

2026 LTAC Tourism Marketing and Special Event Applicant Summaries

Applicant	Summary	Requested Amount
Visitors & Convention Bureau of Thurston County (d.b.a. Experience Olympia & Beyond) Kelly Campbell, VP of Finance & Administration PO Box 1394 Olympia, WA 98507	Year-Round Destination Marketing Services: Destination marketing that runs 365 days a year, ensuring a continuous promotional presence to markets 50+ miles away. Tourism marketing is an essential building block of local economic development. The revenue generated in hotels and motels supports local properties; lodging taxes collected fund future marketing and activities to bring guests back to the community; and sales taxes collected fund municipal services that provide quality of life for locals. Funds will be used: to support sports event sponsorships and bid fees to attract regional and national competitions to Tumwater. Funds will also be used to directly support our subscription costs to a geolocation research tool utilized to track visitor movement throughout various Points of Interest (POIs) within Thurston County.	\$61,000
Team – Tomorrow, LLC Christen Greene, Owner 120 State Ave NE #1407 Olympia, WA 98501	South Sound Block Party: Destination music festival celebrating unique culture, creativity, and community of the greater South Sound region. Funds will be used: to directly support talent buying, marketing, and promotional efforts that drive overnight stays and tourism to the South Sound. Specifically, funds help secure nationally recognized legacy acts that have proven to increase attendance and draw visitors from outside the region, while also amplifying our ability to market the event throughout Washington State and beyond.	\$10,000

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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 – 2026 Tourism Generating Activities: The Washington Center for the Performing Arts plays a key role in regional tourism as Thurston County’s largest year-round arts venue. It enhances the area’s reputation, attracts repeat visitors, and supports the local economy. 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 • Extensive email marketing (1.6M+ emails annually) • Partnerships with tourism organizations like Experience Olympia & Beyond Operating year-round, including slower tourism seasons, the Center ensures a steady influx of visitors. Its diverse, accessible programming—from free events to premium shows—drives overnight stays and tourism-related spending in Tumwater and the surrounding region.	\$16,000
Tumwater Soccer Club Craig Boone, Kick in the Grass Director PO Box 14304 Tumwater, WA 98511	Kick in the Grass Soccer Tournament: 47th annual tournament hosted at soccer fields across the City of Tumwater. Funds will be used for similar costs/programs as previous years: to offset costs associated with running the tournament. Costs include field rentals, equipment, referee fees, tournament awards and administrative expenses. The tournament is to raise funds that enable the Tumwater Soccer Club to provide affordable local soccer to youth in the Tumwater School District. This three-day tournament is expected to bring over 6,000 people to Tumwater. KITG is the longest running soccer tournament in the State and one of the most affordable sanctioned tournaments.	\$18,000

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Tumwater Historical Association Sandi Gray, Secretary/Treasurer PO Box 4315 Tumwater, WA 98501	Special Event/Festival: The Tumwater Historical Association is organized for educational and cultural purposes relating to the history of the Tumwater area, its life and people. Funds will be used for: covering 75% of event costs primarily for postage, printing, filming, advertising, signage, web costs, printing/distribution of flyers and brochures, and event equipment storage. Tumwater Historical Association will host a variety of reenacting and heritage events for the purpose of educating the public on Tumwater's history. These events include recreating pioneer activities, quilting/fiber arts event, a walking tour/talk regarding local cemeteries, historical demonstrations at Falls Fest, the Thurston County Fair and other area events.	\$5,000
NEW APPLICANT RevMo Choppers and Coffee Audrey Henley, Owner and Rider 606 Union Ave SE Olympia, WA 98506	RevMo Runway Motorcycle Show: One-day festival held at the Olympia Flight Museum featuring regional male and female builders, vintage and modern motorcycles, and artists and craftspeople who contribute to the culture of two-wheeled travel. Funds will be used for: marketing and promotions, including—but not limited to—developing and procuring print, radio, and online advertising, merchandising, and partnership building with small businesses to generate cross promotions, ticket sales, and overnight stays within Thurston County.	\$6,000
Olympia Symphony Orchestra Thom Mayes 3400 Capitol Blvd SE, Suite 203 Olympia, WA 98501	2026 Concert Performances: The Olympia Symphony Orchestra (OSO) presents six season concerts, masterclasses, community events, and a Young Artist Competition in 2026, attracting tourists with worldclass performances in intimate settings unavailable elsewhere in Thurston, Lewis, and Mason counties. Funds will be used: to further efforts for regional recognition in the larger Seattle and Portland metro areas. Specific funding areas include: targeted radio underwriting, enhanced digital marketing, and communications infrastructure.	\$15,000

