



# 2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 5,000.00

Organization/Agency Name: Gateway Rotary Club of Thurston County

Federal Tax ID Number: 30-0695208

Event or Activity Name (if applicable): Brats, Brews & Bands Festival

Contact Name and Title: Nate Peters, president-elect

Mailing Address 1401 Marvin Rd NE, Ste 307, #4 City Lacey State WA Zip 98516

Phone 360-789-8175

Email Address nathan.peters.c@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 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 2022. 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: 9/21/2021

Printed or Typed Name: Nate Peters

**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.

<b>2022 Tourism-Impact Estimate and 2021 Annual Report</b> <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. 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 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility		
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity		
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		
<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		
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		
<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>		

3. What methodology did you use to calculate the 2022 estimates? (Direct counts and informal surveys are preferred.)

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

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

**4. What methodology did you use to calculate / document the 2021 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

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

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

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

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

9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.
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.
11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?
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.]*

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?

			<b>2022 Budget</b>
<b>BBB Income</b>			
	<b>Sponsorship</b>		\$33,000.00
	<b>Food Vendor Fees</b>		\$1,500.00
	<b>Tickets</b>		
		Website Pre-Sale	\$17,500.00
		Member Pre-Sale	\$23,250.00
		Sold at Gate	\$50,000.00
	<b>Corn Hole Tournament</b>		\$1,000.00
	<b>Beer &amp; Wine Sales</b>		\$1,000.00
	<b>Extra Purchases</b>		
	<b>Donations</b>		
	<b>Grants</b>		\$20,000.00
	<b>Shirt Sales</b>		
			<b>\$147,250.00</b>
<b>BBB Expenses</b>			
	<b>Beer and Wine</b>		\$12,000.00
	<b>Clean Up</b>		\$500.00
	<b>Entertainment</b>		\$11,000.00
	<b>Equipment Rentals</b>		
		<b>stages and shells</b>	\$3,500.00
		<b>generators x 2</b>	\$500.00
		<b>porta potties</b>	\$3,000.00
		<b>tables/chairs</b>	\$1,000.00
		<b>tents</b>	\$2,000.00
		<b>light poles x3</b>	\$5,000.00
	<b>Facilities Expenses</b>		\$5,000.00
	<b>Venue Rental</b>		\$1,000.00
	<b>Food</b>		\$0.00
	<b>Food Supplies</b>		\$200.00
	<b>Volunteer Hospitality</b>		\$500.00
	<b>General Event Supplies</b>		\$2,000.00
	<b>Insurance</b>		\$500.00
	<b>Marketing and Promotions</b>		
		<b>Advertising</b>	\$5,000.00
		<b>Graphic Design</b>	\$100.00
		<b>Printing</b>	\$1,500.00
		<b>Radio</b>	\$3,000.00
		<b>Signage</b>	\$500.00
		<b>Social Media</b>	\$1,000.00
	<b>Total Marketing and Promotions</b>		<b>\$11,100.00</b>
	<b>Event Planning</b>		\$7,500.00
	<b>Merchant Card Services</b>		\$1,500.00
	<b>Permits and Licenses</b>		\$200.00
	<b>Products for Sale</b>		\$0.00
	<b>Security</b>		\$1,000.00
	<b>Contingency</b>		\$5,000.00
<b>Total BBB Expenses</b>			<b>\$85,100.00</b>
	<b>Net Income</b>		<b>\$62,150.00</b>

Marketing and Promotions		2022 Budget	2022 Proposed	Notes	Olympia LTAC Funding
	Advertising	\$7,000.00	\$4,000.00	digital/other \$5,500	\$1,500.00
	Graphic Design	\$1,000.00	\$1,000.00	website build, marketing and promotional collateral design	\$1,000.00
	website		\$100.00	hosting	
	Printing	\$1,000.00	\$1,500.00	coasters \$1,000; posters/flyers \$500	
	Radio		\$3,000.00	5 county reach	\$1,500.00
	Signage	\$2,000.00	\$500.00	yard signs (some left over)	
	Social Media	\$550.00	\$1,500.00	Purchased/sponsored ads	\$1,000.00
Total Marketing and Promotions		\$11,550.00	\$11,600.00		\$5,000.00



## Annual Report

### BUSINESS INFORMATION

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Business Name:

**ROTARY CLUB OF GATEWAY-THURSTON COUNTY**

UBI Number:

**603 133 274**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES**

Principal Office Mailing Address:

**3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES**

Expiration Date:

**08/31/2021**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**08/01/2011**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CHARITABLE, CIVIC**

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

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Registered Agent Name	Street Address	Mailing Address
TREASURER	3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, UNITED STATES	1401 MARVIN RD NE, PMB 404, LACEY, WA, 98516-5710, UNITED STATES

### PRINCIPAL OFFICE

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Phone:

**3607906548**

Email:

GATEWAYROTARY1@GMAIL.COM

Street Address:

3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

Mailing Address:

3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

## GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MICHAEL	JONES

## NATURE OF BUSINESS

- CHARITABLE
- CIVIC

## EFFECTIVE DATE

Effective Date:

08/21/2020

## CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

NO

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16? percent interest in the entity?

NO

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

NO

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

NO

You must report a [Controlling Interest Transfer Return](#) IF: you answered "yes" to questions 1 AND 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

Attention:

MICHAEL E JONES

Email:

MEJONES8@COMCAST.NET

Address:

3821 WOODLAWN DR SE, OLYMPIA, WA, 98501-5141, USA

## UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

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

## EMAIL OPT-IN

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☒ 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

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☒ I am an authorized person.

Person Type:

**ENTITY**

First Name:

**MICHAEL**

Last Name:

**JONES**

Entity Name:

**ROTARY CLUB OF GATEWAY**

Title:

**TREASURER**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

## Application Instructions and Information

**Application Deadline: Friday, September 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 7 2022.

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.**

**For more information please reach them at [www.experienceolympia.com](http://www.experienceolympia.com)**

## **City of Olympia Policy Statement for Use of the Lodging Tax Fund**

*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.