



# 2021 Application for Olympia Lodging Tax Funds

**Amount of Lodging Tax Requested: \$50,000**

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, Director – Recreation and Facilities

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  
☒ 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:

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.

Oly on Ice is a seasonal ice rink that is scheduled to operate from November 18, 2021 through January 17, 2022. Overall attendance, assuming state restrictions are set at 50% capacity, is expected to be over 10,000 skaters. This number does not include non-skaters that visit the rink. Oly on Ice is most likely not a primary driver for people to spend the night, although some may. More likely, Oly on Ice is an event that supplements other destinations and creates one more opportunity for people to experience while visiting Olympia for overnight and daytime stays.

### 2.

<b>2021 Tourism-Impact Estimate and 2020 Annual Report</b> <i>(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)</i>		
As a direct result of your proposed tourism-related service, provide:	2021-22 Estimate	2020-21 Actual
a. Overall attendance at your event/activity/facility	15,000	Cancelled
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	3,000	Cancelled
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	Cancelled
<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	<100	Cancelled
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	>100	Cancelled
<b>Paid Nights</b> <b>One lodging night = one or more persons occupying one room for one night</b>		

f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	<100 over 6 week period	Cancelled
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**3. What methodology did you use to calculate the 2020 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 2020 actual numbers? (Direct counts and informal surveys are preferred.)**

- ☒ Direct Count (Preferred)
 ☐ Informal Survey (Preferred)  
☐ Indirect Count
 ☐ Structured Estimate  
☐ Representative Survey
 ☐ Other (Please explain)  
☐ Event Cancelled due to CoVID Restrictions

**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.**

Oly on Ice attracts skaters from multiple counties. Primarily, these counties surround Thurston County including Lewis, Grays Harbor and Mason. Although we do know some Pierce visitors also come to town. This seasonal rink is the only one of it's kind, that we know of, between Pierce and Clark Counties and extending to the entire Olympic Peninsula.

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

Our department specifically targets Lewis, Grays Harbor and Mason County as we know the next closest rink is either in Tacoma or Vancouver, WA. We target a combination of families, teens, and couples. The rink will also attract experienced skaters that live in adjacent counties and come from more prolific skating communities such as the Midwest or east coast.

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

We will build on two successful Oly on Ice seasons, utilizing media partnerships with dozens of local radio stations, print and web news and periodical outlets, and community calendars to promote the event. Past partners are located throughout the Puget Sound region and include North American Talk, NW Military, Oly Arts, South Sound Magazine, The Olympian, MIXX 96.1, KNKX, Showcase Magazine, ParentMap, and KAYO-96.9. We will also promote Oly on Ice through our own print, web, and social media tools, with the potential to reach over 20,000 community members.

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

We will work with partners such as the Olympia Downtown Alliance and the Olympia-Lacey-Tumwater Visitor & Convention Bureau (Experience Olympia and Beyond) to create innovative cross-promotions that will encourage visitors to the rink to explore local restaurants, businesses, and lodging. Local businesses will also have the opportunity to join us as sponsors and/or program

partners. Sponsors are recognized with signage at the rink and in our print and web promotions. All sponsors also have the opportunity to utilize our promo booth and/or host giveaways and themed events at the rink to share about their business with attendees. In our most recent season, we also had local restaurants create coupon promotions that offered discounts to customers who showed proof of rink attendance. Partnering with agencies such as Experience Olympia and Beyond (VCB) also allows for the creation of packages that encourage tourists and locals to make an adventure of their visit to the rink.

**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?**

\$316,000, of which our request is just under 16%.

**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.]**

Because of reprioritizations of department funding related to the pandemic, we are unsure what the final impacts on budgeted resources for this year's season will be. If we can fully fund the budget, we will be able to meet the services and facilities we provided in 2019-20. Without full funds, some combination of tent amenities, days/weeks of operations, and entertainment/decorations will be reduced.

