00
Ticket Sales-Online	$ 480.00	$ 2,500.00
Day of Sales	$ 31,270.03	$ 45,000.00
Shirt Sales	$ 1,457.01	$ 2,000.00
Sponsorships	$ 21,440.00	$ 40,000.00
Total Income	$ 69,267.04	$ 105,500.00
Gross Profit	**$ 69,267.04**	**$ 105,500.00**
Expenses		
BBB Expenses		
Administration	$ -	
Beer and Wine	$ 5,626.20	$ 7,500.00
Entertainment	$ -	
Equipment Rentals	$ 7,103.14	$ 10,000.00
Facilities Expenses	$ 458.50	$ 1,000.00
Food	$ 2,979.87	$ 4,000.00
Food Supplies		
General Event Supplies	$ 1,534.17	$ 2,000.00
Marketing and Promotions		
Event Planning	$ 5,000.00	$ 5,000.00
Graphic Design	$ -	
Printing	$ 563.75	$ 1,700.00
Signage	$ 2,021.84	$ 1,800.00
Web Site	$ -	$ 1,500.00
Marketing and Promotions Other	$ 3,051.51	$ 9,650.00
Total Marketing and BBB Expenses	$ 28,338.98	$ 44,150.00
Merchant Card Services	$ 142.43	$ 200.00
Permits and Licenses	$ 120.00	$ 120.00
Security		
Total BBB Expenses	$ 262.43	$ 320.00
Cash		
Other Types of Expenses		
Insurance - Special Event		
Other Costs		
Event Planner	***$ 5,000.00***	***$ 5,000.00***
Total Other Types of Expenses	$ 5,000.00	$ 5,000.00
Total Expenses	**$ 33,601.41**	**$ 49,470.00**
Net Ordinary Income	$ 35,665.63	$ 56,030.00
Net Income	**$ 35,665.63**	**$ 56,030.00**

X

IRS DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Date of this notice: 08-10-2011

Employer Identification Number:
30-0695208

Form: SS-4

Number of this notice: CP 575 F

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB OF THIS NOTICE.

007821.102299.0020.002 1 SP 0.440 532

ROTARY CLUB OF GATEWAY-THURSTON
% JERRY WILKINS
1401 MARVIN RD NE STE 307 NBR 404
LACEY WA 98516

007821

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 30-0695208. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, Tax Exempt Status for Your Organization, has details on the application process, as well as information on returns you may need to file. To apply for formal recognition of tax-exempt status, most organizations will need to complete either Form 1023, Application for Recognition Under Section 501(c)(3) of the Internal Revenue Code, or Form 1024, Application for Recognition of Exemption Under Section 501(a). Submit the completed form, all applicable attachments, and the required user fee to:

Internal Revenue Service
PO Box 12192
Covington, KY 41012-0192

The Pension Protection Act of 2006 contains numerous changes to the tax law provisions affecting tax-exempt organizations, including an annual electronic notification requirement (Form 990-N) for organizations not required to file an annual information return (Form 990 or Form 990-EZ). Additionally, if you are required to file an annual information return, you may be required to file it electronically. Please refer to the Charities & Non-Profits page at www.irs.gov for the most current information on your filing requirements.

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, SAM REED, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

ROTARY CLUB OF GATEWAY-THURSTON COUNTY

a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 8/1/2011

UBI Number: 603-133-274

APPID: 2117860

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

Sam Reed

Sam Reed, Secretary of State

10

603 133 274

State of Washington

Secretary of State

CORPORATIONS DIVISION
James M. Dolliver Building
801 Capitol Way South
PO Box 40234
Olympia WA 98504-0234
360.725.0377

FILED
SECRETARY OF STATE
SAM REED

AUGUST 1, 2011

STATE OF WASHINGTON

NonProfit Corporation

Office Information

Application ID	2117860
Tracking ID	2146636
Validation ID	1999195-001
Date Submitted for Filing:	8/1/2011

Contact Information

Contact Name	Jerry Wilkins
Contact Address	4312 Cashmere Drive NE Lacey WA 98516
Contact Email	gatewayrotary@comcast.net
Contact Phone	360-791-6255

Articles of Incorporation

Preferred Name	ROTARY CLUB OF GATEWAY-THURSTON COUNTY
Alternate Name 1	~~The Rotary Club of Gateway-Thurston County~~
Alternate Name 2	~~Gateway Rotary Club-Thurston County~~
Purpose	To encourage and foster the ideal of service as a basis of worthy enterprise.
Duration	Perpetual
Incorporation Date	Effective Upon Filing by the Secretary of State
Expiration Date	8/31/2012

Distribution of Assets	Net assets will be distributed to The Rotary Foundation of Rotary International up dissolution.

Registered Agent Information

Agent is Individual	
Agent Name	Jerry Wilkins
Agent Street Address	4312 Cashmere Drive NE Lacey WA 98516
Agent Mailing Address	1401 Marvin Rd NE Ste 307 #404 Lacey WA 98516
Agent Email Address	gatewayrotary@comcast.net
Submitter/Agent Relationship	Submitter is Registered Agent

Initial Directors Information

Director #1	
Director Name	Thomas Carroll
Title	Chairman
Director Address	9430 Autumn Ln Lp SE Olympia WA 98513
Director #2	
Director Name	Jerry Wilkins
Title	Director
Director Address	4312 Cashmere Dr NE Lacey WA 98516

Director #3

Director Name	Lawrence Michael Robbins
Title	Director
Director Address	4337 Sinclair Loop NE Lacey WA 98516

Incorporators Information

Incorporator #1

Incorporator Name	Jerry Wilkins
Incorporator Address	4312 Cashmere Drive NE Lacey WA 98516

Signature Information

Signed By	Jerry Wilkins

Gateway Rotary Club

September 8th, 2018

Gateway Rotary Club

BRATS BREWS BANDS

Extra Tokens available at various locations & walking vendors

LEGEND

- BEER
- WINE
- WATER
- COFFEE
- POPCORN
- FOOD
- BANDS
- PARKING
- ENTRANCE
- RESTROOMS

Chicago Title Company of Washington

94.5 ROXY

Edward Jones INVESTMENTS

DINES Creative Solutions & Graphic Designs

Thurston TALK

RICARDO'S

The Hub AT LACEY

TIBURON SYSTEMS

BRATS BREWS BANDS

GATEWAY ROTARY

Sept 8th

@The Hub at Lacey

676 Woodland Square Loop SE, Lacey WA

#September8isGreat!

Powered by the Gateway Rotary

SEE YOU THERE!

Enjoy an array of Beers, locally made bratwurst &
Tons of Musical Entertainment
must be 21 years of age or older. tickets Just $10
www.BratsBrewsandBands.com

Gateway Rotary Club

94.5 ROXY
DZINES
TIBURON SYSTEMS
CHICAGO TITLE COMPANY OF WASHINGTON
Edward Jones MAKING SENSE OF INVESTING
PINT SIZED SITES
RICARDO'S
Sound Advantage REALTY
The Hub AT LACEY
Thurston TALK
AXIA HOME LOANS
SSB South Sound Bank
PUTNAM • LIEB • POTVIN ATTORNEYS AT LAW
South Puget Sound COMMUNITY COLLEGE
REDWIND CASINO
HOMETOWN PROPERTY MANAGEMENT
TwinStar CREDIT UNION
PHILLIPS BURGESS PLLC
COUNTRY FINANCIAL
Columbia Bank
HARBOR
ghb insurance
HERITAGE BANK the quality bank
BUDD BAY APPAREL
lucky eagle CASINO & HOTEL
NAVIGATE FINANCIAL
SPRING-GREEN America's Neighborhood Lawn Care Team

BRATS BREWS BANDS

GATEWAY ROTARY

Sept 8th

@The Hub at Lacey

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Thurston TALK

AXIA HOME LOANS

SSB South Sound Bank

PUTNAM • LIEB • POTVIN ATTORNEYS AT LAW

South Puget Sound COMMUNITY COLLEGE

Nisqually REDWIND CASINO

HOMETOWN PROPERTY MANAGEMENT

TwinStar CREDIT UNION

PHILLIPS BURGESS PLLC

COUNTRY FINANCIAL

ColumbiaBank

HARBOR WHOLESALE FOODS

hb insurance

HERITAGEBANK the quality bank

BUDD BAY PROMOTIONS & APPAREL INC.

lucky eagle CASINO & HOTEL

NAVIGATE FINANCIAL Charting Your Journey

SPRING-GREEN America's Neighborhood Lawn Care Team

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $30,000.00

RECEIVED
SEP 06 2018
City of Olympia
Executive Department

Organization/Agency Name: GREATER OLYMPIA DIXIELAND JAZZ SOCIETY

Federal Tax ID Number: 91-1494983

Event or Activity Name (if applicable): AMERICA'S CLASSIC JAZZ FESTIVAL

Contact Name and Title: CHARLOTTE DICKISON, FESTIVAL DIRECTOR

Mailing Address PO BOX 924 City OLYMPIA State WA ZIP 98507

Phone 360-943-9123 Email Address charlottedickison@comcast.net

---

Check all service categories that apply to this application:

____ 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 2019. 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: Charlotte Dickison Date: 5 Sept 2018

Printed or Typed Name: CHARLOTTE DICKISON

1. Describe your tourism-related event.

American's Classic Jazz Festival will be held 27June – 30 June 2018, at the Marcus Pavilion, Saint Martin's University. We are expecting 4300-4600 to attend this event.

Describe why tourists will travel to Olympia to attend this event.

We have 27 years' experience in sponsoring this event. They like the world class jazz bands we offer, the dance floors and other amenities offered. They like the location of the festival and the friendly volunteers to assist them in their needs.

2. 2019 Tourism-impact Estimate and 2017 Annual Report

As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2017 Actual
a. Overall attendance at your event	4600	4300
b. Number of people who travel more than 50 miles to your event	3960	3600
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country.	2310	2100
d. Of the people staying overnight, the number of people who stay in paid accommodations in Olympia or Olympia area.	1705	1550
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations in Olympia or the Olympia area.	275	250
f. Number of paid lodging room nights resulting from your event.	3612	3284

3. What methodology did you use to calculate the 2019 estimates ?

Structured Estimate of a 10% increase

4. What methodology did you use to calculate document for 2017 actual numbers?

Direct Count (attached are forms used in collecting this data)

5. Is there a host hotel for the event? ***NO***

6. Describe the prior Success of your event in attracting tourists.

We have a 27 year history of sponsoring this event. We produce one of the longest running festivals of this type in the United States. We have an outstanding reputation among the traveling musicians, fans of jazz in the US, Canada, Europe and Asia, other jazz festivals, and with Travel Agencies to incorporate our festival with their cruises and tours. We attend many festivals of this type during the year to make sure that we are competitive, and get the word out about America's Classic Jazz Festival. We are always acknowledged at other festivals.

The success of The America's Classic Jazz Festival is well documented and viewable around the world on YOU TUBE. This past year we attracted jazz fans from 36 States, including Alaska and Hawaii, 2 Canadian Provinces, England and Mexico. We had 61 RV's on Saint Martin's Campus for a total of 230 nights.

We offer scholarships to aspiring young musicians. This past year we sent 7 students to the Jazz Camp in the State of California.

We have more than a <u>million and a half dollar</u> impact on the communities by what individuals spend on lodging, food, gas, and souvenirs etc.

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

This event is for all ages and family friendly. We target jazz lovers, dancers, music historians and music students from all over the Us, Canada, Europe and Asia. Our surveys indicate that the major age group is between 65 and 100. We target people who want to have fun in a beautiful setting.

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

We do local, regional, and national print advertising. We use radio in Oregon & Washington that reaches into lower BC Canada, and Idaho. We use the US mail, e-mail, webpage links, face book and other social media. We print brochures, posters, and other items for local events distribution and for display at jazz festivals that occur before June 27 2019. We have a mailing

base of over 4000 for our brochures. We enclose information about the City and State in our packets we mail to our pre-registrants. Our website www.olyjazz.com has many links to activities in the area and our hotels. We are linked to the VCB. Our attractions are the WORLD CLASS Jazz bands, superb dance floors, hotel shuttle service, on site RV parking, four venues on one site and easy interstate I-5 access. We provide a rapid response to mail, e-mail and phone inquiries about the festival and lodging opportunities. We are providing special bands and sets to attract our younger generation. We enlarged our tent facility and added a dance floor with met with great success, and plan on offering it again this year. We promote our event year around.

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

   On our printed brochures we advertise all the lodging facilities available in the area, the cost and the reservation numbers. All of our advertising directs people to the OLYJAZZ.COM website. Our web site lists all lodging options and connections as well as links at the VCB, City of Olympia and other useful local links. Our hotel shuttle drivers are well briefed and make recommendations for eating, shopping and other points of interest as requested.

   The VCB has a booth on-site the four days of the festival. The VCB booth is staffed at key times and provides up to date maps and other current local information. Our return visitors like to check out the SPAR, TUGBOAT ANNIE'S and the FARMERS MARKET. We furnish two jazz bands to perform at both the FARMES MARKET on Friday AM, AND TUGBOAT ANNIE'S Sunday evening for the last performances of the festival. We also furnish a jazz band to the United Christian Church for a Gospel Service. Our Gospel service at Saint Martins on Sunday AM is open to the public.

   We spent $29,860.11 during the 2017 festival for lodging of our bands at the Ramada Inn, Double Tree by Hilton and Governor House. Other Olympia establishments utilized by our festival, is for our Sound System, Promotional material providers, Shuttle Service to and from Sea Tac and Mailing service. All of our out of town vendors utilize the local hotels and restaurants.

10. Are you applying for Lodging Tax Funds from other community? If yes list the jurisdictions and the amounts.

Yes The City of Tumwater $10,000 and the City of Lacey is $40,000.

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

Our overall budget for America's Classic Jazz Festival is $189.230. Our request from Olympia is 16% of our budget.

12. What will you cut from your proposal or do differently if full funding for your request is not recommended or approved.

Reducing the number of bands and advertising would have to be more restricted. There are certain costs to put on a festival whether 100 or 1000 are attending.

FESTIVAL INCOME

CD DONATIONS	500
COFFEE VENDOR	250
DONATIONS	500
BAND SPONSORS	4000
BUSINESS SPONSORS	1000
CITY OF LACEY	40000
CITY OF OLYMPIA	30000
CITY OF TUMWATER	6000
GOLD SPONSORS	20,000
PLATINUM SPONSORS	5000
GOSPEL/CHURCH DONATONS	1800
LIQUOR/FOOD VENDOR	1300
PROGRAM ADS	1800
RV PARKING	5200
DOOR RECIPTS	34,000
EARLY BIRD SALES	33,000
PATRON SALES	6000
PRE-FESTIVAL SALES	3200
SCHOLARSHIP RAFFLE	1400
SHOE VENDOR	200
JEWELRY VENDOR	150
TOTAL FESTIVAL INCOME	195,300

FESTIVAL EXPENSE

ACCOUNTING FEES	700
ADVERTISING	12000
ASCAP	200
BADGES	500
BAND FEES	54,000
BAND LODGING	30,000
BAND TRAVEL	25,000
BROCHURES/FLYERS	2,000
CHAMBER OF COMMERCE DUES	220
CREDIT CARD FEES	1,600
DANCE FLOOR RENTAL	6,900
DECORATIONS/WALL DRAPES	1,600
EQUIPMENT RENTAL	700
GRAHIC SERVICES	1,500

HOSPITALITY ROOM	900
INSTRUMENT RENTAL	2,200
INURANCE LIABILITY	1,095
JAZZ CAMP SCHOLARSIPS	3,500
MISCELANEOUS	300
OFFICE SUPPLIES	1,000
PIANO TUNER	500
POST OFFICE BOX RENTAL	90
POSTAGE	350
PRINTING	400
PROGRAMS	1,300
RENTALS ST MARTINS/TENT	15,800
RIBBONS	150
RV PARKING	5,000
SCHEDULES	75
SOUND SYSTEM	9,500
SPECIAL MAILING	1,800
STREET BANNERS	1,000
VANS RENTAL/GAS/PARKING	5,600
WEB SITE	600
FANS/I'M DANCING	950
POSTER	200
TOTAL FESTIVAL EXPENSE	189,230

NET GAIN/(LOSS)	6070

Itemized list identifying each type of expenditure to be reimbursed 2019

Advertising	14,000
Band Fees	54,000
Band Travel	25,000
Brochures/Flyers	2,000
Dance Floors	6,900
Graphic Services	1,500
Instrument Rental	2,200
Piano Tuner	500
Postage	350
Programs	1,300
Rentals Saint Martin/Tent	15,800
Sound System	9,500
Street Banners	1,000
Vans Rental/Gas/Parking	5,600
Web Site	600
TOTAL	140,450

Corporations and Charities Filing System

BUSINESS SEARCH RESULTS

Business Name	UBI#	Business Type	Principal Office Address	Registered Agent Name	Status
THE GREATER OLYMPIA DIXIELAND JAZZ SOCIETY	601 259 205	WA NONPROFIT CORPORATION	1111 ARCHWOOD DR # 278, OLYMPIA, WA, 98502, UNITED STATES	KIM ADNEY	ACTIVE

Page 1 of 1, records 1 to 1 of 1

Back

PAGE_____ **CREDIT CARD SALES** DATE_____

6-Motel DI-Days Inn HI - Holiday Inn QI - Quality Inn/Lacey QIO - Quality Inn Oly

CIL- Lacey Comfort Inn CIT-Comfort Inn Tumwater 8 - Super RA -Ramada Inn Marriott Oly

BWL/- Best Western Lacey BWT/-Best Western Tumwater LQ-La Quinta/Lacey

LQT-La Quinta Tumwater CS-Candlewood Suites DT-Double Tree Olympia Red Lion Oly

Number of badges issued Amount Staying Traveled by

Thur	Fri	Sat	Sun	All Event	Paid	HOME TOWN	Motel	Friends	RV Park	RV	Car	Plane

Page_____ **CASH SALE** Date_____

6-Motel DI-Days Inn HI - Holiday Inn QI - Quality Inn/Lacey QIO - Quality Inn Oly
Lacey Comfort Inn CIT-Comfort Inn Tumwater 8 - Super RA -Ramada Inn Marriott Oly
BWL/- Best Western Lacey BWT/-Best Western Tumwater LQ-La Quinta/Lacey
LQT-La Quinta Tumwater CS-Candlewood Suites DT-Double Tree Olympia Red Lion Oly

Number of badges issued Amount Staying Traveled by

Thur	Fri	Sat	Sun	All Event	Paid	HOME TOWN	Motel	Friends	RV Park	RV	Car	Plane

Page_____ **PRE SALES** Date_____

6-Motel DI-Days Inn HI - Holiday Inn QI - Quality Inn/Lacey QIO - Quality Inn Oly
- Lacey Comfort Inn CIT-Comfort Inn Tumwater 8 - Super RA -Ramada Inn Marriott Oly
BWL/- Best Western Lacey BWT/-Best Western Tumwater LQ-La Quinta/Lacey
LQT-La Quinta Tumwater CS-Candlewood Suites DT-Double Tree Olympia Red Lion Oly

Number of badges issued Amount

HOME TOWN	HOW ARRIVED	WHERE ARE YOU STAYING

☑ Check if new address. Please print.

Name Keith Lawrence.

Address 6-707 Primrose St.

City, State, Zip Qualicum Beach, B.C. CANADA

Phone (250) 594-5002 Email keithlaw@telus.net

Please circle age group: Under 20 20-29 30-39 40-49 50-59 (60-69) 70-79 Over 79

How did you hear about this festival?

☐ Email ☐ Radio ☐ Post card ☐ Brochure ☐ Website **(www.olyjazz.com)** Friend

What did you enjoy most about this festival? Exceptional professional Musicians, and excellent Dance Floors!

☐ Check if new address. Please print.

Name Nancy Dollar

Address 4337 Kilimanjaro Rd

City, State, Zip Columbia MD 21045

Phone (410) 740-2451 Email N/A

Please circle age group: Under 20 20-29 30-39 40-49 50-59 60-69 (70-79) Over 79

How did you hear about this festival?

☐ Email ☐ Radio ☐ Post card ☐ Brochure ☐ Website **(www.olyjazz.com)**

What did you enjoy most about this festival? Consistently great bands! Convenient venues

☐ Check if new address. Please print.

Name John & Marilyn Brown

Address 1648 W. Whitestone Dr.

City, State, Zip St. George UT 84790

Phone (435) 216-4998 Email Jonabro72@yahoo.com

Please circle age group: Under 20 20-29 30-39 40-49 50-59 60-69 (70-79) Over 79

How did you hear about this festival?

☐ Email ☐ Radio ☐ Post card ☒ Brochure ☒ Website **(www.olyjazz.com)**

What did you enjoy most about this festival? Band selection & great dance floors

Timing w/ CANUS again - Charlotte's Boys & Hearing Bryan Shaw again —

☐ Check if new address. Please print.

Name Deborah Anderson

Address 6150 Hawarden Dr.

City, State, Zip Riverside, CA 92506

Phone (951) 732-9835 Email nanideb57@gmail.com

Please circle age group: Under 20 20-29 30-39 40-49 50-59 (60-69) 70-79 Over 79

How did you hear about this festival?

☐ Email ☐ Radio ☐ Post card ☐ Brochure ☒ Website **(www.olyjazz.com)**

What did you enjoy most about this festival? The multitude of first class trad bands. You always have the best lineup! Love the coffee stand. Appreciated the [illegible] better acoustics

☐ Check if new address. Please print.

Name Loren (Doc) & Bernice Eggen

Address 312 Glen Arms Dr.

City, State, Zip Danville, CA. 94526

Phone (925) 838-9516 Email dbeggen@yahoo.com

Please circle age group: Under 20 20-29 30-39 40-49 50-59 60-69 (70-79) Over 79

How did you hear about this festival?

☐ Email ☐ Radio ☐ Post card ☐ Brochure ☐ Website **(www.olyjazz.com)**

What did you enjoy most about this festival? THE HIGH QUALITY OF THE BANDS - THOSE WE GAVE A "5" TO WERE GREAT. WE ALSO WERE GLAD TO SEE A LARGER TENT AND THE DANCE FLOOR THERE.

☐ Check if new address. Please print.

Name Rick Whitaker

Address 8223 Schome Rd

City, State, Zip Blaine WA 98237

Phone (360) 371-7030 Email rickcannette2@comcast.net

Please circle age group: Under 20 20-29 30-39 40-49 50-59 60-69 (70-79) Over 79

How did you hear about this festival?

☐ Email ☐ Radio ☐ Post card ☐ Brochure ☒ Website **(www.olyjazz.com)**

What did you enjoy most about this festival? Dancing to trad jazz from the [illegible]

Charlotte Dickison

From: <rahberry@comcast.net>
Date: Tuesday, June 27, 2017 7:38 AM
To: "Charlotte Dickison" <charlottedickison@comcast.net>
Subject: Cushion

Hi Charlotte,

I left Sunday when everything was over and realized Monday morning that I'd left my black seat cushion. If possible, could someone mail it to me? If it's too much trouble, never mind. I'll do fine without it. I went out to the college on my way out of town at 5:30 am, but of course, no one was there and the place was locked up. I could see inside and it looked like every trace of the festival was gone. What a festival staff!

I LOVED that festival. You pack more good bands into that festival than any other festival director ever does. I made videos of 18 sets. It'll take me over a week to get it all edited and uploaded.

Thanks for a WONDERFUL festival!
-- Rae Ann

www.sfraeann.com
www.youtube.com/sfraeann

Charlotte Dickison

From: "Bob Jackson" <rjacks@comcast.net>
Date: Thursday, April 05, 2018 4:24 PM
To: <charlottedickison@comcast.net>
Subject: Happy birthday!

Charlotte-for a long time I've been meaning to get in touch with you to say thank you so much for the wonderful work you did with the Olympia Jazz Festival! It was truly one of the very best in the country. And you made it so. We know that leadership is the key ingredient in successful festivals. That's what you gave to the Olympia festival for so many years.

Also happy birthday!

All the best,

Bob Jackson

Sent from my iPhone

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $66,361

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

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

RECEIVED
SEP 21 2018
City of Olympia
Executive Department
2:15P

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:

__X__ 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)
__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 2019. 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: Patty Belmonte Date: 9/21/2018

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.**

The Hands On Children's Museum is Washington State's premier youth museum, and a crown jewel in the tapestry of Olympia attractions. Open nearly every day of the year, the Museum will serve an expected 325,000 visitors in 2018, making it the most visited youth Museum in the Pacific Northwest. Even though Thurston County has a population of just over 280,000, Hands On hosts more visitors than children's museums located in the larger urban areas of Seattle and Portland. The quality of our Museum is the hallmark of our success and inspires out of town visitors like Pat N. to post this 5-star comment on Google, *"We've been to children's museums in Orlando, Tampa, San Francisco, Chicago, New York, DC and Seattle. Hands down this was the best...the attention to detail and level of engagement was unparalleled."*

This sentiment is shared by the thousands of visitors who propelled Hand On to win first place for *Kid-friendly Fun* in KING 5's 2017 *Best of Western Washington* competition—placing above Point Defiance Zoo, Northwest Trek, and the Pacific Science Center. Achieving this top position for the first time is especially meaningful when you consider that the other nominated organizations have budgets many times the size of Hands On's.

The Museum is recognized as one of the best children's museums not only in the Northwest, but also across the nation. As Deborah W. shared in her 5-star review, *"By far the best children's museum I have been to. I liked it better than Boston. Very interactive..."* Kathleen E. from Coeur d' Alene, ID posted, *"I don't know why I waited so long to visit this place with my son. I was thrilled with how many activities there were. It made me feel like a kid again... I would highly recommend...My new favorite children's museum!"* And Matthew M. of Denver posted on TripAdvisor, *"A Whole World of WOW! - From start to finish this is a masterpiece of fun for kids. Stunningly decorated with a hundred "centers" for learning!"*

In addition to offering a beautiful facility and quality exhibits, Hands On has positioned itself as a destination children's museum by offering large scale events, exciting programs, more than four hours of engagement, and on-site amenities such as our store, café, and the East Bay Plaza. This combination of attributes stimulates repeat visits from out of town visitors like Sam L. from Colorado who posted this 5-star review, *"Third time we've visited from out of state. Last time my wife and I and our three kids spent seven hours [at the Museum]. Great place, seemingly endless activities."* Michelle from Arlington, Virginia wrote, *"My daughter requires a visit to the Museum when we visit family. She won't get on the airplane unless I guarantee we are coming to the [Olympia] Children's Museum."*

For the past three years, the Museum has hosted the *Summer Splash! Festival*, a summer-long event featuring traveling exhibits, special guests and performers, as well as unique activities. Highlights of the 2018 *Summer Splash!* included a four-day exhibition of Tacoma's Museum of Glass Mobile Hot Shop, which drew visitors from all over western Washington, as well as a month-long traveling exhibit from California, Riveropolis, with a 30-foot waterway that delighted visitors and promoted early STEM learning. Since every day offers

new and exciting learning experiences, out of town visitors always have something novel and memorable no matter when they choose to visit. In July, after a visitor from California participated in numerous *Summer Splash!* activities, she emailed the entire Museum staff. *"Today, my 4-year-old son and I visited for the first time...We had an absolutely fantastic time! I planned for a three-hour visit that turned into a 5-hour adventure! Every activity was fun and engaging..."*

In addition to changing programming and featuring travelling exhibits, it is also important to add new permanent exhibits from time to time to keep the Museum fresh and provide novel experiences that attract new and returning visitors. In 2019, we are particularly excited to add the Megan D, a vintage wooden schooner to the Outdoor Discovery Center. We were offered the opportunity to save the Megan D from a Port scrap sale. At 56-feet overall, the vessel was built to replicate larger schooners used throughout the Puget Sound to haul fish and timber up and down the West Coast at the turn of the century. Her buccaneer style evokes a bygone era of adventures at sea. We are working with The Portico Group in Seattle to design the exhibit features and play spaces—including a rope climb to the ship's deck, a nautical stair climb to the a crow's nest, a pilot house and engine room with authentic controls, and even a "walk the plank" activity. While other museums have fabricated simulated boat exhibits, the Megan D at Hands On will be unique and one of only a handful of authentic vessels accessible for children to explore. We anticipate that this exhibit will serve as a major draw for out of area visitors next year and it will be featured in much of the advertising we are asking you to fund.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	**2019 Estimate**	**2018 Actual**
a. Overall attendance at your event/activity/facility	**330,000**	**239,378** *YTD thru 9/9* **325,093** *YE Est based on 2017 #'s*
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	**50,000**	**40,695** *YTD thru 9/19 based on zip codes* **49,983** *YE Est based on 2017 #'s*
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	**15,000**	**11,049** *YTD thru 9/19 based on zip codes* **14,201** *YE Est*
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	**2,700**	**735** *(actual from 487 survey forms collected in a 2-month sample period)* **2,543** *(annual estimate based on survey sample, conference & private events)*
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	**14,000**	**2,836** *(actual from 487 survey forms & guest book entries)* **12,495** *(annual estimate based on info noted above in "d")*
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)*	**2,600**	**557** *(actual from 487 surveys in 2-month survey sample, private events and guest book)* **2,499** *(est YE based on 49,983 or 5%)*

3. What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)

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

4. What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)

X Direct Count (Preferred)
☐ Indirect Count
X Representative Survey
X Informal Survey (Preferred)
X Structured Estimate
X Other (Please explain) Zip Code Data

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 2018 survey data that Museum visitors have stayed at many area hotels, including DoubleTree by Hilton, Governor House, Hampton Inn, Red Lion, Hilton Garden Inn, Town Place Suites by Marriott, Days Inn, Ramada Inn, Quality Inn, and the La Quinta Inn among others. Overnight visitors also indicated that they lodge in Airbnb's, campgrounds, and boats. While the Museum does not have a host hotel, the DoubleTree by Hilton was our Hospitality Sponsor for our 2018 *Summer Splash! Festival*. In November 2018, the Museum is hosting the annual Northwest Association of Youth Museums conference, which draws members from 12-15 children's museums in Washington, Oregon, and Alaska. The DoubleTree will serve as our host hotel and we are blocking 40 room nights to accommodate conference attendees.

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

Since opening the new Hands On Children's Museum on East Bay, visitation has climbed from 150,000 annual visitors to an expected 325,000 in less than six years. Our central location between major metropolitan markets, our beautiful destination facility, as well as our high-quality exhibits and educational experiences, have attracted an increasing number of out of town visitors each year. This consistent increase defies national "sophomore slump" trends, which refers to the typical drop-off in visitation that occurs in the years following a facility's inaugural year.

From zip code data capture we know that we have hosted more than 40,000 visitors from 50 miles or more in the first 8.5 months of 2018. These visitors come from all around Washington State, the U.S., and from other countries. We captured 2,472 unique zip codes so far—more than the previous year. For context, Washington State has about 719 unique zip codes.

As we mentioned in last year's application, one of our most innovative marketing efforts in recent years was securing a feature on Blippi, a YouTube sensation with 2.3M followers. Blippi makes wacky, educational videos for children ages 2-7. Blippi's visit to the Children's Museum in July 2017 resulted in a 20-minute video, showing him playing and learning at Hands On. Since we reported to you last year, the number of views on this video has risen from 9M to more than 39 million! Out of town visitors from surveys and interviews continue to share that they learned about the Museum from this video. For example, the Hoser family from Santa Clara, California was motivated to travel to Olympia and stay two nights at a local hotel specifically after seeing the Museum on Blippi. They wrote in their visitor survey, *"We chose this place over Hawaii because of our 4-year-old!"*

Although the Seattle market has numerous cultural institutions, attractions and children's museums, visitors from that market are regulars to Hands On as reflected in this post by Deanna B. on Facebook, "*Easily the best children's museum our family has visited. So many exhibits, unlimited opportunity for experiential learning. We could go once a month and they'd still have more to go back to. Totally worth the drive (we live about an hour and twenty minutes away) and buying a membership. We went yesterday and my kids are still talking about it...can't say enough about how great this place is. Very impressed."*

Our increased focus on the Portland market over the last several years is also reflected in zip code growth and web visitation trends. Portland is 6th among cities with the highest number of users accessing the Museum's website. One of those visitors is Anne from Portland. She was attracted to Hands On due to our concerted effort to better serve children with special needs and their families. In her review she shared, *"We're a special needs family, and we can count on HOCM to accommodate our autistic five-year-old while also engaging our two-year-old. We have memberships at other children's museums and HOCM is easily the best – it's our Thurston County destination."*

In reviewing our survey forms, social media posts, and guest comments, it is clear that we are seeing an increase in the number of people visiting the Museum in conjunction with a trip to Seattle, as reflected in this post from Lindsay F., *"Best day, our kids had the greatest time. Started from open to close, skipped naps and they would have kept going if they could have. By far the best activity we did while in the Seattle area and totally worth the drive."* Kortney Elise from Langley, British Columbia usually goes to Seattle for family getaways, but this year she visited Hands On and gave us a 5-stars on Facebook, *"I wish we lived closer. We'll definitely be back - entertained my 9, 6, and 1 year old for hours!"*

Congressman Denny Heck visited the Museum this summer to see first-hand the results of a grant he advocated for on behalf of the Museum. For more than one hour we walked through the Museum talking to dozens of families. In every case but one, families were visiting from out of the area including Chicago (3rd visit), Michigan, Los Angeles, Edgewood, Federal Way, Woodland, Seattle, and Canada to name just a few. It was inspiring to hear how these families are willing to travel great distances to visit the Museum, often repeatedly, because they love it so much. In fact, several of them told us that their extended families, scattered across many states, choose to gather for reunions in Olympia instead of elsewhere specifically to attend the Museum.

In addition to attracting families with young children for Museum visits, Hands On has also become a regional hub for a variety of after-hours gatherings including family events, reunions, weddings, birthday celebrations, corporate events, legislative receptions, holiday parties, and meetings. Our ability to serve multiple ages and offer a unique venue makes the Museum a desirable location for these special events, as illustrated by a 2018 bride who shared, *"The wedding was amazing! It felt magical! I could not have asked for anything more. All our guests had loads of fun. My wedding will be talked about for a very long time. I love how we were able to have a beautiful ceremony and then playful fun for the reception."*

Together, 35 private events served 4,110 guests in the last year, with about 7% booking room nights at local hotels, and averaging a 2-night stay. For example, one bride reported that her wedding brought at least 25 people from out of town, including five from outside Washington State and two from the Netherlands. And, Forma Construction consistently holds their annual holiday party at the Museum. Their approximately 130 out of town guests come from Grays Harbor, Mason, Lewis, Pierce, King, Skagit and Whatcom counties, and typically account for 30 room nights divided between the DoubleTree by Hilton and Governor Hotel.

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

For the past several years, Hands On has targeted four key tourism audiences with the amount of funding available. Target audiences include: 1) families with children or

grandchildren under age 10 living on 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; 4) Puget Sound area businesses, associations, and individuals who are looking for unique venues for special events and weddings.

With the funding we have received in previous years, we have been very successful in reaching out to these audiences. Yet we believe we have only scratched the surface of what is possible. With some increased LTAC funding, we plan to purchase more on-line advertising to target web browsers who are searching for places to go with families in our secondary markets of California, Idaho and British Columbia.

While our primary audience is children, we know that in order to attract new and repeat family visitors from out of town, it is critical that adults, as well as children, enjoy the destination. As the Museum has built out over the years, we are hearing more comments that reflect our success in making the Museum a remarkable place for adults and children alike, such as this 5-star post from California visitor, Joanna O., *"Amazing spot for young ones. This is worth the visit to Washington's state capital alone if you have young kids. So much fun and cool places to discover, all their hands-on stations have different themes. You might get in touch with your inner kid again; I did..."* And another visitor from Worcester, United Kingdom posted on TripAdvisor, *"Amazing! ...We stopped here with our 20-month-old to give him a nice morning before boarding a 10hr flight back to the UK. The whole museum was amazing. We could have spent days in there and that's just as parents!!!*

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

As we have shared many times, we work hard to invest LTAC funds wisely. We are strategic and data-driven, investing funds where they show the best return on investment. Because we know that 92% of consumers believe recommendations of friends and family over all other forms of advertising, our marketing plan relies heavily on relationship marketing. Our own survey samples confirm that word of mouth is the #1 reason visitors attend followed closely by our website. Our strategy has been to build on our existing relationships with visitors and supporters, and we choose media partners that can demonstrate that they have trusted relationships with their audiences, such as *Red Tricycle* in Portland and Seattle, *Parent Map, Portland Parent* and *Seattle's Child*. When we buy broadcast media, we choose highly trusted sources like National Public Radio which ranks among the top reliable news sources among the American public. For 2019, we are proposing a public radio buy in Portland in addition to our standard advertising schedule with KXNX in Seattle.

We know we need to continue to fund our core marketing efforts that have demonstrated a good return on investment, but we also believe it is time to seek additional funding to help us invest in new strategies. We have highlighted new areas of requested funding below.

Social Media Management & Digital Advertising: We have a dynamic presence on many social media sites, including Facebook, which has grown to over 12,194 follows—a 20% increase over the previous year with LTAC funded advertising. We have the highest ratings on visitor sites

such as TripAdvisor, Google, Yelp, Groupon and others. As noted last year, the job of maintaining relationships and managing social media has grown so large that we are employing a part-time social media contractor to engage our audiences. This is necessary to successfully execute our relationship-based marketing plan.

Since our LTAC request was not fully funded last year, we were unable to go much beyond our past efforts in this area. While the Museum has enjoyed an excellent search engine optimization in the past, Google has changed the way its search engine works—prioritizing local sites over out of town sites when users enter a generic search such as "activities for kids." We would like additional LTAC funds to research and try some new forms of digital advertising including:

1. **Search & Display** – Search on Google and get ad link to offset the fact that we are not local when families might search for children's museums in other markets;
2. **Search Remarketing** – Search for the Museum, see ads for the Museum at several other sites you visit as you navigate the web;
3. **Display Remarketing** – Target audiences that have previously visited your website, or other audiences that you create; and
4. **Geofencing** – Target audiences visiting a specific location on their cell phone. For example, we could geofence the Portland Zoo and visitors would see ads for Hands On.

A portion of the 2019 funding plan would cover the cost of a Search Engine Optimization audit and working with a digital marketing company to purchase and evaluate some of the advertising strategies noted above. We have included a sample of a proposal summary from our website company SiteCrafting who has done this work for other attractions such as zoos, performing arts centers, KidsQuest Children's Museum in Bellevue, and Princess Lodges.

Web: Our surveys consistently show that after a direct recommendation from a family or friend, the website is key in motivating visitors to visit. Our LTAC-funded work on the website over the past few years has been small scale, targeted, and specific. We continue to seek feedback from our visitors on how the web experience can be improved and we know that there is a lot of work to be done. Specifically, our site is too layered and complicated. With 75% of our website visitors new to the site each year, we need to reduce landing pages, improve content, and clearly guide visitors to the information they need to be inspired to visit. We are asking for additional LTAC funding to make structural changes to the entire site to make it less complicated and easier to navigate—especially for out of town visitors.

KNKX Radio: We advertise five weeks a year during our busiest out of town promotional periods of spring, summer, and winter breaks. Our success with public radio has compelled us to request new funding for advertising on Oregon public radio. This expense is included in our proposed budget.

