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Lodging Tax Application – Entity Certification
Organization/Agency Information

<u>Team - Tomorrow (dba South Sound Block Party)</u>	<u>833238594</u>
<u>Organization/Agency Name</u>	<u>Federal Tax ID Number</u>
<u>Christen Greene (she/her)</u>	<u>Owner</u>
<u>Contact Name</u>	<u>Title</u>
<u>120 State Ave NE #1407</u>	<u>Olympia Wa 98501</u>
<u>Mailing Address</u>	<u>City</u> <u>State</u> <u>ZIP</u>
<u>4136956986</u> <u>www.SouthSoundBlockParty.com</u>	<u>cg@team-tomorrow.com</u>
<u>Phone</u>	<u>Email Address</u>
<input type="checkbox"/> Tourism Promotion/Marketing Activities	<input checked="" type="checkbox"/> Events/Festivals*
<input type="checkbox"/> Tourism-Related Facilities	
Amount Requested: \$ <u>15000</u> Total Project / Event Budget: \$ <u>270000</u>	

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 3 number of years.
South Sound Block Party @ The Port of Olympia August 22 and 23, 2025

<u>Name of Event/Festival</u>	<u>Location</u>	<u>Date of Event/Festival</u>
<u>www.SouthSoundBlockParty.com -- Aug 23 and 24, 2024</u>		
<u>Event/Festival Website (if different than above)</u> <u>If an existing event, last year's event date</u>		

CERTIFICATION

I hereby state on behalf of Team-Tomorrow that the:
Organization/Agency Name

Applicant is: ☐ Nonprofit ☒ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

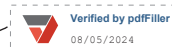
Name: Christen Greene

Signature: 

Title: owner

Date: 08/05/2024

08/05/2024



LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

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. We aim to spotlight, preserve and contribute to the legendary Thurston County music scene for years to come. The weekend drives tourism, commerce, seasonal employment, commerce, fun (!) and pride in the community.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?

Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

Artist Fees (\$100k) and Festival infrastructure (\$20k)

b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

1. Talent Budget Increase: To better align with the preferences and demands of our town, we have increased our talent budget. We have discovered that booking 'legacy acts' significantly boosts ticket sales and overall event satisfaction. These acts, which range in cost from \$35,000 to \$65,000, have become essential in drawing the crowd we aim to attract.

2. Enhanced Infrastructure and Staffing: We have made substantial improvements to our event infrastructure and staffing to ensure a safer and more enjoyable experience for all attendees. These enhancements include:

Weather Protection: Increased shading options to protect attendees from adverse weather conditions, ensuring comfort throughout the event. Security Measures: Additional security personnel have been employed to maintain a safe environment, allowing attendees to enjoy the event with peace of mind.

Amenities: We continue to offer free drinking water on-site, promoting hydration and attendee well-being.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

In 2024 we had over 20 volunteers logging approximately 500 hours in various roles before, during and after the event.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

City of Olympia (\$65k), Lacey (\$5k), Thurston County LTAC (\$7500)

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes. Please take a look at the budget - The LTAC funds combined - if fully funded will cover total talent. There is still another 95-100k in various expenses: marketing, infrastructure, etc...

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

5%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

In a COVID-era study the National Independent Venue Association (NIVA) found that for every \$1 spent on a concert ticket, \$12 is generated in the local economy at bars, restaurants, hotels, parking and transportation. Independent venues, festivals and promoters are anchor businesses in their communities. volume of people to the region, we will promote Lacey's hotels, sites and attractions. In addition we can and will amplify the city's other tourism and rec priorities via our socials and email list.