**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?**

Our department has successfully navigated all local, state and federal guidance related to the pandemic while offering many modified versions of our camps, sports leagues, fitness courses, and facility reservations. Guidance continues to change and the only thing we are sure of is that it will change multiple times before now and the opening of the 2021-22 season. Our contractor, Ice Rink Events, successfully operated rinks in communities with restrictions of 25% capacity, 50% capacity, and no capacity limits. While following guidance for masking and social distancing, we expect to also limit capacity through a registration system. Ice Rink Event's experience with this was that their attendance actually increased over the previous year if facilities were allowed to operate at a minimum of 50% capacity or better. The reason is their traditional slow times were filled, and of course popular times remained filled. In the end, there are tradeoffs but for some skaters it created a better experience.

**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, we did not initially apply.

## ATTACHMENTS

### 1. Budget

<b>21-22 Budget</b>	
<b>Expenses</b>	<b>TOTAL</b>
Supplies	\$ 15,650.00
Professional Services	\$ 278,500.00
Utilities	\$ 11,800.00
General	
Miscellaneous	\$ 10,000.00
<b>TOTAL EXPENSES</b>	<b>\$ 315,950.00</b>
<b>Revenues</b>	
Food Concessions	\$ 350.00
Gate & Sales	\$ 43,050.00
Sponsorships	\$ 35,000.00
LTAC Funds	\$ 50,000.00
General Fund	\$ 90,000.00
Undetermined	\$ 97,550.00
<b>TOTAL REVENUES</b>	<b>\$ 315,950.00</b>

### 2. Budget Description

Above is a summary of the anticipated budget for the 2021-22 season of Oly on Ice. This year, we are requesting \$50,000 from the Lodging Tax Advisory Committee to support general operations as we are budgeting for gate and sponsorship levels to be 50% of previous years as visitors become comfortable with being in group settings and local businesses recover from the economic impacts of the pandemic.

3. N/A

4. N/A

5. Attached to email

## Application Instructions and Information

**Application Deadline: Wednesday, April 28, 2020, 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 May 7 2021. Due to limitations on the ability to hold public meetings the meeting of the LTAC will be held virtually utilizing Zoom. Time and login information will be posted on the City website under the meeting calendar section.

**Submit original AND 5 copies (application and attachments) to:**

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

Email: [mreid@ci.olympia.wa.us](mailto:mreid@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.***

*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.
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## **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.
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## 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.





# OLY on ICE

Presented by **Propel**  
CONSTRUCTION COMPANY



**Join us this winter for our second season of ice skating in Downtown Olympia!**

November 22 - January 20

Isthmus Park  
529 4th Ave W  
Olympia, WA 98501

***Experience It!***

**General Admission + Skate Rental = \$12 each**

**Youth + Skates (ages 4-10) = \$10**

**Toddler + Skates (ages 3 and under) = \$3**

**Foster, Military, First Responder Families = \$10**

**Seniors = \$10**

*Special Event programming and Cheap Skate Nights held throughout the season. Visit our website for a full calendar of events.*

**OlyOnIce.com**



## Oly on Ice Will Shine in Its Second Season: Expanded Rink and More, Thanks to Generous Community Sponsors

[thurstontalk.com/2019/10/15/oly-on-ice-will-shine-in-its-second-season-expanded-rink-and-more-thanks-to-](https://thurstontalk.com/2019/10/15/oly-on-ice-will-shine-in-its-second-season-expanded-rink-and-more-thanks-to-)

October 15,  
2019



[Facebook1.4k](#)  [Tweet0](#)  [Pin0](#)

How to properly describe the sound of an ice skater? I'm not sure. But the image of one is easy. Skaters bundled, some woolen from head to toe. Rosy-cheeked, Cheshire-grinned little ones with pink fuzzy earmuffs, arms linked with their buddies or their grown-ups. This scene may sound like it hails from some far-off place, somewhere where it rains less and freezes more, but fortunately for Thurston County, this is not just a fantasy. This is Oly on Ice as it returns this winter for its second season!

Triple Axel...Lutz...Salchow...upright spin. Do you have it in you? You'd never even have the chance to try if it not for the support of generous community sponsors. In a season where darkened, angry skies usually keep us home, City of Olympia's Parks, Arts & Recreation department and their sponsors have found a way to make this winter shine, even if it's only the reflection of the ice.