On-line & Print Advertising: We plan to continue our successful formula of advertising in Portland and Seattle parenting publications and blogs including *Parent Map*, *Seattle's Child*, *Red Tricycle*, *SoundsFunMom*, etc.

Direct Mail to Out of Town Visitors – We maintain a 40,000-record database for e-marketing purposes and identify a portion of that list to target for out of town mailings to promote major Museum events such as Spring Break weeks, the *Summer Splash! Festival*, *Boo Bash*, and *Noon Year's Eve*. Boo Bash 2017 was our largest and most successful single-day event in our history with 3,003 visitors. Our zip code analysis shows 424 of those visitors for the one-day event visited from more than 50 miles away including visitors from other states! In 2018, we are expanding the event to two days to encourage out of town families to stay for the weekend.

Rack Cards: We participate in rack card placement through the Certified Folder Display Service, which ensures that 25,000 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.

Partnerships: As noted above, we actively look for ways to partner with many organizations. We work with the Visitors Bureau and support the VCB's publications and advertising. Through the Northwest Association of Youth Museums, we collaborate with 22 other children's museums to offer 2 for 1 admission discounts resulting in over 600 regional visitors in the last year—an increase of 250 visitors in one year. 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 the last year, 6,087 family visitors attended the Museum using this national pass discount.

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 tourism information on our website under the *Plan Your Visit* menu, easily accessible from every page. We provide lists of local restaurants, hotels, shops, parks, and other attractions that appeal to families. We link to the *Experience Olympia & Beyond* website. We also offer links to the City of Olympia, and all major businesses that support the Museum are linked on our website. Our front desk regularly shares tourism information with out of town visitors. We also partner with our neighbor, the LOTT WET Science Center, to cross-promote to shared visitors and expand venue space for conferences and events.

Surveys reveal that families visit many other businesses and attractions in conjunction with their trip 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, Bigelow House, Estuarium, Pet Parade, 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 also showed a number of visitors who said that their primary reason visiting Olympia was the Hands On 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 have not requested LTAC from other cities, though we are exploring options with the City in the coming year.

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

$3.9M is our proposed 2019 operating budget. We are applying for $66,361 in LTAC funding, which is less than 2% of our operating budget but a very critical funding source for out of town advertising. The Museum must raise a significant amount of revenue over operating expenses each year to pay our capital loan payment and fund any new exhibits which will draw out of town visitors. There is no other funder that will fund out of area advertising. And, your money goes twice as far when you invest in the Museum since we have been successful in encouraging most advertisers to match 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.]*

We have more than doubled our attendance in the past five years moving from 150,000 to 325,000. We have zip code documentation showing strong and growing tourism visitation including more than 40,000 visitors from 50 miles or more this year alone. Yet our LTAC funding has remained fairly flat each year. We are feeling the push to improve the structure of our website, conduct a digital search optimization audit, and experiment with digital advertising in out of town markets, because we believe this strategy has the power to bring in more overnight visitors. Yet, if full funding is not offered, we will need to eliminate new and untested elements of our proposal and defer to what we know works. We appreciate your past support and strong consideration of the data that we have presented.

Hands On Children's Museum
INSPIRED LEARNING
WSECU

Lodging Tax Economic Impact

Key Indicators 2018 Projected

Total Visitation ** Estimated with fourth-quarter projection* Year to date through mid-September: 239,378	**325,093***
Spring Break Visitation 28,055 Visitors	
Increase over 2017	1,864
Increase in Visitors 50 Miles+	496
Summer Break Visitation 78,686 Visitors	
Overall Increase	3,913
Increase in Visitors 50 Miles+	2,880
Total Number of Unique Zip Codes*	**2,472**
For Reference: # of Zip Codes in WA State approx. 719	
Increase in Unique Zip Codes YTD	23
*Sept. 2017 to Sept. 2018	
YTD Visitors From 50 Miles+ (zip code report)	**40,695**
YE Total Estimate Based on 2017 4th Quarter	49,983
Top 5 States for Out-of-State Visitors 1. Oregon 2. California 3. Texas 4. Alaska 5. Idaho	
Top 3 Countries for Out-of-Country Visitors 1. Canada 2. UK 3. France	
Room Night Profile	
2018 actual YTD room night data from 2-month survey sample & private events	557
2018 YE estimated based on survey results, private events, NWAYM conference & contractors	2,499
Total Web Visits (Source: *Google Analytics*)	**200,000***
*YTD through mid September, 2018	147,347

Top 10 Cities for Web Visitors YTD

1. Seattle 2. Olympia 3. Lacey 4. Tacoma 5. Tumwater
6. Portland 7. South Hill 8. Yelm 9. Tri-Cities 10. San Francisco

Top Referral Sites That Drive Website Visitation

- facebook.com
- thurstontalk.com
- parentmap.com
- soundsfunmom.com
- experienceolympia.com
- redtri.com
- experiencewa.com
- yelp.com
- twitter.com

Total Facebook Fans	**12,194**
Increase Facebook Fans over 2017	1,905

After last year's success in attracting more out-of-town visitors during Spring Break weeks, we used your funding to increase advertising focused on the Summer Break time frame. This resulted in an increase in overall visitation including a significant increase in out-of-town visitors over the previous year.

Key Economic Impacts* 2018

Hotel Stays $374,850
(Based on $150/per room night)

Museum Store, Cafe & Parking Sales Tax $39,256
** Per Runyan & Associates Tourism Calculator*

Tourism Impact $9M
(Includes day visitors, overnight visitors, taxes and other indicators)

Please note that this number represents actual reported room nights taken primarily from an in-person random sample survey of out-of-town visitors conducted during the busy summer months. The YE estimate is calculated based on estimated room night information such as the upcoming Children's Museums conference, upcoming private events, and by applying survey results to the entire year.

The website is cited as the #2 reason for attracting out-of-town visitors just behind word of mouth. This year we are proposing to conduct a website audit and invest in structural website improvements and new digital marketing strategies to attract more visitors to our site and to the museum.

Your LTAC funds paid for advertising on Facebook, Red Tricycle, Parent Map, & Experience Olympia—all among the top referral sites driving web visitation! We believe proposed spending on new digital strategies will add to this list in 2019.

Here's What Out-of-Town Visitors Say About Hands On:

Hands On is considered one of the best Children's Museums in the NW and the nation as illustrated by these 5-Star reviews:

"Took the grandchildren 7 & 3. We spent 4 hours and they would have loved longer. We've been to children's museums in Orlando, Tampa, San Francisco Chicago, New York, DC and Seattle. Hands down this was the best." – **Out-of-town visitor Pat N.**

"Amazing! We stopped here with our 20-month-old to give him a nice morning before boarding a 10 hour flight back to the UK. We could have spent days in there and that's just as parents!" – **A grandparent from Worcester, United Kingdom, TripAdvisor**

"We chose this place over Hawaii because of our 4-year-old." – **A guest from Santa Clara, CA, who spent two nights in a local hotel and learned of Hands On from a Blippi YouTube Show**

"A Whole World of WOW! – From start to finish, this is a masterpiece of fun for kids. Stunningly decorated with a hundred 'centers' for learning AND FUN!" – **Visitor from Denver, CO, TripAdvisor**

The Museum is a national model for "visitation to community size" because of our high-quality facility which attracts so many visitors from outside of Thurston County as illustrated by these posts:

"Amazing spot for young ones. This is worth the visit to Washington's state capital alone if you have young kids." – **Visitor from Bakersfield, CA**

"Best day! Our kids had the greatest time. Started from open to close, skipped naps and they would have kept going if they could have. By far the best activity we did while in the Seattle area and totally worth the drive." – **Visitor review, Google**

"My daughter requires a visit to the Museum when we come to visit [family]. She won't get on the plane unless I guarantee we are coming to the Children's Museum." – **Visitor from Arlington, VA**

Hands On not only draws first-time visitors to Olympia, but it also keeps bringing people back as these reviews highlight:

"Third time we've visited from out of state. Last time my wife and I and our three kids spent seven hours [at the Museum]. Great place, seemingly endless activities." – **Samuel L., 5-Stars on Google**

"I wish we lived closer. We'll definitely be back." – **Visitor from Langley, British Columbia**

Many visitors who live in other NW metropolitan areas plan to visit so often that they purchase annual memberships:

"Easily the best children's museum our family has visited…Totally worth the drive (we live about an hour and twenty minutes away) and buying a membership. We went yesterday, and my kids are still talking about it and asking when we can go back." – **Seattle-area visitor, Facebook**

"We're a special needs family, and we can count on HOCM to accommodate our autistic five-year-old while also engaging our two-year-old. We have memberships at other children's museums and HOCM is easily the best – it's our Thurston County destination." – **Visitor from Portland, OR**

Projected LTAC Budget for 2019 for Out-of-County Visitors
Hands On Children's Museum

Indicates new areas of investment

	Market	Strategy	LTAC 2019
Digital			**$ 13,200**
Search & display web marketing	Out of TC Visitors	General Visitation	$ 9,000
Facebook paid advertising	Metro SEA/PDX	Spec campaign visitation	$ 700
Red Tricycle (Portland & Seattle)			$ 3,000
Favs Program: Seattle & Portland	Metro SEA, Metro PDX	General visitation	
March Web leaderboard	Metro SEA/PDX	General visitation	
June Web leaderboard	Metro SEA/PDX	Summer visitation	
July Web leaderboard	Metro SEA/PDX	Summer visitation	
Aug Web leaderboard	Metro SEA/PDX	Summer visitation	
Nov Web leaderboard	Metro SEA/PDX	Winter visitation	
Dec Web leaderboard	Metro SEA/PDX	Winter visitation	
Banner Ads & E-blasts *included in cost of print advertising (e.g. Parent Map, Seattle's Child, PDX Parent)*	Metro SEA/PDX	General visitation	
Advertising on Parenting Blogs			$ 500
www.soundsfunmom.com & others	Parents, Metro SEA	General visitation	
Web			**$ 12,500**
HOCM Website			
SEO audit	Out of TC Visitors	General visitation	$ 7,500
Website enhancments in tandem with digital marketing	Out of TC Visitors	General visitation	$ 5,000
Radio			**$ 14,817**
KNKX-Public Radio			$ 10,583
Mar	SEA-TAC	Spring visitation	
June	SEA-TAC	Summer visitation	
Jul	SEA-TAC	Summer visitation	
Aug	SEA-TAC	Summer visitation	
Nov	SEA-TAC	Summer visitation	
Dec	SEA-TAC	Winter visitation	
KOPB - Oregon Public Radio			$ 4,234
June - Aug	OR/SW WA	Summer visitation	
Print			**$ 11,826**
Olympia VCB			$ 2,915
1 ad in VCB visitor guide	Visitors coming to TC	General visitation	
Parent Map			$ 3,967
Summer Guide to Camps - 1/2 pg	Parents, Metro SEA	Summer visitation	
Summer Adventure Guide - Mar - 1/2 pg	Parents, Metro SEA	Summer visitation	
July - 1/2 pg ad	Parents, Metro SEA	Summer visitation	
Holiday Guide - 1/4 pg	Parents, Metro SEA	General visitation	
Winter Adventure Guide - Nov -1/2 pg	Parents, Metro SEA	Winter visitation	
PDX Parent			$ 3,500
May Kids Heart Road Trips	Parents, Metro PDX	General visitation	
June-July Summer Fun	Parents, Metro PDX	General visitation	
Nov. Kids Heart Museums Special Section	Parents, Metro PDX	General visitation	
Dec. Kids Gift Guide	Parents, Metro PDX	General visitation	
Seattle's Child			
July - Musuems are for Kids	Parents, Metro SEA	Summer visitation	$ 989
WSDOT Highway Signage			$ 455
Tourism signage	Highway travelers	General visitation	
Rack Cards			**$ 5,150**
Monthly distrbution and printing	Puget Sound Visitors	General visitation	$ 5,150
Direct Mail			**$ 8,868**
Applause Newsletter (4x per year) - *30% to Out of County*			
Newsletter Printing for out of town	Out of TC Visitors	Seasonal visitation	$ 2,584
Newsletter Postage for out of town	Out of TC Visitors	Seasonal visitation	$ 2,012
Newsletter Mailing for out of town	Out of TC Visitors	Seasonal visitation	$ 600
Postcards for Special Events (3x per year)			
Summer Splash! Festival			
SS Postcard Printing	Out of TC Visitors	Summer visitation	$ 570
SS Postcard Postage	Out of TC Visitors	Summer visitation	$ 504
SS Postcard Mailing	Out of TC Visitors	Summer visitation	$ 150
Boo Bash!			
BB Postcard Printing	Out of TC Visitors	Fall visitation	$ 570
BB Postcard Postage	Out of TC Visitors	Fall visitation	$ 504
BB Postcard Mailing	Out of TC Visitors	Fall visitation	$ 150
Noon Year's Eve			
NYE Postcard Printing	Out of TC Visitors	Winter visitation	$ 570
NYE Postcard Postage	Out of TC Visitors	Winter visitation	$ 504
NYE Postcard Mailing	Out of TC Visitors	Winter visitation	$ 150
Total*			**$ 66,361**

***Please note: We have been successful in leveraging LTAC funds to generate at least a 100% match through in-kind advertising.**

SITECRAFTING

SEO & DIGITAL MARKETING SERVICES

Client: Hands on Children's Museum
Date: 09/19/18

SCOPE OF WORK

This document is meant to deliver an estimate for Hands on Children's Museum (HOCM) for Digital Marketing and Search Engine Optimization (SEO) strategy and implementation.

SEO Services

In its simplest form, SEO is communicating to search engines the intentions of your website so that your website can be recommended for relevant searches. We keep up with industry standards and best practices, so we always know how to make sure your website is properly optimized.

Our Recommendation: Perform a full SEO audit of the entire website to determine a baseline of current rank and visibility and to identify which areas we will focus on for ongoing implementation. The full SEO audit includes:

- Audit of on-page SEO elements including title tags, URL structure, meta descriptions, H1 and H2 tags, sitemaps, etc.
- Strategic keyword research
- Analytics review of website traffic
- Website content review for quality and depth of content, strategic use of keywords, proper content formatting, and duplicate content.
- Social media review and link-building strategies
- Presentation to review SEO findings and plan for ongoing implementation

Digital Marketing Strategy

With so many online channels, it can be overwhelming to know where to begin to implement successful digital marketing campaigns. Not only can we work with you to strategize the best methods for driving traffic to your website, we can also help measure the success of those campaigns.

Our Recommendation: Perform a competitive analysis on your social channels and meet with the HOCM team to determine overall marketing strategy goals. We will work closely together to ensure both your digital marketing/social goals align with your marketing goals. The competitive analysis will also include recommendations, industry benchmarks, and best practices for social and email marketing campaigns.

SEO and Digital Marketing Implementation

The findings from the SEO audit and competitive analysis will determine the ongoing implementation of SEO and digital marketing.

ESTIMATES

MILESTONES	ESTIMATED BILLING
KICK-OFF MEETING • 2 Hours	$330
SEO AUDIT & PRESENTATION • 25 Hours	$4,125
DIGITAL MARKETING STRATEGY / COMPETITIVE ANALYSIS • 20 - 25 Hours	$3,300 - $4,125
EXECUTION OF SEO & DIGITAL MARKETING STRATEGY • TBD	TBD
ESTIMATED TOTAL • 47 - 52 Hours	$7,755 - $8,580

DRAFT Hands On Children's Museum Operating Budget	2019 Proposed Budget
INCOME	
Admission Programs	
Private Events	62,478
Birthday Parties	116,000
Field Trips	83,200
General Admissions	791,543
Groups	5,200
On-Site Programs	72,800
Off-Site Programs	7,800
Workshops/Camps	138,320
Preschool Classes	270,000
Total Admission Program Income	**1,547,341**
Memberships	**761,250**
Corporate Memberships	**30,900**
Net Food Sales	**154,850**
Net Store Sales	**62,470**
Penny Machine	670
Parking Income	117,000
Locker Fees	7,751
Misc & Dividend Income	1,236
Net Food, Store & Misc. Income	**343,976**
Total Earned Income	**2,683,467**
Unrestricted Contributions	
Summer Splash Gala	260,000
Imagine That Luncheon	170,000
Total Fundraising Events	**430,000**
Corporate	425,000
Leadership Circle	21,000
Foundations	127,000
Individuals/CFD	22,000
Leadership Circle	67,000
Donation jar/funnel	4,120
Government	151,925
Total Donations	**818,045**
Total Contributed Income	**1,248,045**
Total Income	**3,931,512**
Capital Contribution to Operating	**52,000**
Gross Revenue	**3,983,512**

DRAFT Hands On Children's Museum Operating Budget	2019 Proposed Budget
EXPENSE	
Operating Expenses	
Advertising	55,320
Bad Debts/Misc	515
Bank/Merchant Fees	87,550
Board Meeting	2,575
Cash over/short	155
Development Expenses	9,785
Dues and Subscriptions	4,867
Imagine That Luncheon	34,000
Summer Splash Gala	42,000
Insurance	29,680
Interest Expense	1,200
Capital Loan Interest	145,634
Taxes & Licenses	1,400
Advertising, Events & General Expense Total	**414,680**
Visitor Engagement Expenses	
On-site Activities & Guests	28,840
New Exhibits	7,210
Exhibit (repairs)	7,725
Exhibit Maint (routine)	19,055
Exhibits/Art Supplies	14,420
Exhibit Moving	3,605
Total Visitor Engagement	**80,855**
Personnel Expenses	
Wages	2,132,102
Cap Camp. Wages	44,475
Payroll Taxes	202,550
Cap Camp. P/R taxes	4,225
Benefits	162,012
Cap Camp. Benefits	2,641
401(k) Match	10,300
Direct Deposit/ADP Fee	7,725
Employee Search	4,120
Contract Labor	31,642
Camps/Workshop Teachers	5,665
Total Personnel Expenses	**2,607,457**
Postage & Mailings	**18,510**
Printing, Repro	
Graphic Design/Photography	515
Copiers - copies & maint	19,570
Printing	29,870
Web Design/Maint	12,590
Total Printing/Repro	**62,545**

DRAFT Hands On Children's Museum Operating Budget	2019 Proposed Budget
Professional Education	**14,500**
Professional Fees	**20,379**
Rent (storage)	**26,172**
Bldg Ops & Maint	
Bldg Repairs & Maint	41,560
Elevator maint & monitoring	7,210
Fire alarm, inspection & sec.monitoring	1,500
HVAC Maint	3,296
Equip	17,500
Janitorial	66,950
Janitorial/Bldg Supplies	30,035
Landscaping Maint	7,280
Parking Lot	1,545
Utilities	77,250
Total Bldg Ops & Maint	**254,126**
Computers	
Computer Equip & Software	38,239
Computer Rep/Maint	15,450
Total Computers	**53,689**
Supplies:	
Education	1,607
Preschool	3,120
Parties	5,150
Private Events	9,270
Gift Shop	625
On Site Programs & Events	25,750
Off Site Events	1,751
Field Trips/Groups	2,841
Office & Other	15,450
Emp & Volunteers	15,450
Camps/Workshop Supplies	7,725
Total Supplies	**88,739**
Telephone & Internet	**13,648**
Travel: Meals	1,700
Lodging	6,700
Mileage	2,800
Transportation	7,400
Total Travel	**18,600**
Total Expenses	**3,673,898**
Capital Loan Principal Payments	**-309,614**
Operating Surplus/Loss	**0**

Office of the Secretary of State
Corporations & Charities Division

HANDS ON CHILDREN'S MUSEUM

UBI #	601 059 897
Status	ACTIVE
Expiration Date	12/31/2018
Period of Duration	PERPETUAL
Business Type	WA NONPROFIT CORPORATION
Date of Incorporation	12/11/1987
State of Incorporation	WASHINGTON
Registered Agent	PATRICIA BELMONTE 414 JEFFERSON ST NE OLYMPIA, WA 98501

Governing Persons

JAMIN MAY — GOVERNOR

JOCELYN MCCABE — GOVERNOR

MARSHA LONG — GOVERNOR

LAUREN PITMAN — GOVERNOR

TIM MADELEY — GOVERNOR

GARY SCHNEIDER

BOB HECK

ROBIN ZUKOSKI

ADAM ADRIAN

SHELLY BADGER

ANTHONY CHAVEZ

MITCH DIETZ

MARCELLE GONZALEZ

JULIA GORTON

KATY JOHANSSON

DAMIEN KOLB

CHRIS LUNDE

ANGELA MAKI

EMILY MCMASON

AMY ROWLEY

Current as of:
9/17/2018 9:29 AM

(http://chat-corps.sos.wa.gov/newchat/chat.aspx?domain=www.sos.wa.gov&timestamp=1537201770388&session=531-1537200761568)

BUSINESS LICENSE

STATE OF WASHINGTON

Unified Business ID #: 601059897
Business ID #: 001
Location: 0003
Expires: Dec 31, 2018

Nonprofit Corporation

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

CITY ENDORSEMENTS:
OLYMPIA NONPROFIT BUSINESS #18178 - ACTIVE

DUTIES OF MINORS:
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.

Vicki Smith
Director, Department of Revenue

STATE OF WASHINGTON

UBI: 601059897 001 0003

Expires: Dec 31, 2018

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

Hands On
Children's Museum
On Olympia's Waterfront

Voted Best Place to Take Kids!

- ★ 10 Galleries and Over 150 Exciting Exhibits
- ★ Outdoor Discovery Center & 250' Interactive Stream
- ★ Year Round Activities, Guests, & Special Events
- ★ Don't Miss Summer Splash! A Summer-Long Festival of Fun

Hands On
Children's Museum
INSPIRED LEARNING
WSECU

BEST of western washington
2017 WINNER

2017 CERTIFICATE of EXCELLENCE
tripadvisor

PEOPLE LOVE US ON yelp

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

Hands On Children's Museum

Hands On SUMMER SPLASH!

SUMMER FESTIVAL OF FUN

Proudly Sponsored by WSECU

Themed Adventures ▪ Performers
Special Guests & Activities

Fire Rescue Spectacular!

June 23

Climb aboard fire trucks & engines
Take the Jr. Firefighter Challenge!

Sponsored by: Olympia Fire Dept.

Riveropolis Exhibit

July 19 - Aug. 17

Tinker & experiment
in a fantastical waterway

Sponsored by: small to tall Pediatric Dentistry

Hot Shop Demos

Aug. 9-11

Watch the masters
from the Museum of Glass

Sponsored by: FORMA Construction

Summer Splash! Gala

Aug. 24

Party, play, feast & dance
under the stars - adults 21+

Sponsored by: Olympia Federal Savings

Jay Macdonell at work in Museum of Glass Hot Shop
Photo courtesy of Museum of Glass

Festival Fun

Canoe Carving Demo • *July 20* | **Stilts & Fire Spinning** • *July 28*

Climb the Rock Wall • *Aug. 1-4* | **Meet a Mermaid** • *Aug. 11*

Solar Days • *Aug. 18 & 19* | **T-28 Airplane** • *Aug. 22 & 23*

Giant Painted Castle & Splash Ball • *July & Aug.*

Mud Pie Mondays • *July & Aug.*

Stage Performances Sponsor: Little Creek Casino • Resort

Nature Activities Sponsor: lucky eagle Casino & Hotel

Complete listing of summer events: hocm.org

BOO BASH!

At the Hands On Children's Museum

SATURDAY, OCTOBER 28 10AM-5PM

Museum members get in **FREE!**
Join or renew before Oct. 27th
& get **$10 off** museum membership!
hocm.org/membership

Experience Olympia's favorite fall costume party!

414 Jefferson St. NE • Olympia, WA 98501
No pre-registration needed • All activities included

MONSTEROLOGY:

What makes a monster monstrous?

Study nature and imagination to discover your favorite furry beasts and learn why these monsters have been misunderstood. Look for bigfoot, dissect a sea creature, experiment with robots and make an artful alien!

Glow Bots • Dragons • Scarecrow

- Print glow-in-the-dark silkscreen
- Experience a sea creature dissection
- Build monster scarecrows in the garden
- Investigate Glow Bots in the black light room
- Enjoy Creature Features with animal guests
- Join Miss Betsy in the Snug Toddler Gallery for storytime, playdough & paint
- Press apples into cider
- Get your face painted
- Visit the Dragon Cave

Mini-cupcak & cup of cider every child i the café!

Sponsored by: CAPITAL MALL

Cupcakes Courtesy of: Abby's

360-956-0818 • hocm.org
Members: FREE Admission
Non-Members: Regular Admission F

Create a Magical Event in the South Sound's Most Unique Venue

Inspiring exhibits, striking architecture and outdoor beauty

Parties & Receptions • Corporate Events • Holiday Celebrations • Weddings • School Dances

"What a wonderful place for a celebration!
So much fun - not just for the young, but also the young at heart!"

Hands On
Children's Museum

Award-Winning Hands On Children's Museum
on Olympia's East Bay

hocm.org • 360-956-0818 x150

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

Hands On Children's Museum
INSPIRED LEARNING FOR ALL
WSECU

Applause!

Quarterly Newsletter
COMMENCEMENT BANK

Our Mission: The Hands On Children's Museum stimulates curiosity, creativity and learning through fun, interactive exhibits and programs for children, families and school grou

SUMMER SPLASH!

SUMMER FESTIVAL OF FUN

Proudly Presented by WSECU

Themed Adventures ▪ Special Guests ▪ Activities

Riveropolis® Play River

small to tall PEDIATRIC DENTISTRY

A Fantastical 35' Waterway Traveling Exhibit
July 19 - August 17
Flowing water play inspires endless investigation and experimentation. Build stone tile bridges, craft boats at nearby tinkering stations, and get your hands wet exploring the properties of water.

Canoe Carving Demo with Taylor Krise

Squaxin Island Museum Library and Research Center

July 20
Watch live carving and learn about traditional canoe carving with master Taylor Krise from the Squaxin Island Tribe.

Cork Boat Regatta

July 19-22 & Aug. 15-17
Use reclaimed materials to build and float your own unique boat in the very popular regatta. Take your boat home to float.

DQ

Stilts & Fire Spinning

LITTLE CREEK CASINO • RESORT.

July 28 & Aug. 18
Visitors will be mesmerized by artistic fire spinning & stilt performances by Love of Poi!

Giant Painted Sand Castle

COLDWELL BANKER
EVERGREEN COMMIC REALTY, Inc

July & Aug.
Kids will enjoy painting a giant sand castle complete with underwater creatures!

Joy Macdonell at work in Museum of Glass Hot Shop. Photo Courtesy of Museum of Glass.

Hot Shop! Glassblowing

FORMA CONSTRUCTION

Museum of Glass | Aug. 9-11
Experience a mobile glassblowing studio! Watch live glassmaking demos, learn about molten glass and how it is shaped. Kids can experiment with Maker's Melt plastic sculptures & glass inspired Shrinky Dink activities.

Hot Shop Kid's Activities: Heritage BANK

Climb the Rock Wall

TwinStar CREDIT UNION

Aug. 1-4
Test your skills on a 25' outdoor climbing wall!

Meet a Mermaid

Aug. 11
Meet and get your photo taken with a magical mermaid & learn why mermaids have captivated humans since the Middle Ages!

Solar Days | Aug. 18 & 19

South Sound Solar

South Sound Solar will offer crowd favorites: the water slide duck dash & solar powered air dancer!

T-28 Airplane | Aug. 22-23

OLYMPIC FLIGHT MUSEUM

Climb inside a vintage airplane from The Olympic Flight Museum. Build your own flying machine & launch it with our Launch Pad!

Bridge Building in the MakeSpace

HDR

July 19-Aug. 17

Nature Activities

lucky eagle CASINO & HOTEL

July-Aug.
Create nature art

July • visit hocm

Live Performan

6 Pine Needle
7 Live Animals
12 Button Maki
12 Native Story
13 Reptile Show
14 Meet Therap
Providence A
17 All About Be
19 Storytime wi
19 & 26 Campfire Sin
20 Canoe Carvin
20 Shellfish Unc
Pacific Shell
21 Comic Book R
21 Puget Sound
26 Ocean Crown
with WET Sc
27 Face Painting
with Lakefai
27 Decorating H
28 Stilts & Fire S
28 Casting & Spl
with Provide

Special Exhibit

19-31 Riveropolis E
19-22 Cork Boat Re
All month! Giant Painte
Splash Ball
Mondays Mud Pie Mon
See hocm.org Face Painting

In the MakeSpa

6-8 Elemental Art
13-15 Watercolor Be
20-22 Silkscreen Prin
27-29 Pneumatics &

August • visit

Live Performan

1 Penny's Pupp
2 Collage Works
3 Native Storyt
3 Weaving Cord
4 Live Falcons! w
9 Face Painting
10 Meet & Greet
11 Meet a Merm
11 Crow Drumme
16 Paramount M
16 Wolf Ear Head
16 Campfire Sing
17 Jack the Jugg
17 Decorating Ha
17 Reptile Show!
18 Stilts & Fire Sp
25 Observation T
25 Olympia Harbo
30 Campfire Sing

Special Exhibits

1-17 Riveropolis Ex
1-4 Climb the Roc
9-11 Hot Shop! Mus
9-11 Mini-Shrink P
15-17 Cork Boat Reg
18 & 19 Solar Days! wi
22 & 23 Olympic Flight
1-21 Giant Painted

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

Hands On Children's Museum
INSPIRED LEARNING FOR ALL
WSECU

Applause!

Quarterly Newsletter
COMMENCEMENT BANK

Summer 2018
Issue #94

Open 7 Days
Mon-Sat 10am-5pm
Sun 11am-5pm
First Friday Night 5-9pm
Members-Only Hours*
Mon-Sat 9-10am
*Except Holidays

Our Mission: The Hands On Children's Museum stimulates curiosity, creativity and learning through fun, interactive exhibits and programs for children, families and school groups.

SUMMER SPLASH!

SUMMER FESTIVAL OF FUN

Proudly Presented by WSECU

Themed Adventures ▪ Special Guests ▪ Activities

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small to tall PEDIATRIC DENTISTRY

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Flowing water play inspires endless investigation and experimentation. Build stone tile bridges, craft boats at nearby tinkering stations, and get your hands wet exploring the properties of water.

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LITTLE CREEK CASINO • RESORT

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COLDWELL BANKER

July & Aug.
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Jay MacDonell artwork in Museum of Glass Hot Shop. Photo Courtesy of Museum of Glass.

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FORMA CONSTRUCTION

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TwinStar Credit Union

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South Sound Solar

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T-28 Airplane | Aug. 22-23

Olympic Flight Museum

Climb inside a vintage airplane from The Olympic Flight Museum. Build your own flying machine & launch it with our Launch Pad!

Bridge Building in the MakeSpace

HDR

July 19-Aug. 17
Create your own bridges and experiment with tension, trestles & weight bearing.

Nature Activities

lucky eagle CASINO & HOTEL

July-Aug.
Create nature art & tinker with natural materials.

See the complete list on page 2.

Additional Daytime Festival Sponsors

Art Supply: macy's
Guest Activities: Port of Olympia
Photo Booth: the smile generation
Splash Ball: Capital Medical Center
Event Partners: LOTT Clean Water Alliance; Olympia; Port of Olympia
Premier Green: Thurston TALK
Banner: PRINT NW
Equipment: Mini Mountain
Materials: Shipwreck Beads
Fuel Supply: Acme Fuel
Media Sponsors: The Olympian; Mix 96 fm; Thurston TALK
Hospitality: L&E; DoubleTree by Hilton; Pizza Time; Harbor Wholesale Foods

Summer Splash! Gala Sponsors: Page 2

July • visit hocm.org for times

Live Performances & Guests

- 6 **Pine Needle Artist Vicki Nickelson**
- 7 **Live Animals** with 24 Carrot Gold 4-H Club
- 12 **Button Making** with Olympia Parks & Rec
- 12 **Native Storytelling** with Roger Fernandes
- 13 **Reptile Show!** with Pet Works
- 14 **Meet Therapy Animals** with Providence Animal Assisted Activities & Therapy
- 17 **All About Berries** with Elise Krohn
- 19 **Storytime** with Simon Calcavecchia
- 19 & 26 **Campfire Singalong** with Ben Michaelis
- 20 **Canoe Carving Demo** with Taylor Krise
- 20 **Shellfish Under a Microscope** with Pacific Shellfish Institute
- 21 **Comic Book Reader's Theater** with Danger Room
- 21 **Puget Sound Dalmatian Club**
- 26 **Ocean Crowns & Salmon Hats** with WET Science Center
- 27 **Face Painting & Giant Bubbles** with Lakefair Royalty
- 27 **Decorating Hard Hats** with Port of Olympia
- 28 **Stilts & Fire Spinning** with Love of Poi
- 28 **Casting & Splinting** with Providence St. Peter Family Medicine

Special Exhibits & Activities

- 19-31 **Riveropolis Exhibit Play River**
- 19-22 **Cork Boat Regatta**
- All month! **Giant Painted Sand Castle**
- **Splash Ball**
- Mondays **Mud Pie Mondays**
- See hocm.org **Face Painting & Photo Booth**

In the MakeSpace & Art Studio

- 6-8 **Elemental Art: Tin Embossing & Soldering**
- 13-15 **Watercolor Beachscapes**
- 20-22 **Silkscreen Printing**
- 27-29 **Pneumatics & Hydraulics**

August • visit hocm.org for times

Live Performances & Guests

- 1 **Penny's Puppets**
- 2 **Collage Workshop** with Artist Michael Albert
- 3 **Native Storytelling** with Bobbie Bush
- 3 **Weaving Cords & Tying Knots** with Elise Krohn
- 4 **Live Falcons!** with John Prucich
- 9 **Face Painting & Super Bubbles** Lakefair Royalty
- 10 **Meet & Greet** with Conservation Canines
- 11 **Meet a Mermaid!** Emerald Kingdom Parties
- 11 **Crow Drummers**
- 16 **Paramount Martial Arts Demonstrations**
- 16 **Wolf Ear Headbands** with Wolf Haven
- 16 **Campfire Singalong** with Ben Michaelis
- 17 **Jack the Juggler!**
- 17 **Decorating Hard Hats** with Port of Olympia
- 17 **Reptile Show!** with Pet Works
- 18 **Stilts & Fire Spinning** with Love of Poi
- 25 **Observation Tank** with Nisqually Reach
- 25 **Olympia Harbor Days:** Tugboat Flags & Pirate Hats
- 30 **Campfire Singalong** with Ben Michaelis

Special Exhibits & Activities

- 1-17 **Riveropolis Exhibit Play River**
- 1-4 **Climb the Rock Wall!**
- 9-11 **Hot Shop! Museum of Glass Mobile Studio**
- 9-11 **Mini-Shrink Pendants & Keychains**
- 15-17 **Cork Boat Regatta**
- 18 & 19 **Solar Days!** with South Sound Solar
- 22 & 23 **Olympic Flight Museum T-28 Airplane**
- 1-21 **Giant Painted Sand Castle**
- 1-21 **Splash Ball**
- Mondays **Mud Pie Mondays!**
- See hocm.org **Face Painting & Photo Booth**

In the MakeSpace & Art Studio

- 3-5 **LED Lighthouses**
- 10-12 **Maker's Melt Plastic Sculptures**
- 17-19 **Solar Science & Solar Ovens**
- 24-26 **Painter's Studio: Watercolor Resist**
- 31 **Silkscreen Printing**

Labor Day Weekend

- Aug. 26 - Sept. 3 **Maker Bench**
- Aug. 31 - Sept. 3 **MakeSpace: Silkscreen Printing**
- **Sept. 1** **Harbor Days: Visit Hands On Activities at Percival Landing**
- Aug. 31-Sept. 3 **Animation Station**

OUT + ABOUT/INDOOR PLAY

7 Great Children's Museums Where Play Is the Thing

Guide to kids' museums to visit around Seattle, the Eastside and South Sound

BY ELISA MURRAY (/AUTHOR/ELISA-MURRAY)

PUBLISHED ON: MARCH 13, 2018

PHOTO: Hands On Children's Museum is adding more nature play activities to its large outdoor space. Photo courtesy HOCM.

Hands On Children's Museum: Capitol of imagination

Why go? My son's eyes light up whenever I mention "that museum in Olympia (https://www.hocm.org/)." It's among the biggest in the Puget Sound area and really does seem to have it all: An emergency area with fire truck, helicopter and cop car; a tugboat; a climber/slide to the third floor; a scream room where kids can use their outdoor voices to measure their decibels; and a relatively new maker space where kids can design and build with all kinds of recycled materials. Step outside and you'll find another half-acre of fun. Kids can climb a lighthouse lookout tower, build with driftwood, race on the trike track (adults, too) and dig into the children's garden. In the works are more outdoor nature play activities, including a water wall and outdoor tinkering stations.

Fees and discounts: Admission (https://www.hocm.org/hours-admission/) is $11.95–$13.95. Membership (https://www.hocm.org/membership/) starts at $125 (for one adult and one child) and many other variations exist. Hands On is free every first Friday evening of the month, from 5–9 p.m.

Good to know: Hands On has a small but good café on site. In the summer a reclaimed-water stream runs in front of the museum, where kids can splash and wade without paying an admission charge. Also in the summer, the museum offers special, super-fun Summer Splash programs.

Nearby fun: The free-admission WET science center (http://www.wetsciencecenter.org/) (designed for older kids) is across the street. Olympia's truly fabulous farmers market (http://www.olympiafarmersmarket.com/) (open weekends all year) is a short drive away. Older kids may enjoy a free tour of the state's Capitol building (https://www.experienceolympia.com/listing/capitol-tour/92/).

Info: Visit the Hands On website (https://www.hocm.org/) for hours and more details; find the museum at 414 Jefferson St. N.E. in Olympia (https://www.google.com/maps/place/Hands+On+Children's+Museum/@47.048043,-122.896771!3m4!1s0x549174fd4fabd173:0x9bd4de293a89eea8!8m2!3d47.048043!4d-122.896771).

READ NEXT

(/article/space-needle-seattle-new-glass-deck-kids-families) **The Space Needle's New Glass Deck: Take the Kids? (/article/space-needle-seattle-new-glass-deck-kids-families)**

(/article/new-discounts-woodland-park-zoo-expand-access) **Can New Discounted Zoo Admission Programs... (/article/new-discounts-woodland-park-zoo-expand-access)**

June e-blast

ParentMap
'cause parenting is a trip!

Summer Camps

Super ideas for summer break

It's not too late to plan an awesome summer for your kids at one these Puget Sound camps.

