

2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$80,000

Organization/Agency Name	: Olympia Film Societ	ty	
Federal Tax ID Number:	91110849		
Event or Activity Name (if a	pplicable): n/a		
Contact Name and Title:	Audrey Henley, Exe	cutive Director	
Mailing Address 416 Was	shington St SE #208	city Olympia	State WA Zip 98501
Phone 360-888-3255	Ema	il Address audrey@ o	lympiafilmsociety.org
Operation of a Tourism Operation of a Tourism Operation and/or Capita Check which one of the fol (Note: per Olympia's guidelines, funding)	keting vent/Festival designed to Promotion Agency Related Facility owned or Il Costs of a Tourism-Relat lowing applies to your age	attract tourists operated or non-profit ted Facility owned by a ency: mment) agencies are eligible	municipality e to apply for Lodging Tax
a Municipal Services Co	m-related service for 202 intract with the City of Ole e City as additional insure	2. If awarded, my organ ympia; provide liability i	understand that: ization intends to enter into insurance for the duration of termined by the City; and file
only after the service is Reimbursement form (l only reimburse those co rendered, paid for if prov or other form acceptable sices and payment docum	rided by a third party, a to the City) has been su	
	ired to submit a report wi impact results in a forma		pletion of my event/activity ty.
Signature: Auduli	MHULLEY MARIEN	Dat	e:9/21/2021

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.

Olympia Film Society (OFS) Is seeking funding for year round operations of the Capitol Theater. gallery, technology upgrades, marketing, and working capital.

Please attached Budget & Use

2.

nd must not	be
2022 Estimate	2021 Actual
15,000	886
1500	61
225	41
175	48
50	o
n for one nig	ht
87	24
	15,000 1500 225 175 50 n for one nig

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)

4.	What methodology did you use to calculate / and informal surveys are preferred.)	document the 2021 actual numbers? (Direct counts
	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.
No	t at this time. However, plans are in place	e to reach out to all hotels for 4Q.

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

Capitol Theater was closed to the public for nearly nearly two years, had limited staff hours and state mandates preventing us from gathering indoors, OFS continued to draw attention to the arts in Olympia. With support of LTAC Funds and creative partnerships with the ODA, Washington Governors University, Washington State Historical Society; OFS created these notable activities:

- Online film and concert programming
- Mural project honoring a community member
- Began major restoration and exterior repair of the Capitol Theater
- LoveOly SummerFest 8 week outdoor concert programming

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

Our target audience is mostly tri-state PNW residents ages 15 and up with interests in entertainment, music, food, movies, outdoor travel, historic preservation activities with a emphasis on shopping and dinning for local food, art, and site seeing attractions.

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

We promote through our website, email blast, social media accounts, purchase print, radio, and online advertisement and promote through Exp Olympia, Olympia Downtown Alliance, ShowCase Magazine, Thurston Co. Chamber and an other tourism related orgs.

Social Media Results

. Facebook Followers: 10,557

· Email Subscriptions: 12,000, 22% open rate

Instagram Followers: 3280Twitter Followers: 1774

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

Along with our techniques mentioned in question 8, we add hotel & tourism logos to promo and marketing materials, website links, posts, and stories, including online, print, and stage and screen announcements. When possible, we work with hoteliers to create discount stay opportunities and cross-promotions, such as dinner/movie/concert/hotel type packages.

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.

Not for 2022, as staff hours are still limited; however, I finally spoke with the city of Tumwater and Lacey LTAC to review advice on how best to present validity of what might seem like "Olympia Centric" events/activities but have a glow into Tumwater and Lacey. Building strong hotel partnerships is key to being considered. OFS will be seeking funding in 2023 for Tumwater and Lacey.

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

Budget planning begins in May. Due to covid, OFS staff has not been back to full time until August of this year. Budget planning for 2022 starts in November. Included is the current year-to-date financial. Our annual budget runs \$500,000. OFS asks for 30% of our operations budget to be supported by LTAC funds. This 30% seems high compared to the 2021 budget; however, keep in mind the theater was closed for most of 2021. Now that the Capitol Theater is open for indoor events, we anticipate the remainder of 2021 to generate more dollars than we budgeted, as you can see in the budget comparison. We can expect a reduction of 30% to be 16% once we enter 2022 programming.

