



# 2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$25,000

Organization/Agency Name: Capital Lakefair Inc.

Federal Tax ID Number: 23-7131672

Event or Activity Name (if applicable): Capital Lakefair

Contact Name and Title: Karen Adams-Griggs 2021 President/Ken Ringering 2022 President

Mailing Address PO Box 2569 City Olympia State WA Zip 98507

Phone (360)888-6660/(360)701-8523 Email Address office@lakefair.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 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:

*Karen Adams-Griggs*

Date:

9/29/2021

Printed or Typed Name: Karen Adams-griggs

## 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.

Capital Lakefair has been an annual 5-day event since 1957, it has typically been held the 3rd weekend in July, the dates for 2022 are planned for July, 13- 17th. The goal of Lakefair is to celebrate our community in the South Sound and promote it to a large audience. We have many events that hold multiple interests for our community and beyond, a large arts and crafts area, live music, fabulous food row that supports our local nonprofits, grand parade and a spectacular fireworks display. Lakefair typically has a large attendance that ranges from 175,000 and up. We have been able to track attendance from wristband sales for the carnival, and we have done surveys for music and arts and crafts. Food Row has typically been a large gathering generating \$250,000 dollars for our local nonprofits.

Capital Lakefair is part of a NWfestival Hosting, which is a group of festivals in the greater Pacific Northwest, Capital Lakefair travels to the other festivals, and they in turn travel to Capital Lakefairs, and bring the float driver and crew, their festival presidents and Ambassadors that for their floats as well, the festivals that come from other areas fill up 40 rooms annually.

The traveling bands that play on our main stage draw a crowd for our local hotels as well, the arts and craft vendors that travel a great distance also put heads in beds, so to speak.

2.

| <b>2022 Tourism-Impact Estimate and 2021 Annual Report</b><br><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   | 200,000       | 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   | 10,000        | 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   | 2150          | 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   | 750           | 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   | 1,500         | N/A         |
| <b>Paid Nights</b><br><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<br><i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>   | 400           | N/A         |

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

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

We used information collected from our informal survey combined with data from activities at the festival including food consession sales, our carnival host (Funtastic), Vendor sales, basketball tournament, parade and fireworks. (Based on 2019)

**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.**

Hotel RL: 2300 Evergreen Park Dr SW, Olympia, WA 98502  
The Host Hotel for incoming festivals, float, and Festival Heads.

The Olympia Doubletree: 415 Capitol Way N, Olympia, WA 98501  
The Royalty Host Hotel

And various other hotels for parade participants, and vendors.

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

Capital Lakefair has been a part of the Olympia Community since 1957, and has been able to attract a large population of people to the area, when we joined with NW Festival hosting, it began to draw an even larger out of the area crowd, with the other festivals coming to support our parade. Lakefair has been able to draw upwards to 250,000 annually, the non profit food row has been a large part of Lakefair. Lakefair has many different events packed into the 5-day festival from the annual carnival, non profit food row, car show, parade, arts and crafts and of course the grand parade.

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

Capital Lakefair is a 'Family Fun' event. There are events for all ages

Morning Stage: stage performances by local dance studios, jiu jitsu, and zumba studios bring in all ages from performers to viewers, usually ages 6 and up.

PM Stage : Acts for all types of music loves, usually draws ages 12 and up.

Carnival: Ages 2 and up.

Food Row: All Ages, general family and up.

Arts and Crafts All Ages

Parade: All Ages

Fireworks: Families

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

Promotion:

Social Media

Facebook

Instagram

Lakefair Website

Signage:

The Traveling float will have Lakefair signage, and dates

The back of the Float will have the theme sign, dates and Location

Online News and Print

Nisqually Valley News

ThurstonTalk

Jolt

The Olympian

On Air:

KGY

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

Lakefair Website: link to the Experience Olympia and Beyond for hotels and restaurants.  
The Host Hotel for Capital Lakefair is Hotel RL: It is promoted in all the packets that are sent to outside festivals.

We promote the local hotels to all our out of town guests.

**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.**

Lacey - \$14,000 (previously \$7,000 requested/awarded)

Tumwater - \$6,000 (previously \$4,000 requested, awarded \$1,900)

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

The budget is approximately \$275,000, and we are requesting \$25,000, which equates to 9.09%.

