



# 2021 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 50,000

Organization/Agency Name: OLYMPIA DOWNTOWN ALLIANCE

Federal Tax ID Number: 91-1460653

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

Contact Name and Title: TODD CUTTS, EXECUTIVE DIRECTOR

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

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

Check all service categories that apply to this application:

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

Check which one of the following applies to your agency:

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

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

## CERTIFICATION

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

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

Signature: Todd Cutts

Date: 4/25/21

Printed or Typed Name: TODD CUTTS



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

1. Describe your tourism-related activity or event.

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

2.

SEE ATTACHED

2021 Tourism-Impact Estimate and 2020 Annual Report (The 2020 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2020. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2020 Actual)		
As a direct result of your proposed tourism-related service, provide:	2021 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	N/A	N/A
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	N/A	N/A
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	N/A	N/A
<b>Attendees who stayed overnight</b>		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	N/A	N/A
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area	N/A	N/A
<b>Paid Nights</b> One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	N/A	N/A

1

3

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

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

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

N/A

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

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

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

N/A

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

N/A

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

N/A

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

SEE ATTACHED

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

SEE ATTACHED

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

SEE ATTACHED

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

NO

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

\$268,600 2) 19%.

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

ATTACHED

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

N/A



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

No



## Supplemental Questions

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

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

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

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

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

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

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

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



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

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



## Downtown Re-Opening Campaign

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









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

## Amended Annual Report

### BUSINESS INFORMATION

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Business Name:

**OLYMPIA DOWNTOWN ASSOCIATION**

UBI Number:

**601 418 932**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

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

Principal Office Mailing Address:

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

Expiration Date:

**10/31/2021**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**10/13/1992**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

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

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

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

### PRINCIPAL OFFICE

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Phone:

**3607537442**

Email:



**INFO@DOWNTOWNOLYMPIA.ORG**

Street Address:

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

Mailing Address:

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

## GOVERNORS

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

## NATURE OF BUSINESS

- TRADE ASSOCIATION
- NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS

## EFFECTIVE DATE

Effective Date:

**10/06/2020**

## RETURN ADDRESS FOR THIS FILING

Attention:

Email:

Address:

## UPLOAD ADDITIONAL DOCUMENTS

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

## EMAIL OPT-IN

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

## AUTHORIZED PERSON

☒ I am an authorized person.

Person Type:

**ENTITY**

First Name:

**TODD**

Last Name:

**CUTTS**

Entity Name:

**OLYMPIA DOWNTOWN ASSOCIATION**

Title:

**MANAGER**

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

Work Order #: 202010060052355 - 1

Received Date: 10/06/2020

Amount Received: \$1.00



DETACH BEFORE POSTING



STATE OF  
WASHINGTON

Nonprofit Corporation

## BUSINESS LICENSE

Unified Business ID #: 601418932

Business ID #: 001

Location: 0001

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

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

TAX REGISTRATION - ACTIVE

### LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

### REGISTERED TRADE NAMES:

OLYMPIA DOWNTOWN ALLIANCE

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

*Vikki Smith*

Director, Department of Revenue



## IMPORTANT!

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

#### General Information

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

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

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

Telephone: 1-800-451-7985

#### Endorsements

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

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

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

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



## SHOP



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



## SAVOR

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

## EXPERIENCE



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



## SERVICES

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



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

# DOWNTOWN OLYMPIA

## VISITOR GUIDE

### SHOP



### SAVOR



### EXPERIENCE



### SERVICES



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

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