



2022 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$⁴⁵⁰⁰⁰

Organization/Agency Name: TOMORROW

Federal Tax ID Number: 83-3238594

Event or Activity Name (if applicable): South Sound Block Party

Contact Name and Title: Christen Greene, Producer & Founder

Mailing Address 5344 Johnson Point Rd NE City Olympia State Wa Zip 98516

Phone 413.695.6986

Email Address cg@team-tomorrow.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:

Date: 27 Aug 2022

Printed or Typed Name: Christen Greene

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.**

A 2-day music festival in Olympia, Wa.

August 2022 (weekend TBD). Estimated 2500+ people/day.

An annual event that will celebrate and contribute to the region's rich musical legacy, highlight local commerce and live music at an affordable price point. The South Sound Block Party lineup is intended to be broad in terms of both musical genre and level of notoriety. This, "something for everyone" approach will maximize the number and diversity of patrons who will travel to the area for a weekend of live music, enhancing tourism to Olympia. A fully-funded event ensures that we are able to obtain top-tier talent and issue a Radius Clause which guarantees the festival is their only performance in the region. This will drive ticket sales from all over the greater PNW to the Olympia region. A fully-funded event also ensures the success of the "Friday Night Kick-Off Party and Night Market" which brings patrons in for 2 nights.

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	3500	
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity	350	
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	150	
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	500	
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	75	
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>	750	

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

- | | |
|--|---|
| <input checked="" type="checkbox"/> Direct Count (Preferred) | <input checked="" type="checkbox"/> Informal Survey (Preferred) |
| <input checked="" type="checkbox"/> Indirect Count | <input checked="" type="checkbox"/> Structured Estimate |
| <input type="checkbox"/> Representative Survey | <input checked="" type="checkbox"/> Other (Please explain) |

Previous experience in small, regional festivals in the NW: bands playing them or working at them has taught me about habits of both bands and patrons for these events. I have access to recent tickets sold in both Portland and Seattle for most of the potential line-up

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

- | | |
|---|--|
| <input type="checkbox"/> Direct Count (Preferred) | <input type="checkbox"/> Informal Survey (Preferred) |
| <input type="checkbox"/> Indirect Count | <input type="checkbox"/> Structured Estimate |
| <input type="checkbox"/> Representative Survey | <input type="checkbox"/> Other (Please explain) |
| | <input type="checkbox"/> 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 yet. I think I would like to cast a wide net to get several hotels (and price points) involved. I am trying to get a meeting with the Thurston County hotel commission and am open to suggestions and guidance on this point.

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

I have 15+ years of demonstrated success in live music. I have booked bands, promoted shows and managed one of the biggest live touring acts in the country from 2012-2018. I have attended and worked with many regional festival producers including Doe Bay Festival (Orcas Island), Fisherman's Village (Everett) and Capitol Hill Block Party (Seattle) so I understand and have hands-on experience with the working timelines, financing and budget, personnel, run-of-show, and marketing for an event of this size and shape.

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

21-45+ year olds, all gender, local and regional residents,

This festival is for the live music lovers, the dancers, BBQ and grillers. This is for good, old-fashioned, blue collar, craft and lite beer drinking community who like food trucks, happy hours after work, road trips, hiking, biking, water leisure, live music and cutting loose on the weekend

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

Robust community ticket giveaways and competitions through radio, social media and local businesses. Comp tickets for neighbors, partners and businesses near the site. Targeted static and video advertising on social media platforms via ToneDen and Facebook. Digital, radio (KEXP, KAOS and KBOO) & print advertising radio. Groups sales and/or hotel codes. Billboard Advertising (x5) on I-5 corridor South. One of a kind, side-of-building painted mural + wheat pastes in Olympia. Festival partnerships w/ other similar sized festivals and events in the greater NW. Ticketing company partnership with their blogs, email list and marketing teams. Word of mouth and analog flyers, posters and handbills in Olympia, Tumwater & Lacey: community bulletin boards, Farmer's Markets, DIY venues, coffeeshops, restaurants, bars, utility poles + etc. Festival email list.

