



# 2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$

Organization/Agency Name: Olympia Downtown Alliance

Federal Tax ID Number: 91-1460653

Event or Activity Name (if applicable): Love Oly Summer Fest

Contact Name and Title: Todd Cutts, Executive Director

Mailing Address 120 State Avenue NE #1031 City Olympia State WA Zip 98501

Phone 360-357-8948

Email Address [tcutts@downtownolympia.org](mailto:tcutts@downtownolympia.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:

Date:

9/22/21

Printed or Typed Name:

TODD CUTTS

①

## 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.

#### Overview

Love Oly Summer Fest was a first year event in 2021, generously supported by the Lodging Tax and the City of Olympia. The event was held 8 Saturdays in July and August from noon-6. The event took place in the area of 5th Avenue and Washington Street, bounded by Capitol Way, Legion, and 4th Avenue. In 2022, the event is again planned for a similar timeframe. The Alliance is currently considering programming either 4 or 8 Saturdays.

#### Programming

-ACTIVITY AREA-5th Avenue from Capitol Way to Washington Street will include activities to engage community members. These activities will be actively managed by the Hands on Children's Museum. Activities could include: arts and crafts projects, games, ping pong, bean bag toss, sidewalk chalk, hula hoop, bubble blowing, face painting, balloon twisting.

-COMMUNITY GROUP AREA-Washington Street from 4th Avenue to 5th Avenue may include multiple community groups promoting their causes.

-ENTERTAINMENT AREA-5th Avenue from Washington Street to Franklin will include live performances from local musicians. The Alliance will partner with the Olympia Film Society to book the acts. These will include both headline acts and acts geared toward children and families. In additions, buskers will be hired to spread around the event to supplement these performances.

-BIERGARTEN-Washington Street from 5th Avenue to Legion Way will offer a biergarten, featuring locally brewed beer, cider, and wine, managed by the Downtown Alliance.

-PUBLIC ART AREA-The intersection of Washington Street and 5th Avenue will feature rotating displays of public art by local artists.

#### Attendance

While the nature of the open street festival makes measuring attendance a challenge, we estimated an average of approximately 1,000 attendees per event Saturday in 2021. In 2022, we estimate an average of 1,250 attendees. Tourists will travel to the events to experience Olympia. Given the trend for vacation close to home, we expect many visitors to attend from the state of Washington and more broadly, the Pacific Northwest. As we build the brand of the event, we believe that this attendance will continue to grow.

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<b>2022 Tourism-Impact Estimate and 2021 Annual Report</b> <i>(The 2021 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2021. The "actual" figures must be based on locally documented data and must not be estimates themselves. The City recognizes that there is a very high likelihood that your event was cancelled, if so please indicated "cancelled event" in 2021 Actual)</i>		
As a direct result of your proposed tourism-related service, provide:	2022 Estimate	2021 Actual
a. Overall attendance at your event/activity/facility	10,000	8,000
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	1,000	800
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	8
<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	50	40
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	50	40
<b>Paid Nights</b> One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	25	20

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

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

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

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**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.**

Doubletree by Marriott.

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

As indicated in the above estimates, the event attracted steady audiences throughout the day and large volumes over the life of the event. We expect the event to grow in 2022 in the absence of a pandemic (we hope) and the willingness of visitors from all of the Pacific Northwest to travel more freely.

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

Our target audience is two-fold. We will work to attract visitors from the state of Washington and more broadly, the Pacific Northwest, by working with Experience Olympia and Beyond. We also will work to attract attendees from our own community. Between the activities, performances, community groups, and biergarten, we expect this event to appeal to a broad range of demographics.

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

We will use the following tactics to attract attendees/tourists:

Targeted social media campaign

Paid advertising

Public relations campaign

Partnership with Experience Olympia and Beyond

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

In a post event survey of small businesses downtown, 81% of respondents agreed that Summer Fest was a success. The event served to increase customer traffic downtown to downtown businesses.