Sponsored Content

Hands On Children's Museum

The scoop: Register for the premier camp experience at Olympia's Hands On Children's Museum with 40 unique art, nature and science topics. More>>

Grades: 3th – 4th

Creative Coding

The scoop: We teach kids of all backgrounds the joy of programming computers by helping them code their own customized games and animations. More>>

Ages: 6 – 13

Circus Skills Camp

The scoop: Looking for a unique non-competitive sports alternative this summer? At Synapse Circus camp we do trapeze, acrobatics, tightwire and more! **More>>**

Ages: 6 – 17

Summer Day Camp

The scoop: Fun, exciting and affordable all day summer day camp. Snacks and lunch provided at most locations. Financial aid available. June 25 - August 17 **More>>**

Ages: 6 – 18

Girl Scouts of Western Washington

The scoop: Discover fun and friendship at Girl Scout Camp. You'll love the skills, confidence and memories your girl will bring home! **More>>**

Grades: 1 – 12

The Circus Awaits

The scoop: Circus arts camps get kids moving and having fun with trampoline, tumbling, flying trapeze, juggling, unicycle and more. **More>>**

Ages: 6 – 17

Wilderness Awareness School Summer Camps

The scoop: For 30-plus years, our campers have discovered the wonders

DigiPen's Summer STEAM Adventure

The scoop: Our workshops are a tech adventure in game design, programming, art and animation,

of nature, gone on fun adventures outside and built friendships. **More>>**

Ages: 4 – 18

engineering and music and sound. Register now. **More>>**

Ages: 6 – 18

MORE SUMMER CAMPS

Editor's Note: This is a sponsored email, with content provided by our advertising partners of top family-oriented businesses, services and nonprofits. This helps us deliver our top-quality parenting content to our readers for free.

EDITOR'S PICKS

9 sweetest ice cream spots

10 summer birthday party activities for kids

10 easy snacks for your summer adventure

MORE SUMMER FUN

VISIT OUR WEBSITE

ParentMap
7683 SE 27th St. PMB #190
Mercer Island, WA 98040

Manage your preferences | Opt out using True Remove™
Got this as a forward? Sign up to receive our future emails
View this message online

ParentMap is the intelligent, trusted, essential resource for Puget Sound-area parents

Hot List - August

redtri.com/portland/hocms-summer-splash-aug-hl/

RED TRICYCLE

EVENTS THINGS TO DO FOOD NEWS PRODUCTS & GEAR HOLIDAYS TRAVEL PARENTING

Back to School Guide Local Sales & Deals Classes for Kids Family Entertainment Playtime Schools More of Our Favorite Businesses

HOCM's Summer Splash

Join the Hands On Children's Museum for our Summer Splash! Festival of Fun throughout August! The Tacoma Museum of Glass Hot Shop will be here August 9-11, thanks to FORMA Construction. Experience a mobile glassblowing studio, watch live glassmaking demonstrations, and learn how molten glass is shaped. Other exciting activities in August include climb the rock wall, meet a mermaid, explore how water works at Riveropolis, experiment with solar power during Solar Days, climb aboard a vintage airplane, and so much more! Enjoy all of these events and activities FREE with museum admission. For more information, visit www.hocm.org

Hands On Children's Museum
414 Jefferson St. NE
Olympia, Wa 98501
Phone: 360-956-0818
Online: hocm.org
Facebook: facebook.com/handsonchildrensmuseum
Twitter: twitter.com/HandsOnMuseum

RECEIVED
SEP 20 2018
City of Olympia
Executive Department

HARLEQUIN

City of Olympia Lodging Tax Committee
c/o Kellie Purce Braseth. Strategic Communications Director
PO Box 1967, Olympia WA 98507-1967

Dear Ms. Purce Braseth,

Please find attached an original, plus 5 copies, of an application for Lodging Tax for 2019 for Harlequin Productions, a 501(c)3 non-profit based in Downtown Olympia the past 27 years. The organization has previously received lodging tax reimbursements, but it has been at least a decade since the last application.

Our proposal seeks to fund two specific projects – specific targeted advertising to King County theatre-goers, and assistance with on going O&M costs related to operating a Historic, non-modern building.

If you have any questions, of find anything missing from the application, please contact me.

Thanks,

Joe Hyer

Finance Director - Harlequin Productions
joe@harlequinproductions.org
202 Fourth Avenue East, Olympia WA 98501
360-786-0151 www.harlequinproductions.org

Contents of Package

Page 1 – Cover Letter
Page 2 – Contents of Package
Page 3 – LTAC Application
Pages 4-5 – Supplemental Questions
Pages 6-8 – Supplemental Answers to Questions
Page 9 – FY 2019 DRAFT organizational budget
Page 10 – Secretary of State Non-Profit Registration
Page 11 – Business License
Page 12 – Season 28 Flyer – 2019 show season
Pages 13-15 – Arts as Economic Generators by Rebekah Finn
Pages 16-22 – 11x17 pages from the Daily Olympian, 11/22/49

From Page 20 –

"We chose Olympia for Evergreen Theater's first post-war theater because we have great faith in the future growth and development of this area."

- *Frank L. Newman, President*

3

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $ 20,000

Organization/Agency Name: HARLEQUIN PRODUCTIONS

Federal Tax ID Number: 91-1478538

Event or Activity Name (if applicable): SEASON 28 – ENCORE ARTS PROGRAMS

Contact Name and Title: JOE HYGR, FINANCE DIRECTOR

Mailing Address 202 4TH AVE EAST City OLYMPIA State WA Zip 98501

Phone 360-701-9258 Email Address JOE@HARLEQUINPRODUCTIONS.ORG

Check all service categories that apply to this application:

X Tourism Promotion/Marketing
____ Operation of a Special Event/Festival designed to attract tourists
____ Operation of a Tourism Promotion Agency
X 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 2019. 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: 9/20/18

Printed or Typed Name:
JOE HYGR

(4)

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

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

   ATTACHED

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	15,000	N/A
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	1500	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	UNKNOWN	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	150	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	150	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 *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)* 150 STAYS AT 1.5 NIGHTS	225	N/A

(5)

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**
   - ☐ Direct Count (Preferred)
   - ☐ Indirect Count
   - ☐ Representative Survey
   - ☒ Informal Survey (Preferred)
   - ☐ Structured Estimate
   - ☒ Other (Please explain) 19,000 GUESS GOAL 1% TO STAY

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**
   - ☐ Direct Count (Preferred)
   - ☐ Indirect Count
   - ☐ Representative Survey
   - ☐ Informal Survey (Preferred)
   - ☐ Structured Estimate
   - ☒ Other (Please explain) NO TRACKING

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

   WE HAVE SEVERAL IN MIND, BUT WILL RECRUIT ON FUNDING

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

   27 YEARS OF LIVE THEATRE ~130 PERFORMANCES/YR, 15,000 PATRONS

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

   2019 – SEATTLE THEATREGOERS, 2020 – PORTLAND + SEATTLE

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

   DIRECT ADVERTISING IN ENCORE ARTS MAGAZINE/PROGRAMS

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

   (ATTACHED)

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

    — NO —

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

    2019 DRAFT BUDGET – $975,000 – 2%

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

    (ATTACHED)

HARLEQUIN

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

Part 1 – Directly. A decade ago, Harlequin did advertise in the Seattle market, trying to attract attendees to come to Olympia for theater weekends. It was ineffective for a very specific reason – at that time, we could not target specifically people who regularly see live theater. General advertising is way, way too expensive in that market for us to have any impact.

But the world has changed dramatically in a decade. At the time, we wanted to advertise directly in each theatre's show programs- proven to be highly effective (we all advertise in each others programs locally, because it's the most captive audience. The problem – that meant negotiating and booking with each – we didn't have the staffing resources to do it right.

The solution is the Encore Media Group (www.encoreartsseattle.com). In addition to a vibrant Arts magazine – they produce and do program advertising for ALL the major Seattle Theaters:

- The 5th Avenue Theater
- Broadway at the Paramount
- Broadway Center for the Performing Arts
- Pacific Northwest Ballet
- Seattle Children's Theatre
- Seattle Men's Chorus & Seattle Women's Chorus
- Seattle Opera
- Seattle Repertory Theatre
- Seattle Symphony
- Seattle Theater Group
- Village Theatre (Everett & Issaquah)
- ACT – A Contemporary Theatre
- Book-It Repertory Theatre
- Seattle Shakespeare Company
- Taproot Theatre Company
- Meany Center – UW World Series

What's the effect here? When patrons sit down to enjoy a night of theatre or opera, they read the program. They are already in a leisure, relaxed mindset. They see an ad not just for Harlequin in Olympia – but a specific ad for Man of La Mancha this summer – with a twist to the classic musical, all of our actors are ALSO the muscians.

As soon as they go online to the website to get tickets – they are greeted by articles (we have several local bloggers on contract already) on our website about great weekends in Olympia. When they actually buy tickets online, we're ready for the add-on/pop-up message offering to add a 1-2 night stay with one of our lodging partners, and a portal.

In addition, a decade ago we couldn't TRACK data like we can now – our ticketing system will allow for us to track specific promotions, coupon codes, and geographic zones to better know our impact, and direct it in the future. More important – if a guest comes down for a show – we can now follow up afterward and invite them down in the future to spend the weekend next time.

The advertising calendar for Encore is a true rainbow of options. We can advertise the whole season, or more timely, place specific shows in for specific dates. Since they also provide programs for special events, including Seattle PRIDE, we will work with them to build a $10,000 advertising package for 2019 that promote BOTH Harlequin's professional real live theater and promotes South Sound as a weekend travel destination.

All design costs (appr. $1500) will be handled by Harlequin and its design partner, OlyArts. All expense for planning and booking (appr. $1000) will also be handled by Harlequin staff – we have a communications expert, Helen Harvester, now on part-time, who has extensive experience with the Seattle theatre community, and will be tasked with strategically booking the campaign.

Total reimbursement of up to $10,000 is requested, 100% of funds will go directly to reimbursement for advertising placed, no overhead or planning fees requested.

Part 2 – Indirectly (or the long term approach)

The very last building in Olympia designed by Joseph Woehleb is the State Theater, opening in 1949. Included in this package is a copy of The Daily Olympian from 11/22/49, original opening of the State. It was pretty much a special issue devoted to the opening. And fun to read.

By 1989, when I was a high school student in the area, the State had become really popular with teenagers – it was the $1 movie in town. Sadly, it was purchased by the company owning the full-priced theaters, and shut down.

Harlequin's Founders had a really big idea, to renovate the State to its former glory – but as a live theater venue. The Community raised over $2 million dollars to purchase, renovate, and deck out the Theater. That campaign finished about a decade ago.

Since then, the company has discovered the downsides of historic buildings. Energy efficiency drives up utility costs. Older spaces can only convert so far, and only so efficiently. In addition to operating costs, deferred maintenance has begun to take its toll. The roof will have plenty of life for the future- IF we can budget for cleaning every year. The stage floor is now due for replacement – 35 sheets of plywood plus labor. Just maintaining a Historic Building to operate as a business costs more than modern space.

To that end, and in order to ensure Harlequin is here for decades to come, we are requesting $10,000 towards the O&M of the historic space. Specific projects are listed in order of importance:

- Roof Cleaning – appr. $2000
- Stage deck replacement - $800 parts, $1200 Labor – appr. $2000
- Pressure Washing – building facade to 8ft, sidewalks, alcoves. To be done the week of each major show opening, 7x per year. It will take at least a year of regular maintenance to get the accumulation removed. Pressure Washer & Hosing- $500. Labor - $500
- Drainage – some minor issues post-renovation have caused drainage problems, and some cosmetic water damage on the exterior. Rough estimate of $3000.
- You'd think 'Pigeons in the Lobby' would be a code word for something. At Harlequin- it has actually meant actual pigeons in the lobby. We've temporarily fixed this – but a permanent fix means some cleanup and new vent covers. Estimate $1000
- Energy efficiency – a number of things can be done to better conserve energy – but have been for funding issues. This expense ranges from $300 to $300,000, depending how extensive we try for.

We are also working on long-term maintenance planning and an asset management plan for the Historic Property, to ensure it stays vibrant for decades to come.

What will you cut from your proposal or do differently if full funding is not available or recommended?

From the perspective of direct advertising, we've analyzed Encore's programs – the minimum level to have impact throughout the year is $5000 – that would allow a small regular presence, and a large push for 2-3 of the shows. $10,000 we think, allows for real impact, and impact that will endure past this season. We could also spend more, if additional funds were available, though more than about $25,000 with Encore would over-saturate the medium.

We would not, however, be able to fund these out of Thurston efforts without LTAC funds. If this works, and we are setting up both goals and tracking mechanisms, our goal would be to expand and attract theater fans from Portland, OR and potentially Tacoma in future years. The Arts is a great way to make South Sound a true weekend destination.

From the perspective of operating a Historic Theater – for the past decade, as maintenance funds were tight, we've had to make choices and defer some projects. We would continue to do the same without additional funding. This is detrimental to the long term health of the asset – but necessary, for the asset to have a long term.

FY 2019 - DRAFT
Income Statement
Harlequin Productions

	Total
Revenues	
Season (Subscription) Tickets	$ 200,000
Single Tickets	$ 372,000
Ticketing Fees	$ 18,500
Concessions	$ 50,000
Education Programs	$ 30,000
Rentals and Special Programming	$ 34,000
Philanthropy & Fundraising	$ 250,000
Sponsorship & Advertising	$ 100,000
Total Revenues	**$ 1,054,500**
COST OF GOODS	
Concessions COGS (Net 45% sales)	**$ 22,500**
Merchant SVCS/Ticketing Costs (3% gr in	**$ 31,635**
Total Cost of Goods Sold	**$ 54,135**
Gross Profit	**$ 1,000,365**
Operating Expenses	
Rentals/Education Prog Exp	$ 15,000
Production Specific Expense	$ 250,000
Production General Expense	$ 223,600
Advertising & Promotion	$ 65,750
Philanthropy & Fundraising	$ 23,000
Utilities & Theatre Operating	$ 36,000
Administrative Payroll	$ 240,000
Administrative Expenses	$ 44,000
Payroll Taxes & Benefits	$ 87,700
Contingency	$ 12,000
Total Operating Expenses	**$ 997,050**
Operating Income	**$ 3,315**

(10)

Office of the Secretary of State
Corporations & Charities Division

HARLEQUIN PRODUCTIONS

UBI #	601 092 296
Status	ACTIVE
Expiration Date	6/30/2019
Period of Duration	PERPETUAL
Business Type	WA NONPROFIT CORPORATION
Date of Incorporation	6/21/1988
State of Incorporation	WASHINGTON
Registered Agent	TREASURER 1011 LEGION WAY SE OLYMPIA, WA 98501
Governing Persons	NICK MILNER — GOVERNOR BEN CUSHMAN — GOVERNOR JOE HYER — GOVERNOR JANET MUELLER

Current as of:
9/20/2018 10:45 AM

(http://chat-corps.sos.wa.gov/newchat/chat.aspx?domain=www.sos.wa.gov&timestamp=1537465541780&session=359-1536946523401)

4682-1 HARLEQUIN PRODUCTIONS
202 4TH AVE E
OLYMPIA WA 98501-1105

DETACH BEFORE POSTING

STATE OF WASHINGTON

BUSINESS LICENSE

Unified Business ID #: 601092296
Business ID #: 001
Location: 0002
Expires: Jun 30, 2019

Nonprofit Corporation

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

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

TAX REGISTRATION #601-092-296 - ACTIVE

CITY ENDORSEMENTS:
OLYMPIA NONPROFIT BUSINESS #23015 - ACTIVE

LICENSING RESTRICTIONS:
Not licensed to hire minors without a Minor Work Permit.

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.

Vicki Smith
Director, Department of Revenue

OLYMPIA TIDES
Wednesday, November 23
Low—1:00 a.m., -2.9 ft.
High—7:42 a.m., 15.7 ft.
Low—1:58 p.m., 7.7 ft.
High—6:18 p.m., 13.4 ft.

The Daily Olympian

OLYMPIA, WASHINGTON
Tuesday, Nov. 22, 1949
Vol. 57, No. 120

ONE CHILD SURVIVES NORWAY PLANE CRASH

State Cigarette Tax Increases Two Cents Per Package Monday

Washington cigarette smokers will start next Monday to make up that extra two cents a pack tax to pay for the veterans' bonus.

Effective date of the $80 million bonus law was moved up yesterday when opponents signed a stipulation that no move will be made to have the State Supreme Court reconsider its decision that the law is constitutional.

Although the only immediate effect of the speedup will be the tax increase—approximately $10.40 a year for persons averaging a carton a week—it will have the end result of hurrying the actual bonus payments to veterans of World War Two.

The stipulation permits the supreme court to hand its decision down to superior court without waiting out the normal 30-day appeal period. The lower court can then dissolve an injunction now preventing the law from going into effect.

With these two steps out of the way, the State Finance Committee can go ahead with plans to sell an $80 million bond issue to finance bonus payments, the state auditor can have application forms printed, and tobacco dealers can collect the extra tax.

The new two cent levy is in addition to the existing 10 per cent, or two cent, state tax already made against cigarette purchases.

Both the new and old taxes—totaling four cents a package for popular brand cigarettes—will be channeled into the bonus fund at the rate of $4,500,000 a year until the $80,000,000 bond issue is retired. Collections in excess of $4,500,000 yearly will go into the state general fund. The bonds must be retired in 30 years or less.

Bonus payments, when made, will be based on $10 a month for stateside service and $15 a month for overseas service during the war years by Washington residents.

It still, however, will be some time before veterans will receive any money.

Chinese Report Trial Of Ward

Washington—(AP)—The United States received an indirect report today that a Chinese Communist "people's court" expects to reach final decision "in a matter of days" on American Consul General Angus Ward.

The report came from a Chinese newspaper. It was picked up from a Mukden radio broadcast, the State Department said.

There has been no direct word from Ward himself since he and four members of his consulate staff at Mukden were jailed October 14. They are charged with holding a Chinese employe who asked for back pay.

The State Department has denied the charges as "trumped up."

The development occurred as the U. S. awaited responses from 12 nations, including Soviet Russia, to a personal appeal from Secretary of State Acheson for concerted action in behalf of Ward.

General Tells Of Marriage

A former commander of American occupation troops in Austria defended today his marriage to a comely Austrian Portia.

The Army leader is Major General Harry J. Collins, commander of the Second Infantry Division at Fort Lewis. The bride of several months is the former Irene Kirchacher, 38, who was a practicing attorney in Salzburg.

The 52-year-old general said they were married last Summer, but he refrained from disclosing when or where.

The bride's father, Dr. Francis Kirchacher, was a Vienna and Salzburg medical specialist, once decorated by Emperor Franz Josef.

The couple met at a social function while the general held the Austrian command. He said she had been in the United States for a year visiting relatives in Boston and Chicago. The latter is the general's home city, also.

General Collins, who was married once previously, has been the Fort Lewis commander since mid-1948.

Ship Strike Delayed

San Francisco—(AP)—A threatened strike by the Sailors' Union of the Pacific, AFL, has been postponed, it was said today.

Cesar Hoskins, Federal conciliator, announced that progress in negotiations justified him in asking both sides "to take another look at their problems."

Washington School Students Enjoy New Play Devices

NOT so long ago the Washington School PTA members decided that their school could use some playground equipment. They immediately went to work and raised approximately $1,000. Now the school children have seven spanking new pieces of the very latest in outdoor recreation facilities. Pictured above are several of the school's elementary grade students making use of the equipment. Barbara Starr on the left, is enjoying herself on the overhead-ladder bars. Allen Weir is seen scooting head first down the school's new slide with David Haggett waiting his turn and Tex Perkins scampering up the ladder for his go at the sliding board. Other facilities include a sand box, a horizontal bar with rings, jungle gym bars, a miracle whirl, and still another set-up of bars with three elevations. (Daily Olympian photos).

New Theater Opens Tonight

The new State Theater will have its formal opening in Olympia tonight.

Proceeds from the sale of tickets for tonight's show will go towards promoting the celebration of Olympia's First Hundred Years next May. The Olympia Junior Chamber of Commerce is in charge of the ticket sale. Tickets are now being sold at the theater box office.

In conjunction with tonight's opening of the new theater, there will be pre-show entertainment and a formal dinner, beginning with a cocktail hour at five-thirty o'clock this evening, in Hotel Olympian.

V. G. Francis, chairman of the Olympia centennial committee, and Ernest Mallory, mayor of Olympia, will be hosts. The list of dignitaries includes various state officials and mayors of Puget Sound and Southwest Washington cities.

These special guests will be present at the dinner in Hotel Olympian, where they will be entertained by a quintet. The quintet composed of members of the Olympia Chamber Music Society, will include Patricia Edge, president of the society; Thomas Kingery, director and violinist; Marian Chambers, cellist, and Mr. and Mrs. Ian Christopher, flute and piano.

Peace Officer Uses Bright Idea To Halt Female Fisticuffers

Vancouver, Wash.—(AP)—Henry Kaiser, large Clarke County deputy sheriff, strode purposefully up to the dance hall where he had been sent to stop a fight.

He found the two battlers standing their peaceably, their quarrel settled.

Not so their girl friends. They were in the midst of a hopping, hair-pulling hoe-down.

Kaiser blanched. He circled around. Finally he ran to his car, and turned a spotlight onto the combatants. They stopped, separated, and began smoothing their hair.

Wrote Kaiser in his report: "No woman can stand making a spectacle of herself in the spotlight."

Tank Crews Rescued

Fairbanks, Alaska—(AP)—Two Army tank crews got a close-up mid-river taste of Arctic maneuvering difficulties.

The 10th Rescue Squadron evacuated six men from two tanks that broke through the Tanana River ice at Big Delta. They were stranded in mid-river. The men were treated for exposure and frost bite.

Business Is Bitter For Balked Burglar

Los Angeles—UP—Burglary suspect Clifford L. Aubertin, 35, bitterly confessed to police how he carted off a 200-pound safe from an auto accessory shop and garage.

First, he lugged the bulky strong box to his car. After driving to a secluded spot, he pushed the safe 200 yards up a hill and battered it open with a sledge hammer. Inside he found $3.80.

Officers who arrested Aubertin as he slept, resting from his labors, added the crushing blow.

The safe was unlocked all the time.

Ice Stalls Vehicles

Syracuse, N. Y.—(AP)—Traffic crawled bumper-to- bumper over ice-covered streets here Tuesday. The temperature dropped to 17 degrees.

Hazardous traffic conditions caused 35 minor accidents. Cars became stalled on hills covered by ice and a thin layer of snow.

Feast

Santa Monica, Calif.—(AP)—Thanksgiving came early for a flock of pelicans and seagulls who gobbled up a deckload of sardines from a fishing boat here while the captain and crew were ashore.

The boat, Bunkie, out of Santa Barbara, had tied up for refueling.

Hundreds of hungry pelicans and gulls swooped down and gorged themselves until many were unable to fly. They floated around the harbor, listing blissfully.

Fishermen on the pier said several hundred pounds of sardines must have been consumed.

Byrnes Aims Sharp Attack At Truman Spending Policy

Biloxi, Miss.—(AP)—A former Cabinet officer made a sharp attack on government fiscal policies last night and called for a drop in taxes and the national debt.

In his second assault on the Truman Administration, former Secretary of State James F. Byrnes told the Southern Governors' Conference that Federal taxes and the public debt constitute the real trouble now besetting this country.

The cure, added the former Administration stalwart, was to be found neither in a larger public debt nor in a heavier tax load, but he saw no immediate remedy.

Deficit spending will continue, he declared.

Byrnes' first attack on the administration came in a recent speech at Washington and Lee University. There, he charged the Federal government with "statism," with taking over more and more powers and prerogatives of state, county and city governments.

Last night he told the South's chief executives:

"We should devote to cutting expenditures some of the thought we are devoting to taxing and borrowing. But cutting expenditures is not seriously considered in Congress. So deficit spending will continue," Byrnes said.

"Big government is more dangerous than big business," Byrnes added. "Little governments can regulate big business but it is difficult to regulate big government.

"The spenders, while deploring deficit spending, assert as an excuse that there was deficit spending during the Roosevelt administration. But who can forget that in 1933 the banks of the nation were closed, farmers whose mortgages were foreclosed were deserting the farms, factories were idle and the unemployed walked the streets hungry?

"Only a spender with no sense of responsibility could fail to see the difference," said the former U. S. Supreme Court justice. "Today we have 'unexampled prosperity.' If the government cannot live within its income, what will it do should we have a serious recession in business?"

Hi-Y Group To Hold Annual Thanksgiving Service On Thursday

Olympians are cordially invited to attend the tenth anuual YMCA Thanksgiving Day service to be held in the Olympic Theater this Thursday morning. The program will begin at ten-thirty o'clock.

Principal speaker will be the Reverend Walter O. Macoskey, pastor of the First Baptist Church in Tacoma. The title of his talk will be Remember to Be Thankful. A second feature of the annual observance will be several selections by the Olympia High School Girls' Glee Club.

The YMCA is conducting the Thanksgiving Day service through the cooperation of the Hi-Y clubs here and the Olympia Ministerial Association. Persons directing the various services of the Thanksgiving Day program will be as follows:

Frederick Flahaut, organ prelude and postlude; Whitney Wilson, call to worship and welcome address; Jerry Force, Thanksgiving proclamation; Fred Paulson, scripture reading; Alex Crewdson, responsive reading; the Reverend William E. Callahan, prayer of Thanksgiving! Harry Foster, YMCA world service fund collection, offertory prayer, and benediction.

France Faces Cabinet Crisis

Paris—(AP)—France's Assembly opened a critical debate on Germany Tuesday which may decide whether the 24-day-old government of Premier Georges Bidault stands or falls.

The question is: Will the Assembly support policies on bridging France's traditional enemy back into the family of European nations. These policies were proposed by the big three foreign ministers who met here two weeks ago?

If the policies are defeated Bidault will have to resign, leaving France once again without a government.

At least 30 speakers already are on the list to start out what promises to be a bitter debate of about three days.

Bargain In Handbag

London—(AP)—Somebody got a bargain at the United Charities auction yesterday.

A lady's black handbag went for a bid of 35 cents.

Then the auctioneer had left $28 worth of jewelry in it.

They're Still Related

Hamburg, Germany—(U.P.)—A wife got a divorce yesterday, but she didn't go home to mother.

Her husband of 24 years walked out of the divorce court and into the Marriage Registry office to marry his mother-in-law.

Hungary Jails Yank As Spy

Budapest, Hungary—(AP)—Hungary announced today it had arrested Robert Vogeler, an American businessman, and Edgar Sanders, a Briton, on charges of spying and sabotage.

Vogeler is an assistant vice president of the International Telephone and Telegraph Company and its Eastern European representative, with headquarters in Vienna. Sanders represents the company in Budapest.

The Hungarian Foreign Office yesterday denied it knew anything about reports of the arrest of Vogeler, who disappeared Friday morning during a business trip to the Hungarian capital.

The Hungarian government announcement said Vogeler and Sanders had confessed to sabotage and spying.

(In Vienna, Vogeler's wife said Hungarian agents had been shadowing her husband. Reports there said the files of the telephone concern in Budapest had been confiscated when he and a person reported to be his secretary were arrested.

(Mrs. Vogeler speculated in Vienna before the Hungarian announcement was made that her husband was being held in a Budapest jail until he agreed to sign "some sort of confession of espionage or sabotage." Other informed sources in Austria made a similar conjecture.)

Bridges' Aide Faces Charge Of Contempt

San Francisco—(AP)—Federal Judge George B. Harris declared in court today he would cite Harry Bridges' attorney, Vincent Hallinan, for contempt.

He accused Hallinan of "a persistent and inflammatory course of conduct."

Bridges, head of the CIO longshore union, and two fellow union officials, are on trial on indictments accusing Bridges of perjury and conspiracy, and the others of conspiracy. The government said they lied when they denied Bridges was a Communist.

Hallinan throughout the trial has disregarded warnings by Judge Harris to confine himself to rules and directions of the court.

Spy Trial Postponed

New York—(AP)—The spy conspiracy trial of Judith Coplon and Valentin Gubitchev was postponed today until December 27.

The Russian engineer's newly retained attorney, Abraham Pomerantz, won the postponement when he told Federal Judge Sylvester Ryan he needed the time to prepare himself for trial.

CITY HALL SALE SET

Puyallup—(U.P.)—The City Council has decided to sell the earthquake-damaged City Hall here. The building has been razed to the first-floor level.

GROUPS MERGE

Cleveland—(AP)—The American Heart Association and the National Foundation for High Blood Pressure were merged here yesterday. The foundation became a major council of the AHA and will keep its administrative offices here.

Huks Stage Rebellion In Central Luzon Area

Manila—(AP)—Constabulary headquarters reported Tuesday night that a big battle was raging between Communist-led Hukbalahaps and constabulary forces in Batangas Province, about 60 miles south of here.

About 300 dissidents, using trench mortars and machineguns, engaged two constabulary companies, the report said.

Today's Chuckle

A teacher questioned little Oscar: "Tell me what you know about George Washington. Was he a soldier or a sailor?"

"I think he was a soldier," replied Oscar.

"Why do you think he was a soldier?"

"I seen a picture of him when he crossed the Delaware and a sailor knows enough not to stand up in a rowboat."—The Furrow.

34 Others Are Dead After Airliner Falls In Forest Near Oslo

Oslo, Norway—(AP)—Police announced today they recovered 31 bodies from the wreckage of a Dutch plane which had carried 28 Jewish refugee children and seven adults. The police said a twelve-year-old child was the only survivor.

The searchers found the twin-engined DC-3 transport after searching since Sunday through the dense forests of southern Norway.

It was lost en route from Tunis, North Africa, to Norway with the 23 undernourished refugee children, three nurses and four crewmen. The plane smashed into the forest, cutting a broad swath through the trees.

The plane was found near Filtvet, a small town on the west side of the Oslo Fjord, about 30 miles from the Norwegian capital. The nearest house to the crash scene is almost two miles away.

The child who survived was taken to a hospital at Drammen, 20 miles from Oslo, police said, and a doctor there was quoted as saying the boy has a good chance of recovery.

The boy was one of the pitiably underfed refugee children who had been on their way to rest and rehabilitation in Norway.

All the children had been destined eventually to go on to Israel, the Jewish state.

Hanford Guard Plans Delayed

Washington—(AP)—The strategically important atomic plant at Hanford, Washington, apparently is going to lack Army troops to guard it until there are barracks to house them.

Hanford is the place where the ingredient for the powerful atomic weapons of today, plutonium, is manufactured. Located in the northwest corner of the country, it is closer to the bases for the launching of bomber or airborne troop attack from Russia than any of the government's other nuclear fission projects.

* * *

Representative Jackson of Washington announced last Summer that troops would be assigned to Hanford.

An Army spokesman said today, in answer to questions by a reporter, that troops, "principally anti-aircraft," will be sent there but that there are no facilities for them now and that Congress has not yet appropriated money for construction.

The Army and the Atomic Energy Commission are known to have under discussions plans for building barracks and other facilities near Richland, the headquarters of the Hanford works, located in the southeastern corner of the atomic plant reservation.

* * *

Hanford, like the other more important atomic plants and laboratories has its own force of police. The Atomic Energy Commission obtained from the Defense Department last year weapons, armored vehicles, communications equip-

See Page 16, Column 4)

Youthful Traveler's Church Activity Not Based Upon Religion

New York—(AP)—Each Monday, for the past seven or eight weeks, Lorenzo E. Morin, of Boston, has traveled to New York to go to a mid-Manhattan church.

But he didn't go there to worship, police charge, but to steal.

Morin, 24, was arrested last night on charges of burglary, possession of burglar tools and petty larceny after he allegedly slipped currency from two offering boxes in a chapel of the Holy Cross Roman Catholic Church.

Police said Morin used a pair of tweezers and a cardboard stick, with a wad of gum on the end of it, to extract the money from the boxes after he had kneeled for a while as if in prayer. They quoted him as saying he got $65 or $75 in the past seven weeks.

Wind Gust Wrecks Trailer, Five Autos

Troutdale—(AP)—Five Packard sedans and their carrier-trailer were dumped off Highway 30 and down a 40-foot embankment yesterday by a gust of wind.

Driver Thomas M. Deeson, 28, Vancouver, Washington, received a wrenched shoulder and walked away from the wreckage.

Later, a spokesman for the convoy company, a Portland trucking firm, said a driver traveling the same route earlier yesterday reported a gust of wind almost lifted his truck from the road at a curve near here.

Cats Can't Wander

Paris—(U.P.)—The official journal announced a new law today. It rules that any cat found more than 200 yards from its home in Paris would be considered a wanderer and impounded.

The law was passed to protect bird life.

Truce

Wilmington, Del.—UP—In honor of Santa Claus—there'll be a five-hour truce tonight in Wilmington's week-old transit strike.

Representatives of the Transit Workers Union and the Delaware Coach Company agreed to operate the city's trackless trolleys and busses to carry spectators to and from the annual Christmas parade welcoming Santa Claus to town.

No fares will be collected.

Youth Suffers Injury To Eye

Friday will be an important day for little Richad Yarboro of Lacey. That's when the eight-year-old youngster may learn what will happen to his left eye.

The son of Mr. and Mrs. P. Scott Yarboro and some of his young pals were playing with a BB gun last Saturday afternoon in the Yarboro yard. The gun was discharged from ten feet away as it was pointed at Richard and the lead pellet entered his left eye.

Luckily, both Mr. and Mrs. Yarboro were home at the time and they rushed the injured youngster to the Memorial Clinic in Olympia. He was given preliminary treatment there and Monday morning he was taken to an eye specialist in Tacoma.

Both of Richard's eyes are bandaged now, since movement of one would also cause the other to move. Mr. Yarboro said doctors thought the eye would be all right, but they won't really know until Friday at the earliest.

Five Youngsters Die In Farmhouse Blaze

Eau Claire, Wis.—(AP)—Five children died Tuesday in a flaming house at the John Berg farm near Rock Falls, ten miles south of here.

The victims were identified as the three daughters and one son of Mr. and Mrs. John Berg and a granddaughter. They were Maxine Berg, 18, Donna, 10, David, seven, Jackie, six, and the four-year-old daughter of Mr. and Mrs. Orrin Stai.

Another son, Alvin, 1, jumped from a second story window.

Mr. and Mrs. Berg said they were in the barn when the fire broke out. They found the home in flames and were unable to enter.

Ex-GI Pleads Innocent To Charge of Treason

New York—(AP)—A former Army staff sergeant pleaded innocent today to an indictment charging 12 acts of treason against American prisoners after the Japanese seizure of Corregidor.

Federal Judge Gregory Noonan remanded the defendant, 32-year-old John David Provoo, without bail for trial December 6.

A Federal grand jury indicted Provoo last week. One of the charges was that he caused the Japanese to execute a U. S. Army captain.

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SEASON 28 2019

The Stardust Christmas Groove

A Musical Comedy by Harlowe Reed

NOVEMBER 29 – DECEMBER 31, 2018

Set in December of 1962, *The Stardust Christmas Groove* will continue Harlequin's annual celebration of American pop music for the holidays. *Groove* is the twenty-third in the series that has provided a delightful alternative holiday entertainment for all ages since 1994. A small Greenwich Village nightspot, the Stardust Club is home to a group of striving performers and musicians who struggle to keep the doors open while negotiating their personal lives, romances and Big Apple career moves. The roller coaster events of the mid-twentieth century may keep them off balance, but Christmas still brings out the best in everyone. **A holiday gift for all ages.**

I Ought To Be In Pictures

A Comedy by Neil Simon

JANUARY 17 – FEBRUARY 9, 2019

Herb, a Hollywood scriptwriter currently "at liberty," is surprised when his forgotten past reappears in the form of Libby, a teenage daughter who's trekked from Brooklyn with dreams of movie stardom. Estranged from Herb for 16 years, Libby wants to explore the mystery of her dad's departure and her questions quickly lead to shouting matches between the two. With Steffy, his sometime paramour at his side, Herb decides to take another stab at fatherhood and hopefully this time, get it right. **All ages.**

The Women

A Comedy by Clare Booth Luce

FEBRUARY 28 - MARCH 23, 2019

Contented, kindly Mary Haines, a well-off woman living in New York City, is the envy of her friends, boasting a wholesome, happy marriage, adorable children, and a comfortable home. Unfortunately, she is living in a fool's paradise... which her tactless friend, Sylvia Fowler, discovers, when a favored manicurist spills the beans. Mary's husband, Stephen Haines, has been nabbed by Crystal Allen, a sultry, gold-digging man-eater, who sets her traps behind the perfume counter at Saks Fifth Avenue. Sylvia arranges for Mary to hear the tale from that same manicurist, so Mary's painful dilemma is created: keep silent, keep her marriage, and condone her husband's cheating ways or divorce him, making way for her rival to step into her place? *The Women* is juicy, wicked, and full of guilty fun. Both a scathing commentary on the life of the superficial, selfish socialite and a knowing, heart-felt depiction of romantic rivalry, toxic friendships, and the thousands of supporting roles women play in offices, salons, and their own lives. **All ages.**

A Doll's House

A Classic Drama by Henrik Ibsen

MAY 2 - MAY 25, 2019

Nora Helmer enjoys a comfortable life with her family and loves her husband, Torvald, beyond reason. When his health fails, she risks a small crime in order to protect their charmed existence. When the truth slips out with a threat of blackmail, and Torvald's resulting wrath, Nora begins to question her devotion and finds herself forced into making a life-altering decision: honor her marriage or pursue her duty to herself. She has not been his companion, but his toy. **All ages with guidance.**

Man of La Mancha

A Musical Adventure by Dale Wasserman
Lyrics by Joe Darion • Music by Mitch Leigh

JUNE 20 – JULY 20, 2019

A classic of American musical theater, *Man of La Mancha* was inspired by Miguel de Cervantes and his 17th-century masterpiece, *Don Quixote*. The show tells the story of the "mad" knight, Don Quixote, as a play within a play performed by Cervantes and his fellow prisoners as he awaits a hearing with the Spanish Inquisition. The original 1965 Broadway production ran for 2,328 performances and won five Tony Awards, including Best Musical. The musical has been revived four times on Broadway becoming one of the most enduring works of musical theatre. **All ages.**

Blackbird

A Mature Drama by David Harrower

AUGUST 15 – SEPTEMBER 14, 2019

Fifteen years later, Una finds and confronts Ray, the man who had abused her when she was twelve and he was forty. He takes her to his office break room where they are immediately trapped in a long and ferocious conflict with no way out and no resolution beyond the release of howling rage. Una's demanding questions and descriptions of her conflicting emotions shatter Ray, who did time for statutory rape and now has a new name. Ray is trying to forget the past but now must face the chasm he ripped in Una's life, all the while uncertain of her intentions. **Ages fourteen and above with guidance.**

Love and Information

A Comic Drama by Caryl Churchill

OCTOBER 3 – OCTOBER 26, 2019

Someone sneezes. Someone can't get a signal. Someone won't answer the door. Someone put an elephant on the stairs. Someone is not ready to talk. Someone is her brother's mother. Someone hates irrational numbers. Someone told the police. Someone got a message from the traffic light. Someone has never felt like this before. In this fast moving kaleidoscope, more than a hundred characters try to make sense of what they know. **All ages.**

HARLEQUIN PRODUCTIONS

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Olympia, WA 98501

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2019 SUBSCRIBER INFO

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City _____ State _____ Zip _____

Phone (Day)_____ (Eve)_____

Email _____

☐ Sign up for our 'e-News' Email Newsletter to keep up to date.

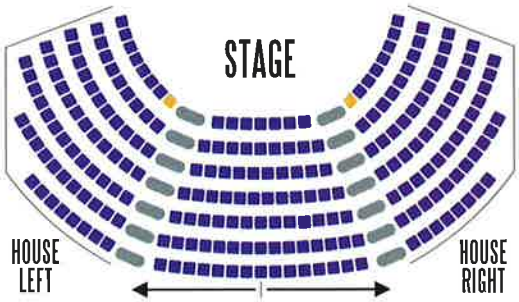
RENEWING SUBSCRIBERS

RENEWING subscribers, your priority deadline is FRIDAY, JULY 20.

