



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$60,000

Organization/Agency Name: Olympia Symphony Orchestra

Federal Tax ID Number: 91-6087694

Event or Activity Name (if applicable): Olympia Symphony Orchestra Concerts

Contact Name and Title: Jennifer Hermann, Executive Director

Mailing Address 3400 Capitol Blvd SE Suite 203 City Olympia State WA Zip 98501

Phone 360-753-0074

Email Address jhermann@olympiasymphony.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: 09/23/2021

Printed or Typed Name: Jennifer Hermann

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.

The Olympia Symphony Orchestra (OSO) will be presenting at least eight concerts in Olympia in 2022. Since 1947 the OSO has been the premiere orchestra in Olympia. In its 74-year history, there have been only six Music Directors, who have led the orchestra and the Olympia community on a journey to enrich, educate, and entertain. The role of the Music Director is one that unites a community in artistic and humanitarian ways.

In 2022 the OSO will be auditioning four Music Director candidates. The search process began in 2019 with the announcement of Huw Edwards' retirement after 17 years in Olympia, and attracted the attention of 185 highly qualified applicants from around the world. This was a testament to the attractiveness and draw of Olympia -- in geography, economy, diversity, and artistic opportunity. The highly competitive pool was narrowed to four internationally acclaimed finalists, who will each conduct a concert at the Washington Center for the Performing Arts in 2022:

1. Alexandra Arrieche -- February 13, 2022 -- Originally from Brazil, Arrieche is the Music Director for Henderson Symphony (NV) and conductor with Europe's traveling "Night of the Proms." Svend Rønning, violin, will appear as featured soloist (professor at PLU).
2. Kelly Kuo -- March 20, 2022 -- Kuo is Artistic Director of Oregon Mozart Players (OR) and American Lyric Theater (NY) and Music Director of Reno Chamber Orchestra (NV). Amber Archibald-Sešek, viola, will be featured soloist (recently moved to Texas from Seattle).
3. Zoe Zeniodi -- April 24, 2022 -- Currently residing in Athens, Greece, Zeniodi is a member of the Hart Institute of Women Conductors and concertizes throughout Europe, New Zealand, Asia, and the Americas. Nathan Chan, cello, is the featured soloist (member of Seattle Symphony and international social media influencer).
4. Adam Johnson -- May 22, 2022 -- Residing in Montreal, Johnson is the Assistant Music Director of the Montreal Symphony Orchestra and has appeared throughout Europe. Kristin Lee, violin, will be featured as soloist, and is a member of the Lincoln Center Chamber Music Society (NY) and Artistic Director of Seattle/Olympia-based Emerald City Music.

The opportunity to experience these conducting powerhouses in Olympia will draw audiences to our region. Each conductor will remain in Olympia for two weeks, and each guest soloist will stay for three days, presenting public engagement activities and additional opportunities for tourism. The 983-seat Washington Center, known for its acoustic excellence and intimate viewing experience will present a once-in-a-lifetime chance to see these conductors and soloists up close. The OSO typically fills the WCPA to 80% capacity, but we expect far larger audiences in 2022 (if COVID restrictions are not in place).

In addition to these four concerts, we will also produce a free outdoor summer concert on July 24, 2022 in Olympia (typical attendance 2,000), as well as begin a new season with the newly selected Music Director in the fall. We will present concerts on October 23, 2022, and November 13, 2022, and on December 23, 2022 we will present a free holiday singalong concert (also at the Washington Center) for our community.

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	8500 (8 concerts)	2000 (COVID cancellations)
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	1200	300
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	15	0
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	15	0
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	0	0
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>	140	0

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)

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 Hilton

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

The OSO presents 5-7 concerts in downtown Olympia annually, attracting tourists who come to see the internationally acclaimed guests artists performing with a local professional orchestra. Our musicians reside in Olympia, Tacoma, Seattle, and as far north as Bellingham, drawing audiences to olympia from their own communities.

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

Our target audience are seniors, families, young adults, students, and the military. We have a robust education program and work with many educators and students throughout Thurston, Lewis, Mason, Grays Harbor, and Pacific Counties. We attract military personnel and their families, who often seek artistic experiences as they transfer duty stations.