Concurrently, we will continue to work on our "Why I Go Downtown" campaign, which highlights downtown's lodging establishments, restaurants, and businesses located in downtown Olympia. The event will be a featured attraction in the campaign.

**10. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.**

No.

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

\$130,000 overall budget. 38% of funding is requested to come from lodging tax.

**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.]**

It is likely that marketing would be significantly cut from the budget. The number and quality of performers at the festival would likely be impacted. The quality of production, including stage and audio/visual, may also be impacted.

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?

Given current requirements, masks would likely be required should attendance exceed 500.

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SUMMER FEST 2022 BUDGET			
Revenue			
	Contract-Lodging Tax		\$ 50,000.00
	Contract-City (Federal Stimulus)		\$ 40,000.00
	Sponsorships		\$ 20,000.00
	Biergarten		\$ 10,000.00
	Alliance investment		\$ 10,000.00
Revenue-Total			\$ 130,000.00
Expense			LTAC FUNDS
	Marketing	\$ 11,400.00	\$ 10,000.00
	Insurance	\$ -	
	Donations (grants)	\$ 2,400.00	
	Supplies	\$ 5,000.00	
	Outside contractors	\$ 70,077.00	\$ 20,000.00
	Performers	\$ 24,400.00	\$ 20,000.00
	Permits	\$ 4,080.00	
	Rent	\$ 1,000.00	
	Equipment/Supplies	\$ 11,600.00	
Expense-Total		\$ 129,957.00	
Expense-Total with 10% contingency		\$ 142,952.70	

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Filed  
Secretary of State  
State of Washington  
Date Filed: 10/06/2020  
Effective Date: 10/06/2020  
UBI #: 601 418 932

## Amended Annual Report

### BUSINESS INFORMATION

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Business Name:  
**OLYMPIA DOWNTOWN ASSOCIATION**

UBI Number:  
**601 418 932**

Business Type:  
**WA NONPROFIT CORPORATION**

Business Status:  
**ACTIVE**

Principal Office Street Address:  
**116 5TH AVE SE, OLYMPIA, WA, 98501-6982, UNITED STATES**

Principal Office Mailing Address:  
**120 STATE AVE NE P.M.B. #1031, OLYMPIA, WA, 98501, UNITED STATES**

Expiration Date:  
**10/31/2021**

Jurisdiction:  
**UNITED STATES, WASHINGTON**

Formation/Registration Date:  
**10/13/1992**

Period of Duration:  
**PERPETUAL**

Inactive Date:

Nature of Business:  
**TRADE ASSOCIATION, NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS**

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

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Registered Agent Name	Street Address	Mailing Address
DAVID D. CULLEN, ATTORNEY'S & COUNSELORS	1800 COOPER PT RD SW BLDG 11, OLYMPIA, WA, 98502-0000, UNITED STATES	

### PRINCIPAL OFFICE

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Phone:  
**3607537442**

Email:

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

Work Order #: 2020100600525355 - 1  
Received Date: 10/06/2020  
Amount Received: \$10.00

(8)

(11)



INFO@DOWNTOWNOLYMPIA.ORG

Street Address:

116 5TH AVE SE, OLYMPIA, WA, 98501-6982, USA

Mailing Address:

120 STATE AVE NE P.M.B. #1031, OLYMPIA, WA, 98501, USA

## GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JOSH	GOBEL
GOVERNOR	INDIVIDUAL		BOBBI	KERR
GOVERNOR	INDIVIDUAL		TODD	MONOHON

## NATURE OF BUSINESS

- TRADE ASSOCIATION
- NONPROFIT ADVOCATE FOR DOWNTOWN BUSINESS SUCCESS

## EFFECTIVE DATE

Effective Date:

10/06/2020

## RETURN ADDRESS FOR THIS FILING

Attention:

Email:

Address:

## UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

## EMAIL OPT-IN

☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

☒ I am an authorized person.