8. How broad-based will the tourism promotion benefit be geographically and economically?

We spend roughly \$10-13k on marketing from Northern California out to Idaho and everywhere in between. We have 3 years of data on ticket-buyers, lookalike audiences and a 8600+ person email list that is growing by the dozens each week. Our highly targeted ad sets are reactive and working. 2024 is shaping up to be our biggest year yet

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

At the time of this application, our hotel inventory in Olympia for 2024's events are sold out and there are only a few AirBandBs left. Folks coming to the event will stay in Tumwater and Lacey as there are additional hotel inventory there. The festival promotes hotels from all municipalities where we received LTAC funding. We do this online at our website, in our email list and on social media.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	5000
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	500
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	100
d) Staying overnight in paid accommodations away from their place of residence or business	500
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	150
f) Total number of paid lodging nights generated in Tumwater.	250

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

Direct data from our ticketing company with zipcode. Indirect survey amongst staff and volunteers. We also purchase hotel rooms for our traveling bands and staff

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We have data from our ticketing company, host hotel, website clicks and unofficial surveys amongst staff and fans.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

Festival website contains links to Tumwater hotels, social media posts and inclusion in our email blasts.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

Festival website contains links to Tumwater hotels, social media posts and inclusion in our email blasts.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

We will also be relying on private sponsors and ticket sales to help fund this event. If not fully funded talent budgets and infrastructure budgets will be decreased resulting in a lesser overall product and thus less of an attraction to the region.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

Toyota of Western Washington
Experience Olympia and Beyond
ShunPike
SPSCC

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

I am very grateful for past investments in this event. We have grown year after year and feel that in Year 3 (at the time of this writing) we have really dialed in both the budget and the desires of our patrons. By continuing to fund South Sound Block Party you are co-signing on the tent-pole music event in the county which is bringing real commerce and culture to the region. Thank you for your time and continued support.

A	B	C	D	E
	Budgted 🙏		EXPENSES:	budgeted
			Talent	\$100,000.00
Ticket Sales (\$25 @ 1500/day)	\$45,000.00		Stage & Sound, Lights and Crew	\$30,000.00
VIP Sales (\$85 @ 150 capped)	\$15,000.00		Insurance	\$5,500.00
Net Merch	\$1,000.00		Radios + Production gear	\$4,500.00
			Aesthetic, Lights & Infastructure	\$20,000.00
Municipal Lodging & Tourism Grants	\$100,000.00		Production Staffing	\$45,000.00
Private Sponsors	\$100,000.00		Fence/Barricades, Safety & Permits	\$3,500.00
			Toilets	\$4,500.00
Total:	\$261,000.00		Tents	\$6,500.00
Expenses:	\$265,500.00		Generators	\$8,500.00
Net Profit/(Loss)	-\$4,500.00			
			Marketing	
			Printing & Signage	\$3,500.00
			Design & Web development	\$3,500.00
			Content Creation	\$2,500.00
			Video Marketing	\$2,500.00
			Social Media and Print Deisgn Fee	\$3,500.00
			Staff, VIP & Crew Shirts	\$1,500.00
			Wristbands, laminates & stickies	\$1,500.00
			Hotel Rooms	\$2,500.00
			Garbage and recycling	\$1,500.00
			VIP Decor	\$2,500.00
			Security	\$7,000.00
			Hospitality	\$3,500.00
			Transport + Rental Vehicles	\$2,000.00
			TOTAL:	\$265,500.00



Lodging Tax Final Report Form

Organization's Name: Team-Tomorrow DBA South Sound Block Party

Submitted By: Christen Greene Date: 28 Aug 2024

Email Address: cg@team-tomorrow.com Phone: 4136956986

This Report Covers:

Activity Name: South Sound Block Party

Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency

Activity Start Date: 23 Aug 2024 Activity End Date: 24 Aug 2024

Total Activity Cost: 280k

Total amount of Tumwater lodging tax funds requested: 7500

Total amount of Tumwater lodging tax funds expended: 4516

Total amount of lodging tax funds expended from all jurisdictions: 82k

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Tumwater City Hall
555 Israel Road SW
Tumwater WA 98501

www.ci.tumwater.wa.us

- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) _____

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 5000 Actual (Estimated): 5750

Methodology (definitions provided above): Direct, Indirect

Explain Tracking Method: ticketing software and guest list

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 350 Actual (Estimated): 850

