



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$73,991

Organization/Agency Name: **Hands On Children's Museum**

Federal Tax ID Number: **91-1405065**

Event or Activity Name (if applicable):

Contact Name and Title: **Patty Belmonte, Executive Director**

Mailing Address: **414 Jefferson St. NE** City: **Olympia** State: **WA** Zip: **98501**

Phone: **(360) 956-0818 ext. 141**

Email Address: **director@hocm.org**

Check all service categories that apply to this application:

- ☒ **Tourism Promotion/Marketing**
- ☒ **Operation of a Special Event/Festival designed to attract tourists**
- ☐ **Operation of a Tourism Promotion Agency**
- ☐ **Operation of a Tourism-Related Facility owned or operated or non-profit organization**
- ☐ **Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality**

Check which one of the following applies to your agency:

(Note: per Olympia's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

- ☒ **Non-Profit** (Attach copy of current non-profit corporate registration with Washington Secretary of State)
- ☐ **Public Agency**

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature:

Date: 9/21/21

Printed or Typed Name: **Patty Belmonte**

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.

At a time when other family-focused Pacific Northwest cultural attractions have closed due to the pandemic, including Portland Children's Museum, Seattle Children's Museum, and Pacific Science Center, the Hands On Children's Museum has transformed its systems to allow safe, in-person visits for most of the past year. Not only are we still operating, but the Museum has also continued to draw visitors to Olympia from across the region and around the country.

Out of town visitor Tiffany wrote in a Facebook post, *"I brought my almost 4-year-old daughter to the children's museum a few weeks ago and oh my goodness! We absolutely loved it!!! We spent over 4 hours there and had so much fun! My daughter learned a ton. We will be back multiple times! We live in West Richland, WA!"*

Even with low-capacity visitation to promote safety, the Museum welcomed visitors from 27 states during its 2021 spring break weeks and served nearly 50,000 visitors this summer, including almost 10,000 visitors from more than 50 miles away including 49 states! These numbers represent significant progress in our efforts to rebuild visitation in a safe, responsible, and strategic way.

Prior to the pandemic, Hands On had documented 24 years of consecutive growth and was serving 325,000 annual visitors. In fact, it has been the largest and most visited children's museum in the Pacific Northwest since moving to its permanent home on Olympia's East Bay waterfront in late 2012. A true gem in our community, Hands On draws more annual visitation for a community of our size than any of the 300 children's museums nationwide. With the closure of both Portland and Seattle Children's Museums, we anticipate attracting even more visitors from these cities and their surrounding communities in the coming year.

A true destination museum, Hands On is consistently a top tier attraction in regional "Best of" competitions. It is rated a top Olympia attraction on TripAdvisor and has a 5-star ranking among 483 reviews. The quality of the Museum is the hallmark of its success and inspires out of town visitors like this one to write, *"We have visited many children's museums while raising our son and now with our grandsons. The HOCM is by far the best children's museum we have ever visited. Even during COVID they are able to offer a safe, extremely fun experience for our boys. There is so much to do and the boys (ages 6 & 7) just love going there. Definitely worth the trip from Seattle to spend time there. We usually spend the night...so the boys can swim after visiting the Museum."*

2.

2022 Tourism-Impact Estimate and 2021 Annual Report

(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.)

| As a direct result of your proposed tourism-related service, provide: | 2022 Estimate | 2021 Actual |
|---|---------------|--|
| a. Overall attendance at your event/activity/facility | 250,000 | 98,145 YTD thru 9/15 145,445 YE estimate with 4 th quarter projection |
| Attendees who traveled 50 miles or More | | |
| b. Number of people who travel more than 50 miles for your event/activity | 34,000 | 16,781 YTD thru 9/9 based on zip codes 21,170 YE estimate with 4 th quarter projection |
| c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country | 10,000 | 5,548 YTD thru 9/9 based on zip codes 7,397 YE estimate with 4 th quarter projection |
| 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 | 1,260 | 840 |
| 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 | 5,670 | 2,517 |
| Paid Nights One lodging night = one or more persons occupying one room for one night | | |
| f. Number of paid lodging room nights resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights) | 630 | 420 room nights (2 nights average) |

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

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) Zip Code Data

☐ Event Cancelled Due to CoVID Restrictions

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

The Museum promotes various Olympia hotels through our website by providing information for out of town guests and private event hosts. We know from past survey data that Museum visitors have stayed at many area hotels including DoubleTree by Hilton, Hilton Garden Inn, Towne Place Suites by Marriott, Hotel RL, Best Western, and the La Quinta Inn, among others. Overnight visitors have also lodged in VRBO and Airbnb rentals.

While the Museum does not have a host hotel, the DoubleTree by Hilton is our Hospitality Sponsor and a key lodging choice for private events held at the Museum including weddings, reunions, family celebrations, and corporate parties. They serve as the host hotel for Museum-related business and featured guests. For example, they hosted the band for our 2021 Summer Splash! Gala and provided rooms for the staff installing a major new exhibit in June.

In non-pandemic times, the Museum typically holds 40-50 private events in the evenings that generate an average of 200-300 room nights each year. While private events have been limited for much of the past year due to COVID restrictions, this summer we resumed our events program by holding smaller private events. New bookings are returning for fall and winter holiday parties, reunions, and weddings—all of which typically include room nights.

As an example, the Museum recently hosted a YoungLives of Alaska event that included three guests from Alaska who spent five nights at an area hotel, and three-quarters of the event attendees were from outside Thurston County. The event host posted this review, *"The Hands On Children's Museum provided an excellent venue and experience for our large group. The staff were extremely helpful, kind, and professional throughout the entire process. The museum itself is amazing! Age-appropriate activities for ALL children and interests."*

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

While this year's visitation has been heavily impacted by the pandemic, the Museum has still served nearly 100,000 visitors to date in 2021, including 16,781 visitors from 50 miles or more as of September 9th. This is a huge accomplishment, considering that the Museum was closed to the public for the first six weeks of the year and that we have continued to limit capacity to ensure safety.

Visitors have come from all around Washington State, the United States, and from other countries. In fact, while Washington State has about 719 unique zip codes, we have captured 1,384 unique zip codes so far in 2021. This is an increase of more than 100 unique zip codes over the previous year, which is further evidence of our successful efforts to rebuild visitation to pre-pandemic levels. LTAC dollars play a significant role in attracting these visitors by allowing us to promote the Museum in out of town markets which results in positive reviews

and referrals among friends and family. Direct referral is the single most important way to build visitation from out of town guests.

In addition to offering a beautiful facility and quality exhibits, Hands On has positioned itself as a destination children's museum by offering exciting and unique programs, more than four hours of engagement, and on-site amenities such as our store, café, and the East Bay Plaza. The Museum also features year-round special events that are largely geared around school breaks to attract out of town families when they are most likely to travel.