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

Should the festival be fully-funded we will host a free, "Friday Night Kick-Off party & Night Market" with live music, vendors & food. This will encourage a Friday + Saturday night stay for those traveling. Patrons will also receive hotel discounts and/or codes when purchasing advance tickets to participating hotels/motels. Links to participating hotels, bars and businesses, on a "Getting Here" and/or "Things To Do" section on the festival website. Where applicable: logos on printed materials, and hotel names to be used on radio spots in SEA and PDX. The "Friday Night Kick - Off Party & Night Market" details (with vendors and participating businesses) will be promoted in our digital advertising and festival email list to ticket-buyers and interested party sign-ups. As the event starts in late afternoon guests will have the opportunity to dine out, rent a boat, hike a trail, visit a museum or cultural landmark before the event. A10pm hard out ensures bars and restaurants get patron egress.

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.

Lacey - 25k

Tumwater - 25k

Thurston County is TBD on if/when their application will open.

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

125k is the overall budget.

I am requesting \$45k from the Olympia Lodging Tax Fund which is roughly 35% of the budget.

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.]

Thank you for asking this. We would cut our out of state marketing, staff, talent budget and production budget. The caliber of musical acts will diminish which of course would affect ticket sales and out of state ticket sales, specifically. Complete funds will also allow me to program and activate the, "Friday Night Kick-Off & Night Market" event, driving an extra night of hotel and bar/restaurant tourism. If it is not fully funded, the event will still go on - it will just not see its full potential - on stage or off.

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?

What I'm seeing as a successful model right now in the live music space - especially with outdoor events - is encouraging (or requiring) masks, proof of vaccination and/or a negative test within 48 hours of the event. We will also ask folks to social distance and have signage to that effect. If necessary (or encouraged) we can PCR test all festival workers & performers and require that these folks be vaccinated and/or have a negative test. This is an evolving situation and our goal will be to stay inline with progressive, aggressive best practices in the industry for this size of event

MUNICIPALITY GRANTS



Infrastructure

Stage & lights, safety, waste management & restrooms



Production + Staff

PA (sound) system + lights, sound engineer, stage manager, Security, Box Office, Accounting, Clean-Up



Talent

Performers at the festival



Marketing

Targeted social media ads, print flyers and handbills, radio spots, a mural and billboard(s)

Lodging Tax Budget Form

Lodging Tax Applicant:

TOMORROW for South Sound Block Party Aug '22

Specific to your Tourism-Related Facility, Tourism Promotion Activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

PROJECTED REVENUE:

Source	Amount
Sponsorships:	\$20,000.00
Admission:	\$60,000.00
Reserves:	
Donations/Contributions:	
Grants:	
Program Service Fees:	
In-kind Donations:	
Gift Shop:	
Vendor Fees:	
Fundraising Activities:	
City of Lacey Lodging Tax:	\$25,000.00
City of Olympia Lodging Tax:	\$45,000.00
City of Tumwater Lodging Tax:	\$25,000.00
Thurston County Lodging Tax:	
Other Sources of Revenue: <small>(please specify)</small>	
festival merch	\$500.00
alcohol sales	\$6,500.00
Other Source:	
Other Source:	
Other Source:	
TOTAL REVENUE:	\$182,000.00

PROJECTED EXPENSES:

Personnel: (salaries and benefits)	\$71,000.00
Administration: (utilities, phone, etc.)	\$13,500.00
Marketing and Promotion:	\$25,000.00
Professional / Consultant Fees:	\$7,500.00
Equipment:	\$38,000.00
Facility / Event Venue Rental:	\$5,500.00
Travel: (please specify)	
flights and accoms	\$3,500.00
All Other Expenses: (please specify)	
festival and staff shirts	\$2,000.00
Other Expense:	
Other Expense:	
Other Expense:	
TOTAL EXPENSES:	\$166,000.00
PROGRAM EXCESS (DEFICIT):	\$16,000.00



BUSINESS LICENSE

STATE OF
WASHINGTON
Limited Liability Company

TEAM-TOMORROW, LLC
FAUX PAS PRODUCTIONS
5344 JOHNSON POINT RD NE
OLYMPIA WA 98516-9124

TAX REGISTRATION - ACTIVE

Issue Date: Aug 06, 2021
Unified Business ID #: 604303882
Business ID #: 001
Location: 0001

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: 604303882 001 0001

TEAM-TOMORROW, LLC
FAUX PAS PRODUCTIONS
5344 JOHNSON POINT RD NE
OLYMPIA WA 98516-9124

STATE OF WASHINGTON

FOLD HERE

TAX REGISTRATION - ACTIVE

FOLD HERE





OLYMPIA, WA

AUGUST 2022 - 2026

VISION & MISSION

- 01 To create an annual community event that will highlight local commerce and music at an affordable price point
- 02 To provide revenue, jobs, and experience for the working musicians, vendors and production community in Olympia, Lacey and Tumwater
- 03 To provide a curated community gathering space to enjoy live music, local and regional vendors and a weekend of outdoor enjoyment for the city



A 3,500-5,500 capacity, two-day neighborhood & community block party with live music, local vendors and food + drink offerings.