Methodology (definitions provided above): direct, indirect, estimate

Explain Tracking Method: ticketing software and guest list, informal survey

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 250 Actual (Estimated): 250

Methodology (definitions provided above): direct, indirect, estimate

Explain Tracking Method: ticketing software and guest list, informal survey

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 500 Actual (Estimated): 500

Methodology (definitions provided above): direct, indirect, informal and formal surveys

Explain Tracking Method: host hotel sold out, airbnbs sold out, informal survey amongst va

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 150 Actual (Estimated): 200

Methodology (definitions provided above): informal survey

Explain Tracking Method: conversations amongst staff and volunteers

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 99 Actual (Estimated): 99

Methodology (definitions provided above): indirect, informal survey

Explain Tracking Method: quick searches for available hotels and rates for spill over room

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

This was a record attendance for us at SSBP and our our of state ticket buyers were plentiful.

- 37 States were represented in our ticket buyers
- 226 purchases were from out of state
- 26% came from outside of a 50-mile radius

A contributing factor was the noteriety of our 2 headliners and Meta marketing

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

This was a record attendance for us at SSBP and our our of state ticket buyers were plentiful.

- 37 States were represented in our ticket buyers
- 226 purchases were from out of state
- 26% came from outside of a 50-mile radius

A contributing factor was the noteriety of our 2 headliners and Meta marketing

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

yes. I would like to again book 2 legacy acts as headliners. We will need to remain fully funded to afford these artist fees.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

yes. I would like to again book 2 legacy acts as headliners. We will need to remain fully funded to afford these artist fees.



TOMORROW

**CHRISTEN GREENE, Owner Team-Tomorrow
O/B/O SOUTH SOUND BLOCK PARTY**

120 State St

24 JAN 2024

#1407

Olympia, Wa 98501

**SCOPE OF SERVICES for SSBP24 - Aug 23, 24, 2024
EXHIBIT A**

Team Tomorrow is producing the South South Block Party which will create an annual community event to highlight local commerce and live music at an affordable price point. We will produce a 2-day music festival to celebrate and contribute to the region's rich musical legacy while activating an easily overlooked (yet accessible) scenic overlook just a stone's throw from Downtown. With support from the Lodging Tax Funds we will increase local commerce, tourism and provide employment opportunities to reinvigorate our local economy and tourism to the region.

The \$4,516 allotted to us from these funds will be used to help cover a portion of critical festival infrastructure: staffing, production, infrastructure and marketing.

Sincerely,

CHRISTEN GREENE

Owner, Head of Talent

120 State St #1407

cg@team-tomorrow.com

Lodging Tax Application - Entry Certification
Organization/Agency Information

RECEIVED

AUG 22 2024

3:06pm

TUMWATER UTILITIES

Olympic Flight Museum

91-1899948

Organization/Agency Name

Federal Tax ID Number

Teri Thorning

Olympic Air Show Coordinator

Contact Name

Title

7637-A Old Highway 99 SE

Tumwater, WA 98501

Mailing Address

City State ZIP

360 705 3925

www.olympicairshow.com

oas@olympicflightmuseum.com

Phone

Website

Email Address



Tourism Promotion/Marketing Activities



Events/Festivals*



Tourism-Related Facilities

Amount Requested: \$ 45,000 Total Project / Event Budget: \$ 180,080

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 24 number of years.

Olympic Air Show, Olympia Regional Airport, June 14-15, 2025

Name of Event/Festival

Location

Date of Event/Festival

June 15-16, 2024

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of Olympic Flight Museum that the:

Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Kyle Baxter

Signature: 

Title: Manager, Olympic Flight Museum

Date: 8/21/24

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The Olympic Flight Museum and the Olympic Air Show's mission is to explore, preserve, educate and promote the history of aviation and the role it has played in world history by featuring flight demonstrations and ground displays. 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.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?
Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [here](#).)

