

2024 LTAC Tourism Marketing and Special Event Applicant Summaries

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Applicant	Summary	Requested Amount
<p>Team Tomorrow LLC Christen Greene, Founder, Head of Talent 3701 Pacific Avenue SE, #403 Olympia, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous year: to bring people from throughout the region and beyond together for an affordable, fun weekend at a professional live music festival. To help cover the cost of goods and services necessary to hold a successful event of this size and scope: Booking world-class talent, Staffing: hospitality, security, box office, production. Production: PA, lighting, fencing, stage. Marketing: social media, printed collateral and radio. Intend to use any funds received from Tumwater to help cover the costs of accommodations for Artists, as well as online targeted marketing on Bandsintown or Meta. The South Sound Block Party is the region's only first-class music festival booking multiple internationally touring acts as well as locals who are on the rise.</p>	<p>\$7,500</p>
<p>Olympic Flight Museum Teri Thorning, Olympic Air Show Coordinator 7637-A Old Highway 99 SE Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: for promotion and operation costs of the 2024 Olympic Air Show and for the procurement of aerobatic demonstrations and related expenses. Tumwater funds are applied separately for the purpose of performer fees and incentives to include lodging, rental vehicles, marketing, promotion, and operational costs. The event serves as the Olympic Flight Museum's primary fundraising activity, and raises revenue which helps fund year-round operations of the museum to help explore, preserve, educate and promote the history of aviation. Because of this event, the museum can provide a year-round attraction and place to visit when tourists are looking for activities in every season. The Olympic Flight Museum attracts approximately 30,000 visitors annually.</p>	<p>\$45,000</p>
<p>Tumwater Artesian Brewfest Parks and Recreation - City of Tumwater Director Chuck Denney 555 Israel Road SW Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: to support promotions and marketing of the Tumwater Artesian Brewfest and the legacy of brewing in Tumwater. Marketing to target audiences to more likely generate hotel stays (over the age of 21, craft beverage/beer/brewing interests, residing beyond the South Sound region - Seattle to Portland metro regions). Marketing to include targeted social media ads, brewing publications, newspaper advertisements in Seattle, JBLM, Portland, and South Sound, regional radio, television, and online ads. Posters and coasters advertising the event are delivered to local breweries and restaurants, as well as to each brewery participating in the event around Washington and Oregon.</p>	<p>\$18,000</p>

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<p>Visitors and Convention Bureau of Thurston County Annette Pitts, CEO PO Box 1394 Olympia, WA 98507</p>	<p>Funds will be combined with other funds and used for similar costs/programs as previous years: to support destination marketing and development initiatives and to promote Tumwater as a key destination for sports. Continue to base content development decisions on the strategy outlined in the Business & Marketing Plan. Feature new content-photos, videos, blogs, event listings, etc. on our website, social media posts and email newsletters sent to opt-in subscribers from around the world. Employ a comprehensive public relations campaign that includes story pitches to major media outlets, social media influencer partnerships, FAM tours and crisis communications if needed. Conduct multi-channel advertising campaigns that combine print, digital, paid social media, and most significantly, digital programmatic display advertising. Continue to fund and share professional photography with Tumwater, provide market intelligence about visitor trends, offer LTAC Award Support suite of services to market activities and events Tumwater LTAC funds. Continue to employ, cultivate, and develop a program that is inclusive, committed to D.E.I. as a core driving force. Will work with Tumwater through the Thurston County Destination Master Planning process to help shape the course of work moving forward and the City of Tumwater as a destination for visitors and locals.</p>	<p>\$43,971</p>
<p>Tumwater Valley Golf Club (TVGC) Todd Anderson, Recreation Manager 555 Israel Road SW Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: to compete to host the WIAA State High School Golf Championships and build upon the "Wow Factor" TVGC has created to set ourselves apart in order to compete with Eastern Washington's desired weather. This year's participants were welcomed by street banners lining Capitol Boulevard and Tumwater Valley Drive. TVGC created a tunnel of signs to the first tee that highlighted each school represented. This turned out to be a popular photo opportunity. Typically only seen at exclusive events, TVGC created a hospitality tent for volunteers, coaches and officials. If successful with securing these funds, TVGC will purchase a set of outdoor dual wireless sound systems, ten logo table covers, signage and flags that will be used for the closing ceremony as well as during the event. This event brings thousands of people to Tumwater.</p>	<p>\$2,000</p>

