



2022 Application for Olympia Lodging

Amount of Lodging Tax Requested: \$10,000

Organization/Agency Name: Arbutus Folk School

Federal Tax ID Number: 46-3046450

Event or Activity Name (if applicable): Olympia Old Time Festival

Contact Name and Title: Erik Neatherlin, Event Co-Organizer

Mailing Address: Arbutus Folk School 120 State Ave NE, #298 City: Olympia State: WA Zip: 98501

Phone: 360-339-3873

Email Address: eneatherlin@gmail.com

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 by a 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 2018. 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 documenting economic impact results in a format determined by the City.

Signature:

Hillary

Date:

9/29/21

Printed or Typed Name: Hillary Tully, Executive Director

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.**

The Olympia Old Time Festival (festival) is an all-volunteer run annual music event that is dedicated to teaching, learning and participating in the tradition of old-time fiddle music. The festival began in 2008 and is in its 14th year. In 2016 the festival began operating under the umbrella of the non-profit Arbutus Folk School. The Festival takes place every year on President's Day weekend in February. This year's event dates are February 18-20, 2022. Overall attendance is approximately 650 attendees for the weekend.

Tourists of all ages travel to Olympia for the Oly Old Time Festival for several reasons. First, the festival has established a solid reputation around the traditional music festival circuit as a high-quality, family-friendly event that brings top tier music talent in the traditional music field from around the country to perform in Olympia. In other words, the event has been successfully going on for a while and participants are aware of this event and plan around it. Because of our longstanding success, we are able to attract nationally and internationally recognized performers and experts in their genres. This in turn attracts a broad audience from across the country interested in seeing amazing concerts and performances, attending entertaining and exciting old time traditional dances, and participating in learning workshops that cover a wide variety of musical instruments, singing styles, traditional crafts, and dances. This is the 14th year for the festival.

Another reason for good attendance at the festival is that the festival occurs in February during the off-season and is sandwiched between two other popular Northwest winter music festivals. By planning the Oly Old Time Festival in February and between two other popular winter festivals, we avoid the height of the competitive summer festival season, and also do not directly compete with other regional festivals. Being a winter-timed festival has the advantage of bringing festival participants with festival dollars into the Olympia area during the winter off-season, providing a small boost to downtown Olympia area during an otherwise slow tourist season.

Finally, the festival offers an assortment of free workshops covering a wide range of traditional musical instruments and singing styles, as well as traditional crafts, and dances. Local and national musicians, crafters, and performers lead all workshops. The festival offers two days of workshops on Friday and Saturday of the festival weekend that take place at central locations within the Olympia downtown core. One of the festival's core values is to provide all the festival workshops free to the public. By offering these excellent workshops at no charge we attract a variety of multi-generational participants into the Olympia area.

For all of these reasons the festival is well attended.

2.

2019 Tourism-Impact Estimate and 2018 Annual Report <i>(The 2019 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2018. The "actual" figures must be based on locally documented data and must not be estimates themselves.)</i> <i>There was no festival in 2021 so the actual numbers are based on the last festival</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility	650	612
Attendees who traveled 50 miles or more		
b. Number of people who travel more than 50 miles for your event/activity	350	405
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	150	131
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	200	217
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	150	156
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 <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	400 paid lodging room nights	434 paid lodging room nights

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

- | | |
|---|--|
| <input type="radio"/> Direct Count | <input type="radio"/> Informal Survey |
| <input type="radio"/> Indirect Count | <input checked="" type="radio"/> Structured Estimate |
| <input type="radio"/> Representative Survey | <input type="radio"/> Other (Please explain) |

We used a combination of ticket sales data (online ticket sales and door sales), merchandise and sales data, housing/lodging coordinator information, volunteer coordinator information, and structured head count estimates throughout the event to calculate 2020 actual numbers. We used the 2020 data to generate the 2022 estimates and relied primarily on ticket sales data since that included ticket sales and address information.

4. What methodology did you use to calculate / document the 2019 actual numbers?

- | | |
|--|---|
| <input checked="" type="checkbox"/> Direct Count | <input checked="" type="checkbox"/> Informal Survey |
| <input type="checkbox"/> Indirect Count | <input checked="" type="checkbox"/> Structured Estimate |
| <input type="checkbox"/> Representative Survey | <input type="checkbox"/> Other (Please explain) |

We used a combination of ticket sales data (online ticket sales and door sales), merchandise and sales data, housing/lodging coordinator information, volunteer coordinator information, and structured head count estimates throughout the event to calculate 2020 actual numbers.

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.

The Oly Old Time Festival has a 14-year history of attracting visitors and tourists to the downtown Olympia area. Prior successes include attracting 600-700 festival attendees to the daytime workshops and evening music events located in and around downtown Olympia. Festival attendees in turn shop and eat downtown from Thursday night until Sunday afternoon. Many visitors stay at local B&Bs and downtown hotels. The festival has grown from a couple of hundred people to a steady 600-700 weekend attendees. The festival also partners with local businesses for promotional material including poster printing, copying, food catering, and lodging.