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.]

Most programming, especially those with significant financial commitments, is partially covered through the city, state, and federal, covid related, and industry programming grants; this includes the 2021 LTAC. Typically, OFS's income is at the box office. Receiving financial assistance to create a more robust and broad marketing plan and resources to help offset costs is crucial for operations to stay strong throughout 2022. If it weren't for the 2021 LTAC grant of \$80,000 operations would not have been maintainable.

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?

The current modifications for operations at the Capitol Theater include following all mandatory state guidelines for indoor events. In addition, OFS has self-imposed socially distanced seating, a capacity of 10% (85 patrons) for events, and we do not accept 72-hour negative tests at this time. Vaccination proof is mandatory for entrance to the theater; this includes volunteers, artists, and staff. A survey is being released this week to OFS volunteers to see what their covid comfort level is. OFS relies heavily on volunteers to operate; as we begin to increase capacity, we need to be aware of what human resources look like to run the theater safely and professionally.

Application Instructions and Information

Application Deadline: Friday, September 24, 2021, 4:00 p.m. – received at Olympia City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline.

APPLICATIONS RECEIVED AFTER THE DEADLINE DATE AND TIME WILL NOT BE CONSIDERED!

The Lodging Tax Advisory Committee will review proposals in a public meeting on October 7 2022. Due to limitations on the ability to hold public meetings the meeting of the LTAC will be held virtually utilizing Zoom. Time and login information will be posted on the City website under the meeting calendar section.

Submit original AND 5 copies (application and attachments) to:

City of Olympia Lodging Tax Advisory Committee c/o Mike Reid, Economic Development Director PO Box 1967; Olympia, WA 98507-1967

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

- ⇒ You must complete and sign the cover sheet with this packet.
- ⇒ You may use the Supplemental Questions form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

In their review, the Committee will weigh the completeness of applications, the marketing of events, the quality of attendance data and the timing of events and activities.

Attach:

- Itemized budget for your event/activity/facility (income and expenses).
- Description and budget showing how you intend to use the amount requested from the City of Olympia.
- A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
- 4. A copy of your agency's City of Olympia business license.
- 5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with the City are public records. The City may choose to post on its website copies of all or parts of the proposals and attached documents.

NOTE: The Visitor & Convention Bureau is your resource.

Call on them for help with completing your application and documenting the success of your event.

For more information please reach them at www.experienceolympia.com

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

Adopted by the Olympia City Council, June 2007.

Olympia's Lodging Tax Fund will be the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year.

The Olympia City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

The City of Olympia will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Olympia.
- Promote Olympia and/or events, activities, and places in the City of Olympia to potential tourists from outside Thurston County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Olympia.
- Have a demonstrated history of success in Olympia, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

Olympia Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Olympia Lodging Tax funded proposals, if any.

- Projected economic impact within the City of Olympia, in particular projected overnight stays in Olympia lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 - Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but
 not limited to advertising, publicizing, or otherwise distributing information for the purpose of
 attracting and welcoming tourists; developing strategies to expand tourism; operating tourism
 promotion agencies; and funding marketing of special events and festivals designed to attract
 tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

2022 LTAC Budget and Use

The funds received from LTAC 2022 will continue to support general operations, specifically museum/gallery office, theater technology upgrades, marketing, communications, and working capital for event programming.

Funding through LTAC has become crucial to stabalizing OFS's operations, broadening our marketing reach, updating worn and outdated equipment, transitioning to a mix of programming online and in person with needed software, and maintaining an active presence is the energy and confidence our community and members need to continue supporting the arts.

The Capitol Theater reopened to indoor movie screenings on August 29, 2021, and our first round of concerts and movie guests starts this October. Last year's LTAC funds assisted in rescheduling and booking these new concerts and rescheduled dates. More planned events are on the way for 2021/2022.