Person Type:

ENTITY

First Name:

TODD

Last Name:

CUTTS

Entity Name:

OLYMPIA DOWNTOWN ASSOCIATION

Title:

MANAGER

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

Work Order #: 2020100600525355 - 1

Received Date: 10/06/2020

Amount Received: \$10.00

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DETACH BEFORE POSTING



STATE OF  
WASHINGTON

Nonprofit Corporation

## BUSINESS LICENSE

Unified Business ID #: 601418932

Business ID #: 001

Location: 0001

OLYMPIA DOWNTOWN ASSOCIATION  
OLYMPIA DOWNTOWN ALLIANCE  
110 5TH AVE SE # 213  
OLYMPIA, WA 98501

UNEMPLOYMENT INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

### LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

### REGISTERED TRADE NAMES:

OLYMPIA DOWNTOWN ALLIANCE

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.

*Vikki Smith*

Director, Department of Revenue

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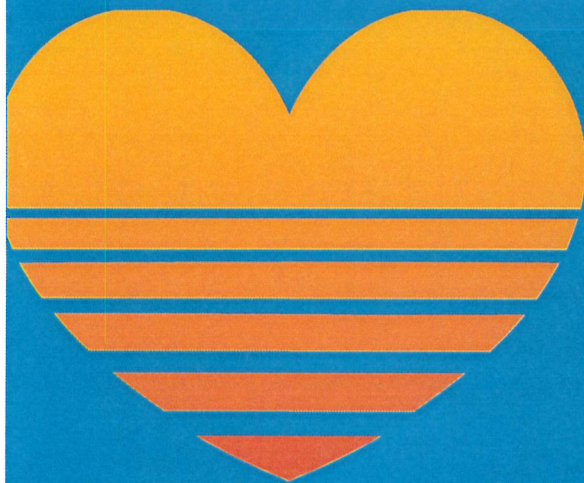
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DOWNTOWN OLYMPIA

5TH AVE & WASHINGTON ST

# SUMMER FEST 2021

FEATURING Live Music & Performances, Family Friendly Activities, Interactive Art Displays, Community Groups and a Biergarten!



EVERY JUL AUG 12PM-6PM  
SAT 10-28

ENTERTAINMENT AREA

PRODUCED BY



SPONSORED BY

OlyFed

BANKING THAT'S MUTUAL

PRODUCED BY



ACTIVITIES AREA

SPONSORED BY

SnowShoe

Kids (of all ages!) will have the chance to engage in the quality arts, crafts, and activities that our community has come to expect from Hands on Children's Museum!

COMMUNITY AREA

Local community groups will share their passions through engaging activities and thoughtful displays.

FEATURING LIVE PERFORMANCES BY

THE DUSTY 45'S HILLSTOMP  
THE BLACK TONES THE CAVITIES  
THE BRIDGE MUSIC PROJECT LOW WIRES  
OH ROSE OLYMPIA SYMPHONY ORCHESTRA  
BUSKERS - JUGGLERS, CONTORTIONISTS & STREET MUSICIANS ...AND MORE TO BE ANNOUNCED!

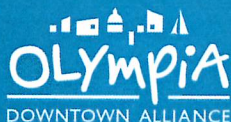
BIERGARTEN

Featuring Craft Beer from Three Magnets Brewing Co. and Well 80 Brewhouse



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PORT of OLYMPIA



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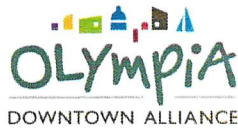
PCS Structural Solutions  
Providence Health & Services  
South Puget Sound Community College  
Urban Olympia

FOR MORE INFORMATION, VISIT

LOVEOLYSUMMERFEST.COM







**CONTACT:**

Olympia Downtown Alliance  
Todd Cutts, Executive Director  
[tcutts@downtownolympia.org](mailto:tcutts@downtownolympia.org)  
(360) 357-8948

**FOR IMMEDIATE RELEASE:**

June 17, 2021

**LoveOly SummerFest 2021 Launches Downtown Olympia in July**

Olympia, WA – The Olympia Downtown Alliance is pleased to announce that they are launching a downtown street festival in historic Downtown Olympia that includes live music and performances, activities for kids and families, interactive art installations from local artists, local community groups, and a biergarten featuring craft beer from 3 Magnets Brewing Co. and Well 80 Brewhouse. LoveOly SummerFest 2021, presented by the City of Olympia, will take place every Saturday from July 10 to August 28, from noon to 6pm.