The South Sound Block Party will be a much-anticipated, weekend destination for locals and regional visitors who will think fondly of their weekend spent in beautiful Olympia, Wa. Guests will spend 2 afternoons and evenings taking in great live music, community, food and drink at an affordable price point.

The block party will be an annual memory-maker, summer highlight and source of pride for the local community. Guests will patronize and be exposed to all of the great food, shops, local bands and restaurants that Olympia and the county at large has to offer.

The weekend will of course drive seasonal employment, commerce, fun (!!) and tourism to the city. 70+% of the musical talent will be local to Olympia, Lacey and the immediate PNW. 95% of the production + vendor staff will be local to Thurston County.

INSPIRATION

Fisherman's Village Festival

(Everett, WA)

Out of Space

(Evanston, IL)

South Lake Union Block Party

(Seattle, Wa)

Summit & Mercer

(North Capitol Hill, Seattle)

West Seattle Block Party

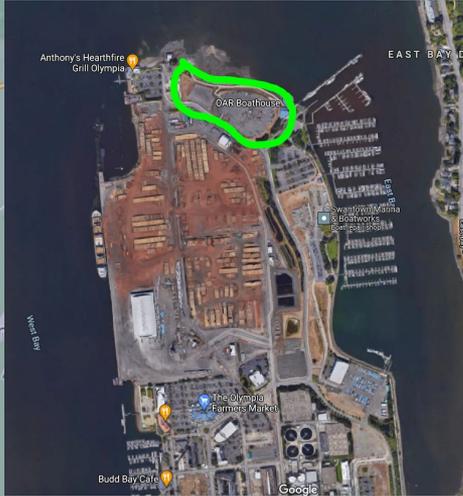
(Seattle, Wa)

Basilica Block Party

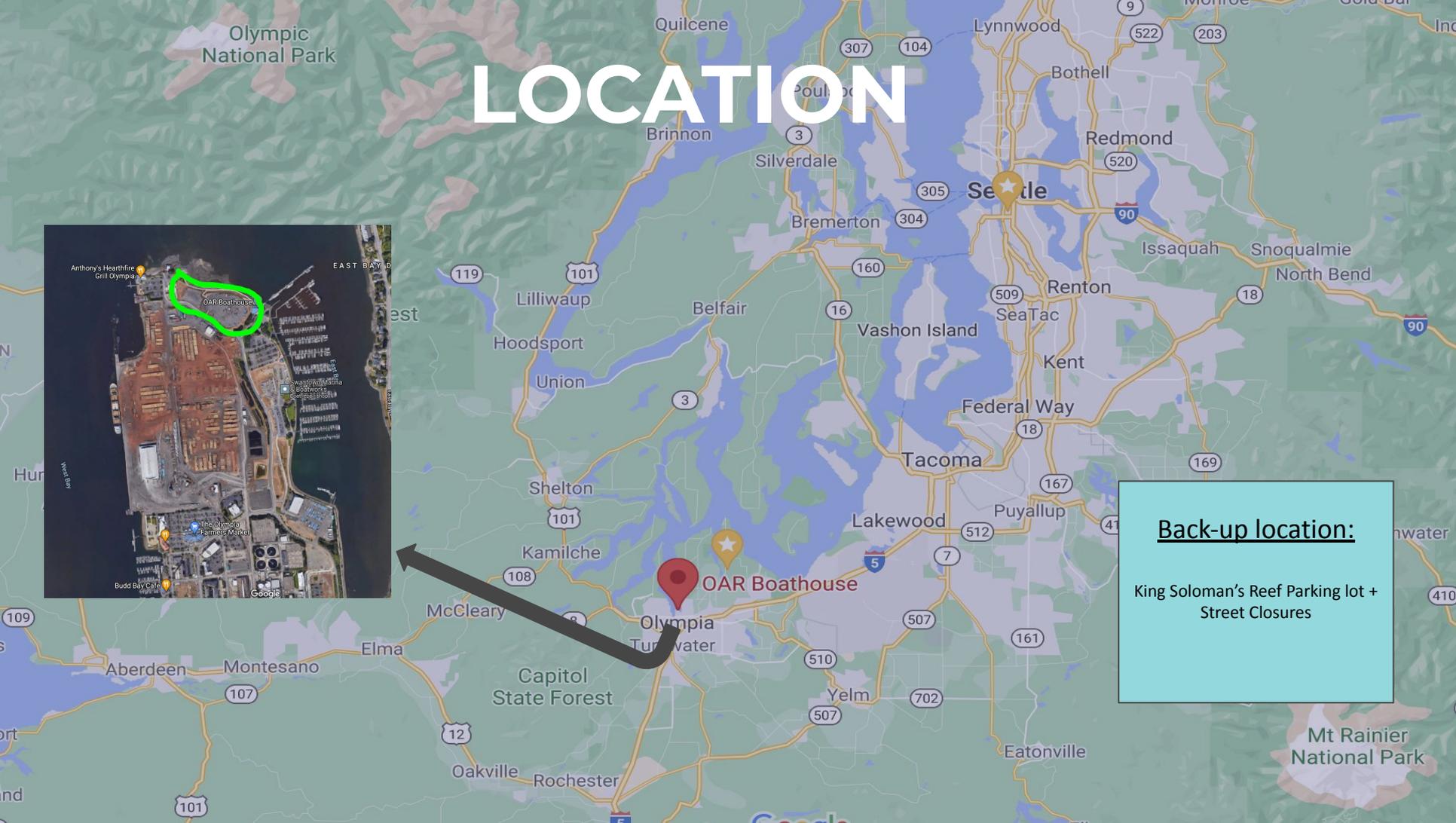
(Minneapolis, MN)