2021 4th Quarter and 2022 events confirmed and worth noting:

- 10/21 Screening of Napoleon Dynamite + in-person Q&A with Jon Heder and Efren Rameriz, leading actors in the film. Tickets sold so far: 350
- 10/22 The Return of All Freakin' Night (10-hour horror movie festival) celebrating 30 YEARS!
 We anticipate 200 patrons to attend.
- 11/6 Dusty 45's + guests. Pacific Northwest American/Rockabilly done right! This band played
 Olympia for about ten years with a solid draw; they just played the LoveOly Summerfest 2021.
 We anticipate 200 patrons to attend.
- 11/13 HUMP Film Festival hosted by The Stranger newspaper attracts a sold-out crowd every year. We anticipated 400 patrons to attend.
- 11/18 The Bridge Music Project. Bi-Annual youth motivation and song/beats/music workshop for youth will host their end-of-the-year concert of songs created during the fall workshop. We anticipate 100+ patrons to attend.
- 12/9 Jake Shimabukuro This virtuosa ukulele musician has performed to sold out crowds at the Capitol Theater since 2018. We anticipate 500 partons to attend.

2022 Events:

- Bikini Kill rescheduled dates 2 nights sold out, a benefit concert for Thurston County Food Bank!
 Tickets Sold: 1524
- Kevin Smith film premier + in-person Q&A in 2019 this event sold out! Anticipate 762 tickets.
- The Microphones 90's alumni indie folk-rock band from Olympial Anticipate 200 tickets, and the list goes on. We have many great concerts coming - we need audiences to feel safer about attending shows indoors again!

Olympia Film Society Profit & Loss Budget Performance August 2021

	Aug 21	Budget	Jan - Aug 21	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Programs	591.78	6,495.00	4,523.72	9,210.00	37,295.00
Film & Specialty Events Concerts & Performances	591.78 8,267.15	22.350.00	4,523.72 8,267.15	9,210.00 29,031.00	109,831.00
Rental Revenue	0,207.10	22,000.00	0,207.10	20,001.00	2,735.00
Ticket Fee Revenue	935.00		1,337.00	174.00	9,629.00
Sponsorships		750.00		750.00	3,750.00
Advertising Sales Entry Fees		300.00		300.00	1,500.00
Total Programs	9,793.93	29,895.00	14,127.87	39,465.00	165,340.00
Concessions Sales					
Food	95.00	6,345.00	95.00	6,345.00	30,902.00
Alcohol	45.00	4,327.00	70.00	4,327.00	21,070.00
Merchandise	15.00	137.00	70.00	137.00	549.00
Total Concessions Sales	110.00	10,809.00	165.00	10,809.00	52,521.00
Membership Donations Donations	170.00	3,000.00	2,790.00	10,105.00	22,105.00
General Donations	189.00	250.00	11,321.99	8,668.00	9,668.00
Direct Ask Letter		4,000.00	•	10,000.00	10,000.00
Federated Campaigns	287.83	525.00	1,564.93	1,616.00	2,141.00
Total Donations	476.83	4,775.00	12,886.92	20,284.00	21,809.00
Total Donations	476.83	4,775.00	12,886.92	20,284.00	21,809.00
Fundralsing & Events					
Board Fundralsing	1,766.79	6,810.00	3,036.60	7,000.00	7,000.00
Operational Events	432.00		557.00		
Total Fundralsing & Events	2,198.79	6,810.00	3,593.60	7,000.00	7,000.00
Total Income	12,749.55	55,289.00	33,563.39	87,663.00	268,775.00
Cost of Goods Sold					
Program Costs Film Costs	4.71	3,118.00	772.08	3,716.00	17,196.00
Concerts & Performances Costs	14,317.15	16,800.00	14,317.15	16,800.00	67,680.00
Marketing & Promotion	1,534.40	2.300.00	4,557.50	6,480.00	16,620.00
Payroli	•	323.00	·	323.00	5,676.00
Supplies					150.00
Rental Expense	202.45		2,121.10	1,564.00	112.00 7,079.00
Ticket System Fee	383.45				-
Total Program Costs	16,239.71	22,541.00	21,767.83	28,883.00	114,513.00
Concessions Costs			***	0.040.00	40.000.00
Food Alcohol	223.39 244.23	2,221.00 1,514.00	281.34 244.23	2,243.00 1,514.00	10,838.00 7,374.00
CC Merchant Fees	49.95	780.00	499.60	1,492.00	4,538.00
Merchandise	10.00	69.00	25.58	69.00	274.00
Sales Tax Pald				50.00	2,150.00
Supplies & Permits	12.08		242.45	165.00	165.00
Total Concessions Costs	529.65	4,584.00	1,293.20	5,533.00	25,339.00
Fundralsing Costs					
Hospitality	27.98		27.98		
Total Fundralsing Costs	27.98		27.98	(
Total COGS	16,797.34	27,125.00	23,089.01	34,416.00	139,852.00
Gross Profit	(4,047.79)	28,164.00	10,474.38	53,247.00	128,923.00