**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.]**

Capital Lakefair has reduced a lot from the budget for the 2022 year, based on the lack of funding for the previous 2-years, we are reducing our scholarships awards from \$20,000 to \$12,000, we had to make the difficult decision to lay off our office staff member that has been with us for the last nine years. We are reducing it down to the basics of needs and to rebuild Lakefair, while still promoting the greater Olympia area and beyond the 50 mile radius. Lakefair is looking at more ways we can reduce our expenditures and still be able to put on a festival in a safe manner. One of the areas we will not be able to reduce any costs are insurance, and fees associated with Lakefair, one of our biggest costs are things we are looking to sponsors for, for example the Porta Potty rentals, the gray water tanks, and wash stations come to \$15,000 for the week, we are looking for a porta potty sponsor. When you look at the overall production budget for Lakefair that comes in around \$252,000 per year, eliminating the office staff and reducing scholarships, saves us \$50,000. We have reduced the promotional budget by another \$5,000, and eliminating our printed materials and going digital is another cost saving measure. If the Lodging dollar amount is reduced from the original request, we would expect to lower our scholarship recipients, and change some of our production costs, even further. We have used a long range radio system for communications from the top of capitol way to Lakefair park, so multiple people can hear the same information and concerns at the same time, communications, we are looking at ways to switch to cell phones. We will reduce the number of awards to parade participants to reduce the costs associated with parade awards, while this has been a long standing tradition, finding a way to give a participation ribbon over a trophy.

**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?**

Covid-19 contact person Karen Adams-Griggs (360) 886-6880 Bruce Schultz (360) 886-0944 Here is what we ask of you to help us:  
Wash your hands regularly or use hand sanitizer.  
Maintain a 6-foot distance from anyone who is not in your party.  
Wear a face cover except when actively eating.  
I attached the full document that was developed with the Health Department.

## BUSINESS INFORMATION

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Business Name:

**CAPITAL LAKEFAIR, INC.**

UBI Number:

**601 318 258**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES**

Principal Office Mailing Address:

**PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES**

Expiration Date:

**07/31/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/ Registration Date:

**07/29/1957**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CHARITABLE, EDUCATIONAL, SOCIAL**

## REGISTERED AGENT INFORMATION

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Registered Agent Name:

**CAPITAL LAKEFAIR INC**

Street Address:

**627 DURELL RD SE STE A102, TUMWATER, WA, 98501-5890, UNITED STATES**

Mailing Address:

**PO BOX 2569, OLYMPIA, WA, 98507-2569, UNITED STATES**

## GOVERNORS

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| Title    | Governors Type | Entity Name | First Name | Last Name |
|----------|----------------|-------------|------------|-----------|
| GOVERNOR | INDIVIDUAL     |             | RD         | RICHARDS  |
| GOVERNOR | INDIVIDUAL     |             | KAREN      | GRIGGS    |