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<p>Tumwater Soccer Club Kick in the Grass Soccer Tournament Craig Boone, Kick in the Grass Director PO Box 14304 Tumwater, WA 98511</p>	<p>Funds will be used for similar costs/programs as previous years: to offset costs associated with running the 45th Annual Kick in the Grass soccer tournament. Costs include field rentals, equipment, referee fees, tournament awards and administrative expenses. Lodging Tax funds allow TSC to keep registration fees down. This event is expected to bring over 6,000 people to Tumwater. KITG is the longest running soccer tournament in the State and also one of the most affordable sanctioned tournaments. The Club informs local businesses of the event so they will be prepared for extra customers and many participants/ guests stay in Tumwater hotels and eat at Tumwater restaurants. The tournament focuses on recreational level teams and is the Club's primary fundraiser which allows the Club to offer affordable soccer opportunities to youth in the Tumwater School District.</p>	<p>\$15,000</p>
<p>Washington State Senior Games Dianne Foster, Board of Directors President PO Box 14547 Tumwater, WA 98511</p>	<p>Funds will be used for similar costs/programs as previous years: to support the 2024 Washington State Senior Games in July and August in venues throughout the South Sound. Costs include marketing, venue rental, insurance, event officials, supplies, t-shirts, and medals. The Games consistently attract the largest gathering of senior athletes in the State, with activities held in venues throughout Tumwater, Olympia, and Lacey. The impact of the Senior Games on the local economy is significant. Approximately 60% of the participants and their families come from all over the State, and 20% come from other states and Canada. Many of these competitors, their families, and officials stay in local motels, eat in local restaurants, and enjoy the many amenities of the local area. Events presented in Tumwater are Track & Field, the 5K and 10K road runs, Race Walking, Power Walking, Racquetball, Tennis, and Golf. A few of the events, swimming at the Briggs Y along with volleyball and basketball at Olympia High School border the City of Tumwater, which will also draw tourism-generating activities to the City of Tumwater due to close proximity.</p>	<p>\$15,000</p>
<p>Tumwater Area Chamber of Commerce Gabe Toma, President 855 Trosper Road SW, #108-229 Tumwater, WA 98512</p>	<p>Funds will be used for similar costs/programs as previous years: provide Visitor Information Services operated by a team of Tumwater School District educators and their students. The Tumwater Visitor Center serves as a promotional tool for the community to display and highlight lodging, restaurants, and recreational opportunities so that travelers can easily see their options and are encouraged to eat, play and stay in Tumwater. The Tumwater Visitor Center is designed to provide a brick-and-mortar visitor experience for area tourists. Now that the Visitor Center on the Capitol Campus is closed, this is a unique opportunity to reach tourists who typically would have visited that location and draw them directly to Tumwater. <i>This program was funded in 2023 but they were unable to move forward with the program at that time.</i></p>	<p>\$12,000</p>