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NEW APPLICANT SWAE LLC Jason Huang, Owner/Organizer 4570 Avery Lane SE Suite C PMB 9008 Lacey, WA 98503	Driven by Community Block Party: Large scale annual festival offering an unforgettable experience that blends live music, food, art, and a regional car showcase. Funds will be used: to expand efforts and further establish the event as a regional draw. Funding will support extending event hours to accommodate a larger schedule of performances and activities; booking nationally recognized artists and performers; enhancing interactive experiences such as miniature golf, F1 race simulators, and raffle activations. Additionally, funds will allow us to significantly expand marketing and advertising reach across Washington and Oregon.	\$15,000
Olympic Flight Museum Teri Thorning, Olympic Air Show Coordinator 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: for promotion and operation costs of the 2025 Olympic Air Show and for the procurement of aerobatic demonstrations and related expenses.	\$48,500
Washington State Senior Games Dianne Foster, President PO Box 14547 Tumwater, WA 98511	Washington State Senior Games: 25 different sport competitions held in venues throughout the South Sound. Participation in the Senior Games is a year-round effort to enhance wellness. Having a goal of competing in our Games helps the athletes focus on preparing physically and mentally to be successful. Funds will be used for similar costs/programs as previous years: venue rental, officials , insurance, supplies, t-shirts, medals and promotional/marketing. Decreased funding would increase registration fees and cut costs in the promotional and marketing area.	\$13,000
Tumwater Downtown Association Todd Anderson, City of Tumwater Recreation Manager 821 Airport Court SE Tumwater, WA 98501	Tumwater Family 4th of July Festival: Family-oriented event for the community to celebrate Independence Day and the City of Tumwater. Funds will be used for similar costs/programs as previous years: marketing and promotion which include direct mailings, flyers, magazines, website promotion, social media platforms, as well as radio advertising.	\$30,000

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City of Tumwater Todd Anderson, Recreation Manager 821 Airport Court SE Tumwater, WA 98501	Tumwater Artesian Brewfest: Held at the 10-acre Tumwater Valley Golf Course driving range, the Brewfest venue is unique and well suited for this event. With ample space for large crowds, the 2025 event hosted 50 breweries and cideries and two local distillers. Additionally, there were fourteen food truck vendors, live music and a variety of outdoor games and activities for people to participate in. In 2025, we had an attendance of over 3,500 people and the event continues to grow each year. 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.	\$20,000
NEW APPLICANT PARC Foundation of Thurston County Danielle Westbrook, Fundraising and Communications Director 723 Eastside St NE Olympia, WA 98506	2026 Olympia Funk Festival: 3-day, all ages, family-friendly festival to showcase local, regional, and national funk music artists and to provide safe, inclusive venues for locals and visitors to gather for dancing, bonding, and revelry. The festival will include free workshops, open “jams” geared toward our younger audience, a free DJ lounge, and other opportunity to participate in the festivities. Funds will be used: These funds greatly help our event extend its reach to our growing number of out-of-town and out-of-state attendees. Tumwater LTAC support also helps us highlight Tumwater’s hotels, restaurants, and retailers. We intend to use Tumwater LTAC funds in conjunction with Olympia LTAC, Thurston County LTAC, and Lacey LTAC to maximize regional impact. Support from all municipalities demonstrates Thurston County’s commitment to the arts and allows events like ours to showcase the wonderful and varied people and businesses of the South Puget Sound.	\$15,000

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City of Tumwater Todd Anderson, Recreation Manager 821 Airport Court SE Tumwater, WA 98501	Tumwater Valley Golf Club/Tumwater Parks & Recreation: The purpose is to continue to compete for hosting the WIAA State High School Golf Championships. By hosting it not only gives our local high school athletes the opportunity to play on their home course, but it brings thousands of people into town as spectators, participants, coaches, families, and officials. This benefits our local hotels/motels as well as restaurants, small businesses, and tourism. Funds will be used: to build upon the “Wow Factor” we have created for this event. If successful with securing these LTAC funds, we will construct an outdoor concrete scoring pad and a 10’ X 15’ tent with WIAA and TVGC logos to be used on the scoring pad. The scoring pad and tent will provide a focal point for players and spectators to receive tournament score updates and instructions throughout the two-day event.	\$9,000
NEW FOR 2026 City of Tumwater Todd Anderson, Recreation Manager 821 Airport Court SE Tumwater, WA 98501	Tumwater Falls Fest: The purpose is to provide a very unique event in Tumwater that celebrates the arts, music, food and community. Falls Fest is a collaboration between Tumwater Parks & Recreation and the Olympia Tumwater Foundation, held at the beautiful Brewery Park at Tumwater Falls. The event features musical entertainment, children’s activities, and demonstrations, as well as a variety of local artists and food vendors. Funds will be used: for marketing to target audiences beyond the South Sound region (Seattle and Portland) that could more likely generate hotel stays.	\$5,000
Capital Lakefair, Inc Chris Rea, Office Manager 627 Durell Rd SE Suite A102 Tumwater, WA 98501	Lakefair 2026: Annual 5-day family friendly community festival that celebrates all residents in Thurston County and the vicinity. Our festival includes a carnival, vendors, parade, senior day, car show, fireworks, etc. The car show proceeds are donated to a local charity (this year it was 4 the Love Foundation). Lakefair awards scholarships up to \$17k each year to qualifying recipients. We also provide a venue for non-profit organizations to raise their much-needed funds. Our festival brings a great deal of attendees to our area, attendees who need lodging and food. Funds will be used for similar costs/programs as previous years: Tumwater LTAC funds would go towards our promotional travel and float expenses, as well as our Tumwater office/facility rental/storage costs. Our travel ranges from Oregon to BC. The festivals we attend with our promotional travel will, in turn, bring those festival heads, float, crew, and their families to Lakefair, where there will be lodging, food, etc., needs.	\$20,000

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NEW FOR 2026 FIFA Fan Zone City of Tumwater – Gene Angel 555 Israel Rd SW Tumwater, WA 98501	Fan Zone 2026: Establish "Fan Zones" for World Cup which is being co-hosted by the United States, Canada and Mexico. Thurston County has been selected as one of nine locations across Washington State where a "Fan Zone" will be established. Funds will be used: to contribute to regional planning efforts.	\$50,000
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Total Funding Request: \$356,500