1:29 PM 09/24/21 Accrual Basis

Olympia Film Society Profit & Loss Budget Performance August 2021

	Aug 21	Budget	Jan - Aug 21	YTD Budget	Annual Budget
Expense					
Staffing Costs					
Payroll	29,940.53	18,793.10	51,076.40	39,310.71	114,483.11
Payroll Taxes	2,410.18	1,437.68	9,124.89	10,376.89	16,127.61
L&I	194.39	356.04	344.95	584.89	2,009.05
Staff Medical		625.00	1,847.44	3,212.00	5,712.00
Total Staffing Costs	32,545.10	21,211.82	62,393.68	53,484.49	138,331.77
Insurance	980.04	700.00	5,432.27	5,216.00	8,016.00
Operations					
Communications	120.00	180.00	960.00	1,080.00	1,800.00
Fees/Memberships	77.81	275.00	1,237.80	1,849.00	2,949.00
Office Expenses Professional Fees	151.13	300.00	1,560.04	1,598.00	2,898.00
Rent	1,782.83	1,860.00	14,188.61	1,000.00 14,420.00	1,000.00
Staff Development	1,702.03	1,000.00	639.95	640.00	24,096.00 640.00
Volunteer Expenses			039.33	040.00	040.00
Communications	495.00		495.00	500.00	500.00
Recruitment	493.00		493.00	80.00	230.00
Total Volunteer Expenses	495.00		495.00	580.00	730.00
Total Operations	2,626.77	2,615.00	19,081.40	21,167.00	34,113.00
Theater Expenses					
Supplies					
Housekeeping	303.65	300.00	318.92	800.00	1,875.00
Projection Booth	333.33	100.00	0.0.02	200.00	600.00
Stage & Sound	204.50	180.00	204.50	360.00	1,080.00
Total Supplies	508.15	580.00	523.42	1,360.00	3,555.00
Repairs/Maintenance	13,041.01	500.00	15,099.55	3,412.00	5,412.00
Interest Expense - Mortgage	421.06	497.00	3,546.34	3,731.00	5,719.00
Property Tax	121100	107100	5,618.63	5,619.00	10,919.00
Small Equipment		5,000.00	0,0 10.00	15,000.00	15,000.00
Utilities	1,396.67	2,050.00	8,768.40	9,963.00	18,463.00
Total Theater Expenses	15,366.89	8,627.00	33,556.34	39,085.00	59,068.00
Total Expense	51,518.80	33,153.82	120,463.69	118,952.49	239,528.77
Net Ordinary Income	(55,566.59)	(4,989.82)	(109,989.31)	(65,705.49)	(110,605.77)
Other Income/Expense					
Other income Grants					
		2 404 00	00E 724 00	20 544 00	45 000 00
Operational Grants Programming Grants		3,121.00 10,000.00	225,734.99	32,514.00 10,000.00	45,000.00 50,000.00
Total Grants		13,121.00	225,734.99	42,514.00	95,000.00
Interest Income	38.44	30.00	308.36	284.00	384.00
PPP Loan Forgiveness			42,000.00		
Total Other Income	38.44	13,151.00	268,043.35	42,798.00	95,384.00
Other Expense Depreciation	699.65	699.65	5,597.20	5,597.20	8,395.80
Total Other Expense	699.65	699.65	5,597.20	5,597.20	8,395.80
Net Other Income	(661.21)	12,451.35	262,446.15	37,200.80	86,988.20
Net Income	(56,227.80)	7,461.53	152,456.84	(28,504.69)	(23,617.57)
					,,,



DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, RALPH MUNRO, Secretary of State of the State of Washington and custodian of its seal, hereby certify that

a domestic corporation of	Olympia Washington,
(Amending Article I	II, IV and VIII)
was filed for record in this office on this date, and I fu	rther certify that such Articles remain on file in this
office.	
	A
	In witness whereof I have signed and have af-
	fixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,
AND SECURE	May 14, 1981
The same of the sa	BA THOMAS
	RALPH MUNRO
SSF-57-A (11-70) -111-	SECRETARY OF STATE



STATE OF WASHINGTON | DEPARTMENT OF STATE

I, BRUCE K. CHAPMAN, Secretary of State of the State of Washington and custodian of its seal, hereby certify that

ARTICLES OF INCORPORATION

a domestic corporation of_		f				 Olympia,	Washington,
	,		¥.	6	V		
		- 12	3.5	1			
						 1/4	



In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,

July 7, 1980

BRUCE K. CHAPMAN SECRETARY OF STATE

SSF-57-A (11-70)



BUSINESS LICENSE

Nonprofit Corporation

Issue Date: Jul 09, 2021

Unified Business ID #: 600367977

Business ID #: 001

Location: 0002

Expires: Jul 31, 2022

THE OLYMPIA FILM SOCIETY 206 5TH AVE SE OLYMPIA, WA 98501-1115

UNEMPLOYMENT INSURANCE - ACTIVE

TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #30109 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

REGISTERED TRADE NAMES: THE OLYMPIA FILM SOCIETY

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the ficensee 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

STATE OF WASHINGTON

UBI: 600367977 001 0002

THE OLYMPIA FILM SOCIETY 206 5TH AVE SE OLYMPIA, WA 98501-1115 UNEMPLOYMENT INSURANCE -ACTIVE INDUSTRIAL INSURANCE - ACTIVE TAX REGISTRATION - ACTIVE OLYMPIA NONPROFIT BUSINESS #30109 - ACTIVE

Vikk Smith

Expires: Jul 31, 2022

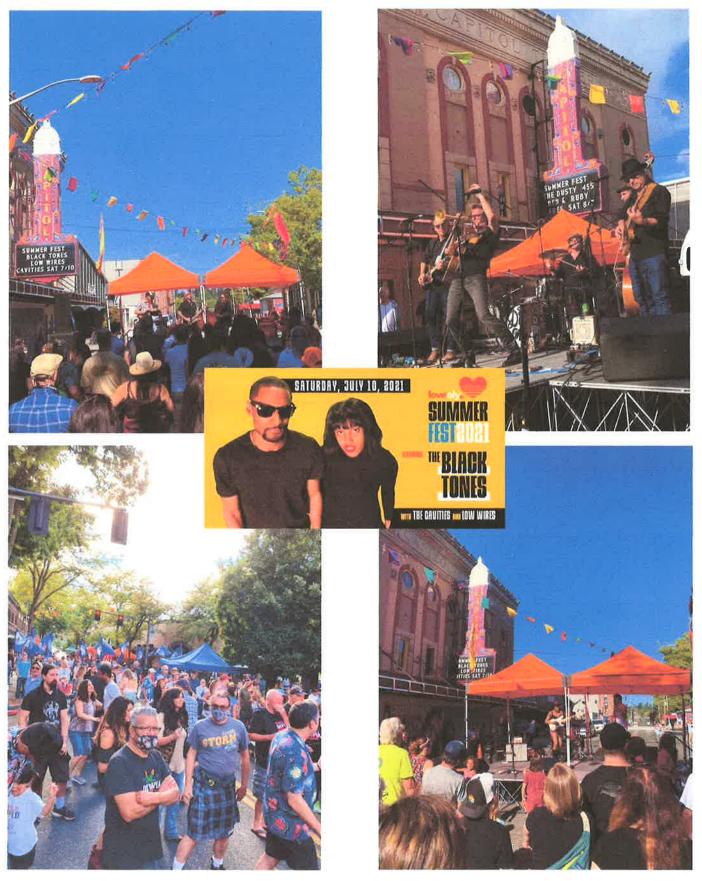
Capitol Theater (North Alley/Above Free WAll)