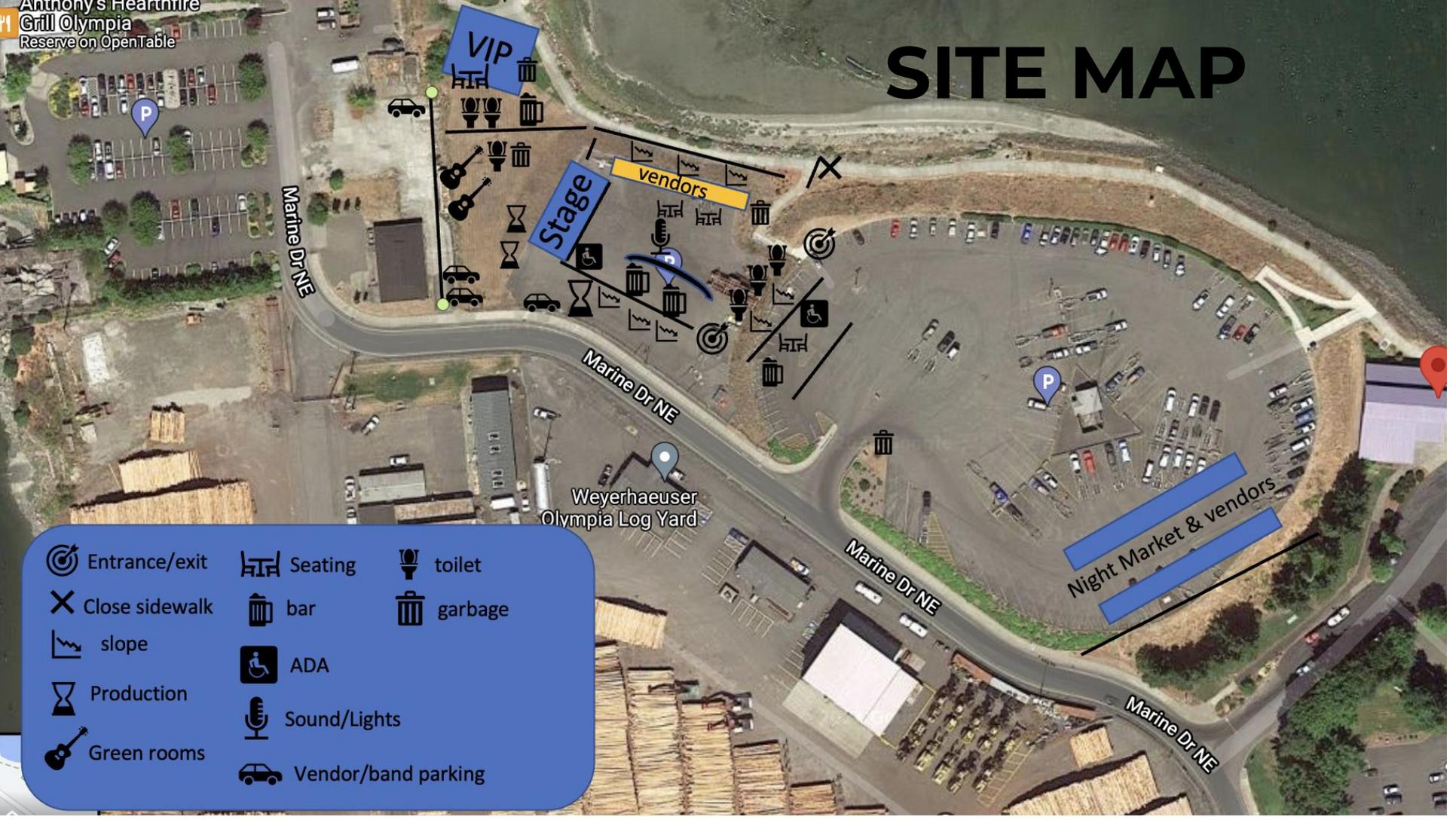
LOCATION



Back-up location:
King Solomon's Reef Parking lot +
Street Closures



SITE MAP



- Entrance/exit
- Close sidewalk
- slope
- Production
- Green rooms
- Seating
- bar
- ADA
- Sound/Lights
- Vendor/band parking
- toilet
- garbage

VIP

Stage

vendors

Weyerhaeuser
Olympia Log Yard

Night Market & vendors

Marine Dr NE

Marine Dr NE

Marine Dr NE

Marine Dr NE

OLYMPIA, LACEY + NORTHERN TUMWATER INFO

- Median Age: 38 years
- Population: 290k+
- 51% Female identified
- Average Age: 38.6 years

* Medium home sale cost: \$470,000
+27.8% year over year



LOCAL ATTRACTIONS

The Olympia Waterfront

Olympia Farmer's Market

The Evergreen State College

The state capitol

10+ marinas: boat life -
fishing and water sports

Parks, trails, hikes & outdoor
recreation

CURATION & DEMO

Target Demographic

21-45+ year olds, all gender, local and regional residents.

This Block Party is for the live music lovers, the dancers, BBQ and grillers. This is for good old fashioned, blue collar, craft and lite beer drinking community members who like food trucks, happy hours after work, road trips, hiking, biking and cutting loose on the weekends.

