



2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 40,000

Organization/Agency Name: HARLEQUIN PRODUCTIONS

Federal Tax ID Number:

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

Contact Name and Title: JOE HUGHES, PENNAC DIR.

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

Phone 360-701-9384

Email Address JOE@HARLEQUINPRODUCTIONS.ORG

Check all service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

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

CERTIFICATION

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

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

Signature:

Date:

4/22/21

Printed or Typed Name:

JOE HUGHES

①

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

1. Describe your tourism-related activity or event.

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

(ATTACHED)

2.

2021 Tourism-Impact Estimate and 2020 Annual Report (The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2020 Actual)		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	14,000	5,000
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	1400	500
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	140	50
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	350	125
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area	350	125
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)	350	125

(2)

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

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

☐ Informal Survey (Preferred)

☒ Structured Estimate

☐ Other (Please explain)

→ % BASED ON PAXOR
YASG DATA

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

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

☐ Informal Survey (Preferred)

☒ Structured Estimate

☐ Other (Please explain)

☒ Event Cancelled due to CoVID Restrictions

→ BOTH

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

WE WORK WITH SEYMOUR GAGSON

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

29 YEARS OF HISTORY - 50,000 NORMAL AUDIENCE.

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

SEATTLE / PORTLAND WEEKEND ADVENTURERS

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

(ATTACHED PLAN)

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

(ATTACHED PLAN)

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

NO

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

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

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

MUCH OF THE PAID MONEY

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

(ATTACHED)

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

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

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BUSINESS INFORMATION

Business Name:

HARLEQUIN PRODUCTIONS

UBI Number:

601 092 296

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

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

Principal Office Mailing Address:

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

Expiration Date:

06/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

06/21/1988

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CULTURAL

REGISTERED AGENT INFORMATION

Registered Agent Name:

JOE HYER

Street Address:

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

Mailing Address:

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

GOVERNORS

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

4/21/2021

Corporations and Charities System

Title

Governors Type

Entity Name

First Name

Last Name

GOVERNOR

INDIVIDUAL

HAP

CLEMONS



BUSINESS LICENSE

Nonprofit Corporation

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

UNEMPLOYMENT INSURANCE - ACTIVE
MINOR WORK PERMIT - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

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

CITY ENDORSEMENTS:
OLYMPIA NONPROFIT BUSINESS #23015 - ACTIVE

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

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

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

REGISTERED TRADE NAMES:
HARLEQUIN PRODUCTIONS

Vikki Smith

UBI: 601092296 001 0002

Expires: Jun 30, 2021

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

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

Vikki Smith (7)

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

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

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

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

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

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

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

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

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Supplemental Answers

#1

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

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

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

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

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

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

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

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