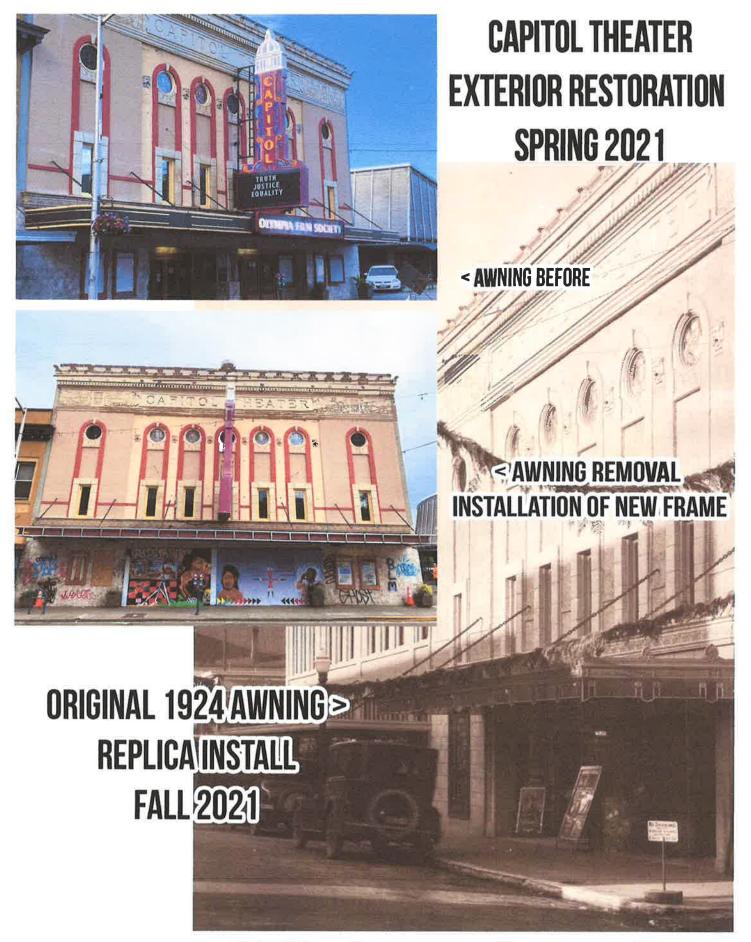
Visibility: Intersection of 4th Avenue & Franklin Avenue

East /West alley way



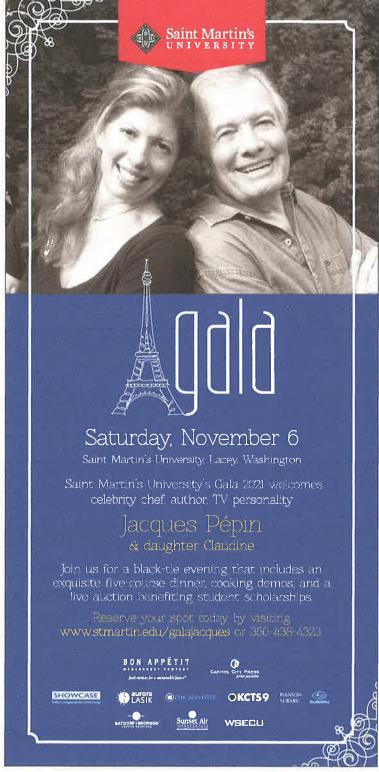
LOVEOLY SUMMER FEST JULY 10 - AUGUST 28, 2021 MAIN STAGE ENTERTAINMENT PRESENTED BY OLYMPIA FILM SOCIETY

LTAC 2022 - OLYMPIA FILM SOCIETY - MURAL PROJECT SPRING 2021



2022 LTAC - OLYMPIA FILM SOCIETY CAPITOL THEATER EXTERIOR RESTORATION PROJECT





Best of 2021 Showcase Magazine al