With more than 20,000 skaters in its first season and thousands more spectators, year two is poised to be bigger and better. This year, more than 65 community sponsors and program partners are supporting the rink. Thanks to their generous contributions, both the tent and the rink will increase in size and the season will extend to January 20, 2020.



A little help from your friends makes skating so much more fun.

Skating is a great opportunity for winter togetherness, while getting some exercise! Photo courtesy: City of Olympia Parks, Arts & Recreation Department

## Skating for Good Health

Dr. Scott Rowley, DDS, and Dr. Ben Ruder, DDS own Small to Tall Pediatric Dentistry, which caters to the youngest of the skaters. They are a Premier Sponsor of the rink this year. "I love the creative use of space," says Rowley, "and how Oly on Ice brings people together in an active way, celebrating the winter season in downtown Olympia. Ice skating is a winter sport most kids in our community only read about in books. Bringing this storybook activity to life is memorable for kids of all ages, and we look for ways to support and create positive experiences for the kids in our community."

Ruder echoes Rowley's sentiment. "As a local, small business focused on children and their health, we like to promote other like-minded organizations that offer children and families the opportunity to engage in healthy, educational, and nurturing experiences," he adds.

And they aren't the only sponsor focused on health. Rachael Sherburne, from Olympia Orthopaedic Associates, says her



Kids, grab on to your grown up to stay upright – skating takes practice! Fortunately, we can get plenty of it this year with an extended skating season. Photo courtesy: City of Olympia Parks, Arts & Recreation Department

organization strongly believes in helping get their patients' lives back in motion. "We try to support other organizations in our community that promote health/fitness and an active lifestyle," she says.

## Skating for Togetherness

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There's a theme that each ice rink sponsor touched on when asked why they've chosen to support the rink this year: family togetherness. Ann Flannigan, vice president of public relations for Washington State Employees Credit Union (WSECU), stopped by the rink last year to observe the festivities. "I saw families with kids of every age having a great time," she says. "The fun they were having, no matter what their skating ability, was what I liked best. Phones were in pockets and people were just in the moment." Seeing that fun in action was what prompted WSECU to join as a sponsor this year.

Propel Construction Company is the rink's Presenting Sponsor this year. Propel President, Jerad Bender, looks for ways to show up for his community in a meaningful way. He often sponsors events for children, including events at the Hands On Children's Museum and his daughter's school, Black Hills High School. "I like that the ice rink is something different for my family to do in the winter," he says.

"Oly on Ice has been a wonderful addition to the community because it offers precisely the sort of experience we seek to promote," says Dr. Ruder, "it allows kids to have fun, experience something new, and brings families together."

"I like that this is a family event," Sherburne says. "It's a great way to bring folks downtown and see all that Olympia has to offer. We live in a growing, vibrant community, and I think events like this really showcase that."



An Olympia father and his daughter enjoy an ice-skating outing together during Oly on Ice's inaugural season last year. Photo courtesy: City of Olympia Parks, Arts & Recreation Department

## Skating for Community

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Paul Simmons, Olympia Parks, Arts & Recreation director, is clear that this magical event does not come to life by the wave of a wand. "Quite frankly, Oly on Ice would not be possible without the support of our sponsors and program partners," he shares. "This was a massive undertaking for our department, and we could not have done it alone."



The rink is for everyone too, as Simmons goes on to illustrate, “Oly on Ice has generated a tremendous amount of both financial and in-kind support. In addition to increasing the rink size and extending the season, that will allow us to maintain affordable general admission fees, provide discounts to foster, military, and first-responder families, and distribute almost 500 passes directly to low-income families.”

All of the sponsors I spoke to shared, in some way, that supporting the community was paramount to their business practices, and Flannigan sums it up well. “WSECU is a big believer that when we join together, we can do more together,” she says. “We all have a role to play in making this a special place to live and connect.”

### **Oly On Ice**

November 22, 2019 – January 20, 2020

Isthmus Park

529 4th Ave W, Olympia

For a full calendar of events, hours, and rates, visit the [Oly on Ice website](#).

*Sponsored*



Last year's sponsor banners were hung proudly, because if not for them, Oly on Ice wouldn't be here. Photo courtesy: City of Olympia Parks, Arts & Recreation Department