Nonprofit Corporation

CAPITAL LAKEFAIR, INC.  
CAPITAL LAKEFAIR  
627 DURELL RD SE STE A102  
OLYMPIA, WA 98501-5890

Issue Date: Jul 23, 2021

Unified Business ID #: 601318258

Business ID #: 001

Location: 0002

Expires: Jul 31, 2022

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #600 - ACTIVE

*Vicki Smith*

UBI: 601318258 001 0002

Expires: Jul 31, 2022

CAPITAL LAKEFAIR, INC.  
CAPITAL LAKEFAIR  
627 DURELL RD SE STE A102  
OLYMPIA, WA 98501-5890

OLYMPIA NONPROFIT BUSINESS  
#600 - ACTIVE

*Vicki Smith*



| Capital Lakefair Expenses  | Estimated for 2022 |                      |   |
|----------------------------|--------------------|----------------------|---|
|                            |                    |                      |   |
| <b>Lakefair Week</b>       |                    |                      |   |
| Security                   | \$ 2,500.00        | Explorer program     | Olympia Police Patrol                         |
| Jeep Patrol                | \$ 300.00          |                      | Parade  |
| Wireless Systems           | \$1,600            | Removed or reduced f | Radios/Parade                                 |
| City of Olympia            | \$ 25,000.00       |                      | Permits, Fees, Rental of Water Street, Police |
| Department of Enterprise   | \$ 25,000.00       |                      | Rental of Heritage Park                       |
| Washington State Patrol    | \$ 5,500.00        |                      | Security                                      |
| Red Lion/Doubletree        | \$6,700            | Reduced or removed f | Cornation, NW Hosting Events, Room Rentals    |
| Pioneer School/Olympia Hig | \$ 300.00          |                      | Parade  |
| Car Rental                 | \$ 350.00          | Sponsorship Plan     | Festival travel                               |
| Golf Carts                 | \$ 500.00          |                      | Rental and Repair Festival Grounds & Parade   |
| Printed Program Book/Mark  | \$1,900            |                      | 40,000 programs                               |
| Portable Restrooms         | \$ 15,000.00       | Sponsorship Plan     |   |
| Fence Rental               | \$ 3,000.00        |                      |   |
| Buttons                    | \$ 1,800.00        |                      |   |
| Capitol Recovery           | \$ 1,260.00        |                      | Clean streets                                 |
| Thurston TV/Marketing      | \$2,200            | Stream via facebook? | Record and play Parade on TCTV                |
| Car show                   | \$ 1,100.00        |                      |   |
| Mobile Stage               | \$ 12,000.00       |                      |   |
| Entertainment              | \$ 12,000.00       |                      |   |
| Fireworks                  | \$ 13,000.00       |                      |   |
| Parade                     | \$6,000            | Reduce Parade Award  |   |
| Total                      | \$ 137,010.00      |                      |   |
| <b>Annual Expenses</b>     |                    |                      |   |
| Rent of Building           | \$ 31,200.00       |                      |   |
| Electricity                | \$ 2,880.00        |                      |   |
| Phones                     | \$ 3,600.00        | Reduced for 2022     |   |
| Wages                      | \$ 40,000.00       | Removed for 2022     |   |
| Insurance                  | \$ 19,000.00       |                      |   |
| Website                    | \$ 650.00          |                      |   |

|                            |               |   |                                 |
|----------------------------|---------------|---|---------------------------------|
| Office Supplies            | \$ 1,000.00   | Reduced for 2022                                  |                                 |
| License Fees               | \$ 600.00     |   |                                 |
| Accounting Fees            | \$ 2,400.00   |   |                                 |
| Total                      | \$ 101,330.00 |   |                                 |
|                            |               |   |                                 |
| <b>Other expenses</b>      |               |   |                                 |
| Scholarship Program        | \$ 20,000.00  | Reduced for 2022                                  |                                 |
| Church of Living Water     | \$ 4,500.00   | Reduced for 2022                                  | The 5 day park clean up expense |
| Little Red School House    | \$ 2,500.00   | Removed or reduced for 2022 depending on Lakeland |                                 |
| Thurston Chamber           | \$ 320.00     | removed for 2022                                  |                                 |
| Marketing Promotional      | \$ 3,500.00   |   |                                 |
| Promotional travel/Parades | \$16,000      |   |                                 |
|                            | \$ 30,820.00  |   |                                 |
|                            |               |   |                                 |
|                            |               |   |                                 |

City of Olympia LTAC Application 2022  
Capital Lakefair Budget Document

Capital Lakefair is seeking \$25,000 in funding from lodging tax to help offset the following:

Float operations: \$16,000 (est. includes actual cost for fuel, meals, lodging/overnight stays if necessary)

Marketing: \$5,000 (est. includes float signage, printed materials, online advertising)

Insurance: \$19,000 (est. includes coverage for float travel, Lakefair Week, community events)

Facilities: \$32,000+ (est. of rent, vehicle cold storage, electric, phones/internet)

Fencing: \$3,300 (est. for Lakefair Week setup)

The Capital Lakefair Float and Crew travel to 14-16 or more parades throughout the Pacific Northwest annually. The float engages with communities across Washington, Oregon and British Columbia.

The float will include signage promoting Capital Lakefair, event dates, and the cities of Lacey, Olympia and Tumwater.

A script and/or description is provided to all parade organizers to be used by announcers, both live and on TV/Streamed, and for additional media coverage and promotion where applicable. It will read:

Capital Lakefair is held the third weekend in July and represents the communities of Lacey, Olympia and Tumwater. Riding on the float are (list of rider names). For more information visit [www.lakefair.org](http://www.lakefair.org) or find us on Facebook.



July 14- 18 2021

This can be adapted depending on state guidelines for 2022

### **Covid-19 Protocol for opening Lakefair**

Covid-19 contact person

Karen Adams-Griggs (360) 888-6660

Bruce Schultz (360) 888-0944

### **Covid -19 Warning**

We have taken enhanced health and safety measures. An inherent risk of exposure to COVID-19 exists in any public place where people are present. Capital Lakefair is helping keep our guests and employees healthy during the Pandemic. We will do our best to keep everyone healthy and safe during this time.

#### **Here is what we ask of you to help us:**

Wash your hands regularly or use hand sanitizer.

Maintain a 6-foot distance from anyone who is not in your party.

Wear a face cover except when actively eating.