For instance, the summer-long Summer Splash! Festival includes traveling exhibits, special guests and performers, as well as featured activities. In 2021, nearly 50,000 Summer Splash visitors (including 10,000 from more than 50 miles) enjoyed sluicing for treasure, digging for dinos, sock skating, rock climbing, creating with various artists-in-residence, and exploring beehive science with Emmy award-winning writer and best-selling author Lynn Brunelle. Since each day of the festival offers new and exciting learning experiences, out of town visitors always encounter something novel and memorable no matter when they visit.

As Summer Splash! visitor Heather G. wrote in her 5-star Google review, *"Loved it! There was so much to see and do. The toddler had the time of his life. We all enjoyed ourselves, truly. It's beautifully done, well kept, staff were friendly, and lots of staff cleaning up and sanitizing throughout the day. Shout out to the wonderful artist who shared her edible watercolors! Was a fun extra activity to have."*

In the fall, the Museum hosts a popular Boo Bash event in association with Halloween. While this has historically been a two-day event, in 2019 we adjusted the format to multiple days to promote overnight stays. During the pandemic, we extended the event dates even further to include two weekends and a 10-day format. This change allowed for reduced capacity to keep people safe, while still serving as many families as possible. We had great success with this model in 2020, selling out every available timeslot and drawing more than 300 out of town visitors to this fun, unique opportunity for celebration at a time when many facilities and traditions remained on hold due to the pandemic.

Over the winter break, we fill the Museum with a variety of engaging seasonal activities and guests, such as wreath-making, holiday gift-making, and silk-screen printing. While guests love these options, we have heard from many families that they would like to have another kind of special holiday tradition at Hands On that is more like our Summer Splash! Festival. Suggestions include a light display and other special activities in our Outdoor Discovery Center at night so they could have a special local experience rather than traveling to metro areas such as Tacoma, Seattle, and Portland.

In 2021, LTAC funds are helping underwrite special guests and displays for the winter so we can build our holiday festival into a 4-week event. This year's event will be particularly special, as we were closed for the holiday season in 2020 due to the State's mandate. Given the closures of other major metro children's museums, we are excited to create a new holiday tradition to draw out of town families who are looking to provide their children with fun, memorable, and interactive experiences over the holidays.

As we have mentioned in previous LTAC applications, one of our most innovative marketing efforts in recent years was securing a feature on Blippi, a YouTube sensation who makes wacky educational videos for children ages 2-7. Blippi's first visit to the Museum in July 2017 resulted in a 20-minute video showing him playing and learning at Hands On. This video

now has more than 113 million views! In October 2020, Blippi returned and made another video that already has nearly 12.7 million views. With a combined total of 125.7 million views, these videos are often cited as a reason for drawing out of town visitors, including a family from a small town in Arkansas and another from Massachusetts this summer. Another summer visitor, Hun K. wrote on Yelp, *"Decided to take a mini vacation out of our normal area near Seattle. We decided to go where Blippi did a show on YouTube. We were not disappointed. Our two girls 4 and 2 loved it. So much stuff to do. You will need hours to have your kids enjoy all the activities and things to see and do. Best part of this museum is that they are super keen on keeping it cleaned and sanitized."*

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

For the past several years, Hands On has targeted four key tourism audiences with available funding. Target audiences include: 1) families with children or grandchildren under age 10 living along the I-5 corridor from Vancouver B.C. to Portland; 2) national and regional families who hold the Association of Children's Museums reciprocal membership pass; 3) out of town friends and family of Puget Sound residents who have children or grandchildren under the age of 10; and 4) Puget Sound area businesses, associations, and individuals who are looking for unique venues for special events.

With cultural research (Colleen Dilenschneider) confirming that families are opting for shorter road trips in their region rather than flights to more distant vacation destinations, we will use LTAC funding to intensify our focus on our primary target audience from Canada to Portland over the next year. We want to build on the success we've experienced this spring and summer by targeting major metro areas to the north and south of Olympia that are no longer served by a children's museum. In addition, now that Canadian border crossing is easing, we have included a plan to purchase digital advertising on Vancouver's top parenting sites.

Although the Museum experience is designed for the child, we know that to attract new and repeat visitors from out of town, it is critical that the adults, as well as the children, enjoy the destination. We continue to measure our success in creating a positive whole family experience by posts made by visitors. A recent 5-star review on Google exclaimed, *"If you're looking for some FAMILY FUN that is based around your children...This Is The Place To Go! As parents, we enjoyed ourselves just as much as our babies and that is priceless."*

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

The Museum works hard to ensure that LTAC funding is used in a way that is strategic, data-driven, leverages more advertising for the dollar, and demonstrates a good return on investment. Because we know that 92% of consumers trust endorsements by friends and family over all other forms of advertising, our marketing plan relies heavily on relationship marketing.

Social Media: In general, cultural research (Colleen Dilenschneider) shows that due to the pandemic, families expect to engage with cultural organizations digitally. From programming to ticketing to on-line engagement, our digital footprint must increase.

We have a dynamic presence on many social media sites, including Facebook, Instagram, and Twitter. Facebook has grown to over 16,000 followers with the help of LTAC-funded advertising—up another 1,000 visitors over last year. Additionally, we have 2,000

followers on Instagram and 1,600 followers on Twitter. We maintain 5-star ratings on sites like TripAdvisor, Google, Yelp, and Groupon, which generates a huge amount of the best forms of advertising—Word of Mouth and Consumer Generated Content. In turn, these posts attract the attention of everyone from individual users to social influencers across multiple categories including mommy bloggers and video bloggers who generate additional coverage.

In 2021, we used LTAC funding to build our brand on both Facebook and Instagram which increased our followers on both platforms. This is important since many younger populations are choosing Instagram while grandparents prefer Facebook. Finally, we will continue to work with social media influencers to enhance our Word of Mouth marketing to targeted audiences such as travel marketers like Expedia.

Advertising: The Museum's seasonal events represent the best opportunities to attract new and return visitors from out of town. As noted above, we have now documented two years of successes in growing 1-2 day events into multi-day events including Boo Bash and Ice Adventures. In 2021, we are planning a new winter festival, in the spirit of our Summer Splash! Festival, to coincide with three weeks of holidays that can be marketed to family audiences in Seattle and Portland through trusted and fruitful channels such as *Red Tricycle*, *PDX Parent*, and *Parent Map*. Next year we want to go deeper into the parenting sites in the metro areas around us especially since both Seattle and Portland no longer have children's museums.

Although we had to suspend some of our digital site advertising due to closure, we are returning to the successful strategy we implemented last year using the digital page takeovers which gave us a huge branding presence over a three-day period. During this time, visitors to *Red Tricycle's* website couldn't miss the fact that an exciting event was happening at Hands On. The home page takeovers had exceptional click-through rates relative to industry standards, demonstrating that they were successfully piquing the interests of targeted audiences. Now that travel restrictions are easing, we're excited by our new advertising plans to Vancouver B.C.-area families through their popular digital parenting sites which are the most cost-effective ways to reach new visitors.