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

The Olympia Symphony promotes concerts through:

- website
- targeted social media campaigns
- partnerships with local collaborators
- media interviews in print and video
- poster and signage
- print mailings
- artist partner networks: locally (Thurston County media), regionally (Western Washington media), nationally (League of American Orchestras), and internationally (networks of candidate conductors and soloists)

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

The Olympia Symphony is deeply connected to the City of Olympia through relationships with Experience Olympia & Beyond, Olympia Downtown Alliance, City of Olympia ArCH, and the Thurston County Chamber of Commerce and Economic Development Council. We are committed to contributing to the economic vitality of our home city, and actively promote local businesses, lodging, and restaurants through our marketing efforts.

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?

Overall project budget: \$250,000

Requesting \$60,000 from Olympia Lodging Tax Fund (24%)

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.]

If full funding for our request is not available or recommended, we will adjust programming of the concerts to accommodate the use of fewer musicians and less robust programs. Guest artists have not yet been contracted for fall 2022, so alternative artists could be engaged. If we do not have adequate funding, we will re-evaluate presenting two free concerts (summer and holiday) and perhaps only offer one that does not generate revenue. We are committed to presenting at least one free event as a gift to our community. This free concert could be presented in a less expensive venue. Recording of concerts is not necessary, although during the pandemic we were very thankful we had audio and video assets in our archive.

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 Olympia Symphony is diligent about complying with COVID requirements of social distancing for musicians and audience. Of course, this impacts our audience size greatly, therefore greatly impacting our earned revenue from ticket sales. In 2020-2021 the OSO proved our adaptability and creativity as we presented digital programming and emerged as community leaders in collaboration, educational support, and community engagement. We were awarded a Community Leadership Award from Leadership Thurston County and an Economic Courage Award from the Thurston Economic Development Council because of our resiliency and innovation. We are confident we can continue to adapt as COVID compliance requirements continue to shift over the next year. Options such as virtual concerts, and live streaming concerts will keep our musicians and community engaged with music even if live concerts are impacted.

Olympia Symphony 2022 Concert Budget

Income				notes
Concert tickets	\$120,000.00			\$20k/concert (x6)
Sponsorships	\$56,000.00			\$7k/concert (x8)
Advertising	\$14,000.00			\$7k/season (x2)
Lodging Tax	\$60,000.00			
Income Total	\$250,000.00			
Expense		LTAC funding		
WCPA rental/services	\$35,000.00	\$15,000.00		\$5k/concert (x7)
outdoor venue/services	\$10,000.00	\$4,000.00		1 outdoor concert (sound, tent, permits)
Rehearsal space	\$4,000.00			Olympia School District
OSO Musicians	\$130,000.00	\$22,000.00		\$20k/subscription concert (x6); \$5k/summer & holiday (x2)
Conductors	\$35,000.00	\$15,000.00		\$5k/subscription concert (x6), \$2.5k/summer & holiday (x2)
Guest Artists	\$12,000.00	\$4,000.00		\$2k/subscription (x6)
Administration	\$10,000.00			\$1250/concert (x8)
Recording	\$4,000.00			\$500/concert (x8)
Marketing	\$8,000.00			\$1000/concert (x8)
Music purchase	\$2,000.00			\$250/concert (x8)
Expense total	\$250,000.00	\$60,000.00		

BUSINESS INFORMATION

Business Name:

OLYMPIA SYMPHONY ORCHESTRA

UBI Number:

601 137 464

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

3400 CAPITOL BLVD SE, SUITE 203, TUMWATER, WA, 98501-3351, UNITED STATES

Principal Office Mailing Address:

3400 CAPITOL BLVD SE, SUITE 203, TUMWATER, WA, 98501-3351, UNITED STATES

Expiration Date:

10/31/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

10/29/1952

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE, CULTURAL

REGISTERED AGENT INFORMATION

Registered Agent Name:

JENNIFER HERMANN

Street Address:

3400 CAPITOL BLVD SE STE 203, TUMWATER, WA, 98501-3351, UNITED STATES

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		BILL	TWEIT
GOVERNOR	INDIVIDUAL		CRAIG	STEPHENS
GOVERNOR	INDIVIDUAL		ERIC	CHARNESKI
GOVERNOR	INDIVIDUAL		LENA	MENDIOLA
GOVERNOR	INDIVIDUAL		TODD	MONOHON
GOVERNOR	INDIVIDUAL		KELLY	SEAGO
GOVERNOR	INDIVIDUAL		CHRIS	BARNES

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		PRISCILLA	LINCOLN
GOVERNOR	INDIVIDUAL		LAUREL	GONZALO
GOVERNOR	INDIVIDUAL		WES	MARTIN