**Daily Attestation to be completed for all volunteers: If they answer yes to any questions, they will be sent home for the day.**

1. Do you have any of these symptoms that are not caused by another condition?

Fever or chills

Cough

Shortness of breath or difficulty breathing

Fatigue

Muscle or body aches  
Headache  
Recent loss of taste or smell  
Sore throat  
Congestion  
Nausea or vomiting  
Diarrhea

2. Within the past 14 days, have you been in close contact with anyone that you know had COVID-19 or COVID-like symptoms? Close contact is being within 6 feet for 15 minutes or more over a 24-hour period with a person; or having direct contact with fluids from a person with COVID-19 with or without wearing a mask (i.e., being coughed or sneezed on).

3. Have you had a positive COVID-19 test for active virus in the past 10 days, or are you awaiting results of a COVID-19 test?

4. Within the past 14 days, has a public health or medical professional told you to self-monitor, self-isolate, or self-quarantine because of concerns about COVID-19 infection?

Lakefair is divided into sections- each section will be addressed.

### **Entrance and Exits:**

**Each Entrance will have appropriate signs with guidelines posted.**

Designated Entrance to Capital Lakefair

#### **Entrance #1**

7th and Columbia

#### **Entrance # 2**

5th and Water

#### **Designated Exit**

##### **Exit # 1**

Legion and Columbia

##### **Exit # 2**

5th and Simmons

Once you enter the park, there will be directional signs to follow. The areas in the park are divided into different areas with a safety plan for each area.

### **Food Row:**

A typical year would have 13 food row vendors, this year to allow for distances between food vendors and allowing for distance in the lines, we estimate we will have 10 food row vendors.

Food row located on water street will be 1 way traffic only from 5th heading towards legion, with an exit at the end of food row to access the eating area. Guests will need to return to the beginning to walk through again.

Signs will be posted on each booth to state that eating in designated areas only, with a sign directing to the eating area.

### **Food Concessionaires**

- Food concessions shall meet or exceed all regular health department regulations regarding food preparation and food handling.
- All food concession personnel must wear face coverings while on duty. ➤ All food concession personnel shall wear gloves while handling or serving food. ➤ Procedures will be established to separate the functions of food preparation/handling and cash handling.
- All food concession personnel will strive to maintain as much social distancing as is practical while inside a food concession trailer.
- Marks will be placed on the ground identifying safe social distancing for patrons standing in line (six feet apart).
- Hand sanitizer will be made available at each food concession for patron use. All common surfaces accessible for customers will be disinfected.
- Disinfectant shall be stored in a properly marked container to prevent its misuse. ➤ All food concessions shall disinfect all common surfaces with a company approved disinfectant prior to opening each day.

### **Dining Area:**

The dining area will be marked off with an entrance and an exit.

The dining area will consist of picnic tables for the patrons to sit and enjoy with food.

The tables (25) will be spaced 6 feet apart, and each table only seats 6 guests.

There will be hand sanitizer located at or near each dining table, we have provided an extra wash station within the food area to allow for guests to wash hand prior to eating.

**The Stage/Music:** The stage area has 3 sections that will be addressed as part of the plan.

The stage will be marked off with an opening to allow for guests to enter the music viewing area, and another designated as an exit area. This is to control the flow of crowds and to monitor capacity of the venue.

**Section 1:** The actual stage area, where the performances take place. There will be a minimum of 6 feet from the performers on stage and the viewing area. All equipment will be sprayed with disinfectant after each performance, and before the next performers enter the stage. All music groups will be encouraged to bring their own microphone. The stairs leading up to the stage will be wiped with disinfectant before each performer enters the stage. We will allow for an extra 15 minutes between performances to allow for cleaning, and disinfecting equipment. There is a small area for performers or the green room (staging area) this will be a side tent with extra ventilation, and a hand sanitizing station will be located within the staging area.

**The Sound Area:** The sound area usually has 2 to 3 people working the sound, and lights area. This will be a tent area with open side ventilations. The only people allowed in this section will be the sound technicians.

#### **Seating area:**

**Outdoor viewing area of stage:** The grass area is considered a viewing seating area and will remain at least 6 feet from the stage. Guests may assemble in small groups of 1-6 to create a viewing pod. The grass will be marked with 100 square feet for viewing pods.

#### **Arts and Crafts:**

In a typical year we could have up to 60 vendors in the arts and crafts section, this year we are looking at 45 - 50 to reduce the number of vendors and allow for more spacing between vendors as well as creating a walking pathway that allows for a directional flow of people. Along 5th avenue, we will have vendors with the open portion of their spaces facing the sidewalk, a one-way traffic flow through this section in the direction of the parking lot. Then the next set of vendors in the middle will flow in the opposite direction, and the last area will again flow in one direction. There will be ropes and/or directional markings to act as guides for traffic flow as well as directional signs.