Search & Display Remarketing: To attract out of town visitors, it is critical that Hands On emerges in Google searches such as "children's museums," "attractions," and "family-friendly events" in strategic markets outside of Olympia. LTAC funds will help fund Google ad words so that we pop up in online searches by families in markets where visitors are likely to come from. In addition, we plan to take advantage of other digital retargeting platforms that serve ads to families in the greater Northwest region that would be interested in the Museum as a family-friendly entertainment destination.

Website

Our surveys consistently show that after direct recommendation from a family or friend, the website is the second most significant factor in motivating families to visit the Museum. In fact, 77% of our website visitors are new! Our new, redesigned LTAC-funded website went live earlier this year. With this work we particularly focused on enhancing mobile responsiveness and ease of navigation. In 2021, 75% of the people who browsed our website were using a mobile device. Industry research shows that travelers, in particular, conduct searches from their

phones using key words such as attractions, museums, restaurants, etc.... near me. Our budget has a small amount dedicated to additional enhancements to aid visitors.

Radio Advertising

We advertise many weeks a year during our busiest out of town promotional periods on our flagship station KNKX as well as several out of area smaller market radio stations. KNKX is an appealing and effective marketing partner, as they serve an important target market for the Museum and have the largest geographic reach of any radio station in Washington State, with 325,000 listeners each week across 12 individual stations in Western Washington. Coverage is from Vancouver B.C. to Vancouver, WA and includes the coast to the mountains.

We continue to advertise key events on regional radio stations such as MIXX and we are increasing event advertising on smaller country music stations throughout the region since the family-friendly format of country music is a good match for the Museum and pulls an audience we don't typically reach through other forms of engagement.

Print Advertising

In general, we have moved away from print advertising as it is more costly and less effective than digital advertising. That said, some parenting publications provide print along with the digital buy for no additional investment. As such, we plan to continue our successful formula of advertising in digital versions, with print as a complement, in Portland and Seattle parenting publications including *Parent Map*, *PDX Parent*, and *Red Tricycle*. We also have a limited amount earmarked for the restart of our printed newsletter and one direct mail postcard to grandparents.

Rack Cards: We participate in rack card placement through the Certified Folder Display Service, which ensures that 30,000 pieces are accessible to tourists at Sea-Tac airport, visitor centers, Amtrak stations, hotels/motels, factory outlets, car rental offices, campgrounds, and on Washington State Ferries. As a regional destination, it is important to keep the Museum in front of tourists at these key locations. Due to the pandemic capacity restrictions, rack card distribution was paused until June 1, 2021. We anticipate that from June through December, 210,000 rack cards will be distributed this year.

Partnerships

We actively look for ways to partner with organizations to market the Museum to out of town visitors. Our CEO serves on the Board of Directors of Experience Olympia & Beyond, and the Museum supports the VCB's publications and advertising. We have had a long relationship with Alderbrook Resort and our cross promotional efforts to appeal to family road trip visitors resulted in their website referral to Hands On climbing to the #4 position this year. Through the Northwest Association of Youth Museums, we collaborate with 20 other children's museums to offer 2 for 1 admission discounts. At the national level, we advertise through the Association of Children's Museums reciprocal program, where families can visit more than 200 other children's museums nationwide for a discounted price. In a non-pandemic year, we typically attract thousands of visitors through these programs. Even during this very uncertain year, we hosted several hundred families from other regional and national children's museums.

Artist-in-Residence Series

As we've mentioned, featuring traveling exhibits and special programming is one of our successful strategies for drawing out of town visitors and repeat visitation. In the summer of 2020, we piloted an artist-in-residence program model to rebuild visitation by offering unique and engaging programming with visiting artists. This pilot was highly successful, prompting us to offer another series in 2021 which featured artists from Bainbridge Island, Seattle, and Olympia for 2-5 days each. This programming has been extremely popular with visitors. For example, Nature Painting with Isobel Coney and Printmaking with Mimi Williams both attracted more than 1,000 activity participants over multiple days in 2021. We are seeking LTAC funding to help support stipends for visiting artists-in-residence for 2022. This funding will allow us to secure high-profile artists who are likely to draw more visitors from out of town.

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

The Museum is a passionate advocate for visiting Olympia. We provide suggestions for family-friendly lodging, restaurants, shops, and activities, along with a link to Experience Olympia & Beyond on our website under the *Plan Your Visit* menu, which is easily accessible from every page. Our front desk staff includes certified tourism ambassadors who regularly share tourism information with out of town visitors. When the neighboring LOTT WET Science Center is open, we also partner with them to cross-promote to shared visitors and expand venue space for conferences and events. As Megan D. posted in her 5-star review on Yelp, *"Amazing! Great place to let the kids run around and use their imagination...Next door is a science museum to keep the party going."*

Surveys reveal that families visit many other businesses and attractions in conjunction with their visit to the Museum. Common attractions include the Farmers Market, East Bay Plaza & WET Center, Percival Landing and Olympia's waterfront, State Capitol, Lattin's Cider Mill, Estuarium, Music in the Park, Tenino Quarry Pool, State Fairs, and Boomshaka. Local parks and marinas are also on the visit list including Priest Point Park, Tumwater Falls, Capitol Lake, the Japanese Garden, the fountain, as well as Boston Harbor and Swantown Marinas. Museum visitors also shared that they were visiting breweries, downtown shops, antique shops, downtown restaurants, Captain Little, Capital Mall, and Costco.

Regionally, visitors planned to visit Portland, Seattle, and the coast as well as zoos, aquariums, NW Trek, Great Wolf Lodge, national and state parks, museums, and waterparks. Surveys and social media comments also showed a number of visitors who said that their primary reason visiting Olympia was the Hands On Children's Museum.

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.

Due to Public Facilities District agreements for our facility, we receive a share of sales tax revenue from the three cities and the county to pay the construction bonds for the Museum. As a PFD project, we have not requested additional funds outside of the PFD funds.

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

In last year's proposal, we anticipated a \$2.9M operating budget for 2021 and happily, we anticipate reaching or exceeding \$3M in revenue this year. For 2022, we are budgeting conservatively for \$3.5M. While this is still down from a \$4.1M pre-pandemic budget in 2019, it is significantly better than our 2020 budget of \$2.4M. We are applying for \$73,991 in LTAC funding, which is less than 2% of our operating budget, but a very critical funding source to rebuild our out of town visitation as COVID impacts improve and family travel becomes more robust.

Next year will be a critical transition year to reaching full post-COVID recovery by 2023. LTAC funding is essential in our efforts to rebuild and to continue to draw visitors from other markets. There is no other funder outside of LTAC that will fund advertising in out of town markets. It is important to note that your money goes twice as far when you invest in the Museum, because we are very successful in persuading most advertisers to match a portion or all of the City's investment.