Local cover + bar bands will open each days' musical offerings

A rotating cadre of local DJs will play set breaks in VIP

POTENTIAL MUSICAL LINEUP

Twin Peaks + Lake + Cave Singers + CCFX + Mudhoney + Wolves in the Throne Room + Built To Spill + Team Dresch + Fleet Foxes + Lemolo + Y La Bamba + Night Heron + Hey Marseilles + Marshall Law Band + Overcoats + Amy Ray + Waxahatchee + Stag + Chong the Nomad + Dude York + The Tesky Brothers + Jason Webley + Black Belt Eagle Scout + Tacocat + The Seshen + Sol + Oly Mountain Boys + The Lowest Pair + Ural Thomas and the Pain + Nahko & Medicine for the People + McNeil and The Prisoners

MAIN STAGE AESTHETIC



Side Stage Access

For VIPs, contest winners &
Monitor Mix position



Stage: SL1000

With scrim for branding &
sponsors + wind flaps



VIP AESTHETIC

- Catering by local vendors or sponsors
- Local DJs playing sets during mainstage change-overs
- Front lawn/best seat in the house for Mainstage
- Exclusive entrance & exits
- Special wristband + merch with purchase



POTENTIAL PARTNERS & SPONSORS



NW Beerwerks (Title Sponsor & VIP section)

