



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): SUMMER SATURDAYS

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

(12)

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.

SEE 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	7200	N/A
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	720	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	360	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	360	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	360	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)	360	N/A

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.

DOUBLETREE BY HILTON HOTEL

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

SEE ATTACHED

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?

1) \$98,000 2) 51 %

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.]

SEE 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?

SEE ATTACHED

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. Summer Saturdays

Overview

Summer Saturdays are intended to entice new visitors to Olympia, bring our community together in the downtown core and to help our small, locally owned downtown businesses find their footing as we transition out of the pandemic. The event would take place 8 total Saturdays, beginning July 10 and ending August 28. They will take place in the area of 5th Avenue and Washington Street, bounded by Capitol Way, Legion, and 4th Avenue.

Programming

- **ACTIVITY AREA**-5th Avenue from Capitol Way to Washington Street will include activities to engage community members. These activities will be actively managed by an outside entity. We have reached out to HOCM, the YMCA, and the City of Olympia Parks staff to gauge interest in partnership. Activities could include:
 - Putt-putt golf
 - Ping pong
 - Bean bag toss
 - Sidewalk chalk
 - Interactive art displays
 - Bubble blowing
 - And more!
- **COMMUNITY GROUP AREA**-Washington Street from 4th Avenue to 5th Avenue will include rotating community groups programming their uses. Small grants will be considered if budget allows. Community groups could include:
 - Different cultural groups
 - Car clubs
 - Evergreen State College
 - Olympia Artspace Alliance
 - Craft market
- **PERFORMANCE AREA**-Washington Street from 5th Avenue to Legion will include live performances from local musicians. These will include both headline acts and acts geared toward children and families. In addition, buskers will be hired to be spread around the event to supplement these performances.
- **BIERGARTEN**-The intersection of Washington Street and 5th Avenue will offer a beer garden, featuring locally brewed beer, managed by the Downtown Alliance.

Attendance

Based on Phase 3 Fairs and Special Events COVID Requirements, capacity for the event area would 450 attendees. Assuming we turn the area over twice over 6 hours, each Saturday would bring 900 individuals downtown. Over 8 events, we would host 7,200 attendees.

Tourists will travel to the events to experience Olympia. Given the trend for vacations close to home, we expect many visitors to attend from the state of Washington.

6. While this is a first time event, the Alliance has successfully hosted many events in the past, including Music in the Park, Downtown for the Holidays, Friends Night Out, and Sip, Savor, & Stroll.

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. Between the activities, performances, community groups, and biergarten, we expect this event 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
- Public relations campaign
- Partnership with Experience Olympia and Beyond

9. Concurrently, we will be engaging in a "Re-Opening Campaign" that will highlight downtown's lodging establishments, restaurants, and businesses located in downtown Olympia. This event will be the featured attraction of the campaign.

12. Depending on how much is cut, we may not be able to produce the event. If we were still able to produce the event, we would likely not target visitors outside of the area in the promotions. We may also not be able to attract the same caliber of performers or be able to occur the same quality of equipment for the activity area.

13. We are developing a plan to accommodate the Phase 3 Requirements that are in place:

- Patrons and staff (including volunteers) must wear a face covering pursuant to the Order of the Secretary of Health. Signage requiring masks must be provided at all entrances and throughout the event areas.
- Occupancy
 - Outdoor capacity: Each fair/special event shall calculate the number of participants allowed at one time by using at least 72 sq feet per participant so required six feet physical distancing can be maintained. Only the space reserved for guests can be counted toward the acreage needed for physical distancing (for instance, cannot count parking area as part of acreage). All participants and vendors are to be included in calculating the number of people allowed at one time (staff and volunteers are excluded).
- Each fair/special event must have a plan for handling congestion and reducing crowding, including entrance and exits, parking facilities, stairs and elevators, and any areas where lines form. Fair/event staff will monitor the execution of the plan.
- Increase restroom availability to reduce congestion. Handwashing and/or hand sanitizer stations must be available for public access throughout the event. Ensure the stations are stocked and accessible during all operating hours.
- Drinking is only permitted in designated physically distanced dining areas, regardless if indoor or outdoor. Facial coverings may only be removed when actively drinking.
- Consider one-way foot traffic and clear directions to better control the flow of guests throughout the event, especially in certain heavily used and/or narrow thoroughways to

allow for better guest separation. Limit entry to crowded areas to allow for appropriate physical distancing.

- Implement measures to ensure physical distancing of at least six feet between groups, such as when patrons are waiting in line, or while seated for performances or shows. This can include use of physical partitions or visual cues (e.g., floor markings or signs to indicate to where workers and guests should stand).

Handwritten text, mostly illegible due to fading. Some words like "The" and "and" are visible.

Summer Saturdays Budget		
Income		
	Lodging Tax	50000
	Downtown Alliance Event Funding	10000
	Sponsorships	20000
	Biergarten	18432
Income-Total		98432
Expense		LTAC Funds Applied to:
	Downtown Alliance Event Administration	10000
	Contract Event Planning/Management	20000
	Insurance	2000
	Marketing	10000
	Stansions/Rope	2000
	Signage	2000
	Performers	18400
	Stage/AV	8800
	Shelters/Tables	5000
	Restrooms/Handwashing	6000
	Activity Area Equipment	10000
	Activity Area Staffing	3840
Expense-Total		98040

9



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

Amended Annual Report

BUSINESS INFORMATION

Business Name:

OLYMPIA DOWNTOWN ASSOCIATION

UBI Number:

601 418 932

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

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

Principal Office Mailing Address:

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

Expiration Date:

10/31/2021

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

10/13/1992

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

TRADE ASSOCIATION, NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name

Street Address

**Mailing
Address**

DAVID D. CULLEN, ATTORNEY'S &
COUNSELORS

1800 COOPER PT RD SW BLDG 11, OLYMPIA, WA, 98502-
0000, UNITED STATES

PRINCIPAL OFFICE

Phone:

3607537442

Email:

11

INFO@DOWNTOWNOLYMPIA.ORG

Street Address:

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

Mailing Address:

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

GOVERNORS

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

NATURE OF BUSINESS

- TRADE ASSOCIATION
- NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS

EFFECTIVE DATE

Effective Date:

10/06/2020

RETURN ADDRESS FOR THIS FILING

Attention:

Email:

Address:

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

EMAIL OPT-IN

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

AUTHORIZED PERSON

☒ I am an authorized person.

Person Type:

ENTITY

First Name:

TODD

Last Name:

CUTTS

Entity Name:

OLYMPIA DOWNTOWN ASSOCIATION

Title:

MANAGER

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

Work Order #: 2020100600525355 - 1

Received Date: 10/06/2020

Amount Received: \$10.00

12

DETACH BEFORE POSTING



STATE OF
WASHINGTON

Nonprofit Corporation

BUSINESS LICENSE

Unified Business ID #: 601418932

Business ID #: 001

Location: 0001

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

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

REGISTERED TRADE NAMES:

OLYMPIA DOWNTOWN ALLIANCE

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

Vicki Smith

Director, Department of Revenue

(13)

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.

14