



## 2020-21 Board Members

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Jennifer Williamson Forster, *Executive Director*

Sarah Gage, *Program Director*

Nicole Nichols, *VISTA United Way of Thurston County*

Abbigail Huennekens, *20<sup>th</sup> Anniversary Summer Intern*

Jae Townsend, *Books for Kids Coordinator*

Ben Jurkovich, *Summer Books for Kids Coordinator*

*An affiliate of the National Children's Reading Foundation*

*Serving the South Sound since 2001!*

September 10, 2021

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

Dear Mr. Reid and Members of the Lodging Tax Advisory Committee:

Thank you for understanding the value of investing in Olylit-A Literary Festival in downtown Olympia. Our OlyLit launch has been postponed to 2022, when we can have larger, live, in person, indoor event in downtown Olympia. This year we are finalizing our branding for Olylit and creating a website thanks to 2021 LTAC funds.

If LTAC and the City of Olympia once again support the idea of a downtown focused, regional literary festival, the Reading Foundation in partnership with businesses and organizations will launch our first annual OlyLit, A Festival of Books, Readers, and Writers, in September of 2023 featuring traditional literacy festival events but also uniquely Olympian events like a literary pub crawl. In years to come, it will resemble Sand-in-the-City combined with ArtsWalks, with author events dispersed throughout downtown Olympia and hundreds, and eventually thousands, of local and out-of-town visitors shopping, dining, staying at local hotels and bed and breakfasts, and visiting local attractions.

If the LTAC committee and the City of Olympia support this literary festival, we will use LTAC funds in 2022 to do two things:

1. Host an OlyLit launch event in downtown Olympia on September 16-17, 2022, and
2. Build messaging and marketing infrastructure for Olylit.

It is our greatest hope that this committee and the city will see and understand the value in investing in the infrastructure to build an event that will bring again hundreds, and eventually thousands of out-of-town visitors to our region annually during what is now an unproductive weekend in late September. In years to come, the city will receive significant economic benefits from sales tax, lodging, food sales, and other spending by our participants. OlyLit will be a very significant piece of the city's tourism plan, one that needs and deserves full funding support.

Please let me know if you have any questions and thank you for your time.

Jennifer Williamson Forster, Executive Director  
[jwilliamson-forster@nthurston.k12.wa.us](mailto:jwilliamson-forster@nthurston.k12.wa.us), (360) 412-4499

### South Sound Reading Foundation

Mailing: 305 College Street NE, Lacey WA 98516

Physical: 200 Sleater-Kinney Rd NE, Olympia WA 98506

[read2me@nthurston.k12.wa.us](mailto:read2me@nthurston.k12.wa.us), (360) 412-4499

For more information visit: <http://www.southsoundreading.org>  
or [www.facebook.com/southsoundrf](https://www.facebook.com/southsoundrf)





# 2022 Application for Olympia Lodging Tax Funds

**Amount of Lodging Tax Requested: \$ 8500**

Organization/Agency Name: South Sound Reading Foundation for Olylit

Federal Tax ID Number: 91-091907

Event or Activity Name (if applicable): Olylit-A Festival of Books, Readers, and Writers in Downtown C

Contact Name and Title: Jennifer Williamson Forster, Executive Director

Mailing Address 305 College Street NE City Lacey State WA Zip 98516

Phone 360 412 4499

Email Address jwilliamsonforster@nthurston.k12.wa.us

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: September 9, 2021

Printed or Typed Name: Jennifer Williamson Forster

## **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.

LTAC's 2022 Lodging Tax Funds awards will demonstrate essential City support for growing a regional, multi-day, annual literary festival in downtown Olympia: **Olylit, A Festival of Books, Readers, & Writers**. Funds will provide key promotional infrastructure including building a robust regional marketing campaign to attract attendees and secure additional sponsors. A soft launch is planned for September 16-17, 2022, growing into a fuller festival experience in September 2023 and beyond.

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	300	n/a
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	50	n/a
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	2 0	n/a
<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	3 0	n/a
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	2 0	n/a
<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>	2 0	n/a

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.

Yes, we are hopeful the Double Tree by Hilton in downtown Olympia. We would also like to partner with Swantown Inn and Spa, because Bed and Breakfasts appeal to our main demographic.