☐ I would like the same subscription seats as last season, if available.

☐ Please change my subscription type/day/week/seats as indicated.

SEATING PREFERENCE



Please mark the area where you would prefer to sit.

☐ No front row please ☐ Prefer aisle seats

☐ Special seating needs: _____

NOTES / SPECIAL REQUESTS

AFFORDABLE PAYMENT PLAN

☐ **I'D LIKE TO MAKE 10 EASY MONTHLY PAYMENTS!**

The Box Office will contact you to confirm details.

General	Senior/Military	Student	7 Show Flex
$22.50	$20.50	$17.00	$24.70

Not available for 4- and 6-show flex subscriptions
Payment plan includes a monthly processing fee of $2.00

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1 2 3 4

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THURSDAY FRIDAY SATURDAY SUNDAY*

***(2pm matinee) Weeks 1, 2, 3 only**

CHOOSE YOUR TICKETS

General Admission	$205 x ____ =	$ _____
Senior/Military	$185 x ____ =	$ _____
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25% SAVINGS from Single Ticket Prices!

FLEX SUBSCRIPTION

Can't commit? You can still save a bundle with a Flex Subscription!
Choose a 4, 6 or 7-show package & redeem as your schedule allows.

Redeemable one per production.

4-Show Subscription	$139 x ____ =	$_____
6-Show Subscription	$198 x ____ =	$_____
7-Show Subscription	$227 x ____ =	$_____

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DONATION (Optional) $ _____

GRAND TOTAL $

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☐ Please find my check enclosed *(made out to Harlequin Productions)*

☐ Please bill my VISA / MC / Discover / American Express

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Signature_____

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $15,000

RECEIVED
SEP 21 2018
City of Olympia
Executive Department

Organization/Agency Name: Olympia & Beyond Sports Commission/Visitor & Convention Bureau

Federal Tax ID Number: 91-1735847

Event or Activity Name (if applicable): Tourism Marketing with Emphasis on Sports Sales & Marketing

Contact Name and Title: Shauna Stewart

Mailing Address 2424 Heritage Ct. SW, Suite B City Olympia State WA Zip 98502

Phone (360-) 704-7544 Email Address Shauna@ExperienceOlympia.com

---

Check all service categories that apply to this application:

_X_ Tourism Promotion/Marketing
____ Operation of a Special Event/Festival designed to attract tourists
_X_ 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 2019. 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: Shauna Stewart Date: 9/20/2018

Printed or Typed Name: Shauna Stewart, CEO

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). In this role, we market and sell the region as a destination for sports tournaments and events to put heads in beds and grow the region's economy.

   Over the past few years we've seen an increased appetite for sports business in the region. We are interested in growing 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).

   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, participating in tradeshows, developing relationships with industry influencers, providing hospitality support and much more.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	1,350	n/a
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	960	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	960	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	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 *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*	830	n/a

3. What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)

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

We use figures given to us by the event planners and input data to the Sports Event Impact Calculator. Event planners typically base their estimates on attendance at previous years events. The estimates above are based on confirmed bookings for the WIAA State Golf Championship and NWAC Cross Country event.

4. What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)

☐ Direct Count (Preferred)
☐ Indirect Count
☐ Representative Survey
☐ Informal Survey (Preferred)
☐ Structured Estimate
X Other (Please explain) – N/A, did not apply last year

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 and work with hotels on sports leads/bids.

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

Below is a snapshot from our Sports Commission scorecard. You will notice significant year over year growth in leads generated, booked events and economic impact for sports business. We have booked a total of 4,264 room nights in Thurston County from 2017 to FY 2022.

2016

Generated 7 leads (potential events), and booked 5

FOR AN ECONOMIC IMPACT OF

$253,160

BOOKED EVENTS:

NWAC Cross Country Championship 2016 (SMU)*
NWAC Cross Country Preview 2016 (SMU)*
WIAA 2A State Volleyball 2016 (SMU)*
GNAC Basketball Championships 2016 (SMU)*
GNAC Softball Championships 2016 (SMU)*

2017

Generated 23 leads (potential events), and booked 11

FOR AN ECONOMIC IMPACT OF

$587,330

That's a 131% increase over 2016

BOOKED EVENTS:

Reach the Beach 2017*
NWAC Cross Country Championship 2017*
NWAC Cross Country Championship 2018*
NWAC Cross Country Championship 2019*
US Quidditch Regional Championship 2017*
GNAC Cross Country Fall Preview 2017*
WIAA 3A State Softball Championship 2017*
US Martial Arts Governor's Cup 2017
US Tennis Assn. Sectional Championship 2017
GNAC West Region Volleyball Showcase 2017*
WIAA 2A State Volleyball Championship 2017*

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

We target state, regional and national tournament directors and sports planners for high school, college, recreation and senior sports. We also target "decidedly different" sports such as Quidditch and disc golf to maximize unique facilities and differentiate the region in the market.

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 <u>in the City of Olympia</u>.**

Hotel success is our success. Olympia hotels are listed on OlympiaSportsCommission.com 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.

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 are applying for Lodging Tax from the following communities:

    City of Lacey: $80K to support existing programs, $20K to grow sports sales and marketing
    City of Tumwater: $35K to support existing programs, $10K to grow sports sales and marketing
    City of Yelm: $30K to support existing programs

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/Sports Commission is $1,387,031. Olympia Lodging Tax currently supports our existing programs with $100,000 (7.2%). This application to grow our sports sales and marketing efforts by $20,000 will contribute another 1.4% to our overall budget for a total of 8.6%.

    Within this budget, $145,000 is allocated to sports sales and marketing. Olympia Lodging Tax contributions from this application would serve as 10% of this sports-specific 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 not fully funded, we would need to reduce our budget for bid fees and sponsorships that help us close the deal in the sports market. This puts us at risk of losing business to other destinations who can compete with bigger budgets and more competitive offers.

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Profit & Loss Budget Overview - Proposed 2019

Accrual Basis

Proposed 2019

	Jan - Dec 19
Ordinary Income/Expense	
Income	
40000 · LTAC	280,000.00
40200 · Membership	21,900.00
40300 · Private Funds	143,070.00
40400 · TPA Income	942,023.53
Total Income	1,386,993.53
Gross Profit	1,386,993.53
Expense	
50100 · Marketing & Communications	476,222.00
51000 · Community Relations	42,245.00
52000 · Sales	70,335.00
60000 · Operations	762,694.49
61000 · TPA Administration	35,535.00
Total Expense	1,387,031.49
Net Ordinary Income	-37.96
Other Income/Expense	
Other Income	
98100 · Interest Income	350.00
Total Other Income	350.00
Net Other Income	350.00
Net Income	**312.04**

*pending approval

INCOME
LTAC

INCOME	2019
LTAC	**$280,000**
Membership	$21,900
Private	$143,070
TPA	$942,023
TOTAL	$1,386,993.53

Tourism

Lacey	$80,000
Tumwater	$35,000
Olympia	$100,000
Yelm	$20,000

Sports

Lacey	$20,000
Tumwater	$10,000
Olympia	$15,000

SPORTS COMMISSION
2019 Budget

Expense	Tourism Budget	Sports Add
Marketing (Facility Guide, Website & CRM, Video & Photo, Advertising, Design)	$25,000	$5,000
Sales (Tradeshows, Travel, Sponsorship & Bid Fees)	$23,000	$40,000
Membership & Research (NASC, Calculator)	$2,800	n/a
Personnel (Director of Sales, Sales Coordinator, Director of Marketing, CEO)	$50,000	n/a
TOTAL	$100,820	$45,000

The sports market is supported in the amount of $100,820 from our general destination marketing budget. Because we are trying to grow sports tourism without taking from other valuable programs, we are requesting a total of $45,000 in Lodging Tax funds from Lacey, Olympia and Tumwater.

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 08/09/2018
Effective Date: 08/09/2018
UBI #: 601 738 394

Annual Report

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:
2424 HERITAGE CT SW, STE B, OLYMPIA, WA, 98502, UNITED STATES

Principal Office Mailing Address:
2424 HERITAGE CT SW, STE B, OLYMPIA, WA, 98502, UNITED STATES

Expiration Date:
09/30/2019

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 CONSENT

To change your Registered Agent, please delete the current Registered Agent below.
Registered Agent Consent (Check One):

☐ I am the Registered Agent. Use my Contact Information.

☑ I am not the Registered Agent. I declare under penalty of perjury that the WA Nonprofit Corporation has in its records a signed document containing the consent of the person or business named as registered agent to serve in that capacity. I understand the WA Nonprofit Corporation must keep the signed consent document in its records, and must produce the document on request.

9

Work Order #: 2018080900368943 - 1
Received Date: 08/09/2018
Amount Received: $10.00

RCW 23.95.415 requires that all businesses in Washington State have a Registered Agent.
Some of this information is prepopulated from information previously provided. Please make changes as necessary to provide accurate information.

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY	2424 HERITAGE CT SW #B, OLYMPIA, WA, 98502-0000, USA	2424 HERITAGE CT SW #B, OLYMPIA, WA, 98502-0000, USA

PRINCIPAL OFFICE

Phone:
360-704-7544

Email:
KELLY@EXPERIENCEOLYMPIA.COM

Street Address:
2424 HERITAGE CT SW, STE B, OLYMPIA, WA, 98502, USA

Mailing Address:
2424 HERITAGE CT SW, STE B, OLYMPIA, WA, 98502, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MICHAEL	DAVIDSON
GOVERNOR	INDIVIDUAL		CHRISTINA	DANIELS
GOVERNOR	INDIVIDUAL		SUE	FALASH

NATURE OF BUSINESS

- DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

EFFECTIVE DATE

Effective Date:
08/09/2018

CONTROLLING INTEREST

1. Does your company own real property (including leasehold interests) in Washington?
NO
2. Has there been a transfer of stock, other financial interest change, or an option agreement exercised during the last 12 months that resulted in a transfer of controlling interest?
NO
3. Has an option agreement been executed in the last 12 months allowing for the future purchase or acquisition of the entity, that, if exercised would result in a transfer of controlling interest?
NO
You must contact the Washington State Department of Revenue to report a Controlling Interest Transfer **IF**:
* This company owns land, buildings or other real estate in Washington State,

AND

* You answered "YES" to question 1 above.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, please call the Department of Revenue at (360) 534-1503, option 1, or visit www.dor.wa.gov/REET

Business Licensing Service, PO Box 9034, Olympia, WA 98507-9034

For assistance or to request this document in an alternate format, visit business.wa.gov/BLS or call 360-705-6744. Teletype users may call 711.

Fax 360-705-6699

RETURN ADDRESS FOR THIS FILING

Attention:
KELLY CAMPBELL
Email:
KELLY@EXPERIENCEOLYMPIA.COM
Address:
2424 HERITAGE CT SW STE B, OLYMPIA, WA, 98502-6046, 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:
ENTITY

First Name:
KELLY

Last Name:
CAMPBELL

Entity Name:
VISITOR & CONVENTION BUREAU OF THURSTON COUNTY

Title:

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

10

451-1

VISITORS AND CONVENTION BUREAU OF THURSTON CO
103 SID SNYDER AVE
PO BOX 7338
OLYMPIA WA 98507-7338

DETACH BEFORE POSTING

STATE OF WASHINGTON

BUSINESS LICENSE

Unified Business ID #: 601738394
Business ID #: 001
Location: 0003

Nonprofit Corporation

VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY
103 SID SNYDER AVE SW
OLYMPIA, WA 98501-1328

TAX REGISTRATION - ACTIVE

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

Vicki Smith
Director, Department of Revenue

UBI: 601738394 001 0003

VISITORS AND CONVENTION
BUREAU OF THURSTON COUNTY
103 SID SNYDER AVE SW
OLYMPIA, WA 98501-1328

FOLD HERE

STATE OF WASHINGTON

TAX REGISTRATION - ACTIVE

FOLD HERE

Vicki Smith
Director, Department of Revenue

11

gaL0002

PHOTO BY NATE BURGHER

A MESSAGE
From Your Sports Commission

VCB MEMBERS AND FRIENDS,

Sports tourism is an important part of Thurston County's destination and community story. The region's facilities, amenities and centralized location make this a desirable and competitive destination for all ages to play and stay.

With increased staffing and resources, 2017 saw phenomenal growth in the sports market. We are excited to keep this momentum going with the support of our Sports Task Force, Sports Commission Advisory Committee and community partners.

Our Sports Commission Advisory Committee provides high-level strategic advice on the sports commission's sales and marketing initiatives

Our Sports Task Force provides tactical resources ranging from lead/event ideas, local and industry connections, education opportunities, and a collaborative space to connect sports facilities, hotels and local businesses.

Join us and play it different.

THURSTON COUNTY
2016-2017 SPORTS COMMISSION RESULTS

2016

Generated 7 leads (potential events), and booked 5

FOR AN ECONOMIC IMPACT OF

$253,160

BOOKED EVENTS:

NWAC Cross Country Championship 2016 (SMU)*
NWAC Cross Country Preview 2016 (SMU)*
WIAA 2A State Volleyball 2016 (SMU)*
GNAC Basketball Championships 2016 (SMU)*
GNAC Softball Championships 2016 (SMU)*

2017

Generated 23 leads (potential events), and booked 11

FOR AN ECONOMIC IMPACT OF

$587,330

That's a 131% increase over 2016

BOOKED EVENTS:

Reach the Beach 2017*
NWAC Cross Country Championship 2017*
NWAC Cross Country Championship 2018*
NWAC Cross Country Championship 2019*
US Quidditch Regional Championship 2017*
GNAC Cross Country Fall Preview 2017*
WIAA 3A State Softball Championship 2017*
US Martial Arts Governor's Cup 2017
US Tennis Assn. Sectional Championship 2017
GNAC West Region Volleyball Showcase 2017*
WIAA 2A State Volleyball Championship 2017*

*Events were booked specifically in Lacey

KEY INITIATIVES

- Dedicated sports section on the website
- An expanded sports facility guide
- Increased sales capacity, with dedicated direct sales efforts
- Budget set aside for bid fees and event sponsorships
- Sports advertising
- Teams conference
- Introduction and implementation of the sports advisory committee
- National association of sports commissions membership

SERVICES OFFERED

The VCB helps event directors, participants and observers experience an exceptional event in Thurston County.

We help with the following:

- Assemble bid team/local organizing committee
- Bid preparation assistance
- Presentation of bids
- Connections to Thurston County community
- Facility and site selection support
- Government relations
- Hospitality services
- Host site inspections
- Hotels: secure rooms and rates
- Marketing and promotion
- Public relations
- Research events open to bid
- Review requests for proposals
- Vendor/supplier referrals
- Visitor information and welcome packets

EXPERIENCE Olympia & Beyond
DECIDEDLY DIFFERENT

EXPERIENCEOLYMPIA.COM/SPORTS

BROUGHT TO YOU BY THE OLYMPIA LACEY TUMWATER VISITOR & CONVENTION BUREAU

PLAY IT DIFFERENT

SPORTS FACILITIES GUIDE

EXPERIENCE Olympia & Beyond
DECIDEDLY DIFFERENT

EXPERIENCEOLYMPIA.COM/SPORTS

OLYMPIA | LACEY | TUMWATER | YELM | BUCODA | GRAND MOUND | RAINIER | ROCHESTER | TENINO

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $ 6000

RECEIVED
SEP 21 2018
City of Olympia
Executive Department 3:36p

Organization/Agency Name: Olympia Downtown Alliance

Federal Tax ID Number: 91-14600653

Event or Activity Name (if applicable): Sip, Savor, & Stroll

Contact Name and Title: Todd Cutts, Executive Director

Mailing Address 116 5th Avenue, Ste F 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
___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 2019. 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: Todd Cutts Date: September 21, 2018

Printed or Typed Name: Todd Cutts

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.**

Sip, Savor, & Stroll takes place on September 29, 2018 (2nd year). It features 12 downtown dining establishments in a tour of downtown venues. Included in event are live performances, small food plates at 4 venues (on 3 separate tracks), desert, and a guided tour of downtown. At the time this application was printed, 160 tickets had been distributed, with a goal of 240. The marketing reach of the event means increased attention to those outside the region, even if they don't participate.

Tourists are attracted to this event because it offers a behind the scenes glimpse of the burgeoning downtown dining scene that has gained attention in local, regional, and national publications. This year features presentations at respective venues from owners, chefs, and brewers...offering a unique VIP experience that attracts attention from throughout the pacific northwest and even some national attention.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	240	160 tickets to date 240 anticipated
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	24	Only have 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	Only have estimate
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	30	Only have estimate
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family	10	Only have estimate

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 *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*	30	Only have estimate

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

[] Direct Count (Preferred)
[] Indirect Count
X Representative Survey
[] Informal Survey (Preferred)
[] Structured Estimate
[] Other (Please explain)

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

[] Direct Count (Preferred)
[] Indirect Count
X Representative Survey
[] Informal Survey (Preferred)
[] Structured Estimate
[] Other (Please explain)

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.**
We believe that as this event continues to grow, we will attract more tourists to the area.

7. **Describe you target tourist audience (location, demographics, etc.).**
Areas from Seattle to Portland. Demographics are between 30-60.

8. **Describe how you will promote your event/activity/facility to attract tourists.**
We will target tourists outside of the market through our website, social media efforts, and leveraging generated media attention. In 2018, we used targeted facebook boosts, Tacoma News Tribune, Mixx 96, and KNKX.

9. **Describe how you will promote lodging establishments, restaurants, and businesses located <u>in the City of Olympia</u>.**
By the very nature of this event, we will be able to cross-promote our restaurants. We marketed experienceolympia.com on event posters, flyers, ads, and our website for the ability to connect to hotel rooms.

- **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

- **What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?**
  The overall budget for the event is $10,010. We are requesting 60% of the event budget is covered by Olympia LTAC ($6,000).

- **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.*]
  We would likely not have the same reach with our marketing efforts. This would likely lead to less room nights. We would also likely cut the budget for our event performers. This may impact the quality of the event.

OLYMPIA DOWNTOWN ASSOCIATION-SSS

SIP SAVOR STROLL TOTAL	
	Year-end projection
Income	
4020 Contract funding	6000
4040 Event ticket sales	9625
4080 Sponsors and donations	11920
Total Income	27545
Gross Profit	
Expenses	
6000 Advertising / marketing	6000
6050 Catering / Other services	1000
6080 Dues, subscriptions & tickets	
6130 Insurance	160
6160 Licenses and permits	
6165 Pay pal service fee	
6200 Meeting Expense	850
6250 Office Expenses/Supplies	100
6270 Outside Service	$ 700.00
6300 Performers for events	1200
6340 Rent and utilities	
Total Expenses	10010

Marketing Plan

Sip, Savor & Stroll

Marketing Strategies

Promote as a special behind the scenes, exclusive event to the public. Advertise to higher education brackets and income levels through specific publications using company's inside/outside Thurston county while promoting lodging to leverage Lodging Tax dollars targeted to foodies.

Tactics -

Radio:

- KNKX (NPR)
  2-week schedule with double spots
  Reach: 233,300+ affluent, well-educated listeners

- Mixx 96.1
  25 mentions, 25 thirty-second ads
  Reach: working adults 25-64

- KAOS – Evergreen College
  Reach: students 18-35

Web:

- Online ticketing portal
- Webpage with information and sponsorship logos
- Email invitation to newsletter list
- Articles in our newsletter, the Retail Assoc. newsletter, the Hospitality Association newsletter, Mixx 96.1 newsletter and more
- Event calendars: Oly Arts, Thurston Talk, VCB, City of Olympia Arts Digest

Social Media:

- Facebook event page with links to ticking site
- Scheduled posts from Sept 1 – Sept 21 on Facebook/Instagram
- Facebook Advertisements
  - Reach between 20,000 – 50, 000 with income level 70k – 200K

Print:

- Invitation/postcards mailed (to 3 of 4 voters? Something…)
- Table tents to all participating restaurants
- Bill inserts to participating restaurants the week of Sept

- 250 posters delivered to Olympia, Centralia, Dupont, Shelton

Print Advertisements

- Tacoma News Tribune – 2 column x 6" full color ad (Friday "Go" Section)
- The Olympian - 2 column x 6" full color ad (Friday "Go" Section)

  Sept. 14 and 21
  Circulation: 11.8k daily

Public Relations

Targeted article showcasing restaurateurs participating in the event to "foodie" publications and the general media

South Sound Magazine,
Seattle Eater,
Thrillest,
Showcase Mag,
The Olympian,
The TNT,
Seattle Times,
Thurston Talk,
South Sound Talk,
The Ranger,
The Volcano,
The Stranger

Secretary of State
Kim Wyman

Corporations and Charities Division
PO Box 40234
Olympia, WA 98504
Tel 360.725.0378

02/02/2018

Olympia Downtown Association
120 State Avenue NE
PMB #1031
Olympia WA 98501 UNITED STATES

Registration Number: 1110595.

Dear Olympia Downtown Association,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

RE-REGISTRATION

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs.

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs, to file online, conduct searches, and receive status updates.

Additional information:

Report any changes to your information online at www.sos.wa.gov.ccfs.

Make sure all solicitations include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100.

Submit each commercial fundraiser contract , also available online at www.sos.wa.gov/ccfs before fundraising begins.

Determine if the organization is a "trustee" as defined under the Charitable Trust Act, RCW 11.110.020. If so, it may be subject to the Act and required to register as a "charitable trust."

Visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the organization wishes to take part in the CFD.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

8

Department of
Revenue
Washington State

(http://dor.wa.gov/)

Back to search results

Washington State Department of Revenue
State Business Records Database Detail

TAX REGISTRATION NO : NON-REVENUE
UBI : 601418932
ENTITY NAME : OLYMPIA DOWNTOWN ASSOCIATION
BUSINESS NAME :

ACCOUNT OPENED : 10/13/1992
ACCOUNT CLOSED : OPEN

ENTITY TYPE : NON PROFIT CORP

NAICS CODE : 999990
NAICS DEFINITION N/A

RESELLER PERMIT NO: N/A
PERMIT EFFECTIVE: N/A
PERMIT EXPIRES: N/A

FOR NON-COMMERCIAL USE ONLY

9/21/2017 12:21 PM

If you are unable to find the reseller permit you are looking for, try searching by tax registration/UBI number.

Sip, Savor & Stroll

2 PM TO 5 PM • SATURDAY, SEPTEMBER 29, 2018

JOIN US FOR AN EXCLUSIVE, PROGRESSIVE DINNER. Meet chefs, brewers and restaurant owners as you get a peek behind the curtain into the Olympia culinary scene. Downtown Olympia was recently publicized, by Food & Wine and Seattle's Fox Morning News, as "the next great culinary capital".

- KICK OFF AT THE WASHINGTON CENTER FOR THE PERFORMING ARTS AND FUN
- FOUR TASTY STOPS AT UNIQUE DOWNTOWN RESTAURANTS
- FINISHES AT RHYTHM & RYE, THE DESSERT DESTINATION

PARTICIPATING RESTAURANTS

5th Avenue Sandwich Shop
Budd Bay Cafe
Chelsea Farms Oyster Bar
Dillinger's Cocktails and Kitchen
Hart's Mesa
Octapas Cafe Inc.
Our Table
Pizzeria La Gitana
The Mouse Trap
Three Magnets Brewing Co.
Tipsy Piano Bar
Well 80

PURCHASE TICKETS AT
DowntownOlympia.org/Event
$55 per person

SPACE LIMITED
Max. 240

Need a place to stay after the event? Visit experienceolympia.com for lodging info and more.

PRESENTING SPONSOR
Timberland Bank Since 1915

DESSERT SPONSOR
BATDORF & BRONSON COFFEE ROASTERS

MEDIA SPONSOR
Mixx 96 fm KXXO
www.mixx96.com

OLYMPIA DOWNTOWN ALLIANCE

ENTERTAINMENT SPONSOR
PORT of OLYMPIA

360-357-8948 | DOWNTOWNOLYMPIA.ORG/EVENT

Sip, Savor & Stroll

12 DOWNTOWN VENUES

DOWNTOWN OLYMPIA
SATURDAY, SEPT. 29, 2018

Need a place to stay after the event? Visit experienceolympia.com for lodging info and more.

PRESENTING SPONSOR

Timberland Bank
Since 1915

MEDIA SPONSOR

Mixx 96 fm
www.mixx96.com

DESSERT SPONSOR

BATDORF & BRONSON
COFFEE ROASTERS

ENTERTAINMENT SPONSOR

PORT of OLYMPIA

360-357-8948 | DOWNTOWNOLYMPIA.ORG/EVENT

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $20,000

RECEIVED
SEP 21 2018
City of Olympia
Executive Department
3:52 p

Organization/Agency Name: Olympia Film Society

Federal Tax ID Number: 911110849

Event or Activity Name (if applicable):

Annual Operating & Programming Expenses for the Olympia Film Society

Contact Name and Title: Audrey Henley, Executive Director

Mailing Address 416 Washington Street SE #208 City Olympia State WA Zip 98501

Phone 360-754-6670 x20 Email Address Audrey@olympiafilmsociety.org

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
X 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 2019. 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: Audrey Henley Date: 9-18-2018

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.**

Budget and Use

In 2018 we focused and expanded our overall marketing and event programming due to the generous support of the City of Olympia's LTAC funds! OFS was able to increase visual marketing materials which included new brochures about the theater, investment into regional media and supplemental marketing opportunities like Coffee News, InterCity Transit, Oly Arts 2018-2019 Arts Preview issue and the creation of digital media ads for our film festival! The LTAC funds have allowed OFS to broaden its reach and partnerships.

We are thrilled to share with the LTAC board the prestigious title of being named in the summer 2018 issue of MovieMaker Magazine one of the "Top 25 Coolest Film Festivals in the World". To close out a successful 2018 at OFS, we will be stepping up for the second time to offer the second key to the City of Olympia at this year's 35th Annual Olympia Film Festival, be on the lookout for this announcement! You are sure to see more titles and recognitions bestowed upon OFS in the coming year!

In 2019 the plan is to continue reaching beyond the South Puget Sound for promotions and marketing partnerships, but also to extend more in-depth opportunities within Olympia's tourism and the business community. In the new year, OFS will formally announce a new public office/retail space downtown at 202 5th Avenue SE. OFS has been discussing with our friends at the ODA, Experience Olympia, Washington State Archives, Historical Society, and others at City Hall to see if this new space can serve as the official (or unofficial) welcome center for Olympia's Historic Theater District. This concept has been well received in conversations with supporters. This space will include a historical interpretation of Olympia's long and active theater scene; including artifacts, imagery, and current information of programs and events happening at surrounding theaters and venues. Other ideas include hosting walking tours and tours of each of the theaters, and working with local actors to create interactive tours, and much more! We believe this investment will not only attract tourists to Olympia to visit these famous cultural centers but will build solidarity and excitement within the community to encourage friends and family from all over the world to visit our area! Funds received from LTAC 2019 will continue to support the marketing and programming efforts at the Capitol Theater and additionally help kick start the investment into museum quality images, artifacts and historical interpretation in our new space.

Please see the attached Olympia Film Society operations budget with revenue and expense and additional marketing materials.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	42,000	35,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	4,200	3,500
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	360	300
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	120	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	24	20
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)*	150	100

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

□ Direct Count (Preferred)	□ Informal Survey (Preferred)
□ Indirect Count	**X** Structured Estimate
□ Representative Survey	□ Other (Please explain)

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

X Direct Count (Preferred)	□ Informal Survey (Preferred)
□ Indirect Count	□ Structured Estimate
□ Representative Survey	□ Other (Please explain)

5. **Is there a host hotel for your event (yes or no)? If yes, list the host hotel.**
Yes. Towneplace Suites By Marriott (2018) and we're working with Experience Olympia to broaden our partnerships with hotels.

6. **Describe the prior success of your event/activity/facility in attracting tourists.**
OFS invests time and budget into national (and unique) entertainment that will attract visitors to our theater. It is costly for a small arts group like ours, but it works. Success happens when we curate one of a kind events that include audience engagement and dialogue with national performers or guests. We keep unique programming in mind and develop marketing plans that include financial partnerships with local businesses, local & regional news and entertainment papers, network with like-minded theaters which can help spread the word. This formula helps to showcase our event, stimulate ticket sales, and create publicity.

7. **Describe you target tourist audience (location, demographics, etc.).**
We attract patrons from large cities; Portland, Seattle, Los Angeles, New York. Mainly women (followed by men) 27-60 years of age interested in the arts, music, and film festivals, on road trips. Just outside Thurston, we're drawing from Lewis, Mason, Pierce, Grays Harbor, Jefferson counties about the same age looking to visit over night for national concerts or day trips for independent movies, music and film festivals, and sight seeing.

8. **Describe how you will promote your event/activity/facility to attract tourists.**
We promote our theater and programming through press releases sent to 30+ media outlets; print/radio/web. We have an extensive email list of 10k patrons, with an increased open rate of 23%. Our social media sites are active with 9k fans, and interaction of 1500-2500 people weekly. We host ticket giveaways on radio stations and work with national bands and their publicity staff to generate newspaper/radio interviews & articles to attract audiences from other communities to come to Olympia. We distribute flyers/posters to 125 locations around the South Puget Sound and reach out to national and international media magazines to inform them of events coming to the Capitol Theater. We also trade on-screen digital ads and videos with regional art house theaters; The Grand Cinema (Tacoma), Pickford Film Center (Bellingham), The Rose (Port Townsend), Lincoln Theater (Mount Vernon), McConnell Film Theatre (Ellensburg) reciprocating advertising of events happening in our theaters. In 2018 we will be working with the InterCity Transit for bus placard adverts on all routes!

9. **Describe how you will promote lodging establishments, restaurants, and businesses**

located in the City of Olympia.
We partner with regional and national performers, promoters, non-profits, and businesses to utilize their customer database to promote events. In some cases, we host contests and ticket giveaways and partner on early reservation discount stays, which can attract more people to the event or business partners. Many of our event partners include restaurants, cafes, bars, venues, and other retail outlets. We work with Experience Olympia on more significant events (Annual Film Festival) to connect and create partnerships with hoteliers, and we work with the ODA to develop online promotional support #decidedlydifferent

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. We haven't crossed that bridge to ask other communities for money. Reaching beyond Olympia's community for financial support will be a goal for 2020, you can count on that!

11. **What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?**
$500,000 is our proposed budget for 2018. We are asking for 4% of our budget to be supported by LTAC funds.

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.]*

No programs will be cut from the budget, just redesigned if needed. However, to avoid cuts, OFS has developed a team of professional grant writers whose focus throughout the year is to apply for programming specific grants, for each major event we will seek out additional financial support. Additionally, OFS has brought on a full time marketing director which has allowed us to have a more consistent and robust marketing plan, budget, and development of partnerships which include financial and/or programming investment with these partners.

Application Instructions and Information

Application Deadline: Friday, September 21, 2018, 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 1, 2018, 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 2019 budget public hearing is scheduled for Tuesday, November 13, 2018, 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 Kellie Purce Braseth, Strategic Communications Director
PO Box 1967; Olympia, WA 98507-1967

Email: kbraseth@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.

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.

Olympia Film Society **Board Approved 12-28-2017**
Proposed Budget
For the Calendar Year 2018

		Proposed 2018 Budget
	Income	
	Festival Revenue & Expense	
	Festival Revenue	
1	Ticket Sales	25,000.00
2	Fest Sponsorships	9,000.00
3	Fest Ads	6,000.00
4	Fest Fundraisers	2,500.00
5	Festival Entry Fees	1,500.00
6	Total Festival Revenue	44,000.00
	Festival Expenses	
7	Artists Fees	(2,700.00)
8	Payroll	(4,547.70)
9	Screening Fee	(7,000.00)
10	Marketing & Promotion	
11	Event Marketing & Promotion	(900.00)
12	Program Marketing	(10,100.00)
13	Total Marketing & Promotion	(11,000.00)
14	Shipping	(600.00)
15	Fest Fundraising Costs	(300.00)
16	Hospitality	(2,000.00)
17	Supplies	(500.00)
18	Total Festival Expenses	(28,647.70)
19	Total Festival Revenue & Expense	15,352.30
	Film Series Programming	
	Film Series Revenue	
20	Ticket Sales	78,260.00
21	Specialty IHP Movie Events	36,275.00
22	Member Discounts	0.00
23	Total Film Series Revenue	114,535.00
	Film Series Expenses	
24	Film Cost	(48,046.00)
25	Marketing/Promotions/Host	(2,150.00)
26	Booking Fees	(3,000.00)
27	Payroll	(2,142.00)
28	Film Shipping	(5,540.00)
29	Total Film Series Expenses	(60,878.00)
30	Total Film Series Programming	53,657.00

Olympia Film Society **Board Approved 12-28-2017**

Proposed Budget

For the Calendar Year 2018

		Proposed 2018 Budget
	IHP Revenue & Expense	
31	Concerts & Performances	86,598.44
32	Total IHP Revenue	86,598.44
	IHP Expense	
33	Artists Fees	(35,331.00)
34	Equipment Rental	(6,625.00)
35	Marketing	(2,485.87)
36	Payroll	(6,319.50)
37	Licenses & Permits	(5,661.40)
38	Supplies	(116.10)
39	Hospitality	(2,745.00)
40	Total IHP Expense	(59,283.87)
41	Total IHP Revenue & Expense	27,314.57
	Rental Revenue & Expense	
42	Rental Revenue	40,960.10
43	Rental Expense	(3,354.27)
44	Payroll	(8,019.33)
45	Total Rental Revenue & Expense	29,586.50
	Program Marketing Revenue	
46	Sponsorships	10,300.00
47	Ad Sales	4,300.00
48	Total Program Marketing Revenue	14,600.00
49	Program Marketing Expenses	(15,780.00)
	Concessions	
	Concessions Revenue	
50	Food	64,200.00
51	Alcohol	38,500.00
52	Merchandise	1,500.00
53	Total Concessions Revenue	104,200.00
	Concession Expense	
54	Food	(22,470.00)
55	Alcohol	(11,550.00)
56	Merchandise	(750.00)
57	CC Merchant Fees	(5,000.00)
58	Supplies & Permits	(700.00)
59	Sales Tax Paid	(3,800.00)
60	Total Concession Expense	(44,270.00)
61	Total Concessions	59,930.00

Olympia Film Society **Board Approved 12-28-2017**
Proposed Budget
For the Calendar Year 2018

		Proposed 2018 Budget
62	Ticketing System	
63	Ticket Fee Revenue	17,500.00
64	Ticket System Fee	(10,500.00)
65	Preservation Fund	(7,000.00)
66	Total Ticketing System	0.00
	Development	
67	Membership	50,000.00
68	Donations	
69	General Donations	4,000.00
70	Direct Ask Letter	10,000.00
71	Federated Campaigns	3,650.00
72	Board Commitment Fundraising	8,000.00
73	Donation Expenses	(700.00)
74	Total Donations	24,950.00
75	Programming/Operations Grants	27,140.00
76	Total Development	102,090.00
	Fund Raising Revenue & Exp	
	Fundraising Revenue	
77	NOLTB	6,600.00
78	Repeal Day	5,000.00
79	Duck the Malls	2,600.00
80	Total Fundraising Revenue	14,200.00
	Fundraising Event Expenses	
81	Artists Fees	(1,550.00)
82	Marketing	(675.00)
83	Hospitality	(420.00)
84	Payroll	(950.00)
85	Supplies	(525.00)
86	Rentals	(150.00)
87	Total Fundraising Event Expenses	(4,270.00)
88	Total Fund Raising Revenue & Exp	9,930.00
89	Total Income	296,680.37
90	Gross Profit	296,680.37

Olympia Film Society **Board Approved 12-28-2017**

Proposed Budget

For the Calendar Year 2018

		Proposed 2018 Budget
	Expense	
	Payroll & Payroll Tax Expenses	
91	Payroll	168,226.50
92	Payroll Taxes	12,856.48
93	L&I	3,845.68
94	Total Payroll & Payroll Tax Expenses	184,928.66
95	Staff Medical	4,500.00
96	Insurance	7,500.00
	Operations	
97	Communications	1,800.00
98	Fees/Memberships	960.00
99	Office Expenses	3,720.00
100	Rent	8,500.00
101	Staff Development	5,000.00
	Staff/Board Retreat Expenses	1,500.00
102	Volunteer Expenses	
103	Appreciation	620.00
104	Communications & Software	860.00
105	Recruitment	70.00
106	Total Volunteer Expenses	1,550.00
107	Total Operations	23,030.00
	Theater Expenses	
	Supplies	
108	Housekeeping	1,920.00
109	Projection Booth	3,200.00
110	Stage & Sound	2,160.00
111	Total Supplies	7,280.00
112	Repairs/Maintenance	6,200.00
113	Property Tax	7,000.00
114	Utilities	25,070.00
115	Interest Expense - Mortgage	10,000.00
116	Small Equipment	1,300.00
117	Interest Expense - LOC (Princ. & Int.)	3,900.00
118	Total Theater Expenses	60,750.00
119	Total Expense	280,708.66
120	Net Ordinary Income	15,971.71

Olympia Film Society **Board Approved 12-28-2017**

Proposed Budget

For the Calendar Year 2018

		Proposed 2018 Budget
Other Income/Expense		
	Other Income	
121	Grants	0.00
	Sale of Small Equipment	
122	Interest Income	36.00
123	Total Other Income	36.00
	Other Expense	
124	Bad Debt Expense	0.00
125	Depreciation (Mortgage Princ.)	10,000.00
126	Total Other Expense	10,000.00
	Net Other Income & Expenses	(9,964.00)
	Net Income	6,007.71

BUSINESS INFORMATION

Business Name:
THE OLYMPIA FILM SOCIETY

UBI Number:
600 367 977

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
416 WASHINGTON ST SE STE 208, OLYMPIA, WA, 98501-6971, UNITED STATES

Principal Office Mailing Address:

Expiration Date:
07/31/2019

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
07/07/1980

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, TO ENLIVEN AND ENRICH OUR COMMUNITY BY PRESENTING AND FOSTERING THE DEVELOPMENT OF INDEPENDENT AND UNDER REPRESENTED FILM, MUSIC AND ALLIED ARTS.

REGISTERED AGENT INFORMATION

Registered Agent Name:
TIM SWEENEY

Street Address:
416 WASHINGTON ST SE STE 208, OLYMPIA, WA, 98501-6971, UNITED STATES

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		TIM	SWEENEY
GOVERNOR	INDIVIDUAL		DICK	MEYER
GOVERNOR	INDIVIDUAL		CHRISTINE	SALVADOR
GOVERNOR	INDIVIDUAL		EILEEN	LE VAN
GOVERNOR	INDIVIDUAL		ELAINE	FISCHER
GOVERNOR	INDIVIDUAL		MICHAEL	STEIN
GOVERNOR	INDIVIDUAL		BRUCE	BOTKA
GOVERNOR	INDIVIDUAL		JERRY	GRAY
GOVERNOR	INDIVIDUAL		RICKI	KAHN

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		AUTUMN	YOKE
GOVERNOR	INDIVIDUAL		KELLY	LUX

BUSINESS LICENSE

Nonprofit Corporation

Unified Business ID #: 600367977
Business ID #: 001
Location: 0002
Expires: Jul 31, 2019

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

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

TAX REGISTRATION #600-367-977 - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #30109 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

Vicki Smith

UBI: 600367977 001 0002

Expires: Jul 31, 2019

THE OLYMPIA FILM SOCIETY
206 5TH AVE SE

UNEMPLOYMENT INSURANCE - ACTIVE
INDUSTRIAL INSURANCE - ACTIVE

IMPORTANT!