The Olympic Flight Museum's lodging tax funds will be used exclusively for the promotion and operation of the 2025 Olympic Air Show, and for the procurement of aerobatic demonstrations and related expenses.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.
The event will be held on the traditional date of Father's Day weekend, June 14-15, 2025.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

Financial resources include visitor admission fees, facility rentals, and membership donations collected by the museum throughout the year. The event attracts sponsors who make modest financial or in-kind donations. Other resources include an event planning committee, staff and volunteers. Total number of volunteer hours exceed 1,450. Supporting partners include local businesses and service organizations.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

Port of Olympia - \$1,500
City of Olympia - \$20,000
Thurston County - \$5,800

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes, the Olympic Flight Museum intends to to apply for funding from the municipalities listed above. Tumwater's lodging tax funds are applied separately for the purpose of performer fees and incentives to include lodging, rental vehicles, marketing and promotion, and operational costs.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

24%: \$45,000 divided by an expense budget of \$180,080 = .24

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

Visitors are encouraged to stay in Tumwater hotels, as well as benefiting community partners, city attractions, dining establishments and retailers. We direct our performer and special guests to stay in Tumwater hotels; in 2024, the Olympic Air Show spent \$12,377 in lodging costs for performers and crew.

8. How broad-based will the tourism promotion benefit be geographically and economically?

The Olympic Air Show attracted 156 tourists from 8 states and 3 countries. We utilize television, digital, radio, print and social media for promotion over a 6 month period. Most significantly, the air show website is viewed by over 40,000 visitors annually from all over the world.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

Hosting popular and exciting performers combined with our marketing campaign results in consistent attendance of patrons and tourists alike. Also, the continued decline of air shows results in greater attention to the few that exist. Unique air and ground displays consistently attract new patrons every year.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	10,000
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	2,675
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	165
d) Staying overnight in paid accommodations away from their place of residence or business	667
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	1,736
f) Total number of paid lodging nights generated in Tumwater.	100
g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.	

Combination of Direct Count, Indirect Count, Structured Estimate

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

Visitor demographic data is collected and compiled from electronic ticket analysis. The museum also corresponds with local lodging facilities to track their room inventory as it relates to the event.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

For six months prior to the event, the museum and air show websites experience a significant increase in viewer traffic. Both websites link to 3 Tumwater lodging facilities and campgrounds. In addition, we purposely reserve pilot and crew rooms in Tumwater for convenient access to and from the airport.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

The event program contains a page dedicated to other nearby Tumwater attractions, restaurants and places of interest. We print extra programs to distribute to museum patrons during the summer months to extend tourism opportunities long after the peak summer months.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

Partial funding would result in a reduction in the number of performers and featured guests, as well as in promotion and advertising. A decrease would result in a consequential reduction in the museum's ability to reach tourists and thus their tourism related spending.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

City of Olympia, Port of Olympia, Thurston County, Civil Air Patrol, EAA Cascade Warbird Squadron, Hands on Children's Museum, Olympia Camera Club, Experience Olympia, Tenino Motorcycle Drill Team, WNG Tumwater Readiness Center, Tumwater Fire Dept., Olympia Robotics Federation, and two living history clubs

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

The Olympic Flight Museum attracts approximately 30,000 visitors annually which benefits our community partners, lodging, attractions, dining and services. The 2024 Olympic Air Show's attendance of 9,268 resulted in a tourism percentage of 27.4%. The show appeals to a broad audience of all ages and backgrounds, and honors our nation's veterans and aviation heritage. It is the largest annual public gathering within the City of Tumwater. Funds awarded are primarily utilized to contract with private aerobatic performers which is the most important factor in maintaining and increasing current levels of attendance.

