2027 LTAC Tourism Marketing and Special Event Applicant Summaries

Applicant	Summary	Requested Amount
Visitor & Convention Bureau of Thurston County (d.b.a. Experience Olympia & Beyond) Shauna Stewart 2424 Heritage Ct SW Suite 101 Olympia, WA 98502	**Year-Round Destination Marketing & Visitor Economy Development:** Experience Olympia & Beyond drives year-round visitation and visitor spending throughout Thurston County, including Tumwater, through strategic destination marketing that creates visibility in priority markets and gives travelers compelling reasons to visit. This work helps generate overnight stays, increases spending at hotels, restaurants, attractions, retailers, and other local businesses, and generates lodging and sales tax revenue that can be reinvested in tourism promotion, community amenities, and essential municipal services. By maintaining a year-round presence, Experience Olympia & Beyond helps Tumwater compete for visitor attention, convert awareness into trips, and turn those trips into measurable economic activity for the community. **Funds will be used:** for targeted destination marketing to visitors 50+ miles away to generate overnight stays in Tumwater. Data-driven audience targeting and campaign strategy using economic impact studies, visitor sentiment research, lodging data, geofencing technology, and other tourism research tools. Integrated digital and print advertising to reach prospective visitors in priority markets and reinforce Tumwater as a destination worth choosing. Professional photo, video, social media, and website content featuring Tumwater's people, places, attractions, and experiences, while highlighting seasonal travel opportunities and diverse audiences.	**$70,000**
NEW APPICANT & EVENT Partners for Conservation Inc., DBA Partnerscapes 2901 104th Ave SW Olympia, WA 98512	**Private Lands Partners Day 2027:** Special Event/National Conference. **Funds will be used:** to help with advertising costs to bring local and national partners to the region, as well as support event programs, hand-outs, on-line advertising, local video and photography to highlight our local community, and maps highlighting areas of interest (Such as George Bush's Brush Prairie Farm site) and ecological restoration efforts like the work at Brewery Park and Tumwater Falls. Funds will further assist with helping attendees locate local hotel and food options in the Tumwater area. to contribute to regional planning efforts.	**$12,000**

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Washington Center for the Performing Arts Jill Barnes, Executive Director 512 Washington Street SE Olympia, WA 98501	**Washington Center for the Performing Arts – 2027 Tourism Generating Activities:** The Washington Center serves as a cultural hub for the South Puget Sound region and is the largest theater between Tacoma and Longview/Vancouver, with more than 1,000 seats. This size allows us to host large-scale productions and nationally recognized performers that smaller venues cannot accommodate, making the Center a prime draw for visitors from across the Pacific Northwest. **Funds will be used for similar costs/programs as previous years:** The Center uses a strategic marketing plan to reach audiences beyond Thurston County, including: • Digital and social media advertising • Media placements in print, radio, and TV • A 24/7 mobile-friendly ticketing platform with a planned app • Email marketing (1.7M+ emails annually) • Partnerships with tourism organizations like Experience Olympia & Beyond	**$16,000**
Tumwater Soccer Club Blaine McGuire 410 Grant Ave Shelton, WA 98584	**2027 Kick in the Grass:** Youth Soccer Tournament. **Funds will be used for similar costs/programs as previous years:** no major changes since last funding cycle.	**$15,000**
Olympia Symphony Orchestra Geoff Yost 3400 Capitol Blvd SE, Suite 203 Olympia, WA 98501	**2027 Concert Performances:** The Olympia Symphony Orchestra (OSO) presents six season concerts, masterclasses, community events, and a Young Artist Competition in 2027, attracting tourists with worldclass performances in intimate settings unavailable elsewhere in Thurston, Lewis, and Mason counties. **Funds will be used:** support artist performances, orchestra concerts, a live statewide radio broadcast, family programming, and special events associated with the Olympia Symphony Orchestra's 75th Anniversary Season.	**$15,000**