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE POSTING THIS LICENSE

General Information

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

  If there is no expiration date, the endorsements remain active as long as you continue required reporting (see Endorsements).
- Login to **My DOR** at business.wa.gov/BLS if you need to make changes to your business name, location, mailing address, telephone number, or business ownership.

Telephone: 1-800-451-7985

Endorsements

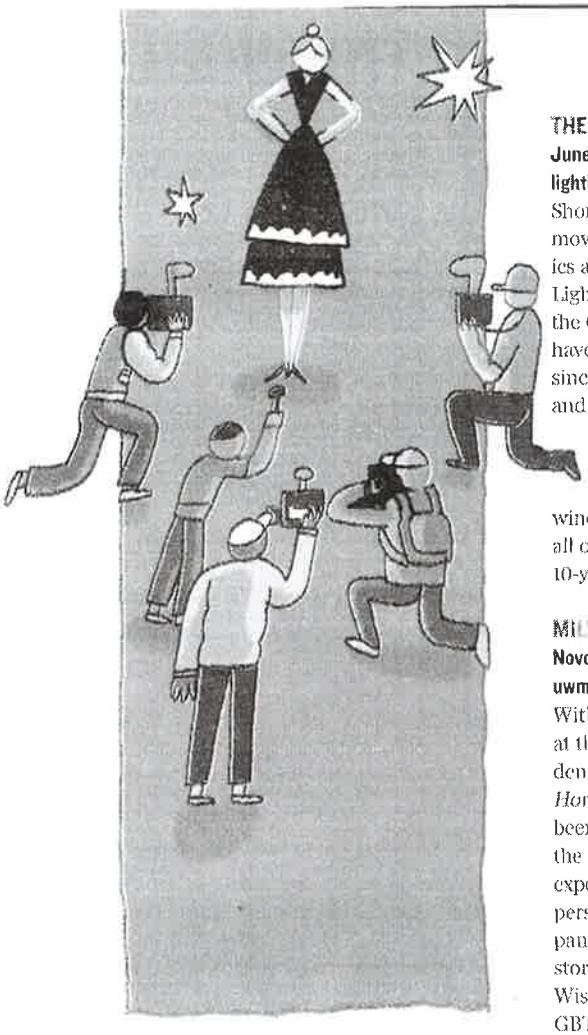
Although tax registration, unemployment, and industrial insurance endorsements appear on your Business License, the registration with the agencies that govern these endorsements is not complete until they have established an account for your business.

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

Corporations, limited liability companies, etc.

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

For assistance or to request this document in an alternate format, visit http://business.wa.gov/BLS or call 1-800-451-7985. Teletype (TTY) users may use the Washington Relay Service by calling 711.



Corner Theatres, IFFBoston culls a selection of the most-buzzed-about fest contenders together with quality features and shorts that may fly under the radars of marathon fests SXSW and Sundance. "Everyone hung out at the Sommerville theatre," one panelist remembers, and "it felt like a high school reunion... but the good kind."

INTERNATIONAL FILM FESTIVAL ROTTERDAM (IFFR)

January 23-February 3, 2018 / Rotterdam, Netherlands / iffr.com/en

This storied European fest is likely familiar to our readers, but refusing to rest on its laurels, it's taken steps to "quietly reposition itself as a major European circuit player once again," says a panelist. Recognizing Central and Western Europe mustn't dominate the landscape, IFFR champions voices from underrepresented regions through their Hubert Bals Fund, "designed to help features by moviemakers from Africa, Asia, Latin America, the Middle East, and Eastern Europe on their road to completion." They also run an international co-production market, CineMart, and provide training through Rotterdam Lab, which empowers producers in the global marketplace.

THE LIGHTHOUSE FILM FESTIVAL

June 2019 / Long Beach Island, NJ / lighthousefilmfestival.org

Shoring up support from film enthusiasts, moviemakers, industry players, and critics alike, Long Beach Island, New Jersey's Lighthouse Film Festival stages its action in the Garden State's "Surf City," where locals have been annoyed by vacationing shoobies since time immemorial. "The programmers and staff are all respected cinephiles," says a panelist. This year, attendees networked and noshed during limoncello making classes, an Amalfi Coast dinner, and wine-tasting sessions with a Manhattan view, all of which fueled fundraising on the fest's 10-year anniversary.

MILWAUKEE LGBT FESTIVAL

November 2-12, 2018 / Milwaukee, WI / uwm.edu/lgbtfilmfestival

With opening and closing night screenings at the historic Oriental Theatre (which, incidentally, holds the record for longest *Rocky Horror Picture Show* running), this fest has been around for 30-plus years, showcasing the best of LGBT cinema's narrative, doc, and experimental video pieces. Swag bags include personalized pieces like a comfy hoodie a panelist swears "seemed to be something store-bought." Presented by the University of Wisconsin-Milwaukee's film department, MILGBTF collaborates on Community Frames, a local initiative "that celebrates and highlights film form in a gallery setting while exploring themes of community, identity, and voice."

OLYMPIA FILM FESTIVAL

November 9-17, 2018 / Olympia, WA / olympiafilmsociety.org/olympia-film-festival

Every festival should "treat its moviemakers well," but does every fest ask a moviemaker what film inspired them, then screen that film on 35mm? That's what Washington state's Olympia Film Fest did for one panelist, showing a print of the 1999 cult horror hit *Ravenous*. "The audiences are real movie lovers. Director of Programming Rob Patrick is going to build this fest, so it's one to keep an eye on," says a panelist. We certainly will.

PRIDE OF THE OCEAN FILM FESTIVAL

June 8–15, 2019 / Departs From New York, NY / prideoftheocean.com

One panelist offers the sage advice, "It's good to take your work outside of your comfort zone." Where better to do so than the open sea? This "LGBT Film Festival at Sea," interestingly enough, often takes place on a cruise ship "full of drunken heterosexuals," a panelist jokes, adding, "it was so Republican, if the boat sunk [illegible] would've lost Wisconsin." Sounds li[illegible] fever dream ripe for ample post-fest [illegible] telling, not to mention a much-nee[illegible] tidote to an ever-divided political cl[illegible]

PROVINCETOWN FILM FESTIVAL

June 14-16, 2019 / Provincetown, MA / provincetown-film.org/festival

On the tip of Cape Cod lies Province[illegible] described by one panelist as a "quai[illegible] England-y village." The gayest town [illegible] capita in the U.S., P-Town, as it's kn[illegible] to residents and long-time tourists, [illegible] also becoming lauded for its annual [illegible] festival. Provincetown International [illegible] Festival showcases upcoming avant- [illegible] queer cinema, and pays tribute to th[illegible] of forebears. (Last year Donna Delt[illegible] legendary *Desert Hearts* was scree[illegible] Programmers knit together dynami[illegible] tures, queer or otherwise, and shor[illegible] contain the voices of the most voic[illegible] our country. PIFF just wrapped its [illegible] installment, attracting big shot dist[illegible] Here Media and HBO.

ROOFTOP FILMS

Rooftop Films

Artistic Director Dan Nuxoll's creati[illegible] screening series typically plays out [illegible] rooftops, at the beach on Coney Isl[illegible] or as is the case this year, at weird [illegible] wonderful national landmarks like [illegible] lyn's Green-Wood Cemetery. "Sure t[illegible] on everyone's 'coolest' list," says a p[illegible] Rooftop Films "is especially fun wh[illegible] rains and you get to see which audi[illegible] members, and which films, will sta[illegible] to the weather. I enjoyed getting bu[illegible] of water dumped on me from the s[illegible] throughout a doc screening of Wei[illegible] Rooftop ups the ante of its eclectic [illegible] each year—Brooklyn Army Termina[illegible] Design High School! Old American [illegible] Factory!—live music acts and lit af[illegible] parties further enrich its film-festiv[illegible] travelogue ambitions.

SAN FRANCISCO INTERNATIONAL FILM FEST

April 2019 / San Francisco, CA / sffilm.org/sffilmfestival-sffilm

"This is a film lover's city" one panel[illegible] declares, and it's fitting that the coa[illegible] California metropolis captured beau[illegible] in iconic cinema hosts one of the Ame[illegible] longest-running fests. To give a small [illegible] of SFIFF's pedigree, Executive Direc[illegible] Noah Cowan joined in 2014 from TIFF replacing now-ubiquitous Amazon St[illegible] Head Ted Hope. A panelist explains the marriage of SFIFF and its city's histor[illegible]

25 COOLEST FILM FESTIVALS IN THE WORLD 2018

MovieMaker magazine

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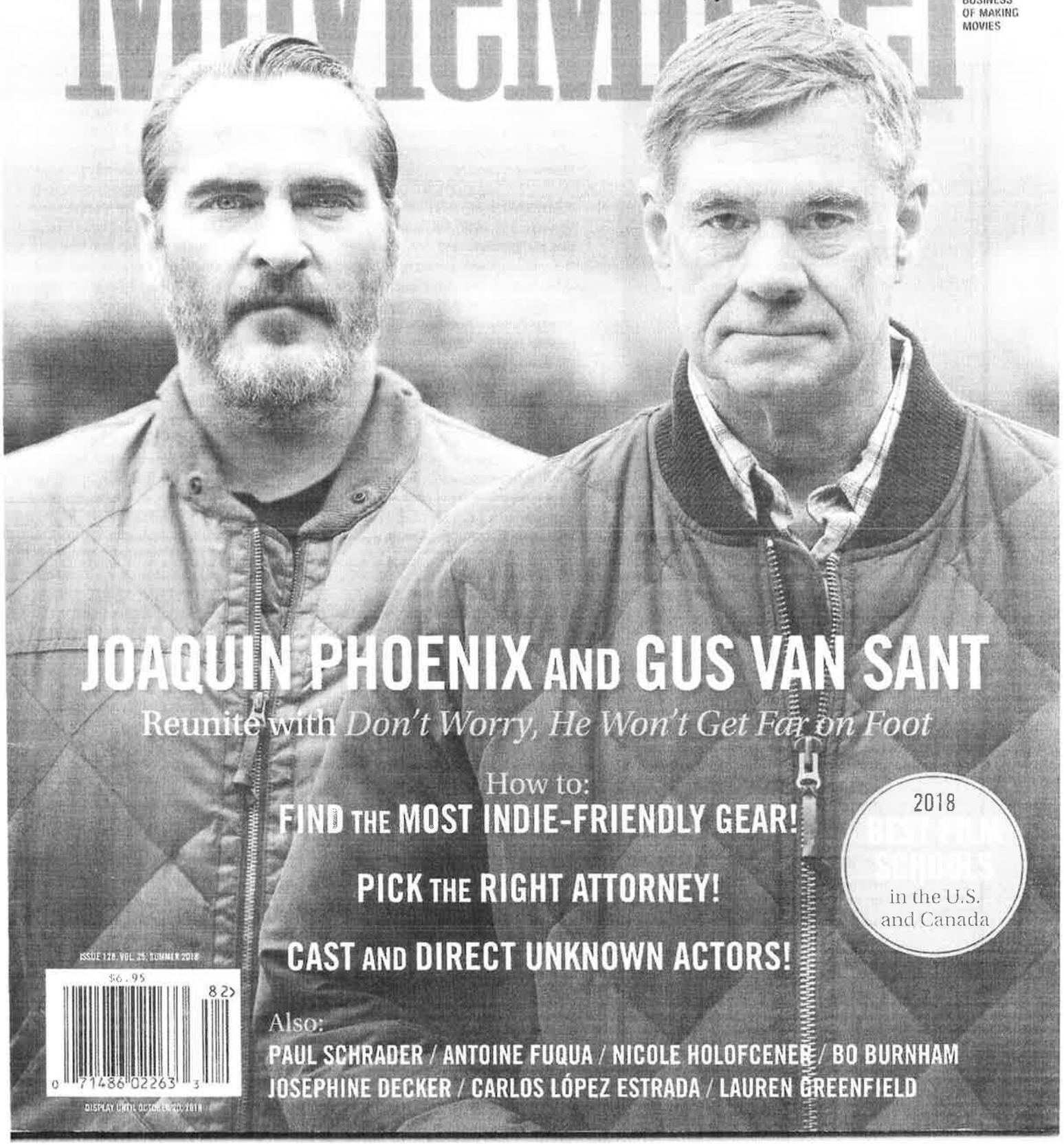

JOAQUIN PHOENIX AND GUS VAN SANT

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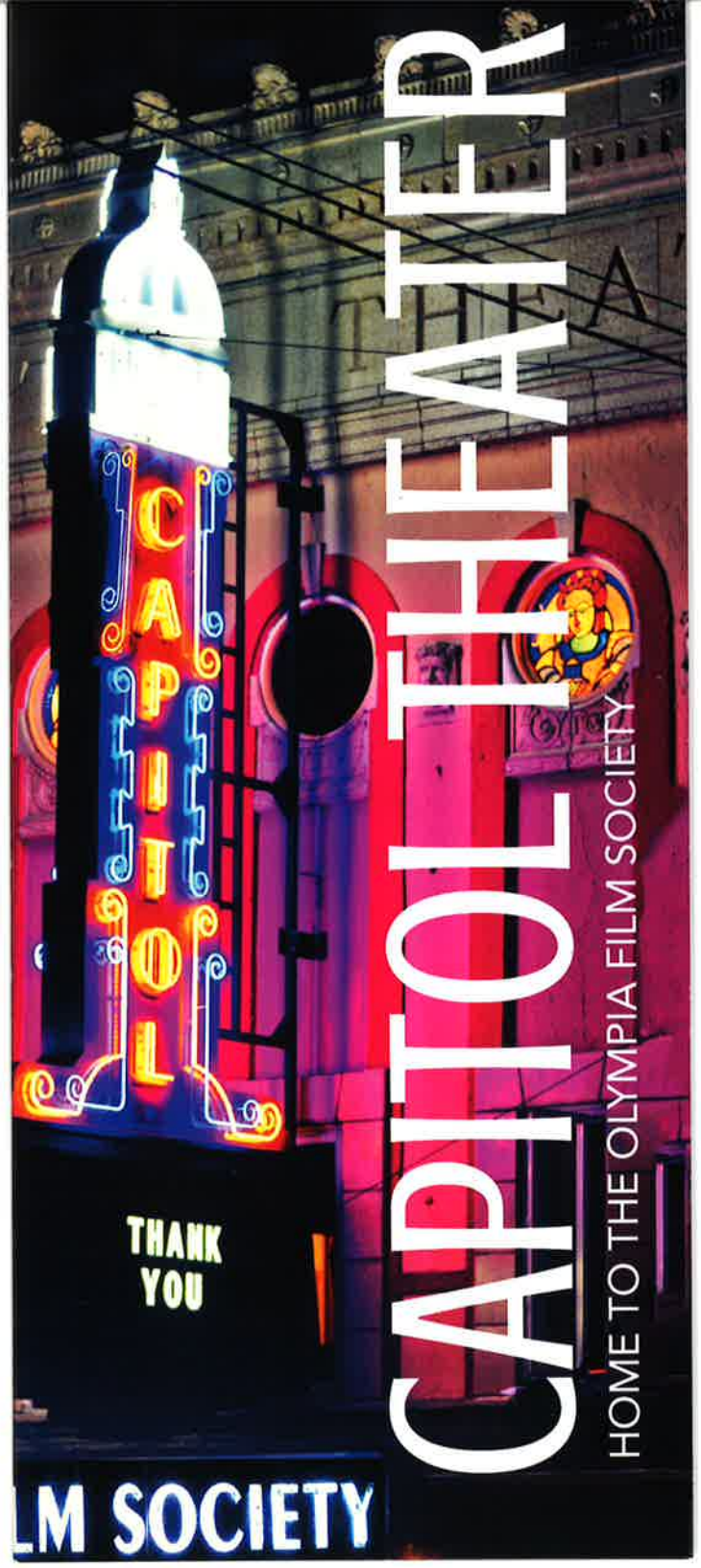

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Vol. 14, No. 32 September 14-20, 2018

Everybody's Talking!

Singing in tongues: A young girl named Suchetha Satish of India, who goes to school in Dubai, has a gift for learning songs in many languages. To showcase her talent, she put on a six-hour concert, during which she sang in 102 different languages. Her family is musical, so putting languages to songs came naturally. First, Suchetha learned a Japanese song, and from there she moved on to songs in Arabic and Tagalog. Every week, Satish picked a different language and learned a song. Most difficult for her to learn, she found, were songs in French, Hungarian, and German. Just a few of the other languages included in her performance were Bengali, Slovakian, Mandarin, and Swedish.

Blue soup: Soup connoisseurs who want to try something that's a little different can stop by a restaurant called Kipposhi in Tokyo (Japan). Kipposhi's ramen soup, full of luscious noodles and thought of as soul food, is served with a broth that is blue in color. The originator of the restaurant's dish, owner Mr. Kozuimi, uses a special cooking technique to make sure the broth ends up very clear. But the method he uses to turn it blue is a secret he won't give away. By all accounts, he doesn't use food coloring, and he insists that everything in the dish is natural. The restaurant's blue soup became famous when photos of it went viral on social media.

Free ride: Rusty the dog has an adventurous spirit. His owner, Laura Scudamore, left Rusty with her in-laws while she went on a holiday. Being a friendly pooch, Rusty decided to investigate the area around the in-laws' cattle farm near Goondiwindi, Queensland (Australia). He hopped in a truck belonging to Paul McDowell, who didn't know Rusty was along for the ride. The pooch ended up 1,500 kilometers (932 miles) away in Snowtown, South Australia. Luckily, McDowell and his wife were able to contact Rusty's owner through information on his collar. The couple plans to take care of Rusty until arrangements can be made to get him back to his own family.

Dashed dreams: An American couple may have lost everything, but they are not giving up. Tanner Broadwell and Nikki Walsh worked hard to attain their dream; they saved for two years to buy an old sailboat and make it seaworthy, so they could sail it around the Gulf of Mexico. The pair quit their jobs and started their odyssey at Mar-Marina, Florida (US), to the cheers of friends. Unfortunately, they ran aground near Clearwater Beach, just two days into the journey, severely damaging the boat. With all their savings lost with the boat, the couple plans to start over again and save for another sailboat, so they can continue the journey.

Quoteable Quotes

"Imagination is the highest kite that can fly." —*Lauren Bacall*

"I believe that to create one's own world in any of the arts takes courage." —*Georgia O'Keefe*

What's Happening

Free Events – All events are free, open to the public and sponsored by non-profit organizations, schools and government agencies (To have your event included, please give us two weeks' advance notice and use our online form: www.CoffeeNewsTM.com/Events.)

Olympia Timberland Library presents Creative U: Art of Japanese Calligraphy, 5-7:30 p.m., Mon, Sep. 17 for adults. Join artist and calligrapher Chiyo Sanada for a class in the fine art of Japanese Calligraphy. Registration is required and begins September 1st. Registration can be completed online, by calling 360-352-0595, or by stopping by the Information Desk at the library. This program is sponsored by the Friends of the Olympia Timberland Library.

Grant Writing 101: Wed., Sep. 19, 3:00 - 6:00 pm. Registration is required. Independent grantwriter and current president of the Puget Sound Grantwriters Association Alison Pride will cover the components of successful grant proposals, types of applications, and strategies for good grantwriting. Sara Peté, Adult Services Librarian, will cover grant resources available for free to all library cardholders. Sponsored by the Friends of the Olympia Timberland Library at the library, 313 8th Ave. SE. Info: 360-352-0595.

Showing this week at CAPITOL THEATER
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Trivia

1. Where would you find the Sonoran Desert?
2. In 2017, what movie was awarded an Oscar for Best Picture?
3. What kind of nuts hold a car wheel onto its axle?
4. Sea nettle is a type of seaweed or a large stinging jellyfish?
5. Yellow jackets and hornets are types of what?

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Your Weekly Horoscopes

ARIES
(March 21 - April 20)
Opportunities for friendship and enjoyable social interactions might arise. Financial transactions may go smoothly for you and material benefits are possible. Lucky Numbers: 3, 6, 7, 19, 23, 31.

TAURUS
(April 21 - May 21)
With an extra measure of energy and confidence, you might make a strong impression on those around you. This may be a good time for you to shine! Lucky Numbers: 8, 9, 11, 17, 39, 42.

GEMINI
(May 22 - June 21)
This might be a very good time to have a job interview, meet the public, or simply get out and be seen. Others may notice your presence more than usual. Lucky Numbers: 16, 17, 26, 31, 40, 47.

CANCER
(June 22 - July 22)
You could achieve a sweet balance of giving and receiving, which may benefit any social activity. Friendships and cooperative endeavors might flourish. Lucky Numbers: 2, 14, 16, 19, 26, 33.

LEO
(July 23 - Aug. 23)
Some sort of home improvement may be favored. You might feel hospitable and loving, and may need to share comfort with close friends and family. Lucky Numbers: 12, 15, 19, 29, 37, 40.

VIRGO
(Aug. 24 - Sept. 23)
A nostalgic mood may cause you to seek and receive assurance from family, old friends, and allies. Places, books, or objects from your past might help. Lucky Numbers: 8, 13, 19, 22, 33, 44.

LIBRA
(Sept. 24 - Oct. 23)
You may need to make a big decision. Be patient and don't be intimidated. Work quietly and steadily, and rely only on your own resources. Lucky Numbers: 3, 12, 17, 21, 35, 41.

SCORPIO
(Oct. 24 - Nov. 22)
You may see more harmony and reward in personal relationships. Being more idealistic and selfless in your relationships may make you feel lucky. Lucky Numbers: 14, 29, 34, 40, 46, 49.

SAGITTARIUS
(Nov. 23 - Dec. 21)
A strong appreciation for your home may lead you to make it more comfortable. You might feel impulsively affectionate and enjoy sharing time with special people. Lucky Numbers: 1, 8, 12, 25, 37, 41.

CAPRICORN
(Dec. 22 - Jan. 20)
Cooperating with others for an optimistic purpose may be very satisfying. Concerns and needs of others might receive attention and motivate you to serve them. Lucky Numbers: 6, 9, 13, 22, 31, 47.

AQUARIUS
(Jan. 21 - Feb. 19)
You may feel creatively and spiritually inspired. With high psychic sensitivity, you may find yourself fantasizing, rather than focusing on practical matters. Lucky Numbers: 11, 12, 23, 34, 36, 48.

PISCES
(Feb. 20 - March 20)
You might enjoy engaging in interesting and informative discussions. Mental curiosity or restlessness may also influence you to take a short trip or visit. Lucky Numbers: 7, 18, 20, 27, 36, 44.

Lucky numbers this week: This week's odds favor Pisces winners with the luckiest number being 7.

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Did You Know...

Food lover: Love of food comes naturally to well-known chef Jamie Oliver. His parents, Sally and Trevor Oliver, owned a pub in Clavering, Essex (England). Throughout his childhood, Oliver helped out at the restaurant.

Country name: Many people use "The Netherlands" and "Holland" interchangeably. The country is The Netherlands. The provinces of Noord-Holland (North-Holland) and Zuid-Holland (South-Holland) include Amsterdam, Rotterdam, and The Hague.

Rocky peninsula: The long Baja Peninsula, south of the state of California (US), is part of Mexico. A rugged piece of land, Baja also offers miles of beautiful beaches. At its southern tip is Cabo San Lucas, a well-known tourist destination.

Black blizzard: When the wind blows snow around, it's called a blizzard. When the wind blows dirt around, it's called a "black blizzard." These blizzards also resemble big, black clouds.

Add flavor: Cooks who want to add anise or licorice flavor to a dish may want to experiment with tarragon. This aromatic herb is easy to grow outside in gardens or in pots indoors.

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On the Lighter Side

Why do elephants scratch themselves? Because they're the only ones who know where they itch.

What do you get if you cross a dog and a cheetah? A dog that chases cars—and catches them!

I don't mind running into debt; it's running into creditors that's embarrassing.

Golfer: "You must be the world's worst caddy!"
Caddy: "No! That would be too much of a coincidence!"

Russian proverb: If you can't catch a bird of paradise, be content with an old wet hen.

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Answers

Trivia answers: 1. Arizona (US) 2. *Moonlight* 3. Lug nuts 4. Large stinging jellyfish 5. Wasps

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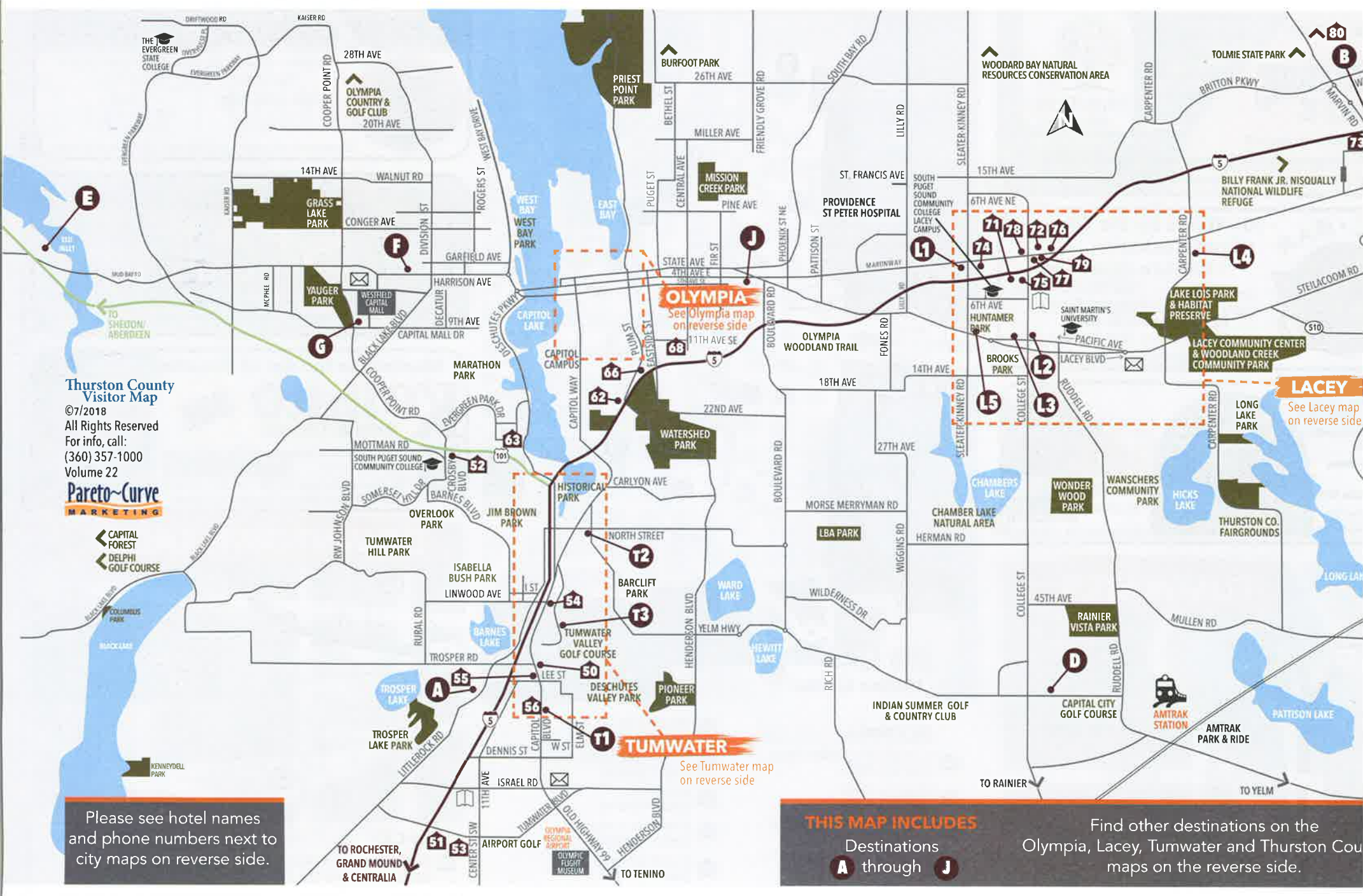

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Please see hotel names and phone numbers next to city maps on reverse side.

THIS MAP INCLUDES Destinations A through J

Find other destinations on the Olympia, Lacey, Tumwater and Thurston Cou maps on the reverse side.

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TOP 5 ATTRACTIONS

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2 OLYMPIA FARMERS MARKET
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61 Governor Hotel (360) 352-7700
62 Hilton Garden Inn Olympia (360) 236-9934
63 Hotel RL by Red Lion (360) 943-4000
64 Olympia Inn (360) 352-8533
65 TownePlace Suites Marriott (360) 753-8770
66 Quality Inn (360) 943-4710
67 Short Stay Lodging (360) 970-6826
68 Swantown Inn & Spa (360) 753-9123

TUMWATER

TUMWATER LODGING

50 Best Western Tumwater Inn (360) 956-1235
51 Comfort Inn & Conference Center (360) 352-0691
52 Extended Stay America (360) 754-6063
53 GuestHouse Inn & Suites (360) 943-5040
54 La Quinta Inn & Suites (360) 352-5433
55 Motel 6 (360) 754-7320
56 Tumwater Inn & Suites (360) 943-8391

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2018 HAPPENINGS

Wednesday, August 1 – Saturday, August 4 Thurston County Fair
Friday, August 24 – Sunday, August 26
Rainier Round Up & Pickin Party
Fridays in August Tumwater's Screen on the Green
Saturday, August 4 Yelm Jazz In The Park
Saturday, August 4 Olympia Brew Fest
Thursday, August 16 Oly Third Thursday - Dog Days of Summer
Select Thursdays and Saturdays in August & September
Riverwalk Tours - Tumwater Falls Park
Saturday, August 18 Tumwater Artesian Brewfest
Thursday, August 23 – Sunday, August 26
Annual Rainier Lions Bluegrass Festival
Saturday, August 25
State Park Free Day - National Park Service's 102nd Birthday
Friday, August 31 – Sunday, September 2 Olympia Harbor Days
Saturday, September 1
NW Glass Pumpkin Patch at Thurston County Fairgrounds
Saturday, September 8 & Sunday, September 9 NW Viking Festival
Saturday, September 22 State Park Free Day - Nation Public Lands Day
October Hunter Family Farm Pumpkin Patch
September 22 - October 31 Rutledge Corn Maze
September 29 - October 31 Schilter Family Farm Fall Festival
October 2018 Boo-Coda Scary Nights Haunted House
Friday, November 9 – Saturday, November 17
35th Annual Olympia Film Festival
Sunday, November 11 State Park Free Day - Veteran's Day
Friday, November 16
Adult Swim at The Hands on Children's Museum: Magic & Awe
Saturday, November 17 Fall Military Collectible Show
Kickoff on Sunday, November 25 Downtown for the Holidays
December 2018 Lacey Lighted Vehicle Parade and Tree Lighting
Saturday, December 1 City of Yelm Christmas Parade
Saturday, December 8 Tumwater Christmas Tree Lighting Festival

For more events, visit EXPERIENCEOLYMPIA.COM

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92 Capitol State Forest - Multiple Campgrounds (360) 577-2025
93 Millersylvania State Park (360) 753-1519
94 Washington Land Yacht Harbor (360) 491-3750
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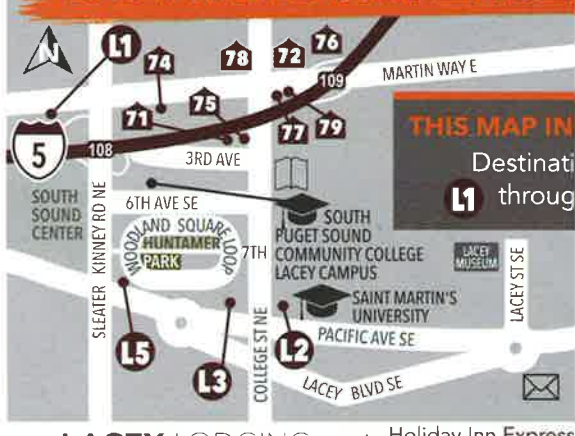

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71 Candlewood Suites (360) 491-1698
72 Comfort Inn (360) 456-6300
73 Days Inn (360) 438-3333
74 Hampton Inn & Suites (360) 459-5000
75 Holiday Inn Express (360) 491-7985
76 La Quinta Inn Lacey (360) 412-1200
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Issue No. 14 | August 2018

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46th ANNUAL MARITIME FESTIVAL & TUGBOAT RACES
August 30 - September 1, 2019

September 21, 2018

Hello LTAC Committee,

I hope you all had a chance to visit Olympia Harbor Days and stroll the festival during the beautiful weather over Labor Day Weekend. With the help of $35,000.00 in LTAC funding the Olympia Kiwanis Club and I were able to continue to grow this beloved long time festival.

The highlights were many from the increased bookings for the Weekend Cruise to Olympia Aboard the Virginia V, the return of the tall ships, additions of the Squaxin Island Tribe artisans and tribal canoe races, the Lego's Harbor Build for kids, the increase of food vendors, entertainment, stages, demos and more.

This is truly a remarkable and happy event, coordinated with over 100 volunteer slots filled by the Olympia Kiwanis Club and local Key Club members donating over 500 hours. There were no complaints, although we did have a few attendees fall on the boardwalk, a derelict boat at the docks, and experience lost revenue due to downtown business expansion and development – which we will see more of in the coming years. I am working on a plan now to slightly change the footprint of the festival, limiting a major impact to any area businesses.

Having developed many successes we are ready to add more to Olympia Harbor Days as you will find out on the following pages. I know the ask is a bit large but with continued time and development, I believe some of the activities and features of the festival will become self-sustaining.

Olympia Harbor Days has become a showcase event for Olympia and I thank you, for myself and the Olympia Kiwanis Club, for the trust you have in seeing the potential for growth in offerings, increasing tourism and having a positive economic impact for the City of Olympia.

Thank you for your time and consideration,

Carol

Carol J Riley, Executive Director and Olympia Kiwanis Club Member.

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $ 45,000.00

Organization/Agency Name: Olympia Kiwanis Foundation

Federal Tax ID Number: 77-0691595

Event or Activity Name (if applicable): Olympia Harbor Days Tugboat Races & Festival (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 2019. 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: 9/21/18

Printed or Typed Name: Carol J Riley

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, August 30 – September 1, 2019 estimate 55,000 to 60,000 attendees.
Hours: Friday 5PM to 8PM, Saturday 10AM to 7PM, Sunday 10AM to 6PM

Olympia Harbor Days is a long time quality festival celebrating the annual return of the vintage tugboats to the South Puget Sound and attracts mariners, tugboat and historic boat lovers, history buffs and those seeking quality and unique arts and crafts items as well as those that just like festivals and free family fun. 2019 will be the 46th consecutive year of this festival, hosting the only remaining US Coast Guard approved Tugboat Races on the entire west coast and largest, if not only, Vintage Tugboat Races in the world.

For some attendees this is a one day or weekend trip to Olympia, many retuning "home" staying overnight with family and friends. For others it is an annual trek or weekend destination over the holiday weekend. Either way the award winning festival showcases Olympia and the beautiful water front and has a large draw that not only attracts visitors to the festival but offers a glimpse of Olympia for those that may have not been here before or for a long time, thus an enticement to return. We hear many folks say they had no idea there is a waterfront hotel and so many downtown shops and restaurants within walking distance.

In the past few years, combined tugboat and historic ship participation has increased, filling Percival Landing and the Port Plaza docks with history, color and fun for all. In 2016 & 2017 the festival brought in an average of 26 boats of which 17 were tugboats (up almost 55% since 2015). The 2018 festival featured 31 total vessels, the same number of tugs (17) and 14 additional ships including the celebrated return of the tall ships, which attracts visitors for 3 days prior and 2 days following the festival offering open ship tours, harbor tours and tugboat race viewing.

The steamship Virginia V continues as the host boat of the Weekend Cruise to Olympia, this year attracting a total of 106 passengers of which 76 were tourists (up from 12 in 2018 or a 533.3% increase) staying in Olympia 2 or 3 nights (88 room nights at DoubleTree) or at homestays. Already 35 passengers, spending 3 nights in Olympia are booked for 2019. The Virginia V has capacity for 240 total passengers (120 each way). Sports Leisure, a tour company from California, used the cruise as the kick off to their 3 night, 4 day Pacific North West Package tour, and has confirmed that they are offering the same tour in 2019.

Group Active, a tour company from Portland, secured 21 seats on Virginia V for the tugboat races and booked 13 rooms at Lucky Eagle for a one night stay and are planning a to offer the tour again in 2019, possibly increasing to a 2 night stay.

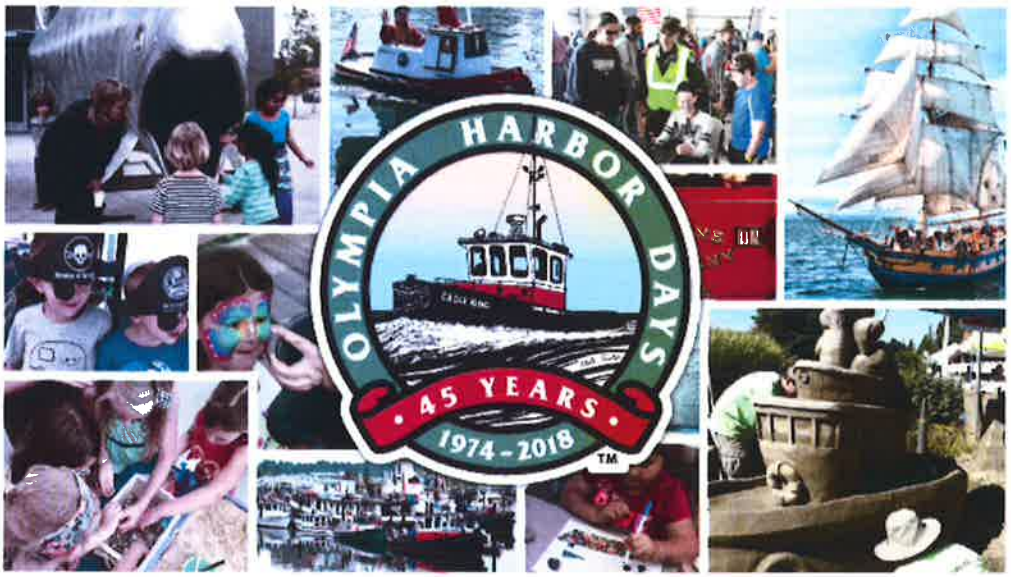
Tug Danni K, a 102 year old tug from Lake Union built in 1916 will be the featured Logo Boat. She will be a great attraction given her age and homeport and will be highlighted in many feature stories and press releases and is expected to entice Seattle tugboat race fans to come to Olympia.

Also, the anticipated restoration and display of Olympia's own vintage Tug Parthia, by the South Sound Maritime Heritage Association, will create an additional draw to the festival and the waterfront, assuming it is able to get permanent placement at the Port Plaza.

