

2025 LTAC Tourism Marketing and Special Event Applicant Summaries

Applicant	Summary	Requested Amount
<p>Team - Tomorrow Christen Greene, Owner 120 State Ave NE #1407 Olympia, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous year: The South Sound Block Party is a 2-day, 2500-4500 capacity music festival on the water. An annual memory-maker, summer highlight and source of pride for the local community. Aiming to spotlight, preserve and contribute to the legendary Thurston County music scene for years to come. The weekend drives tourism, commerce, seasonal employment, fun (!) and pride in the community. Funds will go to artist fees and festival infrastructure.</p>	<p>\$15,000</p>
<p>Olympic Air Show 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 2025 Olympic Air Show and for the procurement of aerobatic demonstrations and related expenses. The event serves as the museum's primary fundraising activity and raises revenue which helps fund the 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 Historical Association Sandra Gray, Secretary PO Box 4315 Tumwater, WA 98501</p>	<p>**NEW APPLICANT** 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, Tenino Railroad Days, Thurston County Fair and other area events.</p>	<p>\$5,000</p>
<p>Summer Concert & Beat Beethoven 5K Olympia Symphony Orchestra Jennifer Hermann 3400 Capitol Blvd SE, Suite 203 Olympia, WA 98501</p>	<p>**NEW APPLICANT** Funds will be used: to increase marketing to outdoor enthusiasts and the running community, a demographic that is attracted to Tumwater, and provide more paid hours for administrative staff to execute the task of procuring business partnerships. This activity is unique to the Pacific Northwest, with the nearest similar event taking place in central Oregon, but without live orchestra. Symphony typically attracts 3000 audience members at stand-alone outdoor summer concert, with the addition of the Beat Beethoven 5K event, that number will increase greatly and benefit Tumwater's economy. Marketing race registration with host hotels in Tumwater will increase overnight stays.</p>	<p>\$10,000</p>

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<p>Tumwater Chamber of Commerce Chris Sieg, Board Member 5304 Littlerock Rd SW Tumwater, WA 98512</p>	<p>Funds will be used: for workshops and training programs for local businesses and tourism providers to enhance their service quality and attract more visitors. Collaborations with neighboring communities or organizations to market the region as a tourist destination. Improving the visual appeal of tourist areas through landscaping and beautification projects. The Tumwater Retail & Tourism Visitors Center is a recognized virtual and physical visitors center for the City of Tumwater. As a partnership between the City of Tumwater, Tumwater Chamber of Commerce and the Tumwater School District, we are building partnerships with hundreds of area businesses and organizations that support tourism.</p>	<p>\$25,000</p>
<p>Olympia Tumwater Foundation Madeline Pennington, Assistant Director PO Box 4098 Tumwater, WA 98501</p>	<p>**Different from last year's application** Funds will be used for: a digital marketing campaign to increase visibility and attractiveness of Brewery Park, specifically focusing on digital marketing efforts to increase visitation from our top three out of area (50+ miles away) visitor markets: Vancouver, Portland and Seattle. Hire a firm to carry out this marketing campaign with the collaboration of the Olympia Tumwater Foundation in planning, execution, and reporting. The campaign will utilize Google advertising and SEO to drive increased traffic to our website as well as local Tumwater hotels, restaurants and things to do near Brewery Park.</p>	<p>\$5,000</p>
<p>Tumwater Artesian Festival 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 25th Annual July 4th Artesian Festival at the Tumwater Valley Golf Course, along with direct costs that include the fireworks show, advertising, insurance, and entertainment. Marketing efforts primarily in the greater Western Washington area and include mailers, flyers as well as digital marketing through website promotion and social media platforms. Advertising on the radio will also continue. 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>
<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 2025 Washington State Senior Games, which keeps seniors healthy and productive. Participation in the Senior Games is a year-round effort to enhance wellness. The specific mission of the Washington State Senior Games is a dedication to promoting healthy lifestyles for active adults through education, fitness and sports. The event has 25 different sport competitions held in venues throughout the South Sound – track & field, 5K & 10K road runs, race walking, power walking, tennis, and golf will take place in Tumwater.</p>	<p>\$13,000</p>

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<p>Tumwater Artesian Brewfest City of Tumwater, Parks and Recreation 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 11th annual 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>
<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 for performances, mail print advertising, and send over one million emails 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 selling tickets 24/7. Returned to pre-pandemic event and audience levels and have our largest-ever season planned for 24-25. Expanding education and community outreach program with more educational performances and hiring a brand-new position to direct this program.</p>	<p>\$15,000</p>
<p>Olympia Harbor Days Maritime Festival & Tugboat Races South Sound Maritime Heritage Association PO Box 2875 Olympia, WA 98507</p>	<p style="text-align: center;">**NEW APPLICANT**</p> <p>Funds will be used: for a combination of expenses including increased marketing/promotion, securing more free harbor/port tours, entertainment, special unique features like the drone show introduced in 2023. Olympia Harbor Days is a free maritime heritage festival since 1973 in downtown Olympia along the waterfront. This end of summer event provides the opportunity for mariners, artists, musicians, businesses, nonprofit, and Tribes to gather, offering diverse and multi-cultural experiences and food to the community, region and beyond. This event attracts over 60,000 attendees.</p>	<p>\$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: hosting a 5-day family friendly community festival that celebrates all residents in Thurston County and vicinity. Festival includes a carnival, vendors, parade, senior day, fireworks, car show, etc. Provide a venue for non-profit organizations to raise much needed funds. Lakefair promotes Tumwater in travel, website, social media, signage, etc. Funds go towards travel and float expenses, office/facility rental costs in Tumwater. The festivals we attend turn around and attend ours, ranging from Canada to Portland. This means heads in beds for out of county/state visitors.</p>	<p>\$8,000</p>

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<p>Kick in the Grass Soccer Tournament Tumwater Soccer Club 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 46th Annual Kick in the Grass soccer 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.</p>	<p>\$15,000</p>
<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 year-round marketing and tourism promotion that drives visitation and overnight stays within the City of Tumwater and Tumwater paid lodging establishments. Funds will cover costs associated with market research, marketing, sales and development. Measure and track visitation to all lodging tax-funded events and activities, share this information with Tumwater event organizers by request at no charge to boost visitation to those events. Examines data including sentiment survey findings, geofencing data, which informs where to place marketing dollars and how to promote to potential visitors 50+ miles away. Marketing and development decisions are rooted in sound industry-supported, peer reviewed research.</p>	<p>\$43,933</p>

Total Funding Request: \$257,933