



# 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 5,000.00

Organization/Agency Name: Gateway Rotary Club of Thurston County

Federal Tax ID Number: EIN# 30-0695208

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

Contact Name and Title: Nate Peters

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

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

Check all service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

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

## CERTIFICATION

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

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.

Signature: 

Date: April 26, 2021

Nate Peters, Vice-President



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

RE: Additional Information for Olympia Lodging Tax Dollars.

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

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

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

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

- 2) 2021 Tourism-Impact Estimate and 2020 Annual Report (The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2020 Actual)**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

## Annual Report

### BUSINESS INFORMATION

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Business Name:

**ROTARY CLUB OF GATEWAY-THURSTON COUNTY**

UBI Number:

**603 133 274**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

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

Principal Office Mailing Address:

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

Expiration Date:

**08/31/2021**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**08/01/2011**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CHARITABLE, CIVIC**

### REGISTERED AGENT RCW 23.95.410

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

### PRINCIPAL OFFICE

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Phone:

**3607906548**

Email:



GATEWAYROTARY1@GMAIL.COM

Street Address:

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

Mailing Address:

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

## GOVERNORS

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

## NATURE OF BUSINESS

- CHARITABLE
- CIVIC

## EFFECTIVE DATE

Effective Date:

08/21/2020

## CONTROLLING INTEREST

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

NO

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

NO

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

NO

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

NO

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

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

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

## RETURN ADDRESS FOR THIS FILING

Attention:

MICHAEL E JONES

Email:

MEJONES8@COMCAST.NET

Address:

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

## UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

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

## EMAIL OPT-IN

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

## AUTHORIZED PERSON

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☒ I am an authorized person.

Person Type:

**ENTITY**

First Name:

**MICHAEL**

Last Name:

**JONES**

Entity Name:

**ROTARY CLUB OF GATEWAY**

Title:

**TREASURER**

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