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.]

The Museum has a proven track record of attracting out of town visitors from 50 miles or more—even during this pandemic which has seriously impacted the cultural sector. It is remarkable to consider that Hands On hosted visitors from every State and three countries, as documented by our zip code capture, during a year when most people were choosing not to travel. This fact, along with numerous visitor comments, confirm our strong reputation as a leading regional attraction and one that can offer a safe experience during a difficult time for families. As in the past, if full funding is not offered for 2022, we will prioritize our advertising buys based on the organizations that offer the best return investment. We appreciate your past support and strong consideration of the significant and positive data that we have presented.

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?

At a time when only 32% of children's museums were open nationwide, Hands On carefully reopened its doors in late July of 2020, developing its own best practices and setting the gold standard for how to successfully reopen a children's museum during a pandemic. The Museum developed extensive visitation protocols including pre-registration with timed entry and capacity limits. The Museum also recruited a health advisory committee led by infectious disease prevention specialist and Museum Board member Barb Soule.

In partnership with MaryBridge Multicare, the Museum created the Healthy Family entry station, which is still in place. The Museum's health and safety protocols have continued beyond the State's requirements and have received high accolades from our guests, as exemplified in these two five-star reviews. Patricia R. said, "My grandson had a blast! Thank you for providing hand washing prior to children entering! We felt safer this way!" and Beth M.

noted, *"The staff was incredibly quick to clean and sanitize behind my child. Very friendly and the place was so much fun!"*

Seattle's Child Print Magazine

EXPLORE A MUSEUM WITH YOUR CHILD TODAY!

HANDS ON CHILDREN'S MUSEUM

SCAVENGER HUNT

Don't miss these five exciting discoveries at Hands On Children's Museum

CHECK THEM OFF AS YOU FIND EACH ONE!



New Bouldering on the Beach

Build confidence and problem-solving skills while free climbing on a giant boulder and other structures on the Puget Sound Beach.

1



Balcano

Get your hands wet and experience the different states of water. Play with a steam bell and launch balls into the 8-foot-tall water vortex.

2



Megan D Schooner

Captain an authentic wooden schooner, climb a 6-foot rope ladder, play in the crow's nest, navigate the ship's rickety bridge to explore the hull.

3



Airways Maze

Send scarves and yarn balls through a 25-foot Airways Maze and try to catch them! Change the air flow direction and watch how the pathway changes.

4



Tides to Trees Climber

Climb to the second story and wind down the stream slide or continue climbing to the giant eagle's nest perched 20 feet in the air.

5



What kids will love:

150 interactive exhibits including new Bouldering on the Beach exhibit, Megan D Schooner, Art Studio & MakeSpace, two-story Climber and Stream Slide, Balcano, Emergency!, and more. Plus, unique Outdoor Discovery Center, Lighthouse Lookout, outdoor tinkering stations, and water play inside and out. Summer long "Summer Splash!" event* features themed adventures, special guests, and activities.

What parents will love:

Washington's award-winning museum on Olympia's waterfront adjacent to WET Science Center and Plaza with 250' interactive stream. Near downtown, Farmer's Market, and Percival Landing. Clean and beautiful facility with fresh foods, in the PlayDay Café. Voted "Best Family Fun Destination" by Showcase Magazine & The Olympian Best of South Sound.

MUSEUM INFO

Website: www.hocm.org

Address: 414 Jefferson St. NE, Olympia, WA 98501

Hours: www.hocm.org/hours-admissions

Admission: General Admission (18 mo-64 yrs) \$14.95, Seniors (65+) \$12.95, Military/First Responder/Foster Family (with valid ID) \$12.95, FREE for members

Free/Discounted Museum Days: EBT Cardholders: First 2 guests free/each add. \$2

Special Events: Summer Splash! (June-Aug), Boo Bash (Oct), Noon Year's (Dec 31), Ice Adventures (Jan), Spring Break Weeks (Mar-April)

Summer Camps: www.hocm.org/summercamp

Weekend/After School: www.hocm.org/cal

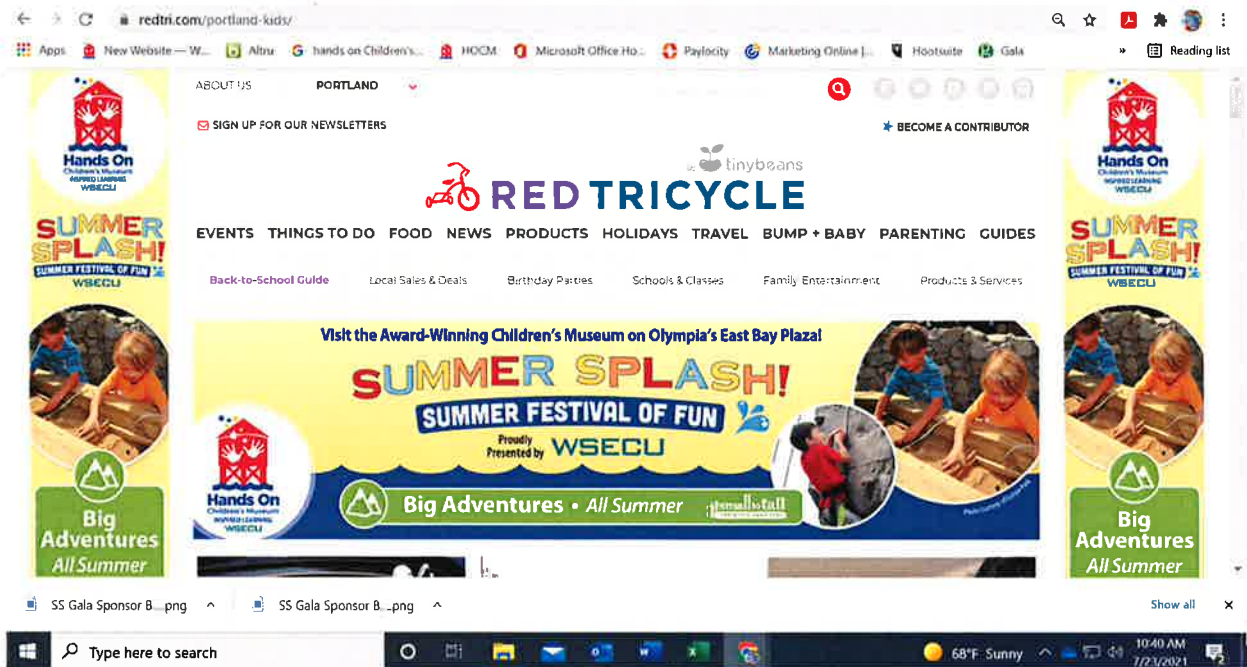
Museum Cafe: Yes

Family-Friendly Features: Preschool, Sensory Friendly Hour (Sundays), Birthday Parties, Private Events

COVID-19: Please visit www.hocm.org/covid-19 for updates

Red Tricycle: Digital Home Page Take Overs

in Seattle & Portland



PDX Parenting: Print & Digital

Print Ad June/July



Visit the Award-Winning Children's Museum On Olympia's East Bay Waterfront

SUMMER SPLASH!
SUMMER FESTIVAL OF FUN
Proudly Presented by WSECU

New Exhibit!