Lodging Tax Application Form

Lodging Tax Applicant

Olympic Flight Museum

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source	Amount
Sponsorships:	\$8,250.00
Admission:	\$80,000.00
Reserves:	
Donations/Contributions:	\$0.00
Grants:	
Program Service Fees:	
In-kind Donations:	\$2,150.00
Gift Shop:	\$8,000.00
Vendor Fees:	\$6,000.00
Fundraising Activities:	
City of Lacey Lodging Tax:	
City of Olympia Lodging Tax:	\$25,000.00
City of Tumwater Lodging Tax:	\$45,000.00
Thurston County Lodging Tax:	\$10,000.00
Other Sources of Revenue: (specify)	
Other Source: Port of Olympia	\$1,500.00
Other Source: Beer Garden	\$1,700.00
Other Source:	
Total Revenue:	\$187,600.00

Project Expenses:

Personnel: (salaries and benefits.)	\$55,000.00
Administration: (utilities, phone, etc.)	\$4,000.00
Marketing and Promotion:	\$31,485.00
Professional / Consultant Fees:	\$34,000.00
Equipment:	\$20,400.00
Facility / Event Venue Rental:	
Travel: (please specify)	
All Other Expenses: (please specify) Performer Lodging & Vehicles	\$19,800.00
Other Source: Performer Fuel – Avgas, Jet A, Smoke Oil	\$11,600.00
Other Source: Brand development, digital creatives, event program	\$1,995.00
Other Source: Licensing, contract labor, volunteer meals	\$1,800.00
Total Expenses:	\$180,080.00
Program Excess: (Deficit)	\$7,520.00



Lodging Tax Final Report Form

Organization's Name: Olympic Flight Museum

Submitted By: Teri Thorning Date: July 15, 2024

Email Address: oas@olympicflightmuseum.com Phone: (360) 705-3925

This Report Covers:

Activity Name: Olympic Air Show

Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency

Activity Start Date: June 15, 2024 Activity End Date: June 16, 2024

Total Activity Cost: 174,610

Total amount of Tumwater lodging tax funds requested: 45,000

Total amount of Tumwater lodging tax funds expended: 41,144

Total amount of lodging tax funds expended from all jurisdictions: 66,944

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

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555 Israel Road SW
Tumwater WA 98501

www.ci.tumwater.wa.us

- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) _____

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 9,119 Actual (Estimated): 9,268

Methodology (definitions provided above): Indirect Count

Explain Tracking Method: Manual count of patrons at Admissions Gate and estimated viewers outside of airport premises.

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 2,113 Actual (Estimated): 2,545

Methodology (definitions provided above): Structured Estimate

Explain Tracking Method: 27.47% of total visitors who traveled 50+ miles as reflected in electronic ticket analysis: $27.47\% \times 9268 = 2,545$

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 116 Actual (Estimated): 156

Methodology (definitions provided above): Direct Count

Explain Tracking Method: Out of state/country attendance as determined by electronic ticket analysis as well as actual count of performers & crews.

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 499 Actual (Estimated): 636

Methodology (definitions provided above): Structured Estimate

Explain Tracking Method: Estimate 25% of 2,545 tourists staying in paid accommodations = 636

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 1,298 Actual (Estimated): 1,654

Methodology (definitions provided above): Structured Estimate

Explain Tracking Method: Estimate 65% of 2,545 tourists staying in unpaid accommodations = 1,654

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 211 Actual (Estimated): 283

Methodology (definitions provided above): Structured Estimate

Explain Tracking Method: Of the 636 tourists staying in paid accommodations, est a family unit of 3.13 is 203; add 80 performer rooms (2nights) = 283

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

The Olympic Air Show total attendance was 9,268; the tourism percentage was 27.4%. 156 visitors came from 8 states outside of Washington, and three countries (Canada, United Kingdom, Japan).

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

The Olympic Air Show experienced weather-related challenges for one of the two event days, however the attendance remained within normal averages due to the significant and noteworthy featured aircraft performing teams and their crew members.

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Yes.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

The Olympic Flight Museum will continue to apply for U.S. military assets to feature, as well as contract with aerobatic performers to enhance the event with new and exciting aerial and ground displays.



OLYMPIC FLIGHT MUSEUM SCOPE OF SERVICES – ATTACHMENT A 2024

City of Tumwater Lodging Tax funds will supplement the Olympic Flight Museum's advertising and promotion of the Olympic Air Show with the goal of increasing tourists and visitors to the Tumwater area. Funds will be dispersed in the following timeframe and manner:

<u>Olympic Air Show</u>	<u>Event Date: June 15-16, 2024</u>
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Event marketing and promotional initiatives to include print, web, radio, social media, signage and other forms of advertising media;

Event operational expenses designed to promote tourism to the event;

Performer expenses including fees, lodging, vehicle rental, and other incidental performer expenses.