KAOS Radio

KEXP Radio

experi

Thurston County Lodging Tax Committee

Martin Way Diner

Good Guys Used Cars

Advantage Lock and Key

WCLA Credit Union, Key Bank, Umpqua

Uhaul

Jameson, Titos, Crater Lake

Etix Ticketing company

Convention and Visitors bureau

Chamber of Commerce

Olympia Film Society

Thurston County Econ. Dev. Council

Tourism - City of Oly

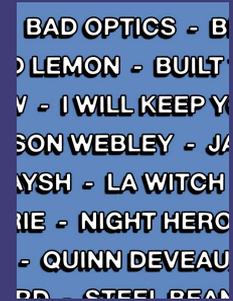
City Council of Oly

Green Lady Marijuana

Arts Culture and Heritage - City of Oly

MARKETING

- Robust community ticket giveaways and competitions through radio, social media and local businesses. Comp tickets for immediate neighbors and businesses near the site.
- Targeted static and video advertising on social media platforms via ToneDen and Facebook
- Digital & print advertising in local magazines, radio, newspapers and online.
- Groups sales and hotel codes with local lodging options.
- Billboard Advertising (5) on I-5 corridor South
- One of a kind, side of building painted mural + wheat pastes
- KEXP, KAOS radio spots & partnerships
- Festival partnerships w/ other similar sized Festivals and Events in the greater NW.
- Ticketing company partnership with blog, email list and marketing teams
- Analog flyers, posters and handbills in Olympia, Tumwater & Lacey: community bulletin boards, Farmer's Market, DIY venues, coffeeshops, restaurants, bars, utility poles + etc...



MUNICIPALITY GRANTS



Infrastructure

Stage & lights, safety, waste management & restrooms



Production + Staff

PA (sound) system + lights, sound engineer, stage manager, Security, Box Office, Accounting, Clean-Up



Talent

Performers at the festival



Marketing

Targeted social media ads, print flyers and , radio spots, a mural and billboard(s)



OPTIONS FOR SPONSORSHIP INVOLVEMENT

- Logo / Branding on stage flaps (3)
- Product placement in VIP Lounge and at Mainstage bar
- Exclusivity at a staffed VIP Bar w/ signature cocktails
- Exclusivity at staffed Mainstage bar w/ signature cocktails
- Logo/branding @ Bike + Car parking
- Logo on marketing materials including:
 - Physical flyers & posters
 - Digital Ad buys
 - Large promo wheatpastes in Olympia + Lacey
- Logo on one of a kind city mural in Olympia

EXPECTATIONS

YEAR 1

At least 2,500 attendees/day with local acts + limited vendors. Ticketing partner, liquor partner.

5,000 people

YEAR 2

At least 3,000 attendees/day with regional and local acts, vendors and major airline or bank sponsor commitment. Add DJ +1 vendor in VIP.

6,000 people

YEAR 3

At least 3,500 attendees/day with regional and local acts. Add pre-sale tickets and 1-day and 2-day passes. Add a second "Block Party" (location TBD) with 2,000 attendees, 2-days, 1 stage, VIP and vendors..

9,000 people
(2 festivals)

YEAR 4

Sold out event on Eastside. Westside attendance up 20%

10,000 people

YEAR 5

Two sold out events, 5- year anniversary show on the Eastside with national headliner.

13,000 people

(WORKING)

RUN OF SHOW/SET TIMES

SATURDAY & SUNDAY

Gates opens at 1PM both Saturday and Sunday and music is hard out at 9PM

Festival entry close at 8PM nightly for accounting and closing duties

Grounds clear by 10PM

VIP open until 11PM

MAINSTAGE

1:00 PM GATES OPEN - house music + DJ

2:00 PM - Band 1 (40 min)

2:45-3:00 PM Change Over (15 min)

3:00 PM - Band 2 (30 min)

3:30-3:45 PM Change Over (15 min)

4:00 - Band 3 (30 min)

4:30-4:45 PM Change Over (15 min)

5:00 PM Band 4 (30 min)

5:30 - 5:45 PM Change Over (15 min)

5:45 PM - Band 5 (30 min)

6:15 - 6:30 PM Change Over (15 min)

6:30 PM Band 6 (30 min)

7:00 - 7:15 PM Change Over (15 min)

7:30 PM Direct Support Band 7 (40 min)

8:10- 8:25 PM Change Over (15 min)

8:30 PM - HEADLINE BAND 8 (60 min)

10:00 PM - CLEAR

VIP STAGE (set breaks)

Spotify DJ - 11am - 2:00 pm
2:45-3:00 PM

DJ2 - 3:30-3:45
4:30-4:45

Talent3 5:30-5:45 PM
6:15-6:30 PM

Talent4 7:00-7:15 PM
8:10-8:25 PM

DJ3 9:00 - ??