“Our community is passionate about our Downtown, and we’re all hungry for one-of-a-kind experiences to enjoy in a safe and relaxed environment. We’re so excited to welcome our community back Downtown with this event,” said Todd Cutts, Executive Director of the Olympia Downtown Alliance.

The Olympia Film Society (OFS) has partnered with the Downtown Alliance to produce the headline acts for the festival in the Entertainment Area, sponsored by Olympia Federal Savings. Some headlining bands include The Black Tones, The Dusty 45’s, and Hillstomp, along with locals Low Wires, The Cavities, Oh Rose, and more to be announced! “The Capitol Theater continues to be closed, but we’re excited to move some of our concerts outside the Capitol Theater,” said Audrey Henley, OFS Executive Director. “SummerFest is a safe and fun way for our community to get their live music fix, bring folks back to downtown and show some love for local and regional musicians.”

In addition to headline bands, buskers, children’s performers, and community groups will entertain attendees. Buskers such as jugglers, contortionists, and street musicians will wow audiences with their talent. Local community groups such as The Bridge Music Project and Olympia Symphony Orchestra will respectively produce dance and beat-making competitions and feature local, professional musicians.

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But SummerFest is not just about watching, it's about doing. The Activities Area, sponsored by Snowshoe, will include ping-pong, bean bag toss, a jumbo chess set, sidewalk chalk, and more. The Biergarten will feature Well 80's Love Oly Lager and 3 Magnet's Brewing Co. Summer Sesh IPA. Proceeds from the Biergarten will go towards supporting the event. Local artist Dave Sederberg, known for his recent installation "Glowhenge", is coordinating a cadre of local artists to install interactive and engaging art.

The Alliance invites community groups to participate. Learn more here:  
<https://redbarn.submittable.com/submit/ba2a1e17-e28e-44dc-bec2-b9a842dbe866/loveoly-summerfest-community-group-application/eligibility>

In preparation for SummerFest, the Alliance is coordinating a Downtown cleanup on July 3<sup>rd</sup> from 9am-11am. Come out to support the Downtown community and receive your choice of a Love Oly bottle opener or drawstring backpack. Register here by June 30:  
<https://www.surveymonkey.com/r/G9M8523>

**For more information about the event, visit: [LoveOlySummerFest.com](http://LoveOlySummerFest.com).**

**Who:** Olympia Downtown Alliance, presented by the City of Olympia, Olympia Federal Savings, and Snowshoe

**What:** LoveOly SummerFest 2021 - an eight week series every Saturday during July & August

**When:** July 10 through August 28 from noon to 6 p.m.

**Where:** Downtown Olympia at 5<sup>th</sup> Avenue and Washington Street

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**loveoly.** **DOWNTOWN OLYMPIA**  
5TH AVE & WASHINGTON ST

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FEATURING Live Music & Performances, Family Friendly Activities, Interactive Art Displays, Community Groups and a Biergarten!

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**PRESENTING SPONSOR**  
Olympia

**AREA SPONSORS**  
OlyFed | BANKING MUTUAL | SnowShoe

**SUPPORTING SPONSORS**  
WSECU | PORT OF OLYMPIA | PACIFIC SOUND ENERGY | Heritage Bank

FOR MORE INFORMATION, VISIT **LOVEOLY.SUMMERFEST.GOM**

POWERED BY **OLYMPIA DOWNTOWN ALLIANCE**



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