



# 2022 Application for Olympia Lodging Tax Funds

**Amount of Lodging Tax Requested: \$ 15,000.00**

Organization/Agency Name: Olympia & Beyond Sports Commission/Visitor & Convention Bureau of

Federal Tax ID Number: 91-1735847

Event or Activity Name (if applicable): Sports Sales and Marketing/Tourism Marketing

Contact Name and Title: Annette Pitts, CEO

Mailing Address P.O. Box 1394

City Olympia

State WA Zip 98507

Phone 509-881-8587/360-704-7544

Email Address Annette@ExperienceOlympia.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: 9.23.2021

Printed or Typed Name: Annette Pitts

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## 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.

Experience Olympia & Beyond serves as Thurston County's Sports Commission (Olympia & Beyond Sports Commission). We market and sell Olympia as a destination for sports tournaments and events, putting heads in beds, generating lodging tax revenue within Olympia--effectively growing the city ' s economy.

Coming on the heels of the COVID-19 pandemic, latent demand for sports related activity is significant—both among athletes ready to flex after months of mandated time spent indoors, and that of their friends and family, equally eager to get out, support their loved one and explore a new area at the same time. We are eager to meet this demand, while growing and adapting our sports sales and marketing efforts without taking away from other important markets identified as priorities by our lodging partners (weddings, meetings, tour and travel, weekend leisure and shoulder season campaigns), while also complying with all CDC guidelines and legally-binding mandates to ensure public health & safety.

As the Olympia & Beyond Sports Commission, our team proactively reaches out to sports directors and event planners to generate sports business opportunities for local facilities and hotels. We do this through advertising, participation in tradeshow, developing relationships with industry influencers, and offering hospitality support such as bid fees that provide that last incentive for planners to choose Olympia as their ultimate sports destination.

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	2400	300
<b>Attendees who traveled 50 miles or More</b>		
b. Number of people who travel more than 50 miles for your event/activity	264	60
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country	650	240
<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	1440	240
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	120	0
<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>	600	80

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.**

No. We list all Olympia hotels on our website, provide the same listings to WIAA, GNAC, etc. We work with all hotels on sports leads/bids. We sent out leads for lodging, etc. from trade show contacts and industry meetings.

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

Please see attached supplement.

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

We target state, regional and national tournament directors and sports planners for high school, college, recreational and senior sports.

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

Please see attached supplement.

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

Please see attached supplement.

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.

Cty of Lacey:\$119,425 - \$20,000 is earmarked for sports commission

City of Tumwater:\$60,000

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 total budget for Experience Olympia & Beyond/Olympia & Beyond SPorts Commission is \$1,497,570.00. Olympia Lodging tax currently supports our exisiting programs with \$100,000.00 or (6.7%). This appliction to support our sports sales and marketing efforts with \$15,000 will contribute another 1% to our overall budget for a total of 7.7%.

Within this budget \$152,298.00 is allocated to sports sales and marketing.Olympia lodging tax contributions from the application, if awarded in full, would serve as roughly 10% of our sports-specific budget.

Please see attached 2022 Budget supplement.

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 not fully funded, we would need to reduce our budget for bid fees and sponsorships. Bid fees and sponsorships are used to "seal the deal" or sweeten the pot when an event or tournament is on the fence by offering to pay for honey buckets, golf carts, marketing, field fees, referees, etc.

**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?**

We will ensure that all outbound communications and/or sales efforts comply with the latest CDC guidelines and active public health and safety regulatory mandates. Our staff is committed to ensuring that we are actively complying with that latest public health and safety criteria. We will actively share information with our partners, with the venues, teams and players we support. As long as sports activities are able to be conducted in-person, we will continue to promote them as such. In the event that live sports events are unable to be held in-person, we will actively assist in either rescheduling those events to the soonest available dates and/or making additional concessions to ensure that the event is indeed, rescheduled to be held in Olympia.



## 2022 Olympia LTAC Supplement

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

Previous to the COVID-19 pandemic, our team had years of success building and growing Olympia's reputation as a sports event destination. Impacts of the COVID-19 pandemic were significant and ones we took seriously. Our team effectively balanced and prioritized public health and safety with our role in sports tourism promotion, appropriately shifting our activities based on CDC guidelines and public health mandates. When we were given the green light to proceed—we were poised and ready.

At the end of 2020, even in the throes of the pandemic we still ended the year with 557 room nights booked attributable to sports. Based on Tourism Economics' 2020 study of Thurston County, the average traveler spent \$268 per trip for each night of accommodations. This translated into \$149,276 worth of lodging revenue alone, excluding additional hospitality-related contributions to the local economy such as food and beverage, recreation and retail while visiting Olympia.

### Year To Date Sports Goals as of December, 2020

SPORTS GOALS	DEC ACTUAL	DEC GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	0	200	1,137	19%	6,145
Booked Room Nights	0	100	557	18%	3,125
Leads	0	2	16	62%	26
Leads Booked	0	1	4	22%	18

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

We promote Olympia & Thurston County as a sports destination through the following sales and marketing activities:

- Website: OlympiaSportsCommission.com
- Direct digital ad campaigns

- Print ads in industry publications
- Tradeshows targeting sports planners
- FAM Tours and site visits with industry influencers and potential clients
- Sports Facility Guide
- Sponsorships and bid fees to "close the deal"
- Media relations

To curate a positive experience in Thurston County, we provide the following services to help planners choose our region and increase repeat business:

- Assemble local organizing committees
- Bid preparation assistance
- Connect planners to Thurston County businesses
- Government relations
- Site selection support
- Marketing and promotion of event
- Public Relations
- Visitor information and welcome packets
- Hospitality services

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

When Olympia hotels are successful, we are successful. Olympia hotels are listed on [OlympiaSportsCommission.org](http://OlympiaSportsCommission.org) with a direct booking link that helps travelers search dates and rates in one spot then allows them to directly book on the hotel website. This is a commission and fee-free system for hotels.