FAQ

1. What about parking?

- The block party site is centrally located to the downtown, farmer's market and bus route 45. There are many surrounding lots and vacant lots to use for additional parking/revenue.
- Specialty bike lock-up on site - discounted ticket?
- Potential partnership with rideshare company for pick up/drop off zones

2. What is the cost of admission?

- GA admission tickets will be \$20
- VIP (limited to 150) will be \$45 and comes with perks (drink tickets, merch)

3. Who am I?

I am 15-year+ music/entertainment industry veteran who has done shows & festivals in basements, theatres, arenas and even the Obama White House (twice). I have a passion for live music, connecting people, small regional festivals and annual community-based events. I've managed bands, booked bands, sold merch, ran backstages and hospitality and sold millions of tickets worldwide. I am new to living in Olympia - having recently relocated from Seattle and recognize the appetite for this type of event. I am thrilled and excited to be able to bring my expertise and vision to this community.

THANK YOU

CONTACT



PHONE

+1413-695-6986



LOCATION

Johnson Point Rd
Olympia, Wa



EMAIL

cg@team-tomorrow.com



To Whom It May Concern:

We at 4 the Love Foundation are extremely excited for the opportunity to work with Christen Greene. The thought of bringing live music back to where a lot of it began, and in turn giving back to the community, is something we support to the fullest. Here is some information on our Foundation, we hope you find this helpful.

Our Mission:

4 the Love Foundations was built by two women who are highly motivated by the love of the community surrounding us. It is our mission to help as many individuals and families as possible, utilizing the resources available within our surrounding areas.

What we have accomplished:

*In the past two years we have been able to provide Thanksgiving and Christmas dinners to over 200 families in six different schools. For those who did not have access to kitchens, we provided gift cards.

*Last year we adopted over 130 foster kids, and with the help of our community, were able to fulfill their Christmas lists.

*We have been in close contact with elderly communities and have been able to provide holiday meals and blankets for those in need.

*We are heavily involved in raising money to help children stay warm in the winter months. In the past years we have raised upwards of \$30,000 to provide jackets for most grades in two schools.

We look forward to continuing to make a huge impact on this community. Attached you will find more documentation on the foundation.

Sincerely,

Nicole Andres (co-founder/co-vice president)

Tessa Effland (co-founder/co-vice president)

4 THE LOVE FOUNDATION
3226 HOADLY ST SE
OLYMPIA WA 98501-3511

DETACH BEFORE POSTING



BUSINESS LICENSE

Issue Date: JUN 04, 2021
Unified Business ID #: 604515377
Business ID #: 001
Location: 0001
Expires: May 31, 2022

STATE OF
WASHINGTON
Nonprofit Corporation

4 THE LOVE FOUNDATION
1890 BARNES BLVD SW
TUMWATER, WA 98512-1435

TAX REGISTRATION - ACTIVE

CITY ENDORSEMENTS:

TUMWATER NONPROFIT BUSINESS #N-012825 - ACTIVE

REGISTERED TRADE NAMES:

4 THE LOVE FOUNDATION

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 is 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



Ryan Crowther
3608 Norton Ave
Everett, WA 98201
206.679.0848

August 17, 2021

To whom it may concern,

I'm writing to express my support for Christen Greene and her music festival endeavors as well as endorse her and her character. I've known Christen for several years as an executive in the music industry that is well respected, well connected and is an absolute force to be reckoned with. As someone who has benefitted first-hand from her relationships, her strategic brilliance and her friendship, I am constantly blown away by her ability to deliver.

Christen has an uncanny knack for thinking big picture and remembering all the small details. She can approach a music executive the same way she does a small business owner, and each seem to know she means business, while wanting to find a way to work with her. The simple fact that she's managed to sell out arenas across the country and has decided to spend her time on block party in Olympia shows she loves community and the innate challenges of bringing one together.

I am incredibly excited to hear that she's bringing an event to Olympia next year and know she will get the support from the entire music community in the Pacific Northwest. Thurston County is lucky to get someone of her caliber and will certainly see all kinds of benefits from tourism to a refined sense of community pride. I look forward to watching this event and its positive impacts on the community grow.

Sincerely,

Ryan Crowther

Ryan Crowther
Founder
Fisherman's Village Music Festival