



# 2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 20,000

Organization/Agency Name: Olympic Flight Museum

Federal Tax ID Number: 91-1899948

Event or Activity Name (if applicable): Olympic Air Show

Contact Name and Title: Teri Thorning, Event Coordinator

Mailing Address 7637-A Old Highway 99 SE City Olympia State WA Zip 98501

Phone (360) 705-3925 / (360) 451-0721 Email Address oas@olympicflightmuseum.com

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:

*Teri Thorning*

Date:

*09/13/2021*

Printed or Typed Name: Teri Thorning

## **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 22nd annual Olympic Air Show will be Father's Day weekend, June 18-19, 2022. Projected overall attendance is 11,970. The Olympic Air Show's mission is to explore, preserve, educate and promote the history of aviation and its role in world history by featuring flight demonstrations and ground displays. The event is the museum's primary fundraising activity, and whose proceeds help fund year-round operations of the museum. The museum serves as an attraction when tourists and visitors are looking for an activity at any time of the year. The Olympic Air Show is a prominent event which not only benefits the local hospitality and tourism industries, but also provides an experience for Thurston County residents as well.

2.

<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	11970	Cancelled
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	2381	Cancelled
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	129	Cancelled
<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	595	Cancelled
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	1547	Cancelled
<b>Paid Nights</b> <b>One lodging night = one or more persons occupying one room for one night</b>		
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>	335	Cancelled

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.**

Not currently.

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

In 2019, 19.9% of visitors to the annual Olympic Air Show were tourists, of whose spending stimulates the local economy. Manual data collection indicated there were 123 visitors from 21 states outside of Washington. This is a significant increase in out-of-state visitors from 2018 where visitors were from 11 states. Our strategic marketing and promotion begins months in advance to build strong engagement and an attentive audience.

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

The event appeals to a broad audience of all ages and backgrounds, and honors our nation's veterans and aviation heritage. The primary target audience are families, although we regularly attract tour groups, professional photographers, veterans, summer vacationers, historians, scouting groups, and those serving at Joint Base Lewis McChord.

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

Olympic Air Show promotional initiatives are diverse and wide. The primary source of all event-related content is the Olympic Air Show website, which garners approximately 40,000 unique visits annually, and features performer information, sponsors, schedules, ticketing, links to lodging facilities, and Q&A information. This effort equals our social media platform on Facebook, where for eight weeks content is posted concerning the same elements listed above two or three times weekly. This continuity strengthens engagement and excitement. In addition, we advertise on radio, print and television. The Olympia lodging tax funds the air show commercial on a major metropolitan television station which includes a digital element, making our promotional spots available to any mobile device beyond television. We intend to strategically promote the 2022 Olympic Air Show in the same manner, streamlining as necessary based on fund availability and budget.

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

The Olympic Air Show website has links to many Olympia lodging properties, in addition to Experience Olympia And Beyond. The Olympic Air Show commercial is customized to refer viewers to [experienceolympia.com](http://experienceolympia.com) for lodging options. In addition, the event program has a single page dedicated to visitors of Thurston County, with suggestions for lodging, restaurants and attractions in the Olympia area. Depending on group participation, the Puget Sound Antique Aircraft Club is reserved to stay at The Governor Hotel. Extra event programs are distributed to museum visitors throughout the summer tourist season and beyond.

**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.**

Yes, we will be applying for lodging tax funds from the following jurisdictions:

City of Tumwater \$35,750 (2021)

City of Lacey \$4,000 (pending)

Thurston County \$5,000 (pending)

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

The 2021 Olympic Air Show expense budget is \$154,230. Our request of \$20,000 is 12.9%

**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 assistance from the Olympia lodging tax funds, the air show would not be able to promote the event with television commercials to the Seattle metropolitan area and other advertising initiatives throughout the state of Washington. This would result in a significant reduction of tourists and lodging stays.

**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 Olympic Air Show will follow all state guidelines for social distancing. We have the option of requiring patrons to stay in or next to their vehicle to watch the show. This model has been adopted by air shows nationwide and has been proven to be successful in limiting the spread of COVID as well as strengthening the local tourism economy.

## PROPOSED SERVICES

### 2022 OLYMPIA LODGING TAX

Requested Amount:                      \$ 20,000

Use of Funds:                              Funds will be used for:

1. Production services of customized advertising video (commercial) promoting the Olympic Air Show, with a voice talent and graphic encouraging viewers to visit [www.experienceolympia.com](http://www.experienceolympia.com) for lodging recommendations: \$1,000.
2. Advertising air-time on Seattle metropolitan television media (currently KCPQ/Channel 13) for approximate term of 30 days; contract includes website banner advertising and link on website and affiliate websites to [www.experienceolympia.com](http://www.experienceolympia.com). **KCPQ/Channel 13 provides a 100% air-time match for non-profit, tourism generating advertising.**
3. Non-local radio, print and online advertising including the greater Seattle metropolitan area. This additional advertising, like our existing television commercial, will specifically promote Olympia and/or its lodging options.

## OLYMPIC AIR SHOW BUDGET - 2022

### PROJECTED REVENUE:

Sponsorships	8500
Admissions	77500
In-Kind Donations	8000
Gift Store	2000
Vendor Fees	5000
Lodging Tax	58000
Port of Olympia	2000
Beer Garden	3500
TOTAL	164500

### PROJECTED EXPENSES:

Personnel	55000
Utilities, Telephone, Etc.	4400
Marketing and Promotion	25000
Performer Fees and Expenses	30000
Performer Lodging and Food	14000
Equipment Rental*	15380
Electronic Ticketing Fees	7000
Credit Card Fees	1300
Licensing	400
Contract Labor	1000
Volunteer Meals	750
TOTAL	154230

### \*Equipment Rental:

Pacific Disposal	600
Audio	1500
Generators/Scissors	700
Celebrations	6000
Rental Vehicles	3200
Radios	400
Porta Johns	2980
TOTAL	15380

PROGRAM EXCESS (DEFICIT)	10270
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## BUSINESS INFORMATION

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Business Name:

**OLYMPIC FLIGHT MUSEUM**

UBI Number:

**601 867 218**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**7637A OLD HWY 99 SE, OLYMPIA, WA, 98501, UNITED STATES**

Principal Office Mailing Address:

**1000 85TH AVE SE, OLYMPIA, WA, 98501, UNITED STATES**

Expiration Date:

**04/30/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/ Registration Date:

**04/06/1998**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CHARITABLE**

## REGISTERED AGENT INFORMATION

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Registered Agent Name:

**BRIAN REYNOLDS**

Street Address:

**8105 DESCHUTES CT SE, TUMWATER, WA, 98501-6864, UNITED STATES**

Mailing Address:

**1000 85TH AVE SE, TUMWATER, WA, 98501-5707, UNITED STATES**

## GOVERNORS

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Title	Governors Type	Entity Name	First Name	Last Name
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