Photo from El Dorado Boulders

Photos taken pre Covid-19

Big Adventures

New! **Bouldering on the Beach Exhibit**
Sluicing for Treasure • Digging for Dinos
Rock wall • Scribble Stones • Visiting Artists
Sock Skating • Sailboat Regatta • Solar Days

★macy's MaryBridge Children's MultiCenter 4141 1st Ave S • 360.956.0818

Explore!
150 Exhibits • MakeSpace • Art Studio
Nature Play • Outdoor Discovery Center

Online reservations required.
Visit hocm.org

414 Jefferson St. NE • Olympia, WA 98501 • (360) 956-0818 • www.hocm.org

pdxparent

From our friends at the Hands On Children's Museum

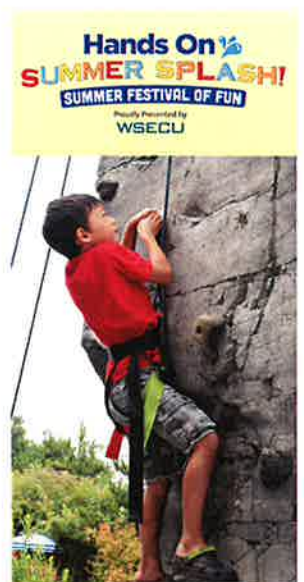
Experience Big Adventures at the Hands On Children's Museum All Summer Long



Hands On
SUMMER SPLASH!
SUMMER FESTIVAL OF FUN
Proudly Presented by WSECU

Visit the award-winning Hands On Children's Museum in Olympia, Washington for a summer packed with big adventures during the annual Summer Splash! Festival of Fun, sponsored by WSECU.

Make your online reservations today!



ParentMap Print & Digital

Print Ad May/June



Visit the
**Award-Winning
Children's Museum**
On Olympia's East Bay Waterfront

SUMMER SPLASH!
SUMMER FESTIVAL OF FUN
Proudly Presented by **WSECU**

New Exhibit!



Photo from El Dorado Boulders

Photos taken pre Covid-19

Big Adventures

New! **Bouldering on the Beach Exhibit**
Sluicing for Treasure • Digging for Dinosaurs
Rock wall • Scribble Stones • Visiting Artists
Sock Skating • Sailboat Regatta • Solar Days

Explore!
150 Exhibits • MakeSpace • Art Studio
Nature Play • Outdoor Discovery Center

Online reservations required.
Visit hocm.org

414 Jefferson St NE • Olympia, WA 98501 • (360) 956-0818 • www.hocm.org

Parent Map

Summer Fun + Play

Dive into summer with these local activities and adventures.

Sponsored Content



Discover the history and culture of Tulalip

The scoop: Enjoy interactive learning through displays that introduce you to



KidsQuest: Choose your start time, stay and play!

The scoop: Enjoy 25 diverse exhibits for kids of all ages in our air-



Celebrating Summer Splash at Hands On Children's Museum

The scoop: Enjoy big adventures all summer long. Climb the rock wall, sluice for treasures, dig for dinos and so much more. [More ►](#)

Ages: 0-10



Child Wonder the World: A new play space

The scoop: Celebrate the diversity of the world. Come explore, enjoy and learn from the great big world of wonder we live in. [More ►](#)

Ages: Infant-8



Visit the
**Award-Winning
Children's Museum**
On Olympia's East Bay Waterfront

SUMMER SPLASH!

SUMMER FESTIVAL OF FUN

Proudly
Presented by **WSECU**

New Exhibit!

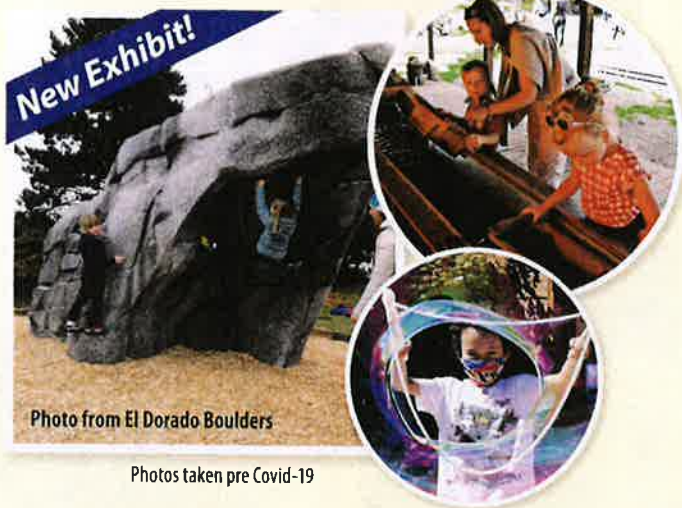


Photo from El Dorado Boulders

Photos taken pre Covid-19



Big Adventures

New! Bouldering on the Beach Exhibit

Sluicing for Treasure • Digging for Dinos

Rock wall • Scribble Stones • Visiting Artists

Sock Skating • Sailboat Regatta • Solar Days



Explore!

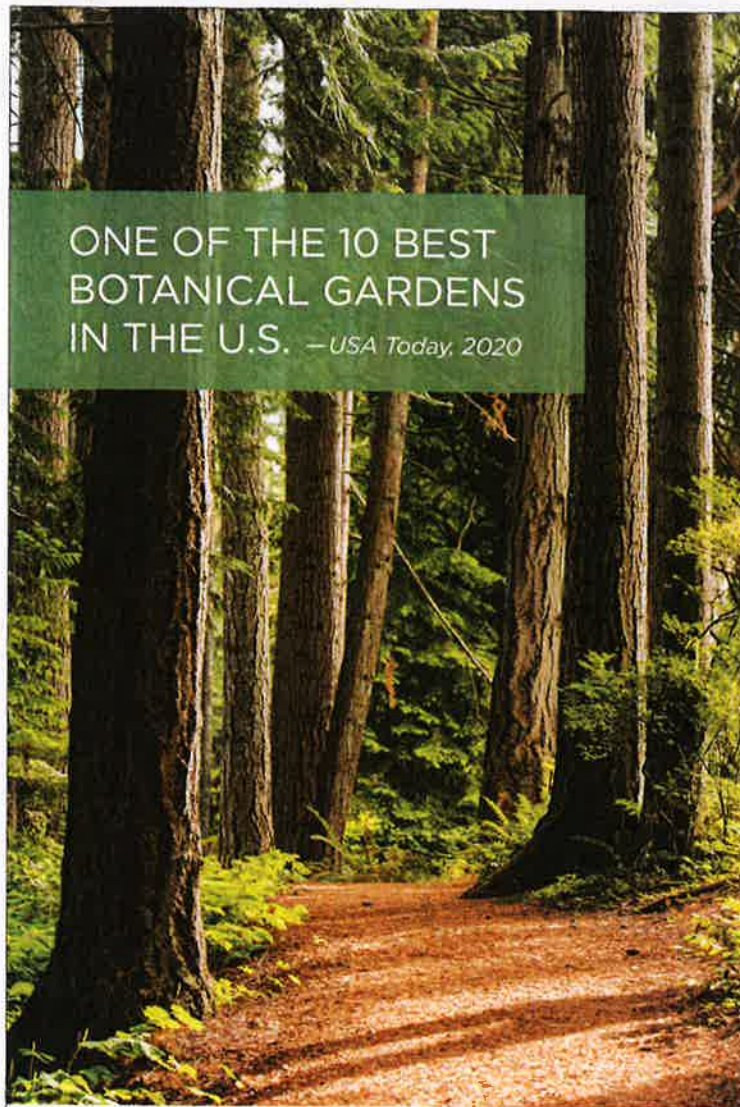
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ONE OF THE 10 BEST
BOTANICAL GARDENS
IN THE U.S. — *USA Today*, 2020