#### **Restroom facilities/Port a potty**

The Porta Potty areas will be cleaned, emptied and disinfected twice daily.

##### **Steps:**

We ordered extra porta potties to be able to space them out, with a hand washing station and hand sanitizer located at a table adjacent to the hand washing station. 45 porta potties have been ordered with an extra hand washing station. We have purchased 100 bottles of sanitizer to have available.

**Parade:**

For parade participants:

Large groups will use subgroups of no more than 15 people. Each subgroup must have at least six feet of physical distance separating them.

Marching bands and dance troupes should follow distance requirements in the performing arts and theater guidance.

No more than 4500 participants can participate and starts must be staggered over the duration of the parade.

No more than 400 people may be at the beginning or end of the parade route. Adequate physical distancing of six feet must be maintained and congregating should be minimized.

Once participants finish, they should disperse.

- **For parade spectators:**

Up to 600 spectators are permitted per each quarter mile of parade route, as long as six feet of physical distance is maintained between households. This includes both sides of the street.

As an example, for a quarter mile route, 300 people could be on each side of the street for a total of 600 spectators.

Signs located in the park:





**A successful Safe Start means we all have to do our part.**

**It's safest to stay home.**

**BUT IF YOU HEAD OUT:**

**Wear a mask.**



**Stay six feet apart.**



**Wash your hands.**



**Prevent the spread by staying local.**



**Masks and/or Face Coverings** A cloth face covering is anything that completely covers your mouth and nose and fits securely on the sides of your face and under your chin. It should be made of two or more layers of tightly woven fabric with ties or straps that go around your head or behind your ears. More protective coverings, such as masks or respirators may be required in the workplace. A face shield with a drape can be used by people with developmental, behavioral, or medical conditions that prevent them from wearing a face covering. In the workplace, masks or respirators may be required as they are more protective than cloth face coverings.

# CAPITAL LAKEFAIR – 2018 PARADES

TACOMA/PUYALLUP – DAFFODIL (APRIL 7)



WENATCHEE – APPLE BLOSSOM (MAY 5)



NEW WESTMINSTER, BC – HYACK (MAY 26)



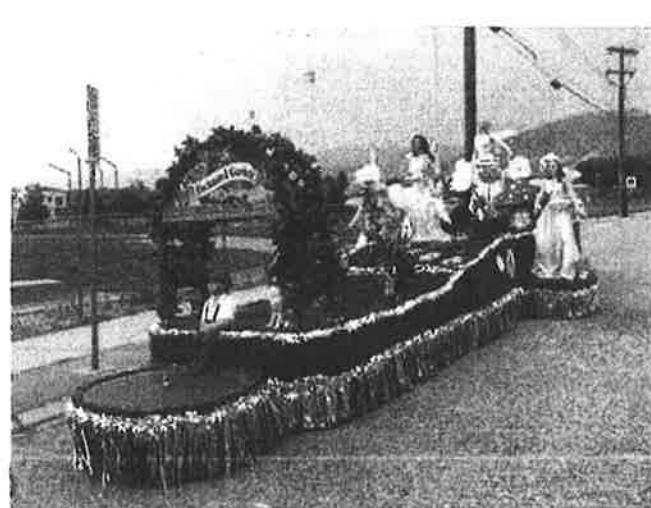
TUMWATER – 4<sup>TH</sup> OF JULY



SEATTLE – SEFAIR (JULY 28)



PENICTON, BC – PEACH FESTIVAL (AUGUST 11)





# CAPITAL LAKEFAIR

## QUICK FACT SHEET

Capital Lakefair, Inc. is a registered 501(c)3 non-profit organization based in Olympia, Washington. While widely known as Olympia's annual summer festival on the shores of Capitol Lake, Lakefairs' mission is to give back and celebrate our community in Thurston County. This year we are commemorating 60 years in Olympia by "Putting on the Ritz."

The festival is a volunteer organization governed by a voting member body known as the Capitalarians, a group of dedicated members that show their love and dedication to the people of Thurston County by donating their time. Every year a new group of young women from area high schools participate in numerous community activities as part of our Scholarship Program. Each Lakefair princess receives a \$3000 scholarship, with a \$5000 scholarship going to the selected queen.

Funding for Capital Lakefair is provided solely by contributions from individuals and businesses in our community, financial and/or in-kind donations by our sponsors and operations from the five-day festival every July. Visit [Lakefair.org](http://Lakefair.org) for more information.

Here's how the Capital Lakefair organization works to provide annual summer fun and to direct money back into our community.