Olympia Harbor Days not only has a strong following for the vintage tugboat show and races, but also continues to attract more visitors and tourists as word spreads about:

- the strong reputation for a quality and widely assorted arts and crafts fair;
- established arts and crafts vendors that have a customer base in Olympia;
- the increased participation of the Squaxin Island Tribe displaying tribal carvings and weavings, cultural activities, drum and dance, and tribal canoe racing;
- the Squaxin Island Tribe tribal salmon bake with adjoining beer and wine garden;
- the addition and continued development of hands on related maritime and marine activities for kids thanks to the participation of Hands on Children's Museum, South Sound Estuarium, Legos Harbor Build, South Sound Reading Association Book Giveaway;
- the introduction of Research Vessel Sea 3 with on board/dockside marine science activities for kids and the teaching of traditional maritime knot tying;
- the excitement and beauty of the tall ships Lady Washington and Hawaiian Chieftain for touring and sailing;
- the historic Mosquito Fleet Steamship Virginia V offering tour and harbor cruises;
- the added other historic vessels moored at the waterfront like the US Navy's Admirals Barge, The Old Man IV, and other historic workboats;
- the return of Tug Comanche, the retired US Coast Guard Cutter and floating WWII museum;
- the addition and continued development/expansion of professional sand carving, keeping an element of HOCM's Sand in the City alive;
- free Port of Olympia tours;
- the expansion of the food court to include international options from a variety of local restaurants;
- and much more.

The winning combination of all the festival features of Olympia Harbor Days showcases the Olympia Waterfront, it's history and it's beauty.



2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility Data presented is based on partial counts, surveys, contests, vendor feedback, tours, activity counts.	60,000	55,000 – 60,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity Actual 2018: Cruse 74, Vendors 106, Tugboats & Ships 92 (67.2%), Personal Boats 182, OR Tour Group 21, Contest 21 (6.6%), est. 10% of Total 5500 - 6000	6500+	5996 – 6496
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country Actual 2018: Cruise 51 , Vendors 12, Tugboats & Ships 2, Contest 8 (2.5%), est. 2% of Total 1100 – 1200 (personal boats unknown)	1300+	1173 – 1273
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 INCLUDING BOATS & RV PARKS Actual 2018: Cruise 55, DoubleTree Vendors 26, LECH 21, Tugboats & Ships 26, Vendors 42, RV Park 18, Personal Boats 150, Contest 34 (2 per entry 10.7%), est. 2% of Total 1100 - 1200	1500+	1322 – 1422
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 Actual 2018: Cruise 19, Vendors 70, Tugboats & Ships 66, Contest 40 (2 per entry 12.6%), est. 6% of Total 3300 - 3600	4000+	3495 – 3795

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)*** Actual: Double Tree Cruise 88, Vendors/Ships 13, LECH 13, Vendors/Ships other hotels 50 (est), Contest 15 (4.7%) Estimate of D above: 1322 people staying in paid accommodations At an estimated 3 per room that would be 440 minus the 179 we know of equaling a possible additional 250+ room nights in the Olympia area.	400+	179

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

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

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

X Direct Count (Preferred)
X Indirect Count
☐ Representative Survey
☐ Informal Survey (Preferred)
X Structured Estimate
X Other (Please explain)
Giveaway Contest
Vendor & Participant Registration

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.**

Attracting tourists to Olympia Harbor Days is deemed to be a direct result of increased marketing, advertising and promotion combined with increase activities, entertainment and other festival offerings. The 2018 LTAC grant provided the funds for implementation of some of the findings and ideas generated from the comprehensive festival feasibility study and creation of a 3-Year Marketing Plan completed in 2016. Advertising efforts for 2018 were expanded to include a comprehensive four month social media story plan (Facebook, Instagram and Twitter) with the daily posting of festival highlights and stories from previous years; more short online videos; the creation of a new updated website with video; and more Facebook paid promotions resulting in a fan increase to over 3100, a 35% increase and accumulating 852 followers on Instagram in one year.

Other local and regional advertising vehicles were used include:

- internet and printed magazines
- online blogs
- Save-The-Date cards
- boating periodical stories
- Tug of the Month promotion
- targeted email lists
- assorted printed materials including rack cards and maps
- the 8-page Special Event Program in the Olympian (13,369 copies) and new this year in the Tacoma News Tribune (41,984 copies) and 500 copies distributed at the festival
- 6 standalone ads in the Olympian and 6 in the News Tribune
- a native (paid for) article in the Tacoma News Tribune and online for the TNT and Olympian
- multi-platform digital and targeted display ads including geofencing
- 100 spots on the local station MIXX 96.1
- 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.

All this was made possible through lodging tax dollars to create new marketing streams and to beef up our old ones.

OLYMPIA HARBOR DAYS also participated with staffed booths in the Olympia Downtown Alliance's August Third Thursday event and Olympia's Wooden Boat Festival, as well as participated at the Hands On Children's Museum. Olympia Timberland Library with a tugboat patch work flag and pirate hats activity

Mini Tug Smitty J appeared in 7 regional parades including one of the Seattle area Seafair Parades.

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

The target audience of OLYMPIA HARBOR DAYS continues to be families and enthusiast of all ages from the city, county, region, state and more including out of state tourist and maritime enthusiasts. Attendees have a passion for free fun family oriented activities and maritime history or activity. Many festival attendees just love to go to festivals and love Olympia and target OLYMPIA HARBOR DAYS which is a festival with plenty to do for kids and grownups alike. The festival attracts 20 somethings, many with children, all the way to 90 somethings that still remember the old tugs 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 including those working in the industry, retired, hobbyists, historians, and recreational boaters all are a major target market.
- Families looking for fun for everyone are continually targeted with the introduction and continuation of family friendly free exhibits and events like sand carving, expanded kids activities with offerings of activities by the Hands On Children's Museum, the South Sound Estuarium Association, the South Sound Reading Foundation and Lego's Harbor Build Activity.
- Music lovers continued to be a large audience so additional live music was added this year, including a second stage. Offerings included sea shanty sing-alongs, The First Corps Jazz Trio, Japanese Taiko drumming, rock, jazz, country western, blues, olde time, Brazilian and this year introduced a small groups of acoustic singers aboard a tugboat at the docks and brought in a known Seattle band for 3 nightly concerts at the Port Plaza.
- Entertainment enthusiasts are another targeted audience with sand carving contests, circus performers, forging and woodworking demonstrations, story- telling pirates, including maritime music, barbershop, bagpipes, and a Samba Pirate Parade.
- Food lovers are targeted with more food options including a beer garden and tribal salmon bake.

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

Continuation of being able to market the brand and promote Olympia Harbor Days as the largest local and regional free family friendly maritime festival and the only with the World's Largest Vintage Tugboat Show and Races will keep attracting tourists. Our strategy includes keeping the festival fresh by adding newness, as a key to attracting tourists and increasing attendance. Advertising to a broader region year round is critical to getting the word out, while maintaining and promoting a wide variety of music, entertainment and attractions for both kids and adults that want to return and/or share their experiences with friends, thus suggesting attendance.

Plans will continue to bring in more music, entertainment and attractions with great variety and newness while focusing on and maintaining the traditional elements that have kept this festival going for 45 years. With the past 3 year development of adding more tugs, historical ships, boat building, sand carving, giveaway contests, native tribal activities of the Squaxin Island Tribe, and kid related activities, we still see further growth opportunities and offerings. 2019 will repeat these successes and follow this trending festival's recipe using similar criteria for adding more family fun value through activities; more things to see, touch, make and take; more seafood to taste; along with more music and entertainment options.

For 2019 Olympia Harbor Days would like to focus on the following additions:

- Increase tugboat participation from the Seattle region with an independent survey study,
- Expand professional sand carving contests and create a kid friendly sand pit,
- Promote the comeback of the Olympia Oyster as a local seafood offering that the festival can become associated with and local restaurants can link into,
- Research, develop and offer soon (2019 or 2020) a regional NW boat building contest pitting teams against the clock to build a boat in 3 days that floats with at least one person aboard.
- Introduce a hands on educational element for youth aboard the many ships that participate to explore opportunities, options, and a path for professional maritime careers with family wages.

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

Continuation of increased communication, visitations and partnerships with Olympia hotels is planned as we still need to develop a better system for getting the word out promoting room discounts through room blocks and how the hotels staff can collect data so we can better learn how many are staying in area hotels for Olympia Harbor Days.

Introduction and association of the Olympia Oyster with the festival can be extended to include area restaurants through promotion and advertising pre and post festival.

Adding a boat build competition can create opportunities for maritime businesses and local retail and bring groups from other communities to Olympia Harbor Days, which in turn brings more attendees.

Continued outreach to selected businesses with educational and promotional materials about OLYMPIA HARBOR DAYS sponsorship with the intent to bring them in as community partners and promote their businesses on our website, print, radio and in social media campaigns. Some of these businesses may have products they wish to include in giveaways or may be interested in having a booth at Olympia Harbor Days.

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

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?

The OLYMPIA HARBOR DAYS budget for 2019 is $111,800.00 in cash with an addition of 60,000.00 in-kind. We are requesting the addition of $45,000.00 of LTAC funds for the continued longer reach to Seattle and Portland markets and to bring newness to Olympia Harbor Days and Olympia. These additional funds, 20.8% of the total budget, will be used to continue successes including promotion of

our Weekend Cruise to Olympia, continued and expanded regional advertising started in 2017, maintain sponsor development, increase our social media reach, and expand sand carving competitions, add a maritime education – career path element, and develop and offer a boat building competition, establish a local food connection, explore bringing more vintage tugs to the show and races, following many of the items in the 3-year plan from 2016.

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 the increase in funds through the Lodging Tax, it is improbable that we will be able to secure complete stand-alone funding for reach marketing and advertising, continue with and add new activities and offerings or that the Olympia Kiwanis Group and Foundation can support and/or fund such goals. Partial funding would result with less funding for the growth and development of sand carving, boat building competitions and youth education.

Business Sponsorship has been unstable since 2014 and it is believed will continue to be so in 2019.

Description of Lodging Tax Use:

The request of $35,000.00 is marked for following the comprehensive 3 year marketing plan, sustained funds for marketing and promotion of our successful Weekend Cruise to Olympia, increasing our advertising to bring more tourists to the area over Labor Day Weekend during the three day Olympia Harbor Days Tugboat Races and Festival and continue with sponsor outreach and aggressive social media marketing program. Funding would be used for contact development, advertising design, media fees, boat fees, printing of materials to promote the cruise, the festival.

The request asks for an additional $10,000.00 to further develop sand carving competitions and a sand pit for kids managed by Form Finders, develop a youth maritime education component with career path options with Sea School North West, look into development of a boat building competition open to regional kids or families, development of a local food link like the Olympia Oyster as a symbol of Olympia, the festival and area restaurants.

This request represents 2o.8% of the proposed budget revenue and in-kind donations. It should be noted here that the Olympia Kiwanis Foundation incurs a festival usage fee (like a franchise fee) for this festival which is included in the budget and must be covered by sponsors and sales. Also, raffle ticket sales go directly to support scholarships and hot dog sales help support Key Club activities. Please keep in mind the Olympia Kiwanis Foundation uses any further proceeds from this event as a fundraiser to help supplement and fund other Olympia Kiwanis Club Community Projects such as the gardens that grow fresh produce for the Thurston County Food Bank and the wood project that provides dry wood to those in need of heat during our cold and damp winter months, and other community needs.

OLYMPIA HARBOR DAYS is a long standing festival in Olympia with a 45 year track record. The Olympia Kiwanis Club was founded in 1921 and has been serving Thurston County for 96 years.

The festival cannot maintain itself and grow without continued community support as an opportunity to increase tourism and tourist spending. OLYMPIA HARBOR DAYS and Olympia businesses face increased competition of the Washington State Fair that opens the same date as OLYMPIA HARBOR DAYS and other festival and events happening in the region over the holiday weekend including Bumbershoot in Seattle and the semi-annual Packwood Flea Market.

Olympia Harbor Days 2018 Prepared for 2019 Lodging Tax Grant Request	2018 Budget	YTD 9/20/18 w/Estimates as books close 9/30/18	2019 Budget
INCOME			
3310 · Arts & Crafts (adj $17250)	$ 20,000.00	$ 18,434.52	**$ 18,000.00**
Lost Booth Revenue Oly Tap Room - ($2750)			
3320 · Commercial	$ 10,000.00	$ 13,002.14	**$ 12,000.00**
3330 · Food	$ 7,500.00	$ 7,041.50	**$ 7,000.00**
3340 · Raffle Budget	$ 4,000.00	$ 4,041.25	**$ 5,000.00**
3346 - OKC Member Sponosrships		$ 300.00	**$ 600.00**
3350 / 1400 · Sponsors	$ 50,000.00	$ 48,750.00	**$ 50,000.00**
3360 · Miscellaneous Income	$ 1,500.00	$ 2,957.00	**$ 3,000.00**
3356 - Advance Ticket Sales Tours,Cruise,Charters	$ 10,000.00	$ 17,835.00	**$ 14,000.00**
Kiwanis Hot Dog Stand		**$ 2,100.00**	**$ 2,200.00**
Sub Total	**$ 103,000.00**	**$ 114,461.41**	**$ 111,800.00**
Lodging Tax Grant - 20.8% of total 2019	**$ 35,000.00**	$ 35,000.00	**$ 45,000.00**
Total Revenue	**$ 138,000.00**	**$ 149,461.41**	**$ 156,800.00**
In-Kind	**$ 45,000.00**	**$ 70,478.51**	**$ 60,000.00**
Total Receipts	**$ 183,000.00**	**$ 219,939.92**	**$ 216,800.00**
Expenses			
4410 Advertising Budget	$ 10,000.00	$ 6,627.42	**$ 8,000.00**
4440 Tugboat - Misc Budget	$ 4,500.00	$ 8,676.73	**$ 9,000.00**
Admin Budget	$ 38,000.00	$ 43,460.88	**$ 42,000.00**
4460 Contract Services, Entertainment	$ 25,000.00	$ 17,358.94	**$ 20,000.00**
Rentals	$ 4,200.00	$ 3,358.39	**$ 1,600.00**
4479 · Contingency	$ 1,500.00	$ 1,500.00	**$ 1,500.00**
4480 - Utilities	$ 2,000.00	$ 2,234.98	**$ 2,500.00**
4490 - Admin Support	$ 2,000.00	$ 4,336.77	**$ 4,500.00**
SSMHA Leasing Fee	$ 5,000.00	$ 5,000.00	**$ 5,000.00**
Raffle to Scholarships	$ 4,000.00	$ 4,041.25	**$ 5,000.00**
Hot Dog Sales to OKF	$ 2,000.00	$ 2,100.00	**$ 2,200.00**
Sub Total	$ 98,200.00	$ 98,695.36	$ 101,300.00
Lodging Tax Grant $35,000.00 2018			
Cruise to Olympia	$ 10,000.00	$ 10,821.42	**$ 10,000.00**
Advertising & Sponsor Development	$ 15,000.00	$ 18,065.00	**$ 20,000.00**
Web Design & Mobile App	$ 5,000.00	$ 2,838.00	
Social Media Administration	$ 5,000.00	$ 3,050.00	**$ 5,000.00**
Sand, Maritime Education, Boat Build			**$ 10,000.00**
TOTAL DISPERSMENTS	$ 133,200.00	$ 133,469.78	$ 146,300.00

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, SAM REED, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF EXISTENCE/AUTHORIZATION

OF

OLYMPIA KIWANIS FOUNDATION

I FURTHER CERTIFY that the records on file in this office show that the above named Non-Profit Corporation was formed under the laws of the State of WA and was issued a Certificate Of Incorporation in Washington on 7/2/2007.

I FURTHER CERTIFY that as of the date of this certificate, OLYMPIA KIWANIS FOUNDATION remains active and has complied with the filing requirements of this office.

Date: November 29, 2011

UBI: 602-740-742

THE SEAL OF THE STATE OF WASHINGTON 1889

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

Sam Reed

Sam Reed, Secretary of State

12

An Olympia Kiwanis Club Event

OLYMPIA HARBOR DAYS

EVERY LABOR DAY WEEKEND

BECOME A FRIEND OF THE FESTIVAL!

Keep the tugs coming to Olympia

An Olympia Kiwanis Club Event

5 FACTORS FOR A 5 STAR FESTIVAL

OLYMPIA HARBOR DAYS

EVERY LABOR DAY WEEKEND

1 LOCATION. LOCATION. LOCATION!

Olympia Harbor Days, located in the heart of downtown Olympia along the beautiful waterfront with plenty of places to stay, free parking, public transportation and walking access to downtown shops and restaurants. Festival grounds include the beautiful Port Plaza and historic Percival Landing with the great lawn and playground for the kids, both offering lots of dock space for the Vintage Tugboat Show and Festival.

2 THE WORLD'S LARGEST VINTAGE TUGBOAT RACES AND SHOW!

Tour the many vintage tugs of the Puget Sound, including the historic Sand Man built in 1910, on Saturday and watch the tugs race on Sunday. Learn how they work and how they played their part in history. Catch the beauty of tall ships, historic steam ships, wooden yachts and more as every year different vessels attend.

3 A FESTIVAL LOVERS PARADISE!

Over 100 unique and quality artists and craftsmen presenting their creations just in time for holiday shopping. Add to that another 100 booth spaces for tribal, commercial, and community presentations. So much to do, see and eat, including international and native treats from the sea!

4 FREE FAMILY FUN AND ENTERTAINMENT FOR ALL!

Live musicians, aerialists on trapeze, sand carvers, acrobats, jugglers, flame throwers, balloon masters, remote controlled tugboats, robotic and more. Look for the different kids' zones featuring Hands On Children's Museum boat making and Estuarium marine activities. Make a pirate hat or tugboat flag.

5 THE POWER OF PLANNING, MARKETING AND ADVERTISING.

A professional Executive Director, hired by the Olympia Kiwanis Club, works year-round with input by a committee of local business and government professionals. All advertising and media types are utilized to get the word out and bring people to the festival, including the support of the Olympia Lodging Tax Advisory Committee, Experience Olympia and Beyond, the Port of Olympia and the City of Olympia.

Presented by: Olympia Kiwanis | PO Box 2875, Olympia, WA 98507 | (360) 556-0498
www.harbordays.com | info@harbordays.com | Carol Riley, Executive Director

OLYMPIA HARBOR DAYS VINTAGE TUGBOAT RACES & FESTIVAL IS...

- ✔ The largest festival in the county and largest maritime festival south of Seattle with over 55,000 attendees.
- ✔ Bringing families throughout the NW together building tradition and preserving maritime heritage.
- ✔ Become part of history by taking title to one of the many features and activities this festival has to offer.
- ✔ Participation and partnership with the Olympia Kiwanis Club will make the difference in a child's life for years to come.

The benefits of sponsorship of Olympia Harbor Days come through our numerous advertising vehicles, media partners, and festival attractions and activities:

- Advertising space in our 8-page Special Event Program in The Olympian
- Standalone newspaper advertising
- Radio spots on Mixx 96
- Combined transit advertising
- Save-the-Date cards
- Map with Schedule of Events
- Social media promotion, Facebook & website
- Partner mentions during public festival announcements
- Inclusion in our sponsor video
- Store window and mall displays
- Sponsor hands on activities for kids
- Sponsor sand carving or a new special feature
- Booth space at the festival for your business
- Business banners on display
- Credit on posters
- Sponsor free or low cost kids rides
- Host a free face painting booth
- Partner in a community boat building contest
- Fund an art & history display

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OLYMPIA HARBOR DAYS SPONSOR BENEFITS

BENEFITS *(Over 3 million potential impressions or mentions)*	**PLATINUM** ($10,000)	**GOLD** ($7,500)	**SILVER** ($5,000)	**BRONZE** ($2,500)	**CAPTAIN** ($1,000)	**FRIEND** ($150)
PRINT, RADIO, AND DIGITAL ADVERTISING						
Mention on All Radio Advertising	X					
Rotating Radio Advertising		X	X			
Logo on Digital Advertising	X					
Mention on Digital Advertising		X	X			
Logo in VCB Guide	X					
Mention in VCB Guide		X				
Logo on Print Advertising	X					
Mention on Print Advertising		X				
Logo on Cover - Olympian Special Event Section	X					
1/2 Page Ad - Olympian Special Event Section	X					
Large Ad - Olympian Special Event Section		X	X			
Small Ad - Olympian Special Event Section				X		
Mention - Olympian Special Event Section					X	X
COLLATERAL ADVERTISING						
Logo on Poster	X	X				
Mention on Poster			X	X		
Logo on Map	X	X	X			
Mention on Map				X	X	
Logo on OHD Website Every Page	X					
Logo on OHD Website Random Pages		X	X			
Logo on OHD Website Page				X		
Mention on OHD Website Page					X	X
Logo and link on Social Media posts, boosts, and shares	X	X	X	X		
Logo on Save the Date Card	X					
Mention on Save the Date Card		X	X	X		
Logo Banner on Port Plaza Tower	X					
Logo Banner on Percival Boardwalk	X	X	X	X		
Logo Banner on Sponsored Activity	X	X	X			
VIDEO ADVERTISING						
Logo on Sponsor Video	X	X	X			
Mention on Sponsor Video				X	X	X
EVENT ADVERTISING						
Boardwalk Shelter Booth	X					
Double booth at Harbor Days		X	X			
Single booth at Harbor Days				X		
PA Thank You's by emcee	X	X	X	X		
OTHER COMMUNICATIONS AND BENEFITS						
Tickets for Tug or Tall Ship Ride (2)	X					
Tickets (2) for Tugboat Races	X	X				
Tickets (2) for Harbor Tour	X	X	X	X		
Skippers Dinner Tickets	X	X				
Mention in Social Media	X	X	X	X		
Mention in Press Releases	X	X	X			
Tax Deductible Donation	X	X	X	X	X	X
Help Support Children and Families in Need	X	X	X	X	X	X

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www.harbordays.com | info@harbordays.com | Carol Riley, Executive Director

OLYMPIA HARBOR DAYS EVENT/ACTIVITY SPONSORSHIPS

EVENT/ACTIVITY	PLATINUM ($10,000)	GOLD ($7,500)	SILVER ($5,000)	BRONZE ($2,500)
Title Sponsor	X			
Tugboat Race & Show Sponsor		X		
Port & Harbor Ships & Tours Sponsor		X		
Port Plaza Outdoor Movie Sponsor		X		
Cruise to Olympia Sponsor			X	
Print Media Sponsor			X	
Social & Video Media Sponsor			X	
HOCM & PSE Kids Activity Sponsor			X	
Sand Sculpting Sponsor			X	
Beer & Wine Garden Sponsor			X	
Community Organization Day Sponsor			X	
Skippers Dinner Sponsor				X
Smitty J Sponsor				X
Harbor House History Sponsor				X
Percival Main Stage Sponsor				X
Port Plaza Stage Sponsor				X
Entertainment Sponsor				X
Boat Building Sponsor				X
Model Tugs Sponsor				X
Kids Rides & Sea Stories Sponsor				X
Percival Food Court Sponsor				X
Robotics Sponsor				X

EVENT SPONSORSHIPS ARE DESIGNED TO HELP YOU REACH YOUR MARKETING OBJECTIVES.

LET US KNOW WHAT IS IMPORTANT TO YOU!

Mark all that you are interested in.

- ☐ Naming Rights on Feature or Activities
- ☐ Onsite Promotional and Booth Spaces
- ☐ Digital Advertising to Targeted Audiences
- ☐ Video, Print and Radio Advertising
- ☐ Brand Exposure on Website and Onsite
- ☐ Hospitality – Opportunities to Host a Private Event Cruise
- ☐ Other – Tell us what you want!

We are happy to sit down with you to provide event and activity details and plan your unique sponsorship. Call us today!

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www.harbordays.com | info@harbordays.com | Carol Riley, Executive Director

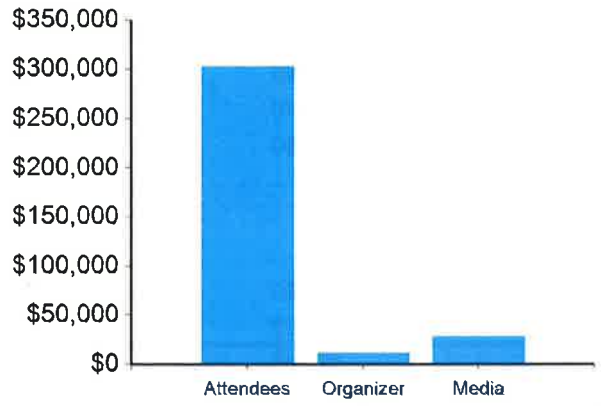
Event Impact Summary

Destination: Olympia-Lacey-Turnwater Visitor & Convention Bureau

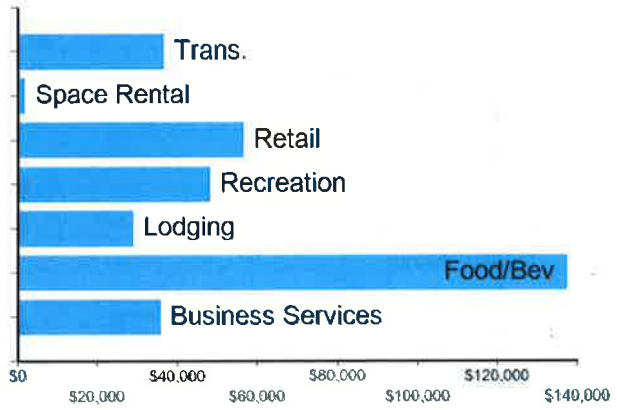
Event Parameters		Key Results	
Event Name:	Olympia Harbor Days 2018	Business Sales (Direct):	$344,310
Organization:	Kiwanis	Business Sales (Total):	$538,426
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	210
Start Date:	8/31/2018	Jobs Supported (Total):	235
End Date:	9/2/2018	Local Taxes (Total):	$10,150
Overnight Attendees:	198	Net Direct Tax ROI:	$8,562
Day Attendees:	6402	Estimated Room Demand:	231

Direct Business Sales

Sales by Source



Sales by Sector



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	$25,448	$3,373	$0	$28,821
Transportation	$36,263	$69	$128	$36,459
Food & Beverage	$136,943	$0	$361	$137,304
Retail	$56,438	$0	$0	$56,438
Recreation	$48,085	$0	$0	$48,085
Space Rental	$0	$1,425	$144	$1,569
Business Services	$0	$7,174	$28,460	$35,633
TOTAL	$303,176	$12,041	$29,093	$344,310

Event Impact Details

Destination: Olympia-Lacey-Turnwater Visitor & Convention Bureau

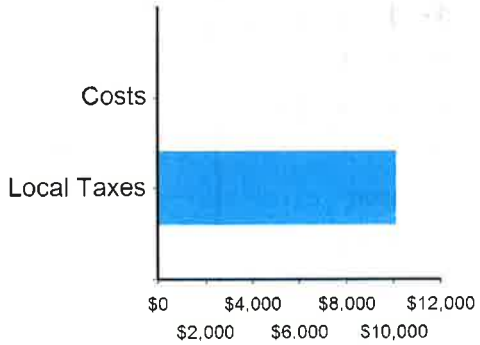
Event Name: Olympia Harbor Days 2018 2018
Organization: Kiwanis

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	$344,310	$194,116	$538,426
Personal Income	$104,795	$52,137	$156,932
Jobs Supported			
Persons	210	25	235
Annual FTEs	4	1	5
Taxes and Assessments			
Federal Total	$29,954	$16,096	$46,050
State Total	$20,797	$4,119	$24,916
sales	$19,086	$3,154	$22,241
income	$0	$0	$0
bed	$0	-	$0
other	$1,711	$964	$2,675
Local Total (excl. property)	$8,562	$1,588	$10,150
sales	$6,754	$1,116	$7,870
income	$0	$0	$0
bed	$509	-	$509
per room charge	$463	-	$463
tourism district	$0	-	$0
restaurant	$0	$0	$0
other	$837	$472	$1,309
property tax	$7,316	$2,853	$10,170

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)	
Direct Tax Receipts	$8,562
DMO Hosting Costs	$0
Direct ROI	$8,562
Net Present Value	$8,562
Direct ROI (%)	-
Total local tax ROI (net property taxes)	
Total Local Tax Receipts	$10,150
Total ROI	$10,150
Net Present Value	$10,150
Total ROI (%)	-



Estimated Room Demand Metrics

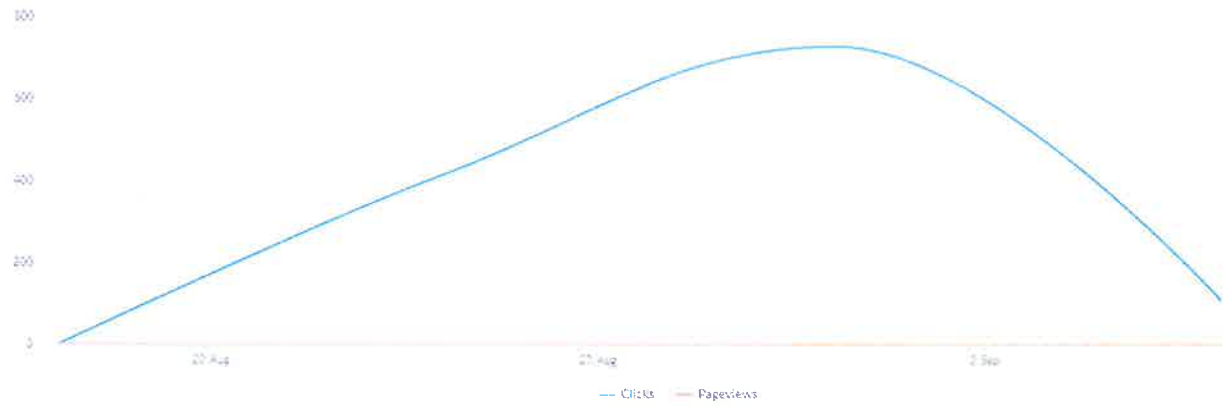
Room Nights (total)	231
Room Pickup (block only)	60
Peak Rooms	104
Total Visitor Days	5,241

The Olympian / TNT Digital Advertising Campaign OHD 2018

DIGITAL DISPLAY BANNER ADS: In twelve days (8/20 – 8/31), your investment drove over **911,395 impressions** to your ad and **1,262 clicks** to your website

IMPRESSIONS	CLICKS
911,395	**1,262**

AWARENESS



GEOFENCE: 169 total user conversions went to target zones and then went to your event regardless of seeing your ad or not. 16 of those engaged with your ad and went to your event.

OLY_Olympia Harbor Days_GF_8.20.18-9.1.18	Impressions	Clicks	CTR	Click Visits	View Visits
Cannon Beach Oregon1387 S Spruce St, Cannon Beach, OR 97110	386335	603	0.16	0	3
Sea Side Oregon200 N Prom, Seaside, OR 97138	192826	297	0.15	0	0
Foss Waterway Seaport705 Dock St, Tacoma, WA 98402	54752	61	0.11	0	1
Victoria BC Terminal721 Douglas St, Victoria, BC V8W 3M6, Canada	51864	43	0.08	0	0
Bell Harbor Marina2203 Alaskan Way, Seattle, WA 98121	25378	36	0.14	0	0
9715 Lakewood Dr SW, Lakewood, WA 98499	19849	31	0.16	0	0
San Jaun Ferry Terminal91 Front St S, Friday Harbor, WA 98250	19414	29	0.15	0	0
Island Sailing School & Club OR2100 W Bay Dr NW, Olympia, WA 98502	3065	14	0.46	1	5
Kitsap Marina1595 SW Bay St, Port Orchard, WA 98366	8434	11	0.13	0	0
Pierce Co. YMCA's1144 Market St, Tacoma, WA 98402	8368	11	0.13	0	0
Lakebay Marina15 Lorenz Rd Kp N, Lakebay, WA 98349	7539	7	0.09	0	0
Seattle Sailing Club7001 Seaview Ave NW #130, Seattle, WA 98117	6788	6	0.09	0	0
The Seattle Marina2401 N Northlake Way, Seattle, WA 98103	6182	6	0.1	0	0
Puget Sound Yacht Club2321 N Northlake Way, Seattle, WA 98103	5669	5	0.09	0	0
Tacoma Sailing Club5632 Marine View Dr, Tacoma, WA 98422	4114	5	0.12	0	0
South Park Marina8604 Dallas Ave S, Seattle, WA 98108	2678	5	0.19	0	0
Port Orchard Marina707 Sidney Pkwy, Port Orchard, WA 98366	7239	4	0.06	0	0
Kitsap Co. YMCA's4717 S 19th St #201, Tacoma, WA 98405	3734	4	0.11	0	0
10550 Harbor Hill Dr, Gig Harbor, WA 98332	3725	4	0.11	0	0
Point Defiance Marina, Zoo, Park5912 N Waterfront Dr, Tacoma, WA 98407	2771	4	0.14	0	0
Bremerton Yacht Club2700 Yacht Haven Way NW, Bremerton, WA 98312	1353	4	0.3	0	0
1002 S Pearl St, Tacoma, WA 98465	3940	3	0.08	0	0
Thurston Co. YMCA's1530 Yelm Hwy SE Olympia WA 98501, Olympia, WA 98501	2998	2	0.07	0	5
Tacoma Yacht Club" 5401 Yacht Club Rd, Tacoma, WA 98402"	1549	2	0.13	0	0
Boston Harbor Marina312 73rd Ave NE, Olympia, WA 98506	688	2	0.29	0	1
Breakwater Marina5603 N Waterfront Dr, Tacoma, WA 98407	1368	1	0.07	0	1
Paradise Cove Resort & Marina OR32455 Hwy 101 N, Rockaway Beach, OR 97136	846	1	0.12	0	0
Eagle Harbor Marina5834 Ward Ave NE, Bainbridge Island, WA 98110	697	1	0.14	1	0
Port Orchard Yacht Club201 SW Bay St, Port Orchard, WA 98366	1216	0	0	0	0
Narrows Marina9007 S 19th St #100, Tacoma, WA 98466	978	0	0	0	0
	836357	1202	0.14	2	16 <--Total

OLY/TNT Comment: For a 12 day geofence campaign this did incredibly well. Most notably was your Reach. Most of the activity was done by audiences outside of Olympia. That's something to keep in mind for next year's event.

PAID ADVERTISEMENT

Don't Miss These Five Fabulous Features at This Year's Olympia Harbor Days

The 45th Annual Edition

Just a handful of days left to go until Olympia Harbor Days brings three days of food, fun, and racing vintage tugboats to the Olympia waterfront for the 45th year in a row!

The annual festival's finishing touches are well underway for the award winning (and free!) event this Labor Day weekend. Forty-five years in the making, this year's Olympia Harbor Days festival is looking to be the biggest year yet. Visitors from near and far will enjoy the World's Largest Vintage Tugboat Show and Races, the Squaxin Island Tribe's traditional salmon bake, beer garden, and Salish Sea Celebration, masterful sand sculptors, tall ships, and a great variety of arts, live music, and maritime heritage to top it all off. Last year's festival brought over 55,000 guests lining the docks from Percival Landing to the Port Plaza, with an even greater turnout expected this year!

Carol Riley, Executive Director of Olympia Harbor Days, remarks: "The heart of the festival kicks off with the arrival of a fleet of vintage tugboats of the Puget Sound on Friday, August 31st, a walk aboard show Saturday, September 1st and Tug Races on Sunday September 2nd." The event is presented by the Olympia Kiwanis Club with sponsorship and collaboration of The Squaxin Island Tribe and Museum. In Riley's words, a perfect day at Olympia Harbor Days includes food, friends, and merriment. "There is no better way to enjoy Olympia's downtown waterfront and celebrate the end of summer than a visit to Olympia Harbor Days with all the family friendly activities, including a lego harbor build, sand carving, tribal traditions, maritime and marine science activities and the ships of all sizes, shapes, and colors in the harbor."

Back in the day, the vintage tugboats made their return to a small barge on the Olympia waterfront for the long holiday weekend. In 1974 the Olympia South Sound Chapter of the State Capital Museum Association, in an effort to raise awareness of the Puget Sound's rich maritime history, created the event. After the Association combined their efforts with the local Harbor Fair, Olympia Harbor Days was born.

Mark your calendars now for these five festival features that are not to be missed:

- Sit back and enjoy the sun, the water, and relax with a cold beer at the **SQUAXIN ISLAND MUSEUM BEER GARDEN AND SALMON BAKE**. Enjoy a tribal salmon dinner with all the fixings while live performances take place on the stage all weekend featuring Tribal Drumming and Jamming, Zumba Dance, The Popoffs and more.
- Pay tribute to history and naval heritage aboard the **US COAST GUARD RETIRED TUGBOAT COMANCHE**, a floating World War II museum and a tour of the historic Navy Admirals barge, the Old Man IV.
- **FIN, THE MIGRATING SALMON**, is the perfect photo opportunity for the kids! On Sunday only, kids and students can learn about the watershed they live in, and what animals may be dependent on the health of their stream systems. Fin is a twenty-five foot fiberglass sculpture of a summer chum salmon built by the local educational non-profit group Wild Olympic Salmon in 1988. The interior is painted to depict a natural forest setting with a stream running through it. Over a hundred and fifty plants and animals are painted on the interior walls. Indian symbols for the sun and moon are in the entrance.
- **SAIL AT SUNSET ABOARD THE LADY WASHINGTON** (Yes, she was in Pirates of the Caribbean: The Curse of the Black Pearl!) or her sister ship, the Hawaiian Chieftain.
- On Sunday, prepare for the culminating event of Olympia Harbor Days: **THE WORLD'S LARGEST VINTAGE TUGBOAT RACE!** Watch the tugs race to the finish through the deep channel of Budd Bay near Butler Cove. Who will win this year?

Olympia Harbor Days is a historic event celebrating the harbor history of the city of Olympia. It is a free, nonprofit festival supported by community business partners and sponsors. Any proceeds go to Olympia Kiwanis Club activities and scholarships aimed to serve children and their families within the community. The festival gets started on Friday, August 31st from 5PM-8PM, Saturday, September 1st from 10AM-7PM, and culminating on Sunday, September 2nd from 10AM-6PM. A small donation is suggested to help support and keep the festival going for another 45 years!

**Events subject to change without notice.*

Heritage BANK

An Olympia Kiwanis Club Event

OLYMPIA HARBOR DAYS

presented by the Squaxin Island Tribe

PO Box 2875, Olympia, WA 98507
360-556-0498 www.HarborDays.com info@HarborDays.com

$5 RAFFLE TICKETS $5

Proceeds go to the Kiwanis Foundation Fund for Scholarships!

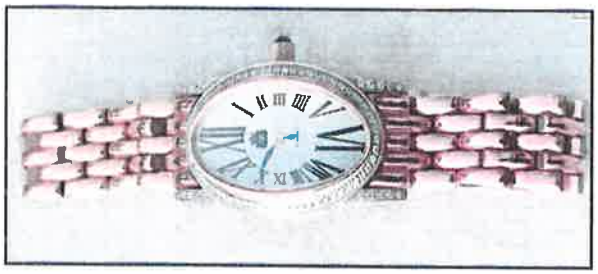
DRAWING 9/10/18!