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

Festival participants, performers, and workshop leaders are our target tourist audience. The majority of festival attendees come from the Pacific Northwest and western states including Alaska, Idaho, Utah, Oregon, California, and British Columbia. But as the festival has grown, there has been an increasing number of participants coming from states where old-time traditional music was most played and popularized. We now regularly get participants from states such as Tennessee, North Carolina, Kentucky, and West Virginia. In many cases, participants travel from out of state every year just to come to the Olympia Old Time Festival.

The attendees include musicians and non-musicians and there is a wide age range from elementary school-age kids to seniors. The festival is known for being family friendly with young and older family groups that have attended since the beginning. The festival is also known for having a strong youth musician component with young musicians ranging from elementary school aged to high school and college age d. This makes the festival very much intergenerational with many opportunities for youth and senior interactions.

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

We have several well-established partnerships and pathways to promote the event. See attachments 5 and 6 in the application packet.

First, we have a strong online and social media presence including a website and active Facebook page.

Website: <http://olyoldtime.weebly.com>

Facebook: <https://www.facebook.com/olyoldtime>

Second, we partner with Oly Arts magazine (<http://olyarts.org>), which is an Olympia-based arts entertainment guide with a regional distribution exceeding 10,000. Oly Arts has promoted the festival since 2016 and can place our festival on their cover if requested. They will also dedicate the centerfold story to the festival, which will include a 4-page printed festival program. Oly Arts provides this service free of charge as sponsorship for the festival

Third, we partner with KAOS and they provide promotion as sponsorship for the festival. In the weeks prior to the festival, KAOS conducts on-air musician interviews and performances on their programs that cater to the

old time music audience. KAOS also sponsors many different public service announcements leading up to the event, and promotes the event on their website.

Fourth, we work with the Olympian to run stories and notifications ahead of the festival including a promotional section in the Friday weekender ahead of the festival.

Finally, we design and print high-quality posters developed in partnership with local, independent Olympia artists such as Nicki McClure and Paula McHugh. We also sometimes work with the artists who are coming from out of town as was the case in 2018 and 2019. We circulate the posters and flyers at partner festivals throughout the Pacific Northwest ahead of the event, and we poster the greater Olympia area and businesses the week before the event. Past posters can be found on our website.

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

We promote lodging establishments on our website in a couple of different ways. First, we directly promote Olympia business sponsors by listing them on the website and providing web links to their establishments. We also acknowledge sponsoring businesses directly throughout the festival. Second, we have a "Getting Here" page on our website that lists several lodging options in Olympia. The "Getting Here" page includes both sponsor and non-sponsor lodging establishments. If desirable, we can expand the list of lodging establishments on our webpage.

We also partner with Oly Arts entertainment guide who will provide the festival schedule on a 4-page spread. This guide promotes local restaurants and businesses.

Finally, we work with local restaurants and businesses to cater portions of the festival, and the MC of the festival promotes downtown establishments throughout the event.

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?

Overall Budget: \$20,900

Request: \$10,000

Percent of Overall Budget: 48%

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 as thorough as possible 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.]

If we do not receive funding then there are several areas where we will be forced to look for cost reductions.

First, we will have to reduce or eliminate the free downtown workshops. We rent workshop space in downtown Olympia and without the Lodging Tax we will not be able to rent the space downtown for workshops. This will reduce afternoon and daytime foot traffic downtown.

Second, we will have to reduce payments for workshop leaders. We strive to pay all workshop leaders a small stipend. This allows us to attract quality workshop leaders, who in turn attract workshop attendees to the downtown area. Without the Lodging Tax grant, we will be forced to reduce payment for workshop leaders, which will in turn reduce the number of workshops, and daytime foot traffic downtown.

Finally, without the Lodging Tax grant we will have to reduce payments and travel costs for the mainstage headliner performers traveling from out of state. This will mean these performers will not be able to attend (they cannot afford to attend if they are not getting paid). This will directly affect the draw of the festival. Without nationally and internally known performers, the festival attendance will decrease.

We require the Lodging Tax grant to maintain the quality of the festival and to offer the breadth of activities that occur over the 4 days of the festival.

Application Instructions and Information

Application Deadline: Friday 24, 2021, 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 October 23, 2019, at Olympia City Hall, 601 Fourth Avenue E – Council Chamber. The City Council will review the LTAC recommendations as part of its annual budget process. The City Council's 2020 budget public hearing is scheduled for Tuesday, November 19, 2019, during the Council's regular 7:00 p.m. meeting at Olympia City Hall.

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

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.