### CARNIVAL

Rides and games during Lakefair Week are provided by Funtastic Carnival. The carnival is a major draw for visitors and families in the area. Many of the staff needed for the event are local hires. In 2016, Funtastic employed 152 people from our community. With an average of 40 hours each, *this equates to over \$66,000 going into our local workforce in one week!*

In addition to those hired locally, the carnival employs another 100 people who stay in area hotels, eat at local restaurants, buy groceries, and spend money on gas and other services in our community.

On the operations side, many of the parts and supplies needed to maintain the rides are purchased in town. Last year, \$11,000 was spent for fuel alone at local distributors. Food products also come from local sources to stock the food stands during the festival.

### FUN FACT:

*On average, Lakefair Week draws 250,000 people from Olympia and the surrounding communities every third weekend in July!*

### FUN FACT:

*When Capital Lakefair first established itself in Thurston County 60 years ago, the first Lakefair Queen was named "Lady of the Lake"*

### FOOD VENDORS

A long-standing staple of Lakefair is the great food available along Water Street! It is important to note that all the vendors who participate are non-profit organizations themselves. These groups use Lakefair as an opportunity to raise funds critical to the annual support of their own operations, and in many cases fulfill their yearly budget.

Included are: Altrusa International, Barbs BBQ (Thurston food bank), Northridge Concessions, Olympia Lions, Olympia Kiwanis, St. Martin's Alumni Association, STEM (Olympia School District), Transferring Financial Success (TFS Gumbo), Thurston Democrats, Thurston Republicans, Tumwater Rotary, VFW Post 318 and Zonta Club.

*In 2016, these non-profit organizations had gross sales of approximately \$225,000!*

### OPERATIONS

In order to provide the necessary planning and services to support the organization, Lakefair operates year-round. Lakefair maintains our office and facility in Olympia, which provides storage for equipment and serves as a base of operations.

A large portion of our resources are committed to administrative duties, asset management, permitting requirements at city and state levels to operate as a non-profit and to provide the annual festival every July.

*Each year total expenses amount to over \$170,000, with Lakefair Week alone accounting for approximately 60% of annual costs.*

### DONATIONS

Lakefair spends much of the year interacting in the community around Thurston County and beyond. In addition to the countless volunteer hours involved every year at events like the Life Skills Prom, we also donate monetarily to local organizations, such as Holiday Food & Toys for Kids through the Church of Living Water, and Little Red School House. *Donations average \$25,000 annually.*



62<sup>nd</sup> ANNUAL OFFICIAL PROGRAM



July 17 - 21, 2019

[www.lakefair.org](http://www.lakefair.org)



A SUPPLEMENT TO THE NISQUALLEY VALLEY NEWS



## A Message from the President

Welcome to the 62nd evolution of Capital Lakefair! Our festival was established 1957 in order to provide an engaging family focused event for our community in the Greater Olympia Area. Over the years Lakefair has developed and expanded into what it is today; 5 days of celebration and community spirit along the shoreline of Capitol Lake. In addition to the July festival our organization provides scholarship opportunities and hands-on experience for area students, fund-raising outlets for other community social groups, and acts as a goodwill ambassador organization throughout the Pacific Northwest.

This is made possible by the community mindedness and dedication of many individuals and businesses that call the area home. Numerous groups contribute

their time and effort year-round including our own membership, the Capitalarians, who volunteered well over 5,000 hours last season! We also owe a huge thanks to our wonderful sponsors and donors which account for a substantial portion of our annual operating budget, making our program possible year after year.

I was born and raised in the area and grew up enjoying all that Capital Lakefair has to offer. It is my privilege to represent our membership and community in Thurston County for the 2019 season. We hope you all will join us this July to Cut Loose at Lakefair; spending time with friends and family while supporting other community organizations and our future leaders as they pursue higher education. We hope to see you at the lake July 17-21, 2019!



**Jeff Hunt**  
Lakefair President 2019



**Andrew Poultridg**  
1st Vice President



**Bryan McNamara**  
2nd Vice President



**Debbie Olson**  
Secretary



**RD Richards**  
Treasurer



**Karen Griggs**  
Past President

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\*Denotes Past Presidents

# 2019 Capital Lakefair Community Sponsors



2019 Capital Lakefair Court accompanied by Lakefair Capitalarians.

Photo Provided

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# Line Up for Great Food and More

Join Lakefair when you are hungry for one of our many "oh, so delicious" Fair Cuisine options and help support your community at the same time. All the Concessionaires that set up business during Lakefair on Water Street are nonprofit organizations; Lakefair is the biggest fundraising event of the year for some of these organizations. When you feed yourself a delicious Fair Food Meal, you are helping to support your local community as well.