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<p>Washington Center for the Performing Arts Jill Barnes, Executive Director 512 Washington Street SE Olympia, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: marketing and outreach activities, mail print advertising, and send over one million email per year, including e-newsletters and targeted event e-blasts, advertise performances in print and electronic media – utilizing local media partners, and increasingly advertise on social media platforms. Maintain a very successful website with over 1,000 clicks/day which has the ability to sell tickets 24/7. Send press release materials throughout Western Washington. Dozens of local organizations rent The Center and promote their events throughout our region. These materials focus on activities at the Washington Center for the Performing Arts, Kenneth J. Minnaert Center for the Arts, and Harlequin Productions - a recently established administrative contract to operate the box office and front house services. Actively seek partnerships with hotels, restaurants and retail establishments that complement the goals of the individual organizations. Completed a two-phase \$8.8 million capital campaign in November 2022, to enhance the quality and efficiency of producing live performing arts and cultural events. These interior renovations helped reinvigorate interest in the space, drawing new audiences to the Center this season.</p>	<p>\$15,000</p>
<p>Tumwater Downtown Association John Morton, President 1950 Black Lake Boulevard SW Tumwater, WA 98512</p>	<p>Funds will be used for similar costs/programs as previous years: marketing and promotion of the 24th Annual July 4th Artesian Festival at the Tumwater Valley Golf Course, along with direct costs that include the fireworks show, children's activities, games, additional entertainment, marketing and promotion. TDA will continue to expand on the history and tradition of the Artesian Festival and will continue to promote all aspects of the 4th of July celebration. The event will expand to include live music and entertainment at the festival. Marketing efforts utilize direct mailings, flyers, magazines, website promotion, social media platforms, radio advertising, and extensive marketing in the greater Western Washington area. Prior years have had as many as 14,000 people attend. What originally began as just a fireworks show has grown into Tumwater's largest single day family-oriented event.</p>	<p>\$30,000</p>

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<p>Fred U. Harris Lodge #70 Lester Dickson, Past Grand Master/Chair Juneteenth Committee PO Box 5072 Lacey, WA 98503</p>	<p style="text-align: center;">**NEW APPLICANT**</p> <p>Funds will be used: to promote the City of Tumwater as a partner for Juneteenth, encourage participants to explore the City of Tumwater, and costs to host the Juneteenth celebration. Resources bought and used at the event will be from businesses in the City of Tumwater. Juneteenth celebrates freedom from slavery of marginally recognized racial group at the time, that occurred almost a century after the American War of Independence from British rule. Juneteenth is an event that has been celebrated by Fred U. Harris Lodge #70 for over forty (40) years prior to Juneteenth being recognized as a federal and state holiday. This event has always been free to the public and included traditional food commemorating the event. Within the last two years, attendance has grown from 500-600 per event to over 1,500 at last year's event, with attendees from the cities of Lacey, Tumwater, Olympia, Tacoma, Seattle, and Portland. Fred U. Harris Lodge #70, a Masonic Lodge, has held its meetings and special events in the City Tumwater for over two decades. Social media posts leading up to the event will feature current events available in the City of Tumwater, and encourage attendees to explore eateries and events within the City.</p>	<p style="text-align: center;">\$10,000</p>
<p>Capital Lakefair Chris Rea, Office Manager PO Box 2569 Olympia, WA 98507</p>	<p>Funds will be used for similar costs/programs as previous years: support marketing and float travel promotion - promoting Tumwater on all festival travels. Funds go toward hotel, gas, car rentals and to decorate the 2024 float theme. While the float is in the parade, an announcer at each parade will read a description giving Tumwater, Lacey, and Olympia top kudos. The Lakefair float is transported to more than 15 parades each year around the Pacific Northwest. It incorporates signage and elements that promote the cities of Tumwater, Olympia, and Lacey. Lakefair also includes verbiage in parade scripts supplied to announcers along the parade route and TV announcers for larger events such as Seattle Seafair, Portland Rose Festival, and the Spokane Lilac Festival. Capital Lakefair's mission is to promote and host a family-friendly 5-day annual community festival that celebrates Thurston County and provides an opportunity for non-profit organizations and scholarship program recipients to benefit from the festival. Lakefair Week draws visitors, vendors, musicians, and other festival organizations from all around the PNW. Lakefair promotes Tumwater as a top supporters on the logo, social media, website, local articles about Lakefair, annual program, and on applications vendors and entertainers have to fill out in order to be accepted into Lakefair events. Lakefair is willing to partner with any Tumwater lodging establishment(s) and include them in all of the promotional materials.</p>	<p style="text-align: center;">\$6,000</p>