Attachment 1:
Oly Old Time Festival Itemized Budget

Category/Items	Itemized Budget
Facility Costs	\$2,700
Evening Events (Grange Hall)	\$1,700
Daytime Workshops (Downtown Church)	\$1,000
Performers	\$9,000
Mainstage Performers	\$7,000
Workshop Teachers	\$2,000
Operations	\$5,300
Sound Technician	\$2,000
Event Photographer	\$500
Artist (poster & web page)	\$300
Caterer for Musicians	\$1,000
Decorations	\$300
Promotion	\$400
Merchandise	\$200
License and insurance	\$200
Rental (e.g., chairs)	\$400
Sub-Total	\$19,000
Arbutus Administrative Cost	\$1,900
Total	\$20,900

Attachment 2:
Oly Old Time Festival Explanation of Expenses

Festival Revenue

Estimated Total Revenue	\$10,300
Donations	\$600
Inventory Sales (Food/Beverage/Merchandise)	\$1,200
Business Sponsorships	\$1,500
Ticket Sales	\$7,000

Lodging Tax Grant Request

Total Request	\$10,000
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Festival Expenses

Category/Items	Festival Budget	Festival Payments	Lodging Tax Payments
Facility Costs	\$2,700	\$1,700	\$1,000
Evening Events (Grange Hall)	\$1,700	\$1,700	\$0
Daytime Workshops (Downtown Church)	\$1,000	\$0	\$1,000
Performers	\$9,000	\$4,000	\$7,000
Mainstage Performers	\$7,000	\$3,000	\$6,000
Workshop Teachers	\$2,000	\$1,000	\$1,000
Operations	\$5,300	\$3,300	\$2,000
Sound Technicians	\$2,000	\$0	\$2,000
Event Photographer	\$500	\$500	\$0
Artist (poster & web page)	\$300	\$300	\$0
Caterer for Musicians	\$1,000	\$1,000	\$0
Decorations	\$300	\$300	\$0
Promotion	\$400	\$400	\$0
Merchandise	\$200	\$200	\$0
License and insurance	\$200	\$200	\$0
Rental Equipment	\$400	\$400	\$0
Total	\$19,000	\$9,000	\$10,000
Arbutus Administrative Cost	\$1,900	\$0	\$0
Total	\$20,900	\$0	\$0

DETACH BEFORE POSTING



STATE OF
WASHINGTON

Nonprofit Corporation

BUSINESS LICENSE

ARBUTUS FOLK SCHOOL
610 4TH AVE E
OLYMPIA, WA 98501-1113

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

Issue Date: Dec 31, 2020
Unified Business ID #: 603271917
Business ID #: 001
Location: 0001
Expires: Jan 31, 2022

INDUSTRIAL INSURANCE - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #27084 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

REGISTERED TRADE NAMES:

OLYMPIA WOODWORKERS GUILD

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.

Director, Department of Revenue

UBI: 603271917 001 0001

ARBUTUS FOLK SCHOOL
610 4TH AVE E
OLYMPIA, WA 98501-1113

UNEMPLOYMENT INSURANCE -
ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#27084 - ACTIVE

Expires: Jan 31, 2022

Director, Department of Revenue

DETACH THIS SECTION FOR YOUR WALLET

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 23 2014**

ARBUTUS FOLK SCHOOL
120 STATE AVE 303
OLYMPIA, WA 98501

Employer Identification Number:
46-3046450

DLN:
17053199309023

Contact Person:
CUSTOMER SERVICE ID# 31954

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31

Public Charity Status:
170(b)(1)(A)(vi)

Form 990 Required:
Yes

Effective Date of Exemption:
January 29, 2013

Contribution Deductibility:
Yes

Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Director, Exempt Organizations

Enclosure: Publication 4221-PC

Attachment 5:**Oly Old Time Festival Promotional Material**

Given there is a global pandemic, we have opted to provide online resources to our promotional materials. Once the pandemic has passed, we hope to be able to interact and provide materials in multi-media formats. So, for now we are submitting these links.

Oly Arts Magazine

<https://olyarts.org/?s=old+old+time>

<https://olyarts.org/2019/02/09/cranking-out-a-good-time/>

<https://olyarts.org/wp-content/uploads/2019/02/Oly-Old-Time-Program-Web.pdf>

<https://olyarts.org/pastprint/>

The Olympian Articles

<https://www.theolympian.com/article239978098.html>

<https://www.theolympian.com/entertainment/arts-culture/article226229950.html>

<https://www.theolympian.com/entertainment/article200191654.html>

<https://www.theolympian.com/entertainment/article200191654.html>

<https://www.theolympian.com/news/local/article200089899.html>

In addition, the Oly Old Time Festival has a website, Facebook page, and Instagram page.