A short ferry ride from downtown Seattle, there is a place where kids (and adults) of all ages can discover the wonders of Nature.

Step into the ever-changing landscapes of Bloedel Reserve on Bainbridge Island—150 acres of sculpted gardens, blooming meadows, verdant forests, water, wildlife, and comfortable trails designed especially for exploring the beauty that is the Pacific Northwest.

Come discover what a walk
in the woods can do.

Book your visit at
bloedelreserve.org/tickets.



**BLOEDEL
RESERVE**



OPEN TUES-SUN. | 206-842-7631 | bloedelreserve.org



Lodging Tax Economic Impact 2021 Year to Date



Key Economic Impacts* 2021

Hotel Stays \$63,000
(Based on \$150/per room night)

Museum Store, Cafe & Parking Sales Tax \$12,749

Tourism Impact \$4.5M
(Includes day visitors, overnight visitors, taxes and other indicators)

** Per Runyan & Associates Tourism Calculator*

Total Visitation 2021 Year to Date

*Includes 6 week pandemic closure (1/1/2021 - 2/22/2021)

98,411*

*YTD 9/16/21

Visitors 50 Miles+

Includes out of state visitors from 50 states

16,781

5,548

Top 5 States for Out of State Visitation

1. Oregon 2. California 3. Texas 4. Arizona 5. Colorado

Zip Codes Grow as Travel Restrictions Ease

For Reference: # of Zip Codes in WA State approx. 719

1,384*

*100 more than 2020

Spring Break Weeks

Total visitation

Visitors from 50+ miles & 27 states

11,213

1,681

Summer Splash Festival Mid June - Labor Day

Total visitation in 2021

Visitors from 50 miles+

47,458

9,966

Room Night Profile

Estimate based on zip codes & visitor reports

2021 YTD Room Night Estimate

420

New Blippi Video Draws Visitors Even During the Pandemic

Guests visit from states as far away as Massachusetts

- The Museum is featured in 9 Blippi videos
- 113 million views of video produced 4 years ago
- 12.73 million views of new footage released last year
- 125.73 million total views of all Blippi videos



Total Web Visits (Source: Google Analytics)

Total new web visits

77% of visitors are new!

Total new web visits from outside Thurston County

75% of new visitors are from outside Thurston County

209,226

122,175

91,514

Top 10 Cities for Web Visitors

1. Seattle 2. Lacey 3. Olympia 4. Tacoma 5. South Hill 6. Portland

Top Referral Sites That Drive Website Visitation

- facebook.com
- alderbrookresort.com
- thurstontalk.com
- parentmap.com
- pdxparent.com
- linkedinprofile on Instagram
- yelp.com
- redtri.com
- greatwolf.com

Facebook Followers

16,000

Instagram Followers

2,000

In 2021, the Museum demonstrated its strong reputation as a destination attraction for visitors outside of Thurston County. Even while other museums were closed, Hands On made a significant effort to attract visitors during spring and summer breaks while providing a safe and memorable visit. Surprisingly, to date, we have hosted visitors from every state and 3 countries during the pandemic year.

Arkansas Family Tagged the Museum in Online Video

Let's Go to Olympia, WA!



Girl from Lavaca, Arkansas (pop. 2289) wants to visit Olympia, WA & Hands On after seeing it on Blippi.

Instagram Post from a Family Who Visited from Massachusetts



srobbs87 mentioned you in a comment: Hi @blippi! My sons birthday is next week and we will be traveling to Washington from Massachusetts to visit places you have gone! We will be visiting @kjsbakery for some special birthday cupcakes and @handsonchildrensmuseum for some birthday fun!!! We will share pictures! :dh



The website is cited as the #2 reason for attracting out of town visitors just behind word of mouth. In 2020 & 2021, we redesigned the website with LTAC funding to make it mobile friendly. That's because 75% of the people who browsed our website in 2021 were using a mobile device. Industry research shows that travelers in particular conduct searches from their phones using key words such as attractions, museums, restaurants, etc...."near me."

LTAC funds paid for advertising on Facebook, Red Tricycle, Parent Map & PDX Parent—all among the top referral sites driving web visitation. Our partnership with attractions like Alderbrook Resort drive web visitation.

Updated as of 9/20/2021

| DRAFT Hands On Children's Museum Operating Budget | 2022 Draft Budget |
|--|----------------------------------|
| INCOME | |
| Admission Programs | |
| Private Events | 40,000 |
| Birthday Parties | 90,000 |
| Field Trips | 80,000 |
| General Admissions | 716,419 |
| Partner Programs, Ed Events & Kits | 30,000 |
| Off-Site Programs | 5,500 |
| Workshops/Camps | 145,000 |
| Preschool Classes | 293,000 |
| Total Admission Program Income | 1,399,919 |
| Memberships | 681,382 |
| Corporate Memberships | 20,000 |
| Net Food Sales | 107,500 |
| Net Store Sales | 69,660 |
| Penny Machine | 200 |
| Parking Income | 89,446 |
| Locker Fees | 4,468 |
| Misc & Dividend Income | 5,000 |
| Net Food, Store & Misc. Income | 276,274 |
| Total Earned Income | 2,377,575 |
| Unrestricted Contributions | |
| Summer Splash Gala | 425,000 |
| Total Fundraising Events | 425,000 |
| Corporate | 300,000 |
| Leadership | 25,000 |
| Foundations | 105,000 |
| Individuals/CFD | 35,527 |
| Leadership | 120,000 |
| Donation jar/funnel | 3,000 |
| Government | 120,000 |
| Total Donations | 708,527 |
| Total Contributed Income | 1,133,527 |
| Total Income | 3,511,102 |
| Capital Contribution to Operating | 0 |
| Gross Revenue | 3,511,102 |