STATE OF
WASHINGTON

Nonprofit Corporation

OLYMPIA SYMPHONY ORCHESTRA
3400 CAPITOL BLVD S STE 203
OLYMPIA, WA 98501

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

BUSINESS LICENSE

Issue Date: Aug 07, 2020
Unified Business ID #: 601137464
Business ID #: 001
Location: 0001
Expires: Oct 31, 2021

INDUSTRIAL INSURANCE - ACTIVE

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #36920 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

REGISTERED TRADE NAMES:

THE OLYMPIA SYMPHONY ORCHESTRA

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

UBI: 601137464 001 0001

OLYMPIA SYMPHONY
ORCHESTRA
3400 CAPITOL BLVD S STE 203
OLYMPIA, WA 98501

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UNEMPLOYMENT INSURANCE -
ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE
OLYMPIA NONPROFIT BUSINESS
#36920 - ACTIVE

FOLD HERE

STATE OF WASHINGTON

Expires: Oct 31, 2021

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HOME 21 | 22 SEASON MUSIC DIRECTOR SEARCH SUMMER 2021 20 | 21 SEASON SUPPORT US ABOUT AUDIO

2021-2022 CONCERTS

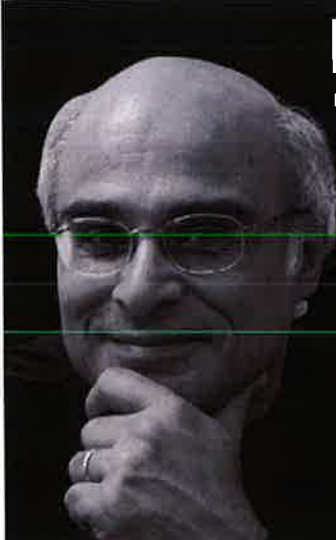
*all programs subject to change


Tickets for October and November are now available online!

All concerts are at the Washington Center for the Performing Arts

Read the Washington Center's COVID-19 Patron Policy [HERE](#)

Subscription Ticket Information



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ROUPEN SHAKARIAN
GUEST CONDUCTOR

OCTOBER 10
3 PM

PROGRAM

MOZART: Divertimento in D major,
K. 136

TELEMANN: Don Quixote Suite

ELGAR: Serenade for String Orchestra
in E minor, Op. 20

GRIEG: Holberg Suite for String
Orchestra

BUY TICKETS



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ROUPEN SHAKARIAN
GUEST CONDUCTOR

NOVEMBER 14
3 PM

PROGRAM

BUSONI: Lustspiel Overture, Op. 38

R. STRAUSS: Serenade for Winds, Op. 7

BRAHMS: Academic Festival Overture,
Op. 80

SHAKARIAN: Whimsy

SAINT-SAËNS: Suite algérienne, Op. 60

BUY TICKETS



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ALEXANDRA ARRIECHE
MUSIC DIRECTOR FINALIST

SVEND RØNNING, VIOLIN
GUEST ARTIST

FEBRUARY 13
3 PM

PROGRAM

BEETHOVEN: Overture to *Coriolan*,
Op. 62

MOZETICH: Affairs of the Heart

TCHAIKOVSKY: Symphony No. 5 in
E minor, Op. 64

TICKETS COMING SOON!



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

KELLY KUO
MUSIC DIRECTOR FINALIST

AMBER ARCHIBALD-SEŠEK, VIOLA
GUEST ARTIST

MARCH 20
3 PM

PROGRAM

BEETHOVEN: Overture to *The Creatures of Prometheus*, Op. 43

SCHUBERT (arr. Tabakova): Arpeggione Sonata in A minor, D. 821

SIBELIUS: Symphony No. 1 in E minor, Op. 39

TICKETS COMING SOON!



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ZOE ZENIODI
MUSIC DIRECTOR FINALIST

NATHAN CHAN, CELLO
GUEST ARTIST

APRIL 24
3 PM

PROGRAM

BEETHOVEN: Overture to *Fidelio*, Op. 72

TABAKOVA: Concerto for Cello and Strings

RIMSKY-KORSAKOV: Scheherazade, Op. 35

TICKETS COMING SOON!