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<p>Tumwater Craft Marketing City of Tumwater Ann Cook, Communications Manager 555 Israel Road SW Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: paid and earned media as part of a comprehensive marketing campaign. This multi-faceted approach combines various strategies and channels to effectively promote the City as a destination for all things Craft. All LTAC funds will be spent directly on goods and services-with no overhead. Marketing Tumwater as a destination involves crafting a compelling narrative that showcases the unique attributes, attractions, and experiences. Tumwater Craft marketing campaign is targeted to attract visitors interested in unique, locally-made products and experiences. An effective marketing campaign using lodging tax funds (LTAC) can result in increased tourism revenue, economic growth for local businesses, and a heightened sense of community pride. Lingering impacts of COVID-19 have slowed plans for emerging food and beverage industries and opening of the Craft District. There are new businesses in the Tumwater Warehouse District, Craft District, and the City. This proposal expands marketing to support the overall Tumwater Craft initiative.</p>	<p>\$25,000</p>
<p>Olympia Tumwater Foundation John Freedman, Executive Director PO Box 4098 Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: creating two videos, Deschutes River Canyon History and Salmon in the Deschutes River Canyon, to be produced by Sky Bear Media, a Native American-owned and operated company in Thurston County. A HISTORY OF THE DESCHUTES RIVER CANYON would include five segments: geology and formation; indigenous peoples; pioneer populations; early industrial era; and current cultural uses. Each segment will serve as a stand-alone piece but all five segments can be viewed together to offer a complete history of the Deschutes River canyon, from geologic times to today. A HISTORY OF SALMON IN THE DESCHUTES RIVER video will include dramatic footage of the fall salmon runs, interviews with fish biologists, and a behind-the-scenes look at one of the Northwest's most iconic wildlife species. Both videos will incorporate footage from the 2023 LTAC project, showcasing the scenic attributes of the Historic District and environs. Additional footage will include: historic photographs, maps, images from the Schmidt House archives, Brewmaster's House collection, images from respected sources, and interviews with distinguished experts in their fields. The final videos will be accessible on YouTube, TikTok, and other social media, as well as websites including the City of Tumwater, Olympia Tumwater Foundation, and Experience Olympia & Beyond. The primary audience will be the cultural tourist, which studies have shown to have the greatest destination spending potential.</p>	<p>\$11,000</p>

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<p>Deschutes Rugby Club Thor Hoyte, President 6305 Hawks Prairie Court NE Olympia, WA 98516</p>	<p>**NEW APPLICANT**</p> <p>Funds will be used for: expense of competition and other related event costs. The additional support will allow the club to create quality regional events that will grow the City of Tumwater as a destination. Deschutes Rugby Club runs multiple events that bring people to the City of Tumwater. In Tumwater, the Club has a well-developed relationship with Chapman Cider and are working to cultivate additional relationships with Tumwater breweries/distilleries to host events to drive patronage to these partners. Team jerseys boldly display Chapman's logo front and center which provides advertising to hundreds of local, regional and out-of-state Rugby patrons, backed with exposure to the businesses product and location. This would be the case for all Tumwater business partners. Deschutes Rugby Club's main playing fields are in Lacey, and it runs three adult sides that compete in matches and tournaments from around WA, OR & ID. These traveling teams and their fans will need a combination of food, beverages and accommodation. Alongside competition matches, the Club will be hosting the tri-state finals which will have a minimum of 10 traveling squads welcomed to the area and are hosting the Geo-regions annual Hall of Fame dinner bringing together up to 300 individuals from around WA, OR & ID. Deschutes Rugby Club will promote overnight stays in Tumwater via its website, social media, newsletter and through direct communications with partners, sponsors and rugby network over the WA, OR and ID region. The Club works hard to communicate online (via our website, social media, email and newsletter) alongside directly engaging with a variety of clubs and organizations for example the British American Business Association and PNW Rugby amongst others.</p>	<p>\$10,000</p>
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Total Funding Request: \$265,471