We distribute leads to Olympia hotels for sports events. Olympia sports facilities are listed in the Sports Facility Guide which is published digitally and in print.

We promote Olympia hotels, restaurants and businesses in the Official Visitor Guide for Thurston County, on social media and at [ExperienceOlympia.com](http://ExperienceOlympia.com), and in dining and hotel guides. Event participants and spectators are directed to these resources to plan their trip in the area.



# Sports Event Sponsorships & Bid Fees

## Expenses

2021: \$36,000      2022: \$61,000



### Of Note:

- While sports events were not able to be held in much of 2021, and the future of outbound sales is still unclear, the goal is to make up for lost time with a robust incentive program
  - WIAA Softball Championships
  - GNAC Softball Championships
  - GNAC Basketball Championships
  - WIAA Golf Championships
  - AAU Roots Basketball Tournament
  - FFWCT
  - Reach The Beach
  - T2 Warrior Soccer
  - WIAA Volleyball Championships

**Visitor and Convention Bureau of Thurston County**  
**Profit & Loss Budget Overview**

Accrual Basis

January through December 2022

	<u>Jan - Dec 22</u>
Ordinary Income/Expense	
Income	
40000 · LTAC	285,000.00
40200 · Membership	10,800.00
40300 · Private Funds	126,770.00
40400 · TPA Income	975,000.00
40500 · Public Funds	<u>100,000.00</u>
Total Income	<u>1,497,570.00</u>
Gross Profit	1,497,570.00
Expense	
50100 · Marketing & Communications	598,042.00
51000 · Community Relations	47,700.00
52000 · Sales	94,020.00
60000 · Operations	740,584.57
61000 · TPA Administration	<u>18,010.00</u>
Total Expense	<u>1,498,356.57</u>
Net Ordinary Income	-786.57
Other Income/Expense	
Other Income	
98100 · Interest Income	<u>1,500.00</u>
Total Other Income	<u>1,500.00</u>
Net Other Income	<u>1,500.00</u>
Net Income	<u><u>713.43</u></u>





Filed  
Secretary of State  
State of Washington  
Date Filed: 08/02/2021  
Effective Date: 08/02/2021  
UBI #: 601 738 394

## EXPRESS ANNUAL REPORT WITH CHANGES

### BUSINESS INFORMATION

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Business Name:

**VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY**

UBI Number:

**601 738 394**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, UNITED STATES**

Principal Office Mailing Address:

**PO BOX 1394, OLYMPIA, WA, 98507-1394, UNITED STATES**

Expiration Date:

**09/30/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**09/12/1996**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA**

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

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Registered Agent Name	Street Address	Mailing Address
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY	809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, USA	PO BOX 1394, OLYMPIA, WA, 98507-1394, USA

### PRINCIPAL OFFICE

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Phone:

**3607047544**

Email:

**KELLY@EXPERIENCEOLYMPIA.COM**



Street Address:

809 LEGION WAY SE STE 311, OLYMPIA, WA, 98501-1518, USA

Mailing Address:

PO BOX 1394, , OLYMPIA, WA, 98507-1394, USA

## GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MICHAEL	DAVIDSON
GOVERNOR	INDIVIDUAL		CHRISTINA	DANIELS
GOVERNOR	INDIVIDUAL		SUE	FALASH
GOVERNOR	INDIVIDUAL		KELLY	GREEN

## NATURE OF BUSINESS

- DESTINATION MARKETING ASSOCIATION SERVING THURSTON COUNTY, WA

## EFFECTIVE DATE

Effective Date:

08/02/2021

## 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 2/3 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:

KELLY CAMPBELL

Email:

KELLY@EXPERIENCEOLYMPIA.COM

Address:

PO BOX 1394, OLYMPIA, WA, 98507-1394, USA

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## AUTHORIZED PERSON

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Person Type:

**INDIVIDUAL**

First Name:

**KELLY**

Last Name:

**CAMPBELL**

Title:

**VP OF FINANCE & ADMINISTRATION**

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

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Secretary of State  
*Kim Wyman*

Washington Secretary of State  
Corporations and Charities Division  
801 Capitol Way South  
PO Box 40234  
Olympia, WA 98504-0234  
(360) 725-0377  
[corps@sos.wa.gov](mailto:corps@sos.wa.gov)

## Customer Receipt

### Payment Transaction:

Work Order #: 2021080200463319

Received Date: 08/02/2021

Total Paid: \$10.00

### Payment Details:

Cardholder Name / Payer Name	Payment Type	Identifying Number	Payment Date	Amount
KELLY CAMPBELL	MASTER CARD	0161	08/02/2021	\$10.00

### Transaction Details:

Name	UBI # / Registration #	Service Type	Amount	Processing Fee
VISITORS AND CONVENTION BUREAU OF THURSTON COUNTY	601 738 394	ANNUAL REPORT	\$10.00	\$0.00

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