LOOKING FORWARD 

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON

ADAM JOHNSON
MUSIC DIRECTOR FINALIST

KRISTIN LEE, VIOLIN
GUEST ARTIST

MAY 22
3 PM

PROGRAM

BEETHOVEN: Overture to *Egmont*, Op. 84

PIAZZOLA: Cuatro Estaciones Porteñas (The Four Seasons of Buenos Aires)

FRANCK: Symphony in D minor

TICKETS COMING SOON!

SUBSCRIPTION SALES INFORMATION

Tickets for our Fall 2021 concerts (October and November) will be sold individually through the Washington Center for the Performing Arts Box Office, not included in a regular subscription.

In addition to individual ticket sales, we will be offering a **four-concert subscription** for our 2022 (February-May) Music Director Candidate Audition concerts. Season subscribers will be eligible for advanced subscription purchase prior to opening subscription sales up to the general public. More information will be available soon!

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DONATE

The Olympia Symphony is a 501c3 charitable nonprofit organization. Tax ID: 91-6087694

Olympia Symphony Orchestra
3400 Capitol Blvd SE Suite 203
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360.753.0074
oso@olympiasymphony.org

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ENRICH.
EDUCATE.
ENTERTAIN.

We believe in the power of
music to create a vibrant
culture where we live,
work, and play.

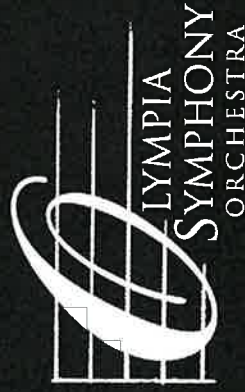
We **ENRICH**
to create **CONNECTION**

We **EDUCATE**
to provide **OPPORTUNITY**

We **ENTERTAIN** with
LIVE SYMPHONIC MUSIC

2021-2022 SEASON

OCT 10
NOV 14
DEC 23
FEB 13
MAR 20
APR 24
MAY 22



360 753 0074



3400 Capitol Blvd SE #203
Olympia WA 98501



www.olyso.org



oso@olympiasymphony.org

OSO

OLYMPIA
SYMPHONY
ORCHESTRA




WHO WE ARE



The Olympia Symphony is a semi-professional orchestra based in Olympia, WA, serving the South Puget Sound region. The orchestra gave its first concert in 1947. Since then, it has become the premiere orchestra in the South Sound, acclaimed for its commitment to community and artistic excellence.

WHAT WE DO




Our typical season includes five regular season concerts held at the Washington Center for the Performing Arts, a free summer and holiday concert, various chamber music performances at retirement communities, schools, and public events, as well as educational, youth, and performing arts collaborations with local non-profit organizations.

FIND OUT MORE



For more information about our events and activities, visit our website and follow us on Facebook, Instagram, and YouTube.

The OSO is supported by donations from businesses and individuals who share the desire to see communities transformed through the power of music.



FREE LIVE MUSIC

CELEBRATING COMMUNITY

WWW.OLYSO.ORG

CONCERT @ THE CAPITOL

25 JULY 2021 @ 6 PM
WA ST CAPITOL LAWN
OLYMPIA, WA

CONCERT @ THE QUARRY

8 AUGUST 2021 @ 1 PM
TENINO QUARRY POOL
TENINO, WA





PROGRAM

DONATE

OSO MERCH



FREE VIRTUAL GALA & AUCTION

09.12.2021
6 PM | OLYSO.ORG





OLYMPIA SYMPHONY ORCHESTRA



OLYMPIA SYMPHONY ORCHESTRA



OLYMPIA SYMPHONY ORCHESTRA



FIND STROLLS



OLYMPIA SYMPHONY ORCHESTRA



LOOKING FORWARD

MUSIC DIRECTOR SEARCH 2021 | 2022 SEASON



ROUPEN SHAKARIAN
GUEST CONDUCTOR
OCT 10 | NOV 14 | DEC 23



ALEXANDRA ARRIECHE
MUSIC DIRECTOR FINALIST
FEB 13



KELLY KUO
MUSIC DIRECTOR FINALIST
MARCH 20



ZOE ZENIODI
MUSIC DIRECTOR FINALIST
APRIL 24



ADAM JOHNSON
MUSIC DIRECTOR FINALIST
MAY 22

TO LEARN MORE

OPEN YOUR PHONE'S CAMERA

POINT IT AT THE QR CODE AND TAP LINK!



OR VISIT

OLYSO.ORG/FORWARD

FOR MORE INFORMATION!

21-22 SEASON