| DRAFT Hands On Children's Museum Operating Budget | 2022 Draft Budget |
|--|----------------------------------|
| EXPENSE | |
| Operating Expenses | |
| Advertising | 46,160 |
| Bad Debts/Misc | 50 |
| Bank/Merchant Fees | 70,000 |
| Board Meeting | 5,000 |
| Cash over/short | 55 |
| Development Expenses | 12,000 |
| Dues and Subscriptions | 5,000 |
| Summer Splash Gala | 80,000 |
| Insurance | 42,335 |
| Interest Expense | 1,500 |
| Bridge Loan Interest | 120,000 |
| Taxes & Licenses | 1,500 |
| Advertising, Events & General Expense Total | 383,600 |
| Visitor Engagement Expenses | |
| On-site Activities & Guests | 28,000 |
| New Exhibits | 5,000 |
| Exhibit (repairs) | 6,000 |
| Exhibit Maint (routine) | 13,000 |
| Exhibits/Art Supplies | 12,000 |
| Total Visitor Engagement | 64,000 |
| Personnel Expenses | |
| Wages | 1,925,000 |
| Payroll Taxes | 192,500 |
| Benefits | 135,000 |
| 401(k) Match | 10,000 |
| Direct Deposit/ADP Fee | 10,000 |
| Employee Search | 2,500 |
| Contract Labor | 28,000 |
| Camps/Workshop Teachers | 2,250 |
| Total Personnel Expenses | 2,305,250 |
| Postage & Mailings | 10,000 |
| Printing, Repro | |
| Graphic Design/Photography | 0 |
| Copiers - copies & maint | 15,000 |
| Printing | 11,000 |
| Web Design/Maint | 3,000 |
| Total Printing/Repro | 29,000 |
| Professional Education | 3,000 |
| Professional Fees | 10,000 |
| Rent (storage & parking) | 22,800 |

| DRAFT Hands On Children's Museum Operating Budget | 2022 Draft Budget |
|--|----------------------------------|
| Bldg Ops & Maint | |
| Bldg Repairs & Maint | 24,443 |
| Elevator maint & monitoring | 3,437 |
| Fire alarm, inspection & sec.monitoring | 1,191 |
| HVAC Maint | 500 |
| Equip | 8,000 |
| Janitorial | 75,600 |
| Janitorial/Bldg Supplies | 25,000 |
| Landscaping Maint | 6,202 |
| Parking Lot | 2,700 |
| Utilities | 65,000 |
| Total Bldg Ops & Maint | 212,073 |
| Computers | |
| Computer Equip & Software | 32,000 |
| Computer Rep/Maint | 5,000 |
| Total Computers | 37,000 |
| Supplies: | |
| Education | 3,000 |
| Preschool | 5,000 |
| Parties | 3,800 |
| Private Events | 4,000 |
| Gift Shop | 500 |
| Partner Programs, Ed Events & Kits | 34,181 |
| Off Site Events | 414 |
| Field Trips/Groups | 350 |
| Office & Visitor | 13,000 |
| Emp & Volunteers | 10,000 |
| Camps/Workshop Supplies | 7,500 |
| Total Supplies | 81,745 |
| Telephone, Cable & Internet | 13,000 |
| Travel: Meals | 0 |
| Lodging | 0 |
| Mileage | 1,700 |
| Transportation & Van | 2,562 |
| Total Travel | 4,262 |
| Total Expenses | 3,175,730 |
| Capital Loan Principal Payments | -335,372 |
| Net Surplus/Loss | 0 |



STATE OF
WASHINGTON

Nonprofit Corporation

BUSINESS LICENSE

HANDS ON CHILDREN'S MUSEUM
414 JEFFERSON ST NE
OLYMPIA, WA 98501-2201

UNEMPLOYMENT INSURANCE - ACTIVE
MINOR WORK PERMIT - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

Issue Date: Nov 25, 2020
Unified Business ID #: 601059897
Business ID #: 001
Location: 0003
Expires: Dec 31, 2021

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #18178 - ACTIVE

DUTIES OF MINORS:

Ages 16-17: Replace exhibit props, re-set rooms, setup, prep & assist parties/camps/arts/crafts, community events, cash register, supervise children, copy, phones

LICENSING RESTRICTIONS:

It is the business's responsibility to comply with minor work permit requirements. See WAC 296-125-030 and WAC 296-125-033 for Non-Agricultural and WAC 296-131-125 for Agricultural guidelines and restricted activities.

Service occupations: if a minor works past 8:00 p.m., minor must be supervised by a responsible adult employee who is on the premises at all times. WAC 296-125-030(30)

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

STATE OF WASHINGTON

JB1: 601059897 001 0003

Expires: Dec 31, 2021

HANDS ON CHILDREN'S MUSEUM
414 JEFFERSON ST NE
OLYMPIA, WA 98501-2201

UNEMPLOYMENT INSURANCE -
ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
MINOR WORK PERMIT - ACTIVE
TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#18178 - ACTIVE

BUSINESS INFORMATION

Business Name:

HANDS ON CHILDREN'S MUSEUM

UBI Number:

601 059 897

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

414 JEFFERSON ST NE, OLYMPIA, WA, 98501, UNITED STATES

Principal Office Mailing Address:

414 JEFFERSON ST NE, OLYMPIA, WA, 98501, UNITED STATES

Expiration Date:

12/31/2021

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

12/11/1987

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

THE HANDS ON CHILDREN'S MUSEUM STIMULATES CURIOSITY, CREATIVITY AND LEARNING THROUGH FUN INTERACTIVE EXHIBITS AND PROGRAMS FOR CHILDREN, ADULTS, FAMILIES AND GROUPS.

REGISTERED AGENT INFORMATION

Registered Agent Name:

PATRICIA BELMONTE

Street Address:

414 JEFFERSON ST NE, OLYMPIA, WA, 98501-0000, UNITED STATES

Mailing Address:

GOVERNORS

| Title | Governors Type | Entity Name | First Name | Last Name |
|----------|----------------|-------------|------------|-----------|
| GOVERNOR | INDIVIDUAL | | JAMIN | MAY |
| GOVERNOR | INDIVIDUAL | | MARSHA | LONG |
| GOVERNOR | INDIVIDUAL | | TIM | MADELEY |
| GOVERNOR | INDIVIDUAL | | GARY | SCHNEIDER |
| GOVERNOR | INDIVIDUAL | | BOB | HECK |

| Title | Governors Type | Entity Name | First Name | Last Name |
|--------------|-----------------------|--------------------|-------------------|------------------|
| GOVERNOR | INDIVIDUAL | | ADAM | ADRIAN |
| GOVERNOR | INDIVIDUAL | | SHELLY | BADGER |
| GOVERNOR | INDIVIDUAL | | MITCH | DIETZ |
| GOVERNOR | INDIVIDUAL | | MARCELLE | GONZALEZ |
| GOVERNOR | INDIVIDUAL | | JULIA | GORTON |
| GOVERNOR | INDIVIDUAL | | EMILY | MCMASON |
| GOVERNOR | INDIVIDUAL | | LEN | FAUCHER |
| GOVERNOR | INDIVIDUAL | | MEGAN | DUFFY |
| GOVERNOR | INDIVIDUAL | | MARY CATHERINE | MCALEER |
| GOVERNOR | INDIVIDUAL | | BARB | SOULE |
| GOVERNOR | INDIVIDUAL | | ERIC | FOLEY |
| GOVERNOR | INDIVIDUAL | | LINDSAY | PAYLOR |
| GOVERNOR | INDIVIDUAL | | ADAM | TENENBAUM |

Projected LTAC Budget for 2022 for Out of County Visitors
Hands On Children's Museum

Indicates new areas of Investment

| | Market | Strategy | LTAC 2022 |
|---|-----------------------|--------------------------|-------------|
| Digital | | | \$ 18,380 |
| Hootsuite Monthly Subscription | | | \$ 380 |
| | | | |
| Facebook & Instagram Paid Advertising | Metro SEA/PDX | Spec campaign visitation | \$ 2,900 |
| | | | |
| Red Tricycle (Portland & Seattle) | Metro SEA, Metro PDX | General visitation | \$ 8,600 |
| ParentMap (Seattle) | Metro SEA | General visitation | \$ 3,250 |
| PDX Parent (Portland) | Metro PDX | General visitation | \$ 3,000 |
| Seattle's Child (Seattle) | Metro SEA | General visitation | \$ 250 |
| | | | |
| Web | | | \$ 5,500 |
| HOCM Website | | | |
| Website Enhancements | Out of TC Visitors | General visitation | \$ 3,000.00 |
| Digital Marketing (Google Ads, Geo-Fencing, etc.) | Out of TC Visitors | General visitation | \$ 2,500.00 |
| | | | |
| Radio | | | \$ 17,500 |
| KNKX-Public Radio | | | |
| June | Western WA & B.C. | Summer visitation | \$ 2,000 |
| July | Western WA & B.C. | Summer visitation | \$ 4,000 |
| August | Western WA & B.C. | Summer visitation | \$ 2,000 |
| Boo Bash | Western WA & B.C. | Boo Bash | \$ 2,000 |
| Dec (x2 - Holiday & Noon Year's) | Western WA & B.C. | Winter visitation | \$ 4,000 |
| | | | |
| MIXX | | | |
| Spring Break Schedule | Western WA | Event visitation | \$ 200 |
| Summer 3 months | Western WA | Summer visitation | \$ 600 |
| Boo Bash | Western WA | Event visitation | \$ 300 |
| Winter Holidays | Western WA | Winter visitation | \$ 400 |
| | | | |
| KAYO | | | |
| June Summer Splash (in-kind package) | Western WA | Summer visitation | \$ 500 |
| July Summer Splash (in-kind package) | Western WA | Summer visitation | \$ 500 |
| Aug Summer Splash (in-kind package) | Western WA | Summer visitation | \$ 500 |
| Winter Holidays | Western WA | Winter visitation | \$ 500 |
| | | | |
| Print | | | \$ 15,914 |
| Olympia VCB | | | \$ 2,965 |
| 1 ad in VCB visitor guide | Visitors coming to TC | General visitation | |
| | | | |
| Parent Map | | | |
| May Summer Adventure Guide - 1/2 pg | Parents, Metro SEA | Summer visitation | \$ 900 |
| June - 1/2 pg ad | Parents, Metro SEA | Summer visitation | \$ 900 |
| July - 1/2 pg ad | Parents, Metro SEA | Summer visitation | \$ 900 |
| October - Winter Adventure Guide -1/2 pg H | Parents, Metro SEA | Winter visitation | \$ 900 |
| Holiday Guide - 1/2 pg | Parents, Metro SEA | General visitation | \$ 900 |
| | | | |
| PDX Parent | | | |
| June-July Summer Fun | Parents, Metro PDX | General visitation | \$ 1,000 |
| Nov. Kids Heart Museums Special Section | Parents, Metro PDX | General visitation | \$ 1,750 |
| | | | |
| Seattle's Child | | | |
| July - Museums are for Kids 1/2 Page | Parents, Metro SEA | Summer visitation | \$ 900 |
| | | | |
| Westcoast Families (Canadian) | | | |
| Feb/Mar | Vancouver B.C. Metro | Spring visitation | \$ 744 |
| April/May | Vancouver B.C. Metro | Summer visitation | \$ 744 |
| June/July | Vancouver B.C. Metro | Summer visitation | \$ 744 |
| | | | |
| Island Parent (Canadian) | | | |
| Feb/Mar | Vancouver B.C. Metro | Spring visitation | \$ 704 |
| April/May | Vancouver B.C. Metro | Summer visitation | \$ 704 |
| June/July | Vancouver B.C. Metro | Summer visitation | \$ 704 |
| | | | |
| WSDOT Highway Signage | | | |
| Tourism signage | Highway travelers | General visitation | \$ 455 |
| Rack Cards | | | \$ 4,500 |
| Monthly distribution and printing | Puget Sound Visitors | General visitation | \$ 4,500 |
| Direct Mail | | | \$ 3,897 |
| Applause Newsletter Printing (4x per year) - 30% to Out of County | | | |
| Spring Applause | Out of TC Visitors | Seasonal visitation | \$ 646 |
| Summer Applause | Out of TC Visitors | Seasonal visitation | \$ 646 |
| Fall/Winter Applause | Out of TC Visitors | Seasonal visitation | \$ 646 |
| | | | |
| Applause Newsletter Postage (4x per year) - 30% to Out of County | | | |
| Spring Applause | Out of TC Visitors | Seasonal visitation | \$ 503 |
| Summer Applause | Out of TC Visitors | Seasonal visitation | \$ 503 |
| Fall/Winter Applause | Out of TC Visitors | Seasonal visitation | \$ 503 |
| | | | |
| Applause Newsletter Mailing Fees (4x per year) - 30% to Out of County | | | |
| Spring Applause | Out of TC Visitors | Seasonal visitation | \$ 150 |
| Summer Applause | Out of TC Visitors | Seasonal visitation | \$ 150 |
| Fall/Winter Applause | Out of TC Visitors | Seasonal visitation | \$ 150 |
| | | | |
| Artist in Residence | | | |
| Enhanced Artist in Residence Series | Out of TC Visitors | Seasonal visitation | \$ 7,500 |
| Summer Splash Street Banner | | | \$ 800 |
| Replace Street Banner | | | 800 |
| | | | |
| Total | | | \$ 73,991 |