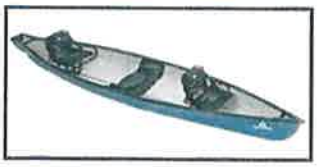
Need not be present to win!

Grand Prize $1200 Value

This elegant timepiece brings back the fashionable glamour of the 1920s and 1930s. The beautiful model features a rose colored stainless steel case and bracelet, oval sapphire crystal, crisp white dial and black roman numeral markers. Eighty (80) dazzling diamonds weighing a total of 0.50ct add an elegant touch of sparkle.

PANOWICZ Jewelers





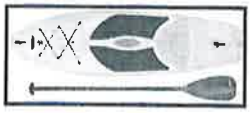
2nd Prize $999 Value

2 person Canoe plus 2 Paddles, 2 PFDs

Cabela's

3rd Prize $920 Value

A pair of Stand Up Paddle Boards plus Paddles and PFDs



$6000 IN PRIZES!

4th Prize Priceless

Handmade Sailboat Quilt

Pictured is a representation in reds and greens on white. Finished size approx. 53" x 75". Color and size may vary.

Total Wine & MORE

6th Prize $500 Value

A Private Wine Class for 20 Friends or Family

7th Prize $350 Value

Squaxin Island Tribal Basket

Two 5th Prizes

$500 Value Each

Salish Cliffs Little Creek Resort Hotel Stay with Twosome of Golf and Massage

21 WINNERS!

CLARUS EYE CENTRE

Ladies Designer Tortoise Shell Sunglasses & Cleaning Kit
$158 Value

Costco

1-Year Executive Membership
$120 Value

ANTHONY'S Hearthfire

One of 10 Certificates Dinner for Two
$50 Value each

TUGBOAT ANNIES

Breakfast & Kayak Rental for Two
$50 value

The Squaxin Island Tribe presents an Olympia Kiwanis event

45th Annual

OLYMPIA HARBOR DAYS

45 YEARS

1974 - 2018

TM

OLYMPIA HARBOR DAYS

VINTAGE TUGBOAT RACES, SHOW & TOURS

Friday 5pm-8pm | Saturday 10am-7pm | Sunday 10am-6pm

Climb Aboard the Tugboats on Saturday, Watch them Race on Sunday!

Squaxin Island Salish Seaport at the Port Plaza with Cultural Activities, Salmon Bake, and Beer Garden!

Arts, Crafts, Food, Entertainment, Remote Controlled Tugs, Sand Carving, Harbor and Port Tours

For the Kids: Build a Lego Ship, Maritime Knot Tying, Marine Science, & more!

Salmon Hats & Salmon-Bot making on Saturday & Visit Fin, the 25' Salmon, on Sunday!

Visit HarborDays.com for schedules, activities, FAQ's, maps & more!

August 31, September 1 & 2, 2018

Labor Day Weekend · All Along The Harbor In Downtown Olympia

Major Sponsors

SQUAXIN ISLAND TRIBE · CAPITAL HEATING & COOLING · PORT OF OLYMPIA · CITY OF OLYMPIA · HERITAGE BANK · LUCKY EAGLE CASINO

Tug Illustration created by Karla Fowler | Graphic Design provided by Parachute Technology

A special advertising supplement to The Olympian

SAVE THE DATE!

Squaxin Island Tribe An OLYMPIA KIWANIS Event

OLYMPIA HARBOR DAYS

OLYMPIA HARBOR DAYS
45 YEARS
1974 - 2018

LABOR DAY WEEKEND | Aug 31, Sept 1 & 2, 2018

Friday 5pm-8pm | Saturday 10am-7pm | Sunday 10am-6pm

Along the waterfront in downtown Olympia

FUN FOR THE WHOLE FAMILY!

WORLD'S LARGEST Vintage Tugboat Races, Show, and Tours!

AN OLYMPIA KIWANIS CLUB EVENT

TACOMA TO OLYMPIA

OLYMPIA HARBOR DAYS CRUISE
LABOR DAY WEEKEND

$399/person OR $499/couple *(tax included)*

TWO NIGHT, THREE DAY GETAWAY

Includes roundtrip cruise, hotel for both nights, and more!

Friday, August 31, 2018

10:00AM | Foss Waterway Seaport Museum
Admission included with getaway.

12:30PM | Cruise Aboard the Virginia V
Departs Tacoma at 1PM. Enjoy a scenic South Sound cruise with Puget Sound stories by historian Les Eldridge.

5:00PM | Olympia Harbor Days
Arrive in Olympia at 5pm just in time for the opening festivities of the Annual Olympia Harbor Days Tugboat Races and Festival.

Beautiful Olympia Hotel Room
Two nights at the DoubleTree by Hilton, located 1 block from the waterfront and adjacent to the Olympia Harbor Days Festival.

Saturday, September 1, 2018

10:00AM | Olympia Harbor Days
Spend the day strolling the docks on Olympia's beautiful waterfront. Tour the vintage tugboats of the Puget Sound at historic Percival Landing, catch a ride on a tall ship at the Port Plaza, shop for unique arts & crafts items, check out the food options, tour a working port, and enjoy the activities and entertainment of Olympia Harbor Days.

Walk up Capital Boulevard and tour the Capital Campus or call an Uber and explore more of what Olympia has to offer including a visit to a casino, a museum, a farm, and more. *Learn more at ExperienceOlympia.com*

Sunday, September 2, 2018

Experience Olympia
Explore downtown Olympia for great coffee, breakfast and shopping!

3:00PM | Sunset Cruise
Return to the Virginia V for your relaxing cruise back to Tacoma. Departs Olympia at 3:30PM. Expected arrival at 7:30PM in Tacoma.

For Reservations, Call the DoubleTree at
360.570.0555
Ask for cruise reservations, **ext 0**

For cruise details & festival info, please visit **www.HarborDays.com**

$1 $1

USABLE AT THE 2018 OLYMPIA HARBOR DAYS FESTIVAL ONLY

2018 OHD

THIS NOTE IS NOT REAL TENDER AND IS TO BE USED ONLY AT THE 2018 OLYMPIA HARBOR DAYS FESTIVAL

OLYMPIA HARBOR DAYS
45 YEARS
1974 - 2018

ONE HARBOR DOLLAR

ONE

Valid 8/31/2018 - 9/2/2018

$1 $1

OLYMPIA HARBOR DAYS

Squaxin Island Tribe
PROUDLY SPONSORS
An OLYMPIA KIWANIS CLUB Event

OLYMPIA HARBOR DAYS · 45 YEARS · 1974 - 2018

Friday 5pm-8pm | Saturday 10am-7pm | Sunday 10am-6pm

PERCIVAL LANDING SCHEDULE

ALL WEEKEND

- Olympia Kiwanis Club Information, Scholarship Raffle Tickets, and Pirate Hats
- Mini Tug Smitty J & Classic Pick-up Truck *Sponsored by Capital Heating & Cooling*
- Sand Sculpting by Form Finders *Sponsored by TAS, OSG Dozing, & Commencement Bank*
- **Ships of the Harbor** *Sponsored by Capital Heating & Cooling*
  - Tug Camanche - WWII Museum
  - Tordenskjold - Bering Sea Fishing Boat
  - Sea 3 Vessel - Marine Science Activities
- Fire Truck Tour and Display
- Cabela's Boat Show
- Mixx 96.1 Beach Weekend Giveaway Contest
- Captain Patch, Balunatic Balloons, Face Painting, & Body Art *(strolling from Percival Landing to Port Plaza)*
- Sons of Odin Forge & Vikings
- Face Painting

FRIDAY

- *5:00pm-5:15pm* Squaxin Island Tribal Opening Ceremony
- *5:00pm-8:00pm* **Arrival/Greeting of the Vintage Tugboats**
- *5:15pm-8:00pm* Psychedlic Shadow Show w/ GoGo Girls *(60's & 70's)*
- *5:15pm-8:00pm* Vuelta La Luna Circus Performers

SATURDAY

- *10:00am-5:00pm* **World's Largest Tugboat Show & Tours**
- *10:00am-11:30am* Choro Tomorrow Brazilian Band
- *12:00pm-1:30pm* America's First Corps 5-Man Jazz Combo
- *12:00pm-4:00pm* Capital Lakefair Princesses *(strolling from Percival Landing to Port Plaza)*
- *12:00pm-4:00pm* Children's Book Giveaway *South Sound Reading Foundation*
- *1:00pm-2:00pm* The Puget Sounders Barbershop Chorus *(strolling from Percival Landing to Port Plaza)*
- *2:00pm-3:30pm* Smooth Chicken *(oldies)*
- *3:00pm-3:30pm* Tug O' War w/ Mini Tugs: Jane B & Kathy M *(along the waterfront at Percival Landing)*
- *4:00pm-5:00pm* Budd Bay Sea Shanty Singers
- *5:15pm-7:00pm* PumpHouse *(Classic Rock)*

ALL Day - 10:00am-7:00pm

- Legos Build - Boats, Planes, & Trains *Sponsored by Heritage Bank*
- Marine Activities *(Puget Sound Estuarium)*

Note: All events and activities are subject to last minute changes and weather conditions.

SUNDAY

- *10:00am-11:30am* Yodelady *(Olde Time Fiddle)*
- *12:00pm-12:30pm* **Procession of the Tugs to the Races**
- *12:30pm-3:00pm* **World's Largest Vintage Tugboat Races**
- *12:00pm-12:30pm* Olympia Highlanders Bagpipes & Drums *(strolling from Percival Landing to Port Plaza)*
- *12:00pm-1:30pm* Mukana Marimba
- *1:00pm-5:00pm* Miss Thurston County *(strolling from Percival Landing to Port Plaza)*
- *2:00pm-3:00pm* River Ridge Taiko Ensemble *(Japanese Drumming)*
- *2:00pm-3:00pm* Two Town Sound Barbershop Quartet *(strolling from Percival Landing to Port Plaza)*
- *3:00pm-3:30pm* Pirate Parade Samba Olywa Style *(strolling from Percival Landing to Port Plaza)*
- *3:45pm-5:45pm* LOTT Troubadours *(Rock Band)*
- *5:45pm-6:00pm* Squaxin Island Tribal Closing Ceremony

ALL Day - 10:00am-6:00pm

- Legos Build - Boats, Planes, & Trains *Sponsored by Heritage Bank*
- Marine Activities *(Puget Sound Estuarium)*
- Fin the 25 foot Salmon *Sponsored by Olympia Kiwanis Club and West Bay Marina*

KEEP THE TUGS COMING TO OLYMPIA!
Fueled by your donations

Suggested donation:
$5 per person | $10 per family
(give what you can)

Net proceeds from Olympia Harbor Days benefit local children and families.

HARBORDAYS.COM

AREAS OF THE FESTIVAL

- Olympia Kiwanis Club
- Arts & Crafts Vendors
- Arts & Crafts Vendors
- Mixed Vendors
- Arts & Crafts Vendors
- Commercial Vendors
- Pergola Shelters
- Food & Beverages
- Washington's Lottery Main Stage
- Harbor House History & Info Center
- Kids' Playground
- Picnic Tables

OLYMPIA HARBOR DAYS · 45 YEARS · 1974 - 2018

OLYMPIA HARBOR DAYS

Friday 5pm-8pm | Saturday 10am-7pm | Sunday 10am-6pm

THANK YOU
Olympia Kiwanis Club and all of our Community Partners who have made this festival possible!

Squaxin Island Tribe · Capital Heating & Cooling · Port of Olympia · Olympia · Commencement Bank · Lucky Eagle · The Olympian · The News Tribune · Heritage Bank · Thriftway · ILWU · Mix 96 · TAS · Washington's Lottery · DoubleTree · FOSS · Oly Fed. Here for you. Here for good · Dunlap Towing Company · Clarus · Westbay Marina · Brusco Tug & Barge · Passowicz Jewelers · Timberland Bank Since 1915 · parachute · Cabela's · Fiddlehead Marina Olympia, WA

OLYMPIA HARBOR DAYS
HarborDays.com

Graphic Design provided by parachute TECHNOLOGY

FREE EVENT PARKING
OLYMPIA HARBOR DAYS

Additional free event parking located at Marine Drive and Market Street

OLYMPIA HARBOR DAYS

Olympia Harbor Days 45 Years 1974–2018

Friday 5pm-8pm | Saturday 10am-7pm | Sunday 10am-6pm

PORT PLAZA SCHEDULE

ALL WEEKEND

- Little Creek Casino Resort's Salmon Bake
- Squaxin Island Salish Seaport Beer Garden
- Squaxin Island Tribe Carving & Art
- **Ships of the Harbor**
  Sponsored by Capital Heating & Cooling
  - Nootka - Classic Boat
  - Old Man IV - Navy Admiral Barge
- Steamship Virginia V Touring
- Lady Washington and Hawaiian Chieftain Tall Ship Touring
- Remote Controlled Tugs
  Sponsored by ILWU Local 47
- Civil Air Patrol Flight Simulator
- Robotics Demonstration
- Boating Safety with Safety Boat Walter
  (WA State Parks Boating Program)
- Cotton Candy & Lemonade Stand

SHIPS OF THE HARBOR TOURS

Tugs & Ships are available all weekend for touring. Donations appreciated.

FRIDAY

- *5:00pm* Arrival of Mosquito Fleet Historic Steamship, Virginia V
- *6:00pm-8:00pm ($)* **Tall Ship Excursion Sail** *($42-49/person)*
- *6:00pm-8:00pm* The Popoffs *(Rock Band)*

SATURDAY

- *11:00am-11:45am* Port of Olympia Tour
- *12:00pm-1:00pm ($)* **Virginia V Harbor Cruise #1** *($20/person, 12 & under free)*
- *12:00pm-12:45pm* Port of Olympia Tour
- *12:00pm-3:00pm (estimate)* Tribal Canoe Races *(along the waterfront at Salish Seaport Plaza)*
- *1:00pm-1:45pm* Port of Olympia Tour
- *2:00pm-3:30pm* Zumba at Harbor Days
- *2:00pm-5:00pm (estimate)* Tribal Jamming and Drumming
- *2:00pm-5:00pm ($)* **Tall Ship Battle Sail** *($42-79/person)*
- *2:00pm-2:45pm* Port of Olympia Tour
- *3:00pm-4:00pm ($)* **Virginia V Harbor Cruise #2** *($20/person, 12 & under free)*
- *3:00pm-3:45pm* Port of Olympia Tour
- *5:00pm-7:00pm* The Popoffs *(Rock Band)*
- *6:00pm-8:00pm ($)* **Tall Ship Evening Sail** *($42-49/person)*

ALL DAY - 10:00am-7:00pm

- HOCM Salmon Bot Racing & Salmon Hats
- Kiwanis Hotdogs & Key Club Snow Cones
- Woodworking Demonstration

SUNDAY

- *11:00am-12:00pm* Integrity Harbor Patrol Boat Display
- *12:00pm-3:00pm ($)* **Virginia V Tug Race Viewing Excursion** *($30/person, 12 & under free)*
- *12:00pm-12:30pm* **Procession of the Tugs to the Races**
- *12:00pm-4:00pm* Quick Carve Sand Sculpting Contests *Sponsored by TAS, OSG Dozing, & Commencement Bank*
- *12:30pm-3:00pm* **World's Largest Vintage Tugboat Races**
- *1:00pm-3:00pm* Tribal Storytelling with Roger Fernandes
- *3:00pm-5:00pm ($)* **Tall Ship Adventure Sail** *($42-49/person)*
- *3:30pm* Virginia V Departs for Tacoma
- *4:00pm-6:00pm* The Popoffs *(Rock Band)*

ALL DAY - 10:00am-6:00pm

- Kiwanis Hotdogs & Key Club Snow Cones

SHIP EXCURSIONS

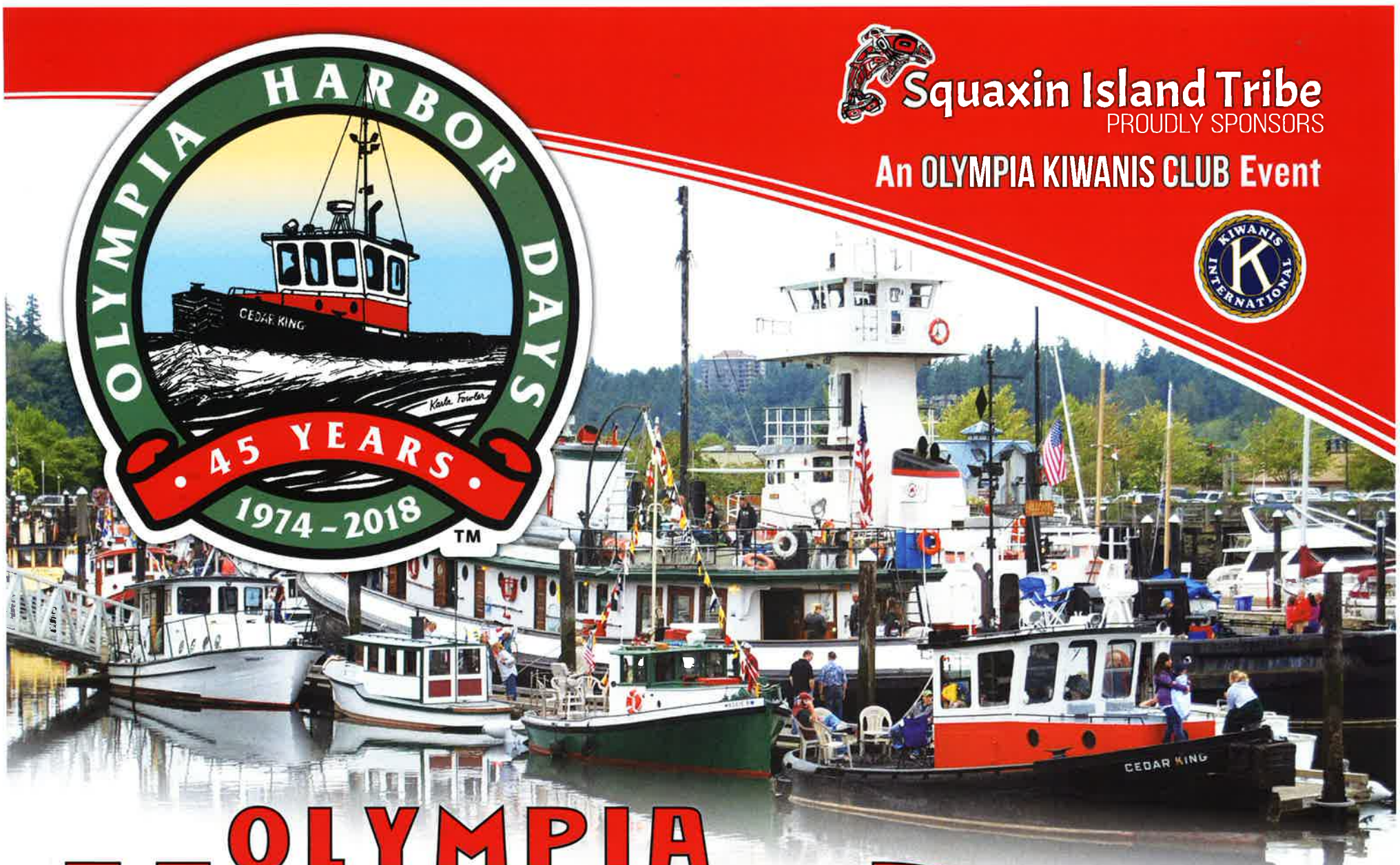
Tickets for Tall Ships sailings and Virginia V cruises can be purchased online at **HarborDays.com** OR at the **Ticket Booth #124** near the Port Lookout Tower.

Note: All events and activities are subject to last minute changes and weather conditions.

AREAS OF THE FESTIVAL

- Olympia Kiwanis Club
- Arts & Crafts Vendors
- Tribal Arts & Crafts Vendors
- Midway Stage
- Food & Beverage
- Squaxin Island Salish Seaport Stage
- Free Speach Area
- Picnic Tables

Squaxin Island Tribe
PROUDLY SPONSORS
An OLYMPIA KIWANIS CLUB Event



OLYMPIA HARBOR DAYS

LABOR DAY WEEKEND

Aug 31, Sept 1 & 2, 2018 | From Port Plaza to Percival Landing

Friday 5pm-8pm | Saturday 10am-7pm | Sunday 10am-6pm

WORLD'S LARGEST VINTAGE TUGBOAT RACES, SHOW, & TOURS!

Climb Aboard the Tugboats on Saturday, Watch them Race on Sunday!

Squaxin Island Salish Seaport at the Port Plaza with Cultural Activities, Salmon Bake, & Beer Garden!
Arts, Crafts, Food, Entertainment, Remote Controlled Tugs, Sand Carving, Harbor & Port Tours
For the Kids: Build a Lego Ship, Maritime Knot Tying, Marine Science, & more!
Salmon Hats & Salmon-Bot making on Saturday & Visit Fin, the 25' Salmon, on Sunday!

***Events subject to change without notice.*

PLUS! Cruise Budd Inlet on a Tall Ship or the historic steamship, Virginia V.
Go online for additional details and ticket information

HarborDays.com | **OLYMPIA HARBOR DAYS**

Keep the Tugs Coming to Olympia! Fueled by your donations.
Suggested donation: $5 per person | $10 per family *(give what you can)*
Net proceeds from Olympia Harbor Days benefit local children and families.

CAPITAL HEATING & COOLING | Heritage BANK | PORT of OLYMPIA | Olympia | DESIGN BY parachute TECHNOLOGY

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $9,500

RECEIVED
SEP 21 2018
City of Olympia
Executive Department
2:48 p

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, Associate Director, Parks, Arts & Recreation

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
_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
_X__ 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)*
_X__ 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 2019. 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: Scott River Date: 9-21-18

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.**

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	10,925	NA
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	4,000	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	<500	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	100	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	>4,000	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 *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*	50 over 6 week period	NA

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

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

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

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

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.**
November/December 2018 will be the first year for this event. We are hoping to create something new and distinctive for the Olympia area as a holiday tradition for locals and visitors alike. We also want to emphasize that this is during a period of time with limited unique entertainment options in our town.

7. **Describe you target tourist audience (location, demographics, etc.).**
Related to tourism, we will attempt to connect with families and young adults in Mason, Grays Harbor, and Lewis Counties. Experience Olympia and Beyond is a key partner in identifying opportunities to connect the activity at the ice rink with other businesses in an effort to create packages that entice tourists to visit Olympia for a variety of attractions. We also will look for creative opportunities using influencers and bloggers in social media to push messages to promote this opportunity. Our partners listed above also have good connections in this regard. We believe the ice rink creates one more positive reason for visitors to consider Olympia for their destination.

8. **Describe how you will promote your event/activity/facility to attract tourists.**
We are using the expertise of local partners such as the Olympia Downtown Alliance, Experience Olympia and Beyond and Thurston County Economic Development Council to enhance our City promotional efforts. We are grateful for their enthusiastic support of this project and believe their involvement will significantly raise the legitimacy and improve the overall outcome of the ice rink.

In 2018 we also have in-kind sponsorship support providing radio and print advertising to support this event. If successful, these funds will enable us to leverage those media ad buys to increase our reach beyond our preliminary audience.

9. **Describe how you will promote lodging establishments, restaurants, and businesses located <u>in the City of Olympia</u>.** Businesses have sponsorship opportunities at various levels. We are also open to creative partnerships that cross promote our event with other business. City practices do not allow us to directly influence sending customers to specific businesses. However, partnering with agencies such as Experience Olympia and Beyond (VCB) and linking to their pages for hotels and other pages that ice rink visitors might find useful is part of our plan for 2019. Experience Olympia

and Beyond has also indicated a willingness to facilitate informal partnerships where businesses like local breweries might tag on to our theme nights. As an example; if we host an Ugly Sweater Night a brewery or bar may also host one on a night before or after in an Ugly Sweater Weekend effort. Another example could be partnering with a local production of The Nutcracker that would incentivize attendance at the show as well as a Nutcracker themed night at the ice rink. Perhaps skating or pictures with characters.

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?** $380,000/2.5%

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.*]

    1. The most important element, and reason we are looking for support from a variety of resources, is that we have an established goal to reduce the 60% city subsidy by 15% each year for the first three years. This application helps with that effort, but is only one piece of the puzzle. We will already be looking to increase our sponsorships as well as finding ways to increase publicity to increase gate attendance. If our stated goal is not achieved, it is highly likely this event is cancelled in future years.
    2. The budget is heavily weighted towards operational expenses and most of them are hard costs. Therefore, the next area that we would have to reduce our financial commitments would be in the area of marketing and sponsorship commitments. Recognizing that is a double edged sword makes it all the more important that we find pockets of sponsorships, grants, etc to help sustain this program into the future.
    3. Another consideration would be increasing entry fees. In 2018 our base entry fees are $12/adult and $10/youth. Increasing fees by $1 (8%), and hoping to increase attendance by 15% over our 9,500 estimate for 2018, would result in a net of $11,000. However, we would begin to be pushing ourselves up against larger market prices in Pierce and King Counties, and we don't have the same population base. We do have an interest in keeping fees affordable for our community.

	OLY ON ICE OPERATING BUDGET	2018	2019
EXPENSES			
	ICE RINK EVENTS CONTRACT	$ 283,140.00	$ 291,612.60
	Equipment and Installation Services	$ 122,420.00	$ 126,092.60
	Tent Pavilion/Stage Decking	$ 67,400.00	$ 69,422.00
	Turnkey Management & Operation	$ 92,600.00	$ 95,378.00
	Parking Lease	$ 720.00	$ 720.00
	UTILITIES & PERMITS	**$ 26,834.00**	**$ 27,639.02**
	Sanicans	$ 4,500.00	$ 4,635.00
	Water (17,500 gallons total)	$ 150.00	$ 154.50
	Power	$ 20,000.00	$ 20,600.00
	Solid Waste	$ 1,500.00	$ 1,545.00
	Permitting & Licensing	$ 684.00	$ 704.52
	SAFETY & SECURITY	**$ 17,570.00**	**$ 18,097.10**
	Safety Equipment; barricades, fencing, etc	$ 4,000.00	$ 4,120.00
	Security	$ 13,570.00	$ 13,977.10
	OPERATIONAL EQUIPMENT & SUPPLIES	**$ 20,000.00**	**$ 20,600.00**
	Special Effects Lighting	$ 5,000.00	$ 5,150.00
	PA System	$ -	$ -
	Sandbox Construction	$ 12,000.00	$ 12,360.00
	Landmark signing/directional signing	$ 1,500.00	$ 1,545.00
	Operational signing/liability signing	$ 1,500.00	$ 1,545.00
	MARKETING & SPONSORS	**$ 6,500.00**	**$ 9,500.00**
	Marketing/advertising/PR	$ 4,000.00	$ 6,925.00
	Commercial sponsorship commitments	$ 2,500.00	$ 2,575.00
	TAXES & CREDIT CARDS	**$ 11,210.00**	**$ 11,546.30**
	Credit Card Processing @ 3.5% gate	$ 2,400.00	$ 2,472.00
	Taxes (8.8% retail sales, .471% retail B&O)	$ 8,810.00	$ 9,074.30
	TOTAL EXPENSES	**$ 365,254.00**	**$ 378,995.02**
REVENUES			
	Gate Admissions	$ 90,000.00	$ 103,500.00
	Sponsorships	$ 70,000.00	$ 87,500.00
	Sock/Mitten/lessons sales (15% gross)	$ 150.00	$ 150.00
	Food Vendors sales	$ 375.00	$ 375.00
	General Fund	$ 79,729.00	$ 186,995.02
	Capital Budget Transfer	$ 125,000.00	
	TOTAL REVENUES	**$ 365,254.00**	**$ 378,520.02**

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

From the overall budget (provided on a separate page) we have divided out the areas of support we would intend to use LTAC funding for.

Marketing and Advertising: $6,925
Commercial Sponsorship Commitments: $2,575

Total for Marketing and Sponsors: $9,500

The funds identified above will support the Parks and Recreation Department commitments to a broad spectrum of marketing needs including:

- Venue Banners
- Sponsor Banners
- Print Ads
- Radio Ads
- Posters & Fliers
- Any required offsets for comp tickets
- Sponsor perks
- Branded "swag" which could include examples like travel mugs.
- Theme Night Promotions and Operational Expenses (such as paying for princesses or wizards to be on site for photo ops)

Copy of Current Non-Profit Corporate Registration

Not applicable, City Municipality

Copy of City of Olympia Business License

Not applicable, Application is submitted by the City of Olympia.

OLY on ICE

Presented by Olympia Auto Mall

PLAN YOUR VISIT

Admission

General Admission + skates: **$12**

Youth + skates *(ages 4-10)*: **$10**

Toddler + skates *(ages 3 & under)*: **$3**

Admission w/ personal skates *(ages 4 & up)*: **$9**

Military & First Responder + skates *(w/ ID)*: **$10**

Senior Admission + skates *(ages 55 & up)*: **$10**

Cheap Skate Nights - Weds., 4-7 PM *(ages 4 & up)*: **$8**

10-Skate Pass + skates *(ages 4 & up)*: **$89**

Group Rate 15-24 *(ages 4 & up)*: **$1 off***

Group Rate 25+ (ages 4 & up): **$2 off***

Private Rental: for information & pricing, please contact olympia@icerinkevents.com.

**Discounts apply to Youth & General Admission prices only and are not available on Cheap Skate Nights.*

Extras

Socks: **$3** Gloves: **$3** Beanie: **$10**

Insulated Mug: **$10** Skate Aids: **$??****

***There are a limited number of Skate Aids available*

Location

Isthmus Park
529 4th Ave W
Olympia, WA 98501

Weekday Hours

November 16 - December 18

Mon-Thurs: **3:30-9 PM**

Fri: **3:30-10 PM**

December 19-January 6

Mon-Thurs: **10 AM-9 PM**

Fri: **10 AM-10 PM**

Weekend Hours

November 16 - January 6

Sat: **10 AM-10 PM**

Sun: **10 AM-8 PM**

DRAFT

Holiday Hours

Thanksgiving: **Closed**

Christmas Eve: **10 AM-6 PM**

Christmas Day: **Noon-6 PM**

New Years Eve: **10 AM-6 PM**

New Years Day: **10 AM-9 PM**

All Hours Subject to change.

Special Events

In addition to our weekly Cheap Skate Nights on Wednesdays, we will have special event programming at the rink each week. For a full calendar of events, please visit OlyOnIce.com.

Parking [DRAFT SECTION]

Free daytime public parking is available at the two lots to the immediate East and West of the ice rink, as is additional street parking along Capitol Lake. During evening hours and weekend hours, additional free parking is available at all City of Olympia managed lots and metered spots. There are also private pay-to-park lots neighboring the ice rink. *Please note there is no ice rink parking at Bayview Thriftway or other private lots adjacent to the rink.*

For more information about Oly on Ice, please visit OlyOnIce.com or call City of Olympia Parks, Arts & Recreation at 360.753.8380.

Olympia
Parks • Arts • Recreation
Experience It!

OLY on ICE

Presented by Olympia Auto Mall

Grand Opening

November 25, 5-7 PM

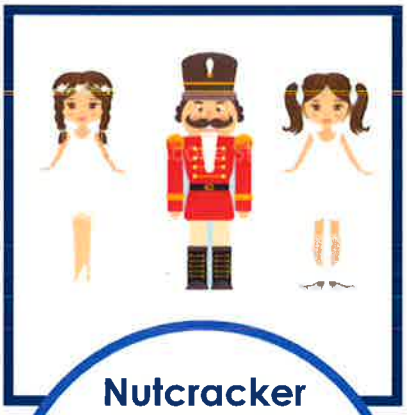
Join us after the Downtown for the Holidays tree-lighting ceremony for special guest presentations, live music, & more!

Cheap $kate Nights

Wednesdays, 4-7 PM
November 21-January 2

Just $8 to SK8 on Wednesday nights! Discount for skaters ages 4 and up ages 3 and under always $3!

DRAFT



Nutcracker on Ice

November 29, 4-7 PM

Get your picture taken with your favorite characters from Ballet Northwest's Nutcracker cast!

Pride Night

December 6, 4-7 PM

Join us for a night of fun on the ice - rainbow attire encouraged! Proceeds from glow stick sales support Pizza Klatch & Capitol City Pride.

Wizards on Ice

December 13, 4-7 PM

Witches, wizards, warlocks, squibs, and muggles all welcome! Costumes are encouraged. We'll have magical trivia & prizes too!

Ugly Sweater Night

December 20, 4-7 PM

Wear your best ugly sweater Capital HS Honor Society will be on hand with giveaways, music, & more.

Fairy Tale Night

December 27, 4-7 PM

Face painting, balloon animals, and photo opportunities with your favorite fairy tale characters from Glitter & Suede Events & Venue!

Super Hero Night

January 3, 4-7 PM

Super hero universes collide on the ice (not literally)! Come in costume and get a giveaway from Olympic Cards & Comics (*while supplies last*).

Visit OlyOnIce.com for more information!

OLY on ICE

Presented by Olympia Auto Mall

2018 Sponsorship Opportunities

Thank you for considering a partnership with us as a sponsor of the City of Olympia Parks, Arts & Recreation's *Oly on Ice*, Downtown Ice Rink. We value your commitment to community and hope you will see this as an opportunity to make a positive impact in our region.

Sponsorship Means

You have the unique opportunity to collaborate with us to provide fun, affordable, and family-friendly activities in Downtown Olympia during the holiday season. Bringing structured seasonal programming to the Isthmus Park builds community, supports local business, and increases the health and well being of our citizens by providing physical activities in public spaces.

Key Sponsor Benefits

Your sponsorship supports families and children in the City of Olympia and the larger South Sound region. An estimated 9,000 skaters will visit the rink over the course of the 7-week season, with an average of 36,000 vehicles passing by the site daily. Thurston County tourism grew by 7.7% from 2015 to 2016 (the state average was 3%), so the time is right to bring this activity to our city, with the support of local organizations. Your partnership:

- Shows our community that your organization values positive use of public spaces.
- Provides broad recognition for your commitment to fun and affordable activities for families.
- Offers brand exposure to our larger community as well as key decision makers and civic leaders.
- Gives you the opportunity to help us bring value added programming to the Ice Rink such as: Nutcracker on Ice, Superhero Night, Cheap Skate Night, Pride Night, Ugly Sweater Night, Fairy Tale Night, live music, food vendors, and more. In other communities, these special events bring in hundreds or even thousands of additional visitors to Ice Rink venues and surrounding businesses.

Next Steps

Please review and complete the attached Sponsorship Levels and Agreement. The need for sponsorship is immediate, as our soft opening week is scheduled to begin on November 16, 2018, with our Grand Opening event on November 25, just in time for the Olympia Downtown Alliance's annual Downtown for the Holidays celebration! **The priority Sponsorship Agreement was September 1, 2018, however, we will bring on sponsor partners up until we reach our print deadline** in order to guarantee your inclusion in publicity efforts.

Olympia™
Parks • Arts • Recreation
Experience It!

OLY on ICE 2018 SPONSORS

Presenting Sponsor

Washington's Olympia Auto Mall — Largest Automall

Premier Sponsors

Mary Bridge Children's — Hospital • Clinics • Foundation

Propel Construction Company

Community Sponsors

TwinStar Credit Union

The Olympian

Supporting Sponsors

Thurston Talk

EDC Thurston County

Showcase — today's magazine for artful living

Contributing Sponsors

South Puget Sound Community College

OBEE Credit Union

Browsers book shop

Commencement Bank

Graphic Communications

Capital Medical Center — A UW Medicine Community Health Partner

Glitter & Suede

PSE Puget Sound Energy

South Sound Vasectomy

Olympia Capitol Park Foundation

North Capitol Campus Heritage Park Development Association

Programming Partners

Olympia Downtown Alliance

Olympia & Beyond

IceRinkEvents

OLY on ICE 2018 Sponsorship Levels

Sponsorship Benefits	Premier Sponsors $10,000	Community Sponsors $5,000	Supporting Sponsors $2,500	Contributing Sponsors $1,000	Daily Sponsors $400-600
1-Hour Private Skating Party	●				
Logo on Zamboni	●				
Named as Sponsor in Radio PSAs	●	●			
Friends & Family Discount Night	●	●			
Logo on Promotional Swag	Medium	Small			
Sponsor Promotional Items On Site	●	●	●		
Banner at Venue for the Season	Medium	Medium	Small	Small	
Logo on Print Materials and Website	Medium	Medium	Small	Small	
Daily Sponsor Thank-You	●	●	●	●	1x
Complimentary One-Time Passes	30	15	10	5	2
Promotional Booth Space at Venue	3x season	2x season	1x season	1x season	1x season

2018 Sponsorship Agreement

Rules and Restrictions

The submittal of this form and payment provides your organization with the privileges outlined by City of Olympia Parks, Arts & Recreation in the corresponding Sponsorship Opportunities document. We thank you for your support of this family-friendly community building activity.

Return Form to:

auyeda@ci.olympia.wa.us -or-

Ice Rink Sponsorship
City of Olympia, Parks, Arts & Recreation

222 Columbia St NW
Olympia, WA 98501

For More Information, Contact:

Paul Simmons, Director
360.753.8462
psimmons@ci.olympia.wa.us

Please Indicate the Sponsorship Level You Are Requesting		
Selection	**Amount**	**Level**
	$10,000	Premier Sponsor
	$5,000	Community Sponsor
	$2,500	Supporting Sponsor
	$1,000	Contributing Sponsor
	$400-$600	Daily Sponsor

Sponsor Name: _____

Sponsor Website: _____

Sponsor Address: _____

City/State/Zip: _____

Primary Contact Name: _____

Primary Contact Title: _____

Primary Phone: _____ **Email:** _____

Date: _____ **Signature:** _____

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $6,000

RECEIVED
SEP 19 2018
CITY OF OLYMPIA
COUNTER

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:	Paul Faul, Board of Directors, Secretary
7637-A Old Hwy 99 SE	Olympia WA 98501
(360) 705-3925	info@olympicflightmuseum.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 2019. 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: [signature] Date: 9/18/18

Printed or Typed Name: Paul Faul

Supplemental Questions

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.**

   Please see attached supplemental for answer.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	8,800	8,400
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	1,745	1,663
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	90	85
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	437	416
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	1,135	1,080
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)*	330	312

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

√ Direct Count (Preferred)	Informal Survey (Preferred)
Indirect Count	√ Structured Estimate
Representative Survey	Other (Please explain)

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

√ Direct Count (Preferred)	Informal Survey (Preferred)
Indirect Count	√ Structured Estimate
Representative Survey	Other (Please explain)

5. **Is there a host hotel for your event (yes or no)? If yes, list the host hotel.**
   Please see attached supplemental for this and questions following.

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 <u>in the City of Olympia</u>.**

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.*]

Application Instructions and Information

Application Deadline: Friday, September 21, 2018, 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 1, 2018, 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 2019 budget public hearing is scheduled for Tuesday, November 13, 2018, 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 Kellie Purce Braseth, Strategic Communications Director
PO Box 1967; Olympia, WA 98507-1967

Email: kbraseth@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.

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.