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

None since this is a new event, however we will work closely with the VCB and EventSupport in planning and promoting Olylit. We have been hosting Books by the Bay, A Literary Celebration for nearly 20 years, and it is ready to grow into something bigger. For a number of years it was at the Port Plaza and attracted around 200 people. A literary festival that includes more writers and activities, would attract more people from throughout our region, and grow into a much larger event that is integrated in and around downtown Olympia.

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

The target audience for our soft launch event Olylit "lite" in 2022 will be the same as Olylit-A Festival of Books, Readers, and Writers in 2023 and beyond, well-educated, higher income earning individuals, their families and friends, 25-75 years of age from Vancouver B.C. to Eugene Oregon, and from Spokane to Ocean Shores. We will market through social media, newspapers, magazine, radio, television, and similar events.

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

We will launch Olylit 2023 at our 2022 event and will need marketing materials with information about authors, partner venues, featured activities, including the literary pub crawl. Promotion activities will include:

**SOCIAL MEDIA MANAGEMENT & DIGITAL ADVERTISING:** The South Sound Reading Foundation and Browser's Bookstore have a large and dynamic social media presence in the South Sound. We will work with an advisor to build on this base for the festival, **to target markets from Vancouver BC to Eugene Oregon, Yakima and Eastern Washington to Port Angeles and the coast.** We will also explore how to secure sites on **Google, Trip Advisor, and Yelp** among others and purchase more digital advertising in conjunction with printed advertising.

**BROADCAST MEDIA AND PRINT PARTNERS:** We will build partnerships and buy advertising schedules with **KNKX** serving Western Washington, and digital with some print advertising space in **Seattle Magazine, South Sound Magazine, Vancouver Writers Fest, Portland's Book Fest, and Spokane's GETLIT Festival Programs.**

**OTHER PARTNERSHIPS:** We will actively look for ways to partner with the **Visitors and Convention Bureau** and

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

For our 2022 kickoff event and for Olylit 2023 and beyond, we will work with the Visitors and Convention Bureau, hotels, downtown businesses, and restaurants to put a together and promote hotel and dining packages in Olympia. We will also provide tourism information on our website under a "Plan Your Visit" menu, and we will link to "Visit Olympia" and the website. And finally, we will incorporate downtown businesses into our event program as well as a "What to do in Olympia" promotional flyer with map, in event program. This list and map will include many of the wonderful attractions and business that make Olympia so special.

**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, but we plan to apply in Lacey and Tumwater during their next RFP period.

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

In 2022 our budget for an Olylit launch event, and to build messaging and marketing infrastructure and materials is \$23,500. We are requesting \$8,500 (36%) of that from 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.]**

If granted, these funds will help us build an event that will bring thousands of out-of-town visitors to our region annually during what is now an unproductive weekend in late September. No funding would indicate that the city is not interested in hosting this event now or in the future. Limited funding would inhibit our organization's ability to build the necessary tools, and the kick-off event to make Olylit successful. The City will receive significant economic benefits from sales tax, lodging, food sales, and other spending by our participants. Olylit will be a very significant piece of the City's tourism plan, one that needs and deserves full funding support.

**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?**

If COVID compliance requirements including vaccines, masks, and social distancing are still in place or anticipated for September 2022, we will first consider outdoor venues, if compliance requirements allow, and alternatively pivot to a virtual event. Event planning will include this contingency plan, as it did this year.



## 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](mailto: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:**

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Olympia.
3. 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](http://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.
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## **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;
- c. 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.



## ATTACHMENT #1, Itemized Event Budget



### Olylit LAUNCH 2022

Revenue	
Sponsors	\$15,000.00
Grants	\$8,500.00
Total	\$23,500.00
Expenses	
Venues and related fees	\$4,300.00
Audio visual, stage set up	\$1,500.00
Musicians	\$300.00
Author/Stipend	\$2,000.00
Supplies (activities, décor)	\$700.00
Food/drinks, etc.	\$3,000.00
Guest Accommodations (lodging and food for authors)	\$1,100.00
Message development, marketing	\$8,500.00
Administrative fees (office expenses, staffing, etc.)	\$2,100.00
Total	\$23,500.00
<b>NET</b>	<b>\$0.00</b>

## ATTACHMENT #2—DESCRIPTION AND BUDGET OF REQUESTED FUNDS

If the LTAC committee and the City of Olympia support this literary festival in downtown Olympia, we will use Lodging Tax funds to do two things:

1. Launch Olylit in downtown Olympia on September 16-17, 2022. This two-day event, a Friday evening celebration, and a Saturday morning program will attract between 300-500 visitors to Olympia and encourage overnight visits.
2. We will also be using this event to launch Olylit 2023-A Festival of Books, Readers, and Writers and would use funds to build our marketing infrastructure and create marketing materials with information about the multiple authors secured for 2023, our partner venues, and a few featured activities (including the literary pub crawl).