The Olympic Flight Museum is a 501(c)3 not for profit organization,
Tax I.D. # 91-1899948. Located at the Olympia Regional Airport
in Tumwater, Washington.
7637-A Old Highway 99 SE, Olympia, WA 98501 (360) 705-3925

Lodging Tax Application – Entity Certification
Organization/Agency Information

Tumwater Historical Association

91-1183052

Organization/Agency Name

Sandra Gray

Federal Tax ID Number

Secretary

Contact Name

PO Box 4315

Title

Tumwater, WA 98501-0315

Mailing Address

360-902-5224

City

State

ZIP

Sandigds2@comcast.net

Phone

Website

Email Address

☒

Tourism Promotion/Marketing Activities

☒

Events/Festivals*

Tourism-Related Facilities

Amount Requested: \$ **5000.00**

Total Project / Event Budget: \$ **5000.00**

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.
THA will recreate pioneer activities at one+ major events, at least one quilting/fiber arts event, and three+ heritage

~~1-1183052~~

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for ☐ number of years.

Thurston Co Fair

Thurston Co.

August 2025

Name of Event/Festival

Location

Date of Event/Festival

July 31st - August 4th 2024

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of **Tumwater Historical Association** that the:

Organization/Agency Name

Applicant is: ☒

Nonprofit

☐ For Profit

☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: **Christopher Gray**

Signature: 

Title: **President**

Date: **8/29/2024**

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The Tumwater Historical Association (THA) is organized for educational and cultural purposes relating to the history of the Tumwater area, its life and people. THA works to preserve and present the heritage of the area by providing community events and recording Tumwater's history. THA previously published "The History of Tumwater" book series written by Don Trosper, and conducts oral history projects to preserve and publish memoirs of long-time Tumwater residents. THA has partnered with several area historical groups to jointly

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used? Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available online.)

* THA will host a variety of reenacting and heritage events for the purpose of educating the public on Tumwater's history and to bring former Tumwaterites and others to our community.
Plans for 2025 include....

* a walking tour/talk regarding local cemeteries

* historical demonstrations at Falls Fest, Tenino Railroad Days, Thurston County Fair, and other area events

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

As activities ramped up following the coronavirus restrictions, leadership and volunteer participation dipped. THA last applied for the Lodging tax grant in 2022. Activities in 2023 and early 2024 were limited, but increased in late 2024 as new leadership was installed and volunteer participation increased.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

THA has a core group of members, volunteers and followers available to provide these activities and events. These include business people, history specialists, teachers, civic leaders, and civil servants. Based on former years, an estimate might be 30 people averaging 20 hours per month or 7200 volunteer hours per year. THA will strive for continued cooperation with other history groups and continue to work with the Olympia Tumwater Foundation and City of Tumwater to develop major events in the Tumwater Historic District.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

No

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

No

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

We anticipate using funds from Tumwater to cover 75% of our event costs, primarily for postage, printing, filming, advertising, signage, web costs, printing/distribution of flyers and brochures, and event equipment storage.

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

Visitors from other areas attending these events utilize local restaurants and fast food facilities. THA volunteers often gather and "debrief" after these events over dinner at a local restaurant. Individuals making Heritage Speaker presentations are often from outside the area and make use of local lodging and food services. These events attract family members of participants from out of the area who need these services.

8. How broad-based will the tourism promotion benefit be geographically and economically?

We will promote these activities throughout the Puget Sound area and the heritage and quilting events throughout the Northwest. We send flyers and other information to quilt groups and stores throughout Washington and Oregon.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

They allow us to advertise and promote our events to national organizations planning conventions in the Pacific Northwest. Putting filmed activities and instructions for pioneer activities on our website and