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 21st annual Olympic Air Show will be Father's Day weekend, June 15-16, 2019. Projected overall attendance is 8,500. The Olympic Air Show's mission is to explore, preserve, educate, and promote the history of aviation and the role it has played in world history by featuring flight demonstrations and ground displays. The event serves as the Museum's primary fundraising activity and whose proceeds help fund year-round operations of the Museum. Because of this event, 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.

4: 2019 Tourism-Impact Estimate and 2018 Annual Report

(The 2018 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.)

A: Overall attendance was manually counted at admission gate;

B: 19.8% of total visitors as reflected in electronic ticket analysis: 19.8% x 8,400 = 1,663

C: Out of state or country attendance as determined by electronic ticket analysis as well as actual count of performers (pilots and crew)

D: Estimate of 25% of 1,663 tourists staying in paid accommodations equals 416

E: Estimate of 65% of 1,663 tourists staying in unpaid accommodations equals 1,080

F: Of the 416 staying in paid accommodations, estimate 2 per room equals 208; estimate of those 208, 50% stayed 2 nights equals 312

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

Yes, the host hotel for the City of Olympia is the Governor Hotel.

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

In its 21st year, the Olympic Air Show has continued to attract an increasing number of tourists from around the world. Recognized locally, regionally, and nationally, the event attracts patrons from outside the region with strategic marketing and promotion which begins months in advance.

7: Describe your 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 audiences are families, although we regularly attract tour groups, professional photographers, veterans, summer vacationers, historians, Scouts, and those serving at Joint Base Lewis-McChord.

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

The Olympic Flight Museum created and launched a separate Olympic Air Show website in 2013. To date, it has had over 159,396 unique visits. The site features performer information, sponsors, schedules, ticketing, links to lodging facilities, the OLT Visitor & Convention Bureau, and a real-time Facebook feed. In 2017, we expanded our social media presence, with increased posts announcing sponsors, performers, and additional show information three times weekly for six weeks prior to the show. This resulted in building anticipation and excitement to a large following audience. We also purchased traditional print and television media. The Olympia lodging tax funds the air show commercial on various television outlets and news websites; this initiative includes a digital element, making our promotional spots available to any mobile device beyond television. We intend to strategically promote the 2019 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 the Visitor and Convention Bureau. The Olympic Air Show commercial refers viewers to visitolympia.com for lodging recommendations. In addition, the event program has a single page dedicated to visitors of Thurston County, with suggestions for lodging, restaurants, and attractions in Olympia. The Museum reserves rooms at The Governor Hotel specifically for the Puget Sound Antique Aircraft Club, one of our featured guest groups. Additional unused event programs are distributed to Museum visitors throughout the year.

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 other jurisdictions. We are asking for the following funds from these jurisdictions:

City of Tumwater:	$40,000
City of Lacey:	$4,000
Thurston County:	$5,000

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 2019 Olympic Air Show expense budget is $140,350. Our request of $6,000 is 4.2%

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 Olympia lodging tax funds, the Olympic Air Show would not be able to promote the event with television commercials to the three-state region. This would result in a significant reduction of tourists and lodging stays.

PROPOSED SERVICES
2019 OLYMPIA LODGING TAX

Requested amount: $6,000

Use of Funds: Funds will be used for:

a) Production Services of Customized advertising video (commercial) promoting the Olympic Air Show, with a voice talent and graphic encouraging viewers to visit www.visitolympia.com for lodging recommendations $1,000

b) Advertising air-time on Seattle metropolitan television media for approximate length of 30 days; contract includes website banner advertising and link on various news media websites. These media initiatives will include link to www.visitolympia.com $5,000

OLYMPIC AIR SHOW BUDGET - 2019

PROJECTED REVENUE:	
Sponsorships	7500
Admissions	70000
Donations/Contributions	
In-Kind Donations	10000
Gift Store	2000
Vendor Fees	5000
Lodging Tax	55000
Port of Olympia	2000
Beer Garden	3500
TOTAL	155000
PROJECTED EXPENSES:	
Personnel	53000
Utilities, Telephone, Etc.	4400
Marketing and Promotion	25000
Performer Fees and Expenses	24000
Performer Lodging and Food	14000
Equipment Rental*	12750
Electronic Ticketing Fees	4000
Credit Card Fees	1300
Licensing	400
Contract Labor	1000
Volunteer Meals	500
TOTAL	140350
PROGRAM EXCESS (DEFICIT)	14650

*OAS19 Equipment Rental:	
Pacific Disposal	600
Audio	1440
Generators/Scissors	700
Celebrations	3430
Rental Vehicles	3200
Radios	400
Porta Johns	2980
TOTAL	12750

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:

Expiration Date:
04/30/2019

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:
WASHINGTON CORPORATE SERVICES, INC.

Street Address:
701 5TH AVE STE 3600, SEATTLE, WA, 98104-7010, UNITED STATES

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JIM	GIBSON
GOVERNOR	INDIVIDUAL		BRIAN	REYNOLDS
GOVERNOR	INDIVIDUAL		ROBYN	REYNOLDS
GOVERNOR	INDIVIDUAL		PAUL	FAUL
GOVERNOR	INDIVIDUAL		BRAD	PILGRIM

OLYMPIC AIR SHOW

20 YEARS ANNIVERSARY

OLYMPIA REGIONAL AIRPORT

FATHER'S DAY WEEKEND

JUNE 16-17, 2018

$15 Online

$20 At the Door

AGE 6 & UNDER FREE

Gates open at 9:00 a.m.

FEATURING:
B-25D Mitchell Bomber "Grumpy" Saturday & Sunday & The Curtiss P-40C "Tomahawk" Saturday ONLY

OLYMPIC FLIGHT MUSEUM
OLYMPIA REGIONAL AIRPORT

YOUTH ACTIVITIES • MILITARY DISPLAYS • BEER GARDEN • FOOD, GIFTS & MORE!

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $ 26,800.00

Organization/Agency Name: OlyLit Festival of Books (A partner project of the South Sound Reading Foundation)

Federal Tax ID Number: 91-2091907

RECEIVED
SEP 20 2018
City of Olympia
Executive Department

Event or Activity Name (if applicable): OlyLit Festival of Books

Contact Name and Title: Jennifer Williamson Forster

Mailing Address: SSRF, 305 College St NE City: Lacey State: WA Zip: 98516

Phone: 360 412-4499 Email Address: jwilliamson-forster@nthurston.k12.wa.us

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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 2019. 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: September 20, 2018

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.**

The first annual OlyLit Festival of Books will be held on Friday, September 20th through Sunday, September 22nd, 2019. This is our first event so we are not sure of the numbers, but we predict 2000 will attend all or part of this festival its first year, 4-5000 in 2020, and at least 10,000 by 2024.

"People will flock to the OlyLit Festival of Books to see and hear ten nationally acclaimed authors and an additional 4-6 regional authors. They'll come to the festival for entertainment and inspiration, for an opportunity to mingle with professional writers. They'll come because Olympia is a fun and affordable eclectic city that they've wanted to explore for years. But now, finally, they'll have an irresistible reason to spend the first weekend of autumn here. There are legions of hardcore Northwest readers and they will come to Olympia because they won't be able to resist what will instantly become the best book festival in western Washington and beyond." –Best Selling, Award winning author, Jim Lynch.

There are only a handful of literary festivals in the Pacific Northwest and yet the Seattle area and the Northwest are home to more avid readers that most anywhere else in the country (second only to Washington D.C., see the related article in the Washington Post, from April 2017). These people will "flock" to a literary event that features international recognized, award-winning authors but also because it will be festive, fun and uniquely Olympian. It will feature traditional literacy festival events such as receptions, workshops, presentations, keynote events, and panel discussions, but it will also feature uniquely Olympian events like a literary pub crawl on Saturday night, and a roving brunch on Sunday. It will resemble Sand-in-the-City combined with ArtsWalks, with author events dispersed throughout downtown Olympia and thousands of local and out-of-town visitors milling around between events, dining at restaurants, sipping coffee at coffee shops, shopping at downtown stores, staying at local hotels, and visiting local attractions. OlyLit will be held on third weekend in September which is an unproductive weekend for our region. We expect that within five years, OlyLit Festival of Books will be the best and most popular literary festival in the Pacific Northwest and will attract over 10,000 to the Olympia area for the weekend.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report ***(The 2018 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.)***		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	2000	
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	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	300	
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	400	
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	
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)*	200	

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

- ☐ Direct Count (Preferred)
- ☐ Indirect Count
- ☐ Representative Survey
- ☐ Informal Survey (Preferred)
- ☐ Structured Estimate
- ✓ Other (Please explain) This is our first festival, but we have researched similar book and literary festivals serving similar regions and demographics, and feel these numbers adequately capture Olylit first year numbers.

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)** In 2019 we will conduct a direct count, and work with hotels, select restaurants, and businesses to track numbers and impact. We will also survey attendees to assess the most effective marketing strategies, to inform marketing for OlyLit 2020 and beyond.

5. **Is there a host hotel for your event (yes or no)? If yes, list the host hotel.** Yes the Double Tree by Hilton Hotel in Downtown Olympia.

6. **Describe the prior success of your event/activity/facility in attracting tourists.** Great writers attract readers and the Northwest is packet with avid readers. For instance, Spokane started a literary festival in 1998 and just five years later in 2004 attracted over 10,000 visitors. More recently, *The Spokesman-Review* referred to the festival as the literary equivalent of Spokane's nationally recognized sporting events, Hoopfest and Bloomsday.

7. **Describe you target tourist audience (location, demographics, etc.).** Our target audience is well-educated, higher income earning individuals, their spouses and friends, 25-75 years of age from Vancouver B.C. to Eugene Oregon, and from Spokane to Ocean Shores. We are compiling a list of authors and writers who will appeal to every age group and will market to them through social media, newspapers, magazine, radio and television, to reach each age group. Again these people are well-educated, higher income earners.

8. **Describe how you will promote your event/activity/facility to attract tourists.** We have developed a preliminary marketing plan that will leverage LTAC funds strategically resulting in the best return on your investment. This plan includes: building a strong and far-reaching social media presence and choosing media partners that demonstrate a trusted relationships with their audiences.

   SOCIAL MEDIA MANAGEMENT, DIGITAL ADVERTISING & WEBSITE: The South Sound Reading Foundation and Browser's Bookstore have a large and dynamic social media presences in the South Sound. We will work with an advisor to build on this base for Olylit, 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. In addition we will build a quality website to address social media relationships and advertising.

   BROADCAST MEDIA AND PRINT PARTNERS: With full funding we plan to build partnerships and buy advertising schedules with KNKX serving Western Washington, and KOPB in Portland, and digital with some print advertising space in Seattle Magazine, South Sound Magazine, The Seattle Times, The Tacoma News Tribune, The Yakima Herald, and The Portland Tribune.

   DIRECT MAIL: We will use LTAC funding for limited and targeted direct mailing of a *Save the Date* postcard. LTAC funds will cover only the pieces mailed outside of the South Sound. We will target Baby Boomers and older generations, in the Portland, Seattle, and Tacoma and Vancouver markets.

   OTHER PARTNERSHIPS: We will actively look for ways to partner with the Visitors and Convention Bureau

and support the VCB's publications and advertising. We will partner with Olympia businesses to provide space for program, which will bring with it an opportunity to cross-promote OlyLit and their business, with shared visitors. We will also promote other attractions and area hotels to encourage overnight stays. Finally we will work with regional chambers of commerce, colleges, bookstores, as well as The Olympian, Thurston Talk, Grays Harbor Talk, Vancouver Talk, Whatcom Talk, to promote OlyLit around the Pacific Northwest.

9. **Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.** We will work with the Visitors and Convention Bureau, hotels, and restaurants to put together and promote hotel and dining packages. 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 the OlyLit official 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

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 overall budget for OlyLit 2019 is $80,300 and the amount we are requesting from Lodging Tax funds is $26,800, or approximately 33% of the total operating 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.]* These funds will bring thousands of out of town visitors to our region, during what is now an unproductive weekend in late September. And while we cannot be sure what impact limited or no funding would have since this is a new event, we do know that it would seriously hamper our ability to promote this event, thus fewer people would attend. This would impact the success and sustainability of the event. Particularly, without full funding we would cut our radio and television outreach, our mixed print and digital outreach in the Portland and Seattle markets, as well as our direct mail efforts to non-South Sound residence.

    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.

Application Instructions and Information

Application Deadline: Friday, September 21, 2018, 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 1, 2018, 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 2019 budget public hearing is scheduled for Tuesday, November 13, 2018, during the Council's regular 7:00 p.m. meeting at Olympia City Hall.

DRAFT

A Literary Festival of Books, September 2019

Revenue	
Sponsors	$19,000
Presenting Sponsor @ $5000	
2 Book End Sponsors @ $2500 each	
4 Author Sponsors @1000 each	
10 Book Lover Sponsors @ $500 each	
In kind	$10,000
Grants	$39,800
Arts Org Grants $8,000	
Municipal Grants $26,800	
Tribes $5000	
Donors (crowd funding and dinner parties)	$1,500
Special Event Revenue	$10,000
Opening Reception $4000	
Pub Crawl (tickets $20 each, limited to 50 people) $1000	
Books and Brunch ($25 a person for 200) $5000	
Total	**$80,300**
Expenses	
Authors	$15,000
3 at $1500, 6 at $1000, 5 at $900	
Admin	$17,300
Event Coordinator, $15,000	
Insurance, $2300	
Marketing	$36,200
Marketing, Northwest $26,800	
Marketing, South Sound $5700	
Print Materials like banners, flyers, posters, etc., $2000	
Graphic Artist, $1700	
Food	$6,000
Banquet, $2500	
Hospitality, $1000	
Pub Crawl/Drinks, $500	
Books Brunchs, $ 3000	
Venue	$5,800
Stage/Even, $2600	
Hospitality, $2200	
Logistics, $1000	
Total	**$80,300**
R OVER E/Seed	**$0**

(Ad and Insert) The Olympian

A Festival of Books

Coming to Olympia, September 2019

LTAC SPENDING DESCRIPTION

OlyLit has developed a preliminary marketing plan that will leverage LTAC funds strategically resulting in the best return on your investment. This plan includes: building a strong and far-reaching social media presence and choosing media partners that demonstrate a trusted relationships with their audiences.

SOCIAL MEDIA MANAGEMENT, DIGITAL ADVERTISING & WEBSITE: The South Sound Reading Foundation and Browser's Bookstore have a large and dynamic social media presences in the South Sound. We will work with an advisor to build on this base for Olylit, 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. In addition we will build a quality website to address social media relationships and advertising.

BROADCAST MEDIA AND PRINT PARTNERS: With full funding we plan to build partnerships and buy advertising schedules with KNKX serving Western Washington, and KOPB in Portland, and digital with some print advertising space in Seattle Magazine, South Sound Magazine, The Seattle Times, The Tacoma News Tribune, The Yakima Herald, and The Portland Tribune.

DIRECT MAIL: We will use LTAC funding for limited and targeted direct mailing of a *Save the Date* postcard. LTAC funds will cover only the pieces mailed outside of the South Sound. We will target Baby Boomers and older generations, in the Portland, Seattle, and Tacoma and Vancouver markets.

OTHER PARTNERSHIPS: We will actively look for ways to partner with the Visitors and Convention Bureau and support the VCB's publications and advertising. We will partner with Olympia businesses to provide space for program, which will bring with it an opportunity to cross-promote OlyLit and their business, with shared visitors. We will also promote other attractions and area hotels to encourage overnight stays. Finally we will work with regional chambers of commerce, colleges, bookstores, as well as The Olympian, Thurston Talk, Grays Harbor Talk, Vancouver Talk, Whatcom Talk, to promote OlyLit around the Pacific Northwest.

A Literary Festival of Books, September 2019		
PROJECTED LTAC Marketing Budget	**Market**	**Amount**
DIGITAL AND SOCIAL MEDIA		**$5,550.00**
Such as target digital ads on Facebook, Instragram, Twitter, Trip Advisor, also South Sound Talk	SEA/PDX/Vancouver BC	
ONLINE ADVERTISING WITH (SOME) PRINT PUBLICATIONS		**$5,200.00**
Such as: Seattle Magazine and regional newspapers like The Seattle Times, The Portland Tribune, etc.	SEA/PDX/Vancouver BC	
RADIO/TV		
KOPB and KNKX-Public Radio		**$6,700.00**
June15th-September 15th	Western WA and Portland area	
KBTC - PBS Channel 12	June-Aug, SEA-TAC	**$1,200.00**
PRINT		
Olympia VCB		**$1,950.00**
1 ad in VCB visitor guide	Visitors coming to TC	
WEB		**$1,750.00**
Website updates to accommodate packages etc		
DIRECT MAIL		**$4,450.00**
Purchase out of town mailing lists & mail targeting Baby Boomers, etc.	SEA/PDX/Vancouver BC	
Save the Date Postcard Printing	Out of TC Visitors	
Postcard Postage	Out of TC Visitors	
TOTAL		**$26,800.00**

Secretary of State
Kim Wyman

Corporations and Charities Division
PO Box 40234
Olympia, WA 98504
Tel 360.725.0378

06/14/2018

JENNIFER WILLIAMSON FORSTER
305 COLLEGE ST NE
LACEY WA 98516-5390

Registration Number: 1109736
Organization Name: THE SOUTH SOUND READING FOUNDATION

Dear JENNIFER WILLIAMSON FORSTER ,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

CHARITABLE ORGANIZATION RENEWAL

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs.

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs, to file online, conduct searches, and receive status updates.

Additional information:

Report any changes to your information online at www.sos.wa.gov.ccfs.

Make sure all solicitations include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100.

Submit each commercial fundraiser contract , also available online at www.sos.wa.gov/ccfs before fundraising begins.

Determine if the organization is a "trustee" as defined under the Charitable Trust Act, RCW 11.110.020. If so, it may be subject to the Act and required to register as a "charitable trust."

Visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the organization wishes to take part in the CFD.

Please contact our office at charities@sos.wa.gov or (360) 725-0378 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 01/03/2018
Effective Date: 01/03/2018
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, USA

Principal Office Mailing Address:
305 COLLEGE ST NE, LACEY, WA, 98516-5390, USA

Expiration Date:
01/31/2019

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
01/11/2001

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
SOUTH SOUND READING FOUNDATION	305 COLLEGE ST NE, LACEY, WA, 98516-0000, UNITED STATES	

PRINCIPAL OFFICE

Phone:
360-412-4499

Email:
JWILLIAMSON-FORSTER@NTHURSTON.K12.WA.US

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

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	Address
GOVERNOR	INDIVIDUAL		GENEVIEVE	CANCEKO CHAN	
GOVERNOR	INDIVIDUAL		BRIDGET	SIPHER	
GOVERNOR	INDIVIDUAL		ANNE	WILSON	

NATURE OF BUSINESS

- CHARITABLE

EFFECTIVE DATE

Effective Date:
01/02/2018

CONTROLLING INTEREST

Does your company own real property (including leasehold interests) in Washington?
NO

RETURN ADDRESS FOR THIS FILING

Attention:
JENNIFER WILLIAMSON FORSTER
Email:
JWILLIAMSON-FORSTER@NTHURSTON.K12.WA.US
Address:
305 COLLEGE ST NE, LACEY, WA, 98516-5390, USA

UPLOAD ADDITIONAL DOCUMENTS

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:

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

DETACH BEFORE POSTING

BUSINESS LICENSE

STATE OF
WASHINGTON
Nonprofit Corporation

Unified Business ID #: 602090155
Business ID #: 001
Location: 0001
Expires: Jan 31, 2019

THE SOUTH SOUND READING FOUNDATION
SOUTH SOUND READING FOUNDATION
305 COLLEGE ST NE
LACEY, WA 98516-5390

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

TAX REGISTRATION - ACTIVE

CITY ENDORSEMENTS:
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.

Vikki Smith

Director, Department of Revenue

IMPORTANT!

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE POSTING THIS LICENSE

General Information

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

  If there is no expiration date, the endorsements remain active as long as you continue required reporting (see Endorsements).
- Login to **My DOR** at business.wa.gov/BLS if you need to make changes to your business name, location, mailing address, telephone number, or business ownership.

Telephone: 1-800-451-7985

Endorsements

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

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

Corporations, limited liability companies, etc.

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

For assistance or to request this document in an alternate format, visit http://business.wa.gov/BLS or call 1-800-451-7985. Teletype (TTY) users may use the Washington Relay Service by calling 711.

STATE OF WASHINGTON
BUSINESS LICENSING SERVICE

Thank you for filing online
Our processing time generally takes up to 10 business days. Some endorsements may take more time for state or city approval. You will receive your business license with approved endorsements in the mail. An updated business license will be mailed to you when additional endorsements are approved.

Confirmation Number: 0-004-526-286 **Filing Date and Time:** 09/18/2018 10:58:52 AM

Payment Method: Credit Card ending in 9364
There is a 2.5% credit card convenience fee charged by a third party vendor.

Business Entity Information
Entity Type: Nonprofit Corporation
Name of Entity: THE SOUTH SOUND READING FOUNDATION
AccountID: 602090155-001-0001
Firm Name: SOUTH SOUND READING FOUNDATION

Endorsement(s) Applied For	Commence	Cease	Count	Fee
Olympia Nonprofit Business	09/18/2018	09/30/2019	1	$0.00
				$0.00

Fee Type	Commence	Cease	Count	Fee
BLS Processing Fee	09/18/2018		1	$19.00
				$19.00
Third Party Credit Card Fee				$0.48
			Grand Total:	**$19.48**

txL0004

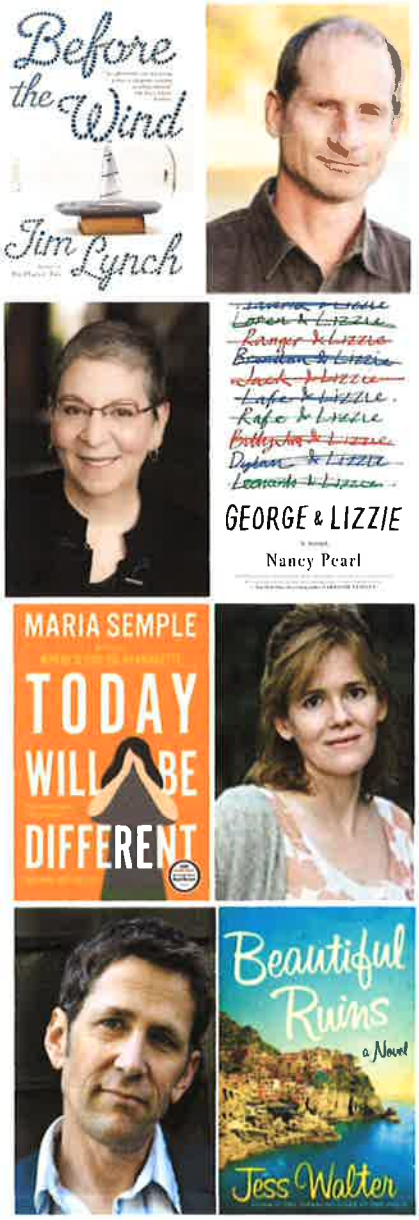
1st Annual Festival of Books

September 20 - 22, 2019

OlyLit Festival of Books in downtown Olympia will feature internationally recognized, award-winning authors in a festive, fun and uniquely Olympian way.

Featuring Nationally Acclaimed Authors: Maria Semple, Jess Walter, Nancy Pearl, Charles Johnson, Claudia Castro Luna, Jonathan Evison, Angela Garbes, Kirby Larsen, Martha Brockenbrough, Elizabeth George and Derrik Jensen*

And 6 Local Authors: Jim Lynch, Nikki McClure, Corinna Luykens, Maria Mudd Ruth, John Dodge and Matt Young*



Friday, September 20th

- Authors visits in schools and afterschool program
- The Power of Reading; An exclusive evening reception on the water

Saturday, September 21st

- Stage interviews, panels, and readings of various genres from authors around Olympia
- Keynote speech event in the evening
- Literary pub crawl showcasing local and national authors

Sunday, September

- A Roving Book Brunch

OlyLit.com

* *Not all authors have confirmed*

DRAFT SCHEDULE
2019 OLY LIT FESTIVAL OF BOOKS

September 20-22, 2019

Starring 10 Nationally Acclaimed Authors: Maria Semple, Jess Walter, Nancy Pearl, Charles Johnson, Claudia Castro Luna, Jonathan Evison, Angela Garbes, Kirby Larsen, Martha Brockenbrough, Elizabeth George, Derrik Jensen

And 6 Local Authors: Jim Lynch, Nikki McClure, Corinna Luykens, Maria Mudd Ruth, John Dodge, Matt Young (Not all of these authors have confirmed yet.)

FRIDAY

- Authors visit classrooms around the South Sound
- 6 pm – **The Power of Books**. Four authors speak for ten minutes each on how reading books shaped their lives and ambitions. SSRF Banquet event.

SATURDAY

- 10 am – **A Solider, A Pregnancy**: Telling compelling memoirs. In conversation with Matt Young and Angela Garbes. (Browsers)
- 10 am – **Killer Crime Panel**. In conversation with crime novelists Elizabeth George and Robert Dugoni (Harlequin Theater)
- 1 pm – **Unforgettable Characters**—three novelists discuss their favorite fictional characters, including those they've invented. In conversation with Maria Semple and Jess Walter. (Harlequin Theater)
- 1 pm: **The Jungles of Adolescence**. Young Adult fiction. In conversation with Martha Brockenbrough and Kirby Larson (Timberland Oly Library Atrium)
- 2:30 pm – **Creative Activism**. How to make a difference on issues that matter to you. In conversation with Derrik Jensen and Maria Mudd Ruth. (Orca Books)
- 2:30 pm – **The Politics of Fiction** – writing about class, political and race wars. Why is it discouraged, almost taboo, in fiction? In conversation with Charles Johnson and Jonathan Evison. (Harlequin Theater)
- 4 pm – **The Power of Poetry**, starring and moderated by Washington state Poet Laureate Claudia Castro Luna with local poets (Harlequin Theater)
- 4 pm– **Stories told with Art**, in conversation with picture book authors Nikki McClure and Corinna Luyken (Timberland Library)
- 7 pm – **Festival Keynote**: National Book Award winner Charles Johnson, interviewed, reading and lecturing (Washington Center)
- 8:30 to 10:30 **Literary Pub Crawl** – Two hours, two bars, with lineups of authors to read, including local writers. Comic, irreverent and profane material encouraged. Each author gets six minutes. (Three Magnets, Rhythm & Rye)

SUNDAY

- 10 am Brunch with authors reading excerpts or stories that fit some theme— (**Events** will include 45 minutes of discussion/readings with 10 minutes of public Q&A, followed by signings. **Moderators** will have read the books being discussed and present the authors and their work with astute analysis.)

POTENTIAL VENUES: Browsers, Washington Center, OFS, Harlequin Theater, Timberland Library Atrium, Olympia Yacht Club, Three Magnets Brewery, etc

COLLABORATING ALLIES SO FAR: South Sound Reading Foundation, Browsers Bookshop, Timberland Regional Library, St. Martin's University, Humanities Washington

OLY LIT SHORT FICTION WRITING COMPETITION: One for adults, and one for youngsters, 18 and under. Have winners read stories at festival.

https://olylit.com/

2019 Application for Olympia Lodging Tax Funds

Olympia

Amount of Lodging Tax Requested: $ 20,000

RECEIVED
SEP 20 2018
City of Olympia
Executive Department

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 Zip98501

Phone 360-754-4937 Email Address Jack.kiley@comcast.net

Check all service categories that apply to this application:

____ 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 2019. 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: Jack Kiley Date: 9/20/18

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.**

   - The Washington State Senior Games began in Thurston County in the mid-1990s. The purpose of the Senior Games is to provide an opportunity for senior men and women, all 50+, to compete in a wide variety of sports. The goal is to provide an incentive for many in the senior community to get off the couch, to get involved in programs that involve exercise and nutrition, and ultimately enjoy competition and camaraderie with their peers. Almost all of the twenty-five events are held in Thurston County locations, with a few sports in Mason and Pierce Counties.
   - In 2019 the Washington State Senior Games will be held at various times in July and early August. Most of our sports will be held July 26 – 28, in venues throughout Thurston County. We estimate a total attendance of between 4,000 and 5,000. Our proposed budget is approximately $150,000. 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 2018 individual and team fees constituted approximately 40% of our total budget.
   - The senior populations we serve directly are all men and women over 50 years of age, probably in the mid-range of our social/economic classes. Approximately 60% of the athletes, along with families and friends, traveled more than 50 miles from Thurston County, coming from all parts of the State of Washington, as well as from Oregon, California, Idaho and British Columbia.
   - In 2019 the Senior Games will consist of twenty-four 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. We project an economic impact in excess of $500,000 to the South Sound community.

   - The Washington State Senior Games is an all-volunteer organization with no paid staff. During the Games we utilize over 200 volunteers in order to adequately staff the many sports that are offered. Because this is the only *State* Senior Games in Washington, competitors will come to Olympia and the South Sound primarily because there are very few opportunities for senior participants to compete against their peers. It is our on-going mission that the annual Washington State Senior Games 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 Key Arena in Seattle (for basketball).

2.

2019 Tourism-Impact Estimate and 2018 Annual Report
(The 2018 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.)		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility	4000	4400
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	2400	2700
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	780	880
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	650	715
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	1250	1400
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)*	1300	1450

3. **What methodology did you use to calculate the 2019 estimates? (Direct counts and informal surveys are preferred.)**

[] Direct Count (Preferred)
[] Indirect Count
[] Representative Survey
[] Informal Survey (Preferred)
X[] Structured Estimate
[] Other (Please explain)

Estimates for 2019 are less than 2018 since 2019 will not be a qualifying year for the National Senior Games that are held every two years.

4. **What methodology did you use to calculate / document the 2018 actual numbers? (Direct counts and informal surveys are preferred.)**

[] Direct Count (Preferred)
[] Indirect Count
X[] Representative Survey (SurveyMonkey)
[] Informal Survey (Preferred)
[] Structured Estimate
[] Other (Please explain)

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

   We do not have a host hotel

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

Our success is measured mostly by the number of participants and guests that we attract to be part of the Senior Games. It is also measured by the number of sports we offer and the venues we utilize throughout the South Sound. It is measured by the fact that upwards of 70 percent of the competitors return year after year in order to evaluate their training and progress against their peer age group. The Senior Games in Washington began in 1996 with five events and a few hundred competitors. Today, we offer twenty-four events and in 2018 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+ in order to participate and will be coming to various sites in the South Sound where our twenty-four events are scheduled. They will be coming from all over the State of Washington, other states, and British Columbia.

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

   Our promotion of the Washington State Senior Games will include the following:
   - **We will send out save-the-date cards to all those who participated in the last three years.**
   - **Five E-blasts are sent to the same mailing list highlighting the Games, sponsors, and urging seniors to register.**
   - **Ads and stories in the Senior News, The Olympian, 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 an entry form that can be used to register.**

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

   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.**

    - **City of Lacey $15,000**
    - **City of Tumwater $15,000**
    - **Thurston County $ 5,000**

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 $150,000. Our request from the Olympia Lodging Tax Fund represents approximately 13% 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.

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:		$38,000.00
Admission:		$0.00
Reserves:		$0.00
Donations/Contributions:		$500.00
Grants:		$0.00
Program Service Fees:		$55,000.00
In-kind Donations:		$0.00
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:		$20,000.00
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:		**$153,500.00**

PROJECTED EXPENSES:

Personnel: (salaries and benefits)		$0.00
Administration: (utilities, phone, etc.)		$35,000.00
Marketing and Promotion:		$20,000.00
Professional / Consultant Fees:		$22,000.00
Equipment:		$10,000.00
Facility / Event Venue Rental:		$25,000.00
Travel: (please specify)		$0.00
All Other Expenses: (please specify)		
Other Expense:	Insurance	$3,000.00
Other Expense:	Operations	$35,000.00
Other Expense:		
TOTAL EXPENSES:		**$150,000.00**
PROGRAM EXCESS (DEFICIT):		**$3,500.00**

Possible Uses of City of Olympia Amount: $20,000

- Advertising, promotion and media consultant expenses
- All promotional materials, including production and distribution of registration information, flyers and posters
- Venue liability insurance, venue rental, expenses for officials and judges
- Athlete award medals and shirts
- Registration data entry costs

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

08/14/2018

WASHINGTON STATE SENIOR GAMES
JACK KILEY
PO BOX 1487
OLYMPIA WA 98507

UBI Number: 601 816 978
Business Name: WASHINGTON STATE SENIOR GAMES

Dear JACK KILEY,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs.

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs, to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

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:
09/30/2019

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
09/10/1997

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
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

Unified Business ID #: 601816978
Business ID #: 001
Location: 0001
Expires: Sep 30, 2019

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

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

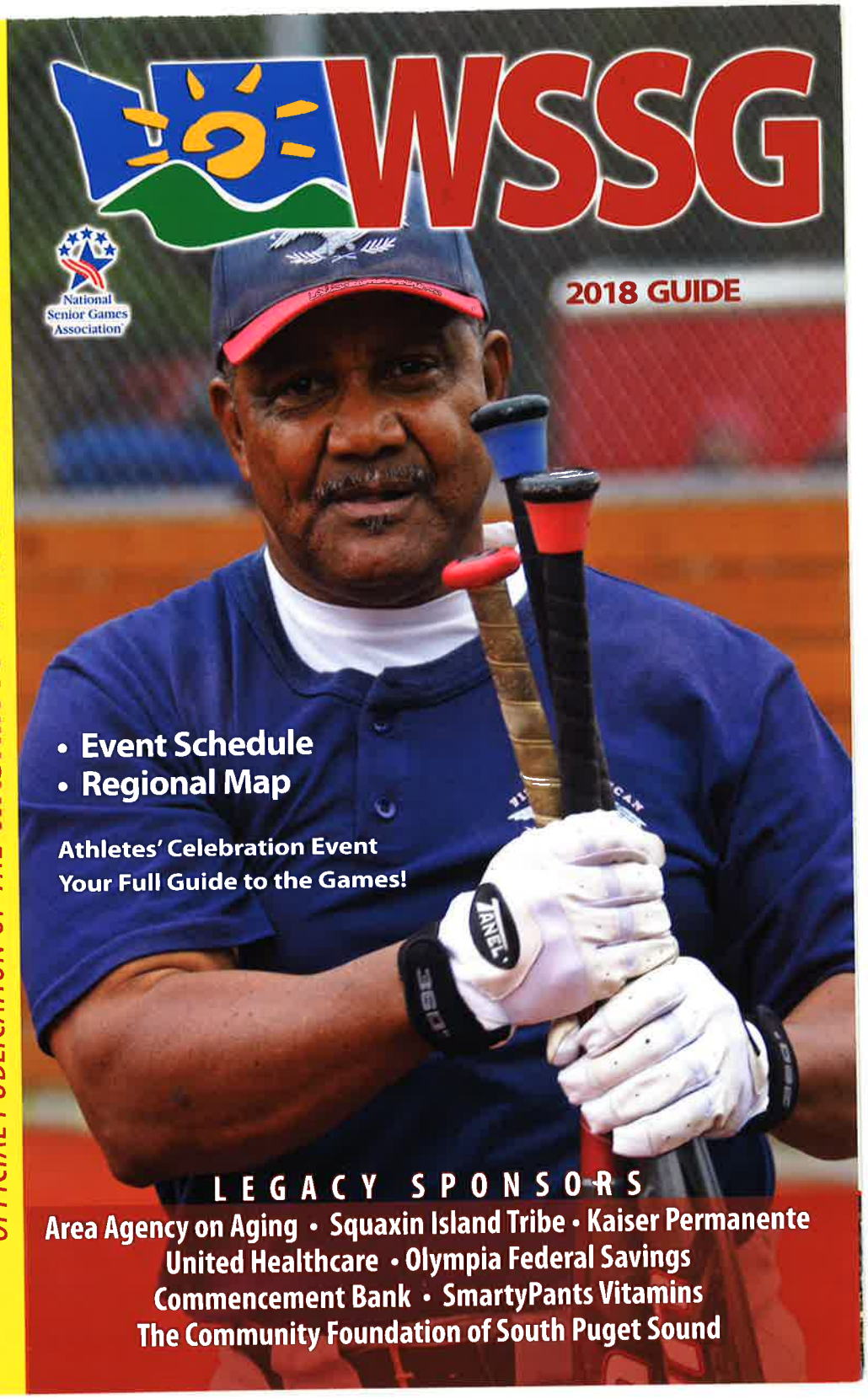
Vicki Smith
Director, Department of Revenue

WSSG

National Senior Games Association

2018 GUIDE

OFFICIAL PUBLICATION OF THE WASHINGTON STATE SENIOR GAMES



- Event Schedule
- Regional Map

Athletes' Celebration Event

Your Full Guide to the Games!

LEGACY SPONSORS

Area Agency on Aging • Squaxin Island Tribe • Kaiser Permanente
United Healthcare • Olympia Federal Savings
Commencement Bank • SmartyPants Vitamins
The Community Foundation of South Puget Sound

Lodging Tax Advisory Committee - City of Olympia WA

Agency	2019 Requests	2018 LTAC	2017	2016	2015	2014	2013	2012	2011	2010	2009
Arbutus Folk School	$ 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	$ 6,250.00	$ 7,000.00
Capital Lakefair	$ 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	$ 6,500.00	$ -
Gatway Rotary Club	$ 10,000.00										
Greater Olympia Dixieland Jazz Society	$ 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	$ 13,000.00	$ 13,900.00
Hands on Children's Museum	$ 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	$ 30,000.00	$ 35,000.00
Harbor Days	$ 45,000.00	$ 35,000.00	$ 20,000.00								
Harlequin Productions	$ 20,000.00	$ -	$ -	$ -	$ -	$ -	$ -	-	$ -	$ -	$ -
Olympia Downtown Alliance	$ -	$ -	$ 25,000.00	$ 8,535.00	$ -	$10,000.00	-	-	$ -	$ 11,000.00	$ -
Olympia Downtown Association	$ 6,000.00	$ 5,950.00									
Olympia Downtown Association	$ -	$ -									
Olympia Downtown Association	$ -	$ 7,500.00									
Olympia Film Society	$ 20,000.00	$ 15,000.00	$ -	$ 4,500.00	$ -	$ 5,000.00	$ 5,000.00	-	$ -	$ -	$ -
Olympia &Beyond Sports Commission /VCB	$ 15,000.00										
Olympia-Lacey-Tumwater VCB	$ 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	$ 90,500.00	$ 112,570.00
Olympic Flight Museum	$ 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	$ 6,350.00	$ 6,600.00
Olympia Parks, Arts & Recreation	$ 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 Reading Foundation	$ 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	-	-	-	-
Washington State Senior Games	$ 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	$ 7,000.00	$ 7,500.00
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	$ 14,000.00	$ 25,000.00
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	$100,000.00	$100,000.00
Total Proposals/Service Contracts	**$ 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**	**$ 284,600.00**	**$ 307,570.00**
Requests from Non-profit Agencies	$ 379,161.00										
Requests from Government Agencies	$ 9,500.00	$ -	$ -								
Total Requests	$ 388,661.00										
Projected Maximum Available Funds for 2019	**$ 383,000.00**										
Information prepared 25 Sept. 2018, kpb											