### Olylit Kickoff 2022 Marketing, PR and Messaging LTAC Budget

PROJECTED LTAC Marketing Budget	Market	Amount
MARKETING MATERIALS		\$1,500.00
DIGITAL AND SOCIAL MEDIA		\$2,200.00
Such as target digital ads on Facebook, Instagram, Twitter, Trip Advisor, also South Sound Talk	SEA/PDX/VancouverBC	
ONLINE ADVERTISING WITH (SOME) PRINT PUBLICATIONS		
Such as: Seattle and South Sound Magazines, Vancouver Writers Fest, Portland's Book Fest, and Spokane's GETLIT Festival Programs	Eastern Washington, SEA, PDX/VancouverBC	\$2,500.00
RADIO		
KUOW and KNKX-Public Radio		\$2,300.00
Aug	Western Washington	
<b>TOTAL</b>		<b>\$8,500.00</b>



Filed  
Secretary of State  
State of Washington  
Date Filed: 12/30/2020  
Effective Date: 12/30/2020  
UBI #: 602 090 155

## Annual Report

### BUSINESS INFORMATION

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Business Name:

**THE SOUTH SOUND READING FOUNDATION**

UBI Number:

**602 090 155**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**200 SLEATER KINNEY RD NE, OLYMPIA, WA, 98506-5203, UNITED STATES**

Principal Office Mailing Address:

**305 COLLEGE ST NE, LACEY, WA, 98516-5390, UNITED STATES**

Expiration Date:

**01/31/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**01/11/2001**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CHARITABLE**

**REGISTERED AGENT** **RCW 23.95.410**

---

Registered Agent Name	Street Address	Mailing Address
FAIRCHILD RECORD SEARCH, LTD.	3400 CAPITOL BLVD SE STE 101, TUMWATER, WA, 98501-3351, UNITED STATES	PO BOX 1368, OLYMPIA, WA, 98507-1368, UNITED STATES

### PRINCIPAL OFFICE

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Phone:

**3604124499**

Email:

**JWILLIAMSON-FORSTER@NTHURSTON.K12.WA.US**

Street Address:

**200 SLEATER KINNEY RD NE, OLYMPIA, WA, 98506-5203, USA**

Mailing Address:

**305 COLLEGE ST NE, LACEY, WA, 98516-5390, USA**

## GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		GENEVIEVE	CANCEKO CHAN
GOVERNOR	INDIVIDUAL		MARY ELLEN	JONES
GOVERNOR	INDIVIDUAL		JIM	JUSTIN

## NATURE OF BUSINESS

- CHARITABLE

## EFFECTIVE DATE

Effective Date:

**12/30/2020**

## CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

**NO**

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16? percent interest in the entity?

**NO**

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

**NO**

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

**NO**

You must report a Controlling Interest Transfer Return IF: you answered "yes" to questions 1 AND 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

Attention:

**JENNIFER WILLIAMSON FORSTER**

Email:

**JWILLIAMSONFORSTER@NTHURSTON.K12.WA.US**

Address:

**305 COLLEGE ST NE, LACEY, WA, 98516-5390, USA**

## UPLOAD ADDITIONAL DOCUMENTS

13



Do you have additional documents to upload? No

## AUTHORIZED PERSON

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☒ I am an authorized person.

Person Type:

**ENTITY**

First Name:

**JENNIFER**

Last Name:

**WILLIAMSON FORSTER**

Entity Name:

**SOUTH SOUND READING FOUNDATION**

Title:

**EXECUTIVE DIRECTOR**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.





STATE OF  
WASHINGTON  
Nonprofit Corporation

THE SOUTH SOUND READING FOUNDATION  
SOUTH SOUND READING FOUNDATION  
200 SLEATER KINNEY RD NE  
OLYMPIA, WA 98506-5203

UNEMPLOYMENT INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

Issue Date: Dec 31, 2020  
Unified Business ID #: 602090155  
Business ID #: 001  
Location: 0001  
Expires: Jan 31, 2022

CITY ENDORSEMENTS:

OLYMPIA NONPROFIT BUSINESS #36645 - ACTIVE  
LACEY NONPROFIT BUSINESS #11322 - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

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