Oly Old Time Festival Website

<http://olyoldtime.weebly.com>

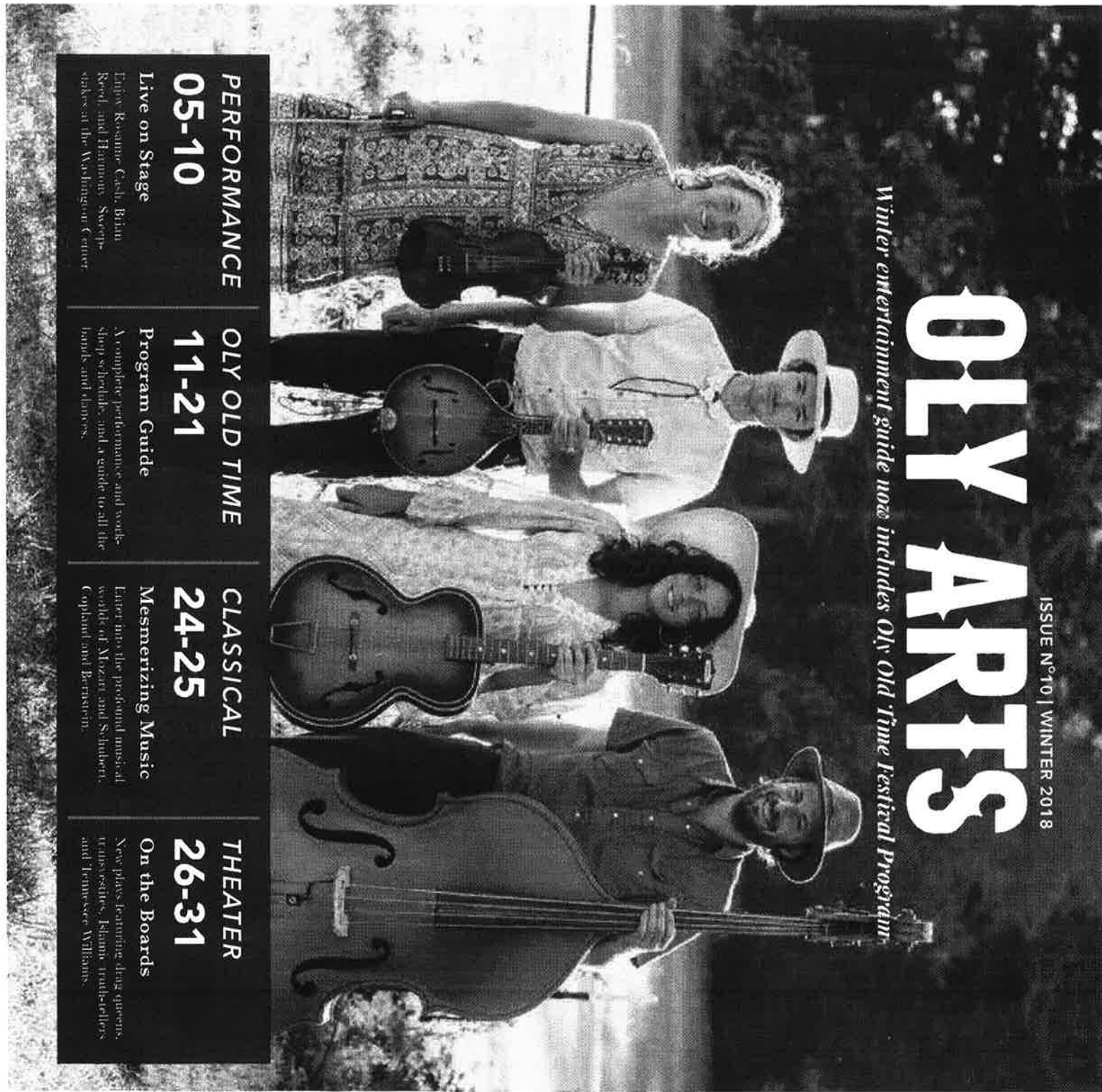
Oly Old Time Festival Facebook Page

<https://www.facebook.com/olyoldtime>

Oly Old Time Instagram

<https://www.instagram.com/olyoldtime/>

EXAMPLE OF OLY ARTS COVER - PLEASE SEE LINKS IN ATTACHMENT 5



ISSUE N°10 | WINTER 2018

OLY ARTS

Winter entertainment guide now includes Oly Old Time Festival Program

PERFORMANCE 05-10 Live on Stage Enjoy Rosanne Cash, Brian Reed, and Harmonia Swoop- stakes at the Washington Center.	OLY OLD TIME 11-21 Program Guide A complete performance and work- shop schedule, and a guide to all the bands and dances.	CLASSICAL 24-25 Mesmerizing Music Enter into the profound musical worlds of Mozart and Schubert, Copland and Beethoven.	THEATER 26-31 On the Boards Sew plays featuring drug queens, transvestites, Islamic truth-tellers and Tennessee Williams.
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