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NEW APPLICANT & EVENT Masterworks Choral Ensemble Rebecca Stephens PO Box 109 Olympia, WA 98507	**Masterworks Regional Cultural Tourism Initiative:** Masterworks Choral Ensemble (MCE) will implement a year-round cultural-tourism initiative around four major 2027 performances at the Washington Center for the Performing Arts. **Funds will be used:** to support the portion of MCE's coordinated regional campaign designed to attract traveling audiences and encourage visitor activity benefiting Tumwater. Activities will include geographically targeted digital and regional advertising; contracted professional marketing support; development and distribution of visitor-focused digital and print content; promotion of Tumwater lodging and visitor opportunities; and tourism-related marketing analytics and tracking.	**$9,000**
Olympic Flight Museum Teri Thorning 7637-A Old Highway 99 SE Tumwater, WA 98501	**Olympia Air Show:** The event serves as the museum's primary fundraising activity and raises revenue which helps fund the year-round operations of the museum. Because of this event, the museum can provide a year-round attraction and a place to visit when tourists are seeking activities in every season. **Funds will be used for similar costs/programs as previous years:** funds will be exclusively for the promotion and operation of the 2027 Olympic Air Show, and for the procurement of aerobatic demonstrations and related expenses.	**$55,500**
Washington State Senior Games Dianne Foster, President PO Box 14547 Tumwater, WA 98511	**Washington State Senior Games:** The purpose of the Washington State Senior Games is to help keep seniors healthy and productive by providing them an opportunity to participate in athletic competitions in the South Sound area. The Washington State Senior Games continue to attract competitors to the Tumwater area because of the great feeling of accomplishment that is the outcome of their preparation and participation, win or lose. **Funds will be used for similar costs/programs as previous years:** The specific tourism-generating activity is the 2027 Washington State Senior Games with 25 different sport competitions held in venues throughout the South Sound. There aren't any major changes in the activity or organization since the last funding cycle.	**$12,000**

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City of Tumwater Todd Anderson, Recreation Manager 555 Israel Road SW Tumwater, WA 98501	**Tumwater Family 4th of July Festival:** Special Event **Funds will be used for similar costs/programs as previous years:** marketing and promotion, entertainment and youth/teen activities to target a larger audience that could more likely generate hotel stays. This is the largest one-day event in Tumwater each year that is free to the public to attend.	**$30,000**
City of Tumwater Todd Anderson, Recreation Manager 555 Israel Road SW Tumwater, WA 98501	**Tumwater Artesian Brewfest:** Special Event **Funds will be used for similar costs/programs as previous years:** marketing, such as targeted social media ads (Facebook and Instagram) brewing publication advertisements (paper and online), newspaper advertisements, as well as regional radio, television, and online ads. Marketing also includes posters and coasters advertising the event which are delivered to local brewers and restaurants as well as to each brewery participating in the event all around Washington and Oregon.	**$25,000**
NEW APPLICANT Ecstatic Sound Collective Richard Williams 1614 Quasar Way NE Olympia, WA 98506	**2027 Olympia Funk Festival:** is a 3-day celebration of Funk and Soul music in the South Puget Sound, drawing over 1,000 attendees per day. The festival features multiple indoor stages, an outdoor beer garden, local food trucks, youth musicians, nationally known touring acts, and new festival masterclasses in 2027. With sold-out attendance and sold-out downtown hotels during its first three years, the event brings visitors from across the Pacific Northwest and nearly a dozen states, generating significant traffic for local businesses and lodging providers in Olympia, Tumwater, and Thurston County during a historically slow time of year. Nearly half of attendees travel more than 50 miles, and many are first-time visitors to the area, making the festival an important driver of tourism, community gathering, and economic activity**.** **Funds will be used:** presenting and producing the 4th annual Olympia Funk Festival. These include marketing and promotions, festival operations, and payment to performing artists and technical staff to ensure a professional, attractive, and affordable event that draws ticket buyers from across the country to the Pacific Northwest.	**$15,000**

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City of Tumwater Todd Anderson, Recreation Manager 555 Israel Road SW Tumwater, WA 98501	**WIAA State High School Golf Championships:** Special Event **Funds will be used:** for the improvement and expansion of the practice facility that will be geared towards youth and teens, especially high school age students. Improvements to this 25,000 square foot practice facility will include: tee improvement and renovation, irrigation expansion, installation of an ADA practice pad, additional bleacher seating and shade structure for seating. These improvements will help continue to keep Tumwater Valley Golf Course as the host to the WIAA State High School Championships involving over 60 small high school divisions from all over Washington State.	**$36,500**
City of Tumwater Todd Anderson, Recreation Manager 555 Israel Road SW Tumwater, WA 98501	**Tumwater Falls Fest:** Special Event **Funds will be used:** for marketing to target audiences beyond the South Sound region (Seattle and Portland) that could more likely generate hotel stays.	**$6,000**
Capital Lakefair Chris Rea 627 Durell Rd SE Suite A102 Tumwater, WA 98501	**Capital Lakefair 2027:** Annual 5-day family friendly community festival that celebrates the residents, businesses, and communities of Thurston County and the surrounding region. The festival includes a carnival, food and retail vendors, Grand Parade, Senior Day, a car show, live entertainment, community activities and fireworks. Proceeds from the car show benefit a local charitable organization, and Lakefair awards scholarships up to $17k each year to qualifying youth. We also provide a venue for non-profit organizations to raise their much-needed funds. **Funds will be used:** to support Capital Lakefair's promotional travel and float expenses, as well as our Tumwater office, facility rental and storage costs.	**$20,000**

Total Funding Request: $337,000