



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): Downtown Visitor Guide

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

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.

2022 will be the 4th year in print for the Olympia Downtonw Visitors Guide. This guide will be distributed to Thurston County hotels, attractions and businesses. It will feature different downtonw business sectors (including lodging), highlight public transportation and parking, and feature a downtown map. It will continue to assist tourists in downtown navigate.

2.

2022 Tourism-Impact Estimate and 2021 Annual Report <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	NA	NA
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	NA	NA
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		NA
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		NA
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		NA
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		NA

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

☐ Direct Count (Preferred)

☐ Informal Survey (Preferred)

☐ Indirect Count

☐ Structured Estimate

☐ Representative Survey

☒ Other (Please explain)

NA

4. What methodology did you use to calculate / document the 2021 actual numbers? (Direct counts and informal surveys are preferred.)

☐ Direct Count (Preferred)

☐ Informal Survey (Preferred)

☐ Indirect Count

☐ Structured Estimate

☐ Representative Survey

☐ 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.

NA

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

By the end of 2019, 8,000 visitor guides were printed and distributed. We are currently designing the 2021 visitor and distribution is planned for this fall.

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

Visitors to downtown including those from across the state and nation.

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

We will promote the guide through social media, website and direct contact with hotels, attractions and area businesses.

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

Through this guide.

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?

\$7,500 total budget. 100% funded by LTAC.

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.]*

Without LTAC funding, the visitor guide would not be printed.

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?

NA

Income	Contract funding	\$7,500	Only funding source
	Total Income	\$7,500	
Gross Profit	Expense		
	Contract Services		
	Legal Fees		
	Outside Contract Services	\$1,500	Project management and graphic design
	Total Contract Services	\$1,500	
	Operations		
	Catering and other services		
	Advertising / marketing	\$6,000	Printing costs
	Total Operations	\$6,000	
	Total Expense	\$7,500	



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

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](#)

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

Phone:
3607537442

Email:

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2020100600525355 - 1
Received Date: 10/06/2020
Amount Received: \$0.00



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

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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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SHOP



Downtown Olympia offers a wide variety of amazing, locally owned shopping options. We've got everything you need.

DOWNTOWN OLYMPIA

VISITOR GUIDE



SAVOR

Come nosh and imbibe at our delicious Downtown eateries and top-notch watering holes! When you're done, satisfy your sweet tooth at one of our delectable dessert spots.

EXPERIENCE



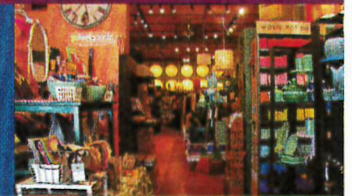
Downtown features authentic, one-of-a-kind Olympia experiences for all ages. Come tap into the beating heart of the region!



SERVICES

Downtown Olympia has all your service needs! From churches to tattoos, autobody work to libraries – Olympia's got you covered!

SHOP



SAVOR



EXPERIENCE



SERVICES



(360) 357-8948
info@downtownolympia.org
www.downtownolympia.org



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