The funds are put back into our local community in a variety of ways and one of those is to assist students and promote education. Some of the funding is spent to assist and support our military service members and their families, such as USO, Fisher House, Veterans Relief, Honor Guard, and Christmas baskets.

Some of the funding goes to scholarships for students in all of the local high schools, a high school exchange student program, high school career awareness awards, little league, bowling league, dictionaries for third graders, and the donation of books and reading assistance to local elementary schools.

Other ways the funds are used is to provide services to the needy in our community. This funding helps support the quarterly homeless feeding program, eye glass program, hearing aids for low income families, the Homeless backpack Program, Camp Leo (youth camp for insulin dependent children), and voter education, registration, and scholarships to those who wish to enter the political field. These funds help to provide Thurston County residents with firewood,



Photo Provided

Lakefair attendees can tantalize their tastebuds with a wide variety of food options during the Lakefair celebration.

warm meals, coats, blankets, Thanksgiving and Christmas meals and gift baskets.

The list of community organizations that are assisted by these funds is large. These funds help support: Lacey Parks, Salvation Army Bell Ringing, Law Enforcement Youth Camp, Thurston County Volunteer Citizen of the Year and Law Enforcement of the Year recognition programs, Thurston County Food Bank, Senior Services of South Sound, Capital Clubhouse, PATH Programs, Season of Giving, Giving Tree at Westfield Mall, Safe Place, YMCA Other Bank, The Kinship Closet,

STARS, YWCA Girls Without Limits, GRuB, Habitat for Humanity, Fairview Village, Lewis Mason Thurston Area on Aging, Capital Kids Connection, Child Care Action Council, Monarch,

Washington Engage, New Market Skills Center, YMCA, Boys & Girls Club, Shriners Hospital for Children, and the Seattle Children's Hospital. All propane donated by C&D Propane.

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# Parade One of the Largest in the South Sound



Lighting up the Lakefair Float



2nd VP Bryan McNamara helping with float construction

## Wenatchee Apple Blossom Parade

Photos Provided

The annual Lakefair parade promises to be an exciting parade this year, one not to be missed.

There are approximately 100 entries from around the Northwest.

The parade will feature the military, youth and persons from around the world who call the Northwest home.

The parade will begin at 5 p.m. and lasts for two hours.

As one of the largest parades in the South Sound area, it requires a planning committee working from January until parade day organizing all the fine details.

On parade day there are more than 100 people who assist in making sure everything runs smoothly.

The types of jobs that are being performed are parade entry and welcoming, judging, hosting, laying out the entire lineup and then assisting at the end of the parade.

Much thanks to all of the volunteers and other community organizations that come forth to help with the parade.

If you would like to become part of the planning process, you contact Lakefair at [www.lakefair.org](http://www.lakefair.org).

Every year beginning around October more than 1,000 volunteer hours go into planning, preparing and completely rebuilding the Capital Lakefair Float for the upcoming parade season.

After the finale parade in the Fall everything from the previous seasons float is stripped revealing a bare frame. The float is then fully serviced and checked out mechanically. The chassis was purpose built and is powered by the engine and driveline from a 1976 Dodge Dart. Once deemed mechanically sound construction begins.

The entire steel framework

is then clad in plywood sheeting that serves as the foundation for the new design. The Float Committee works alongside the standing president to design and execute a new float that reflects the current seasons theme.

Parade season extends from early April with the Daffodil Festival and concludes early December with the Olympic Holiday Parade. Throughout the year the Float travels 16 communities spread across Washington, Oregon and British Columbia. The float truck and trailer alone are scheduled to travel nearly 3,500 miles to participate at parades in 2019!





## Capital Lakefair 2019 Grand Marshal Dan Lundberg

Capital Lakefair selects the 2019 Grand Marshal, Dan Lundberg. Dan has been the Olympia School District Music Director since 1996 and Band Director at Capital High School for the past 35 years. He has also taught at Olympia High School as well as Reeves Middle School for a combined 41 years in education! Dan was instrumental in putting together the All City Band, along with Wayne Timmerman, which



Dan Lundberg

has performed during Capital Lakefair since 1979. Dan has marched in the Lakefair Grand Parade for 40 years with both the All City Band and Capital High School.

Dan is a local graduate of Olympia High School Class of 1973. He has been married to his wife Ellen for 43 years and has two children, Christine and Kara, who are also all graduates of the Olympia School District.



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# Capital Lakefair Scholarship Program



Photo Provided

2019 Court at a speaking engagement with Soroptimist.

The Capital Lakefair Scholarship Program is one of the most prestigious and continuous scholarship awards in the local area. The Program was initiated in 1975 by Dee Hooper and has provided more than 260 participants with over \$300,000 in scholarship funding. Over the years, the funding for the program has come from local business. Our current sponsors are Olympia Federal Savings Bank and American Pump & Electric.

Each member of our Lakefair Royal Court is awarded a \$3,000 scholarship. The Lakefair Queen receives an additional \$2,000. The scholarship recipient has five years in which to use their monies. The monies may be used toward any type of higher education – traditional degree, trade school or vocational training program.

The requirements for participation in this program are as follows:

- A fully enrolled high school Junior
- Cumulative GPA or 3.3 or better
- Submission of a completed Lakefair application
- Two letters of recommendation
- A prepared 500 word essay on a specific topic

Each participating local high school will select their representative/candidate for

the Capital Lakefair Royalty Scholarship Program in December. In early February, these candidates will participate in panel and individual interviews with five independent judges from the business community. Each candidate will also present a three minute speech on a predetermined subject. Five girls will be selected from the candidates to serve on the Royal Court, one of which will become the Lakefair Queen. The new members of the Royal Court will be presented at the Lakefair Coronation. The selection process is completed in one day, again in early February.

In addition to traveling to several out of town parades, the Court also participates in many local community events such as:

- Olympia Arts Walk
- Olympia Yacht Club – Opening Day
- Hand's on Children's Museum
- Little Red School House project

The Capital Lakefair Scholarship Program provides an educational opportunity for participants to learn about themselves, issues that face our communities and allows them the opportunity to meet local community leaders. It also enhances their public speaking skills and helps prepare them for higher education and their adult life.



Photo Provided

2019 Lakefair Court.



## Gregory Mohoric

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# Food Vendor Info List

## Altrusa International of Olympia:

Altrusa of Olympia is a service group dedicated to the betterment of our community. Funds raised through food concession sales go toward organizations such as the Thurston County Food Bank, Habitat for Humanity, YWCA Other Bank and Girls Without Limits, SPSCC Scholarship, Salvation Army and Quixote Village.

## Barb O'Neill Family & Friends:

Barb's helps provide services to low income and homeless families in Thurston County. This includes warm meals for Thanksgiving and Christmas and distribution of holiday baskets for Easter.

## Capital Recovery Center:

Capital Recovery is a mental health agency that provides services to people working on recovery. The groups mission is to promote and support healing, personal growth and overall community improvement through treatment.

## Olympia Host Lions:

The Host Lions partner with a wide range of organizations in the greater Olympia area. This includes supporting programs such as the Plum Street Tiny House Project, Union Gospel Mission, student testing for sight and hearing, the sensory garden at Swan Town, diabetic youth camp,

Project New Hope and the Northwest Lions EyeGlass Recycling Center.

## Joshua 1:Nine

Joshua 1:Nine aims to empower young Dominicans through education, coaching and the love of Christ to impact future generations as leaders in their communities, family and sport.

## Olympia Robotics Federation (OSDEF):

Olympia Robotics Federation is a high school robotics team sponsored by the Olympia School District. All proceeds are used to help purchase parts, materials and cover travel expenses for the team. The group promotes STEM education (science, technology, engineering & math) and represents Olympia with a team of 30 students and 10 volunteer mentors.

## Pacific Ohana Foundation:

The Pacific Ohana Foundation is dedicated to preserving the past to teach the future by promoting programs of arts and literature, historical and archival, and health and lifestyle content of the South Pacific Basin communities. Founded by the elders of the Pacific Rim Basin native people, our main interest is in passing on our ancestors' rich cultures, history, and genealogies.

## Paella Pro:

Paella Pro is working in collaboration the Gull Harbor

Lutheran Church. The Church uses the funds raised through the sale of paella to directly support many other local community service organizations around Thurston County.

## Transferring Financial Success:

TFS teaches a curriculum including financial growth, investment and general business knowledge to local youth. Proceeds are also used to award educational scholarship funding for higher education.

## VFW Post 318:

Post 318 is a local Veterans Service Office that helps

local area Veteran's and Active Duty Service Members and their families with VA claims and emergency assistance.

## Zonta Club of Olympia:

Zonta is a powerful organization creating positive change in women's lives. This is done through service projects, advocacy events, collaboration, fundraising and other work to improve women (and their families) lives on the local level and around the globe. The group grants funds each to other non-profit organizations whose work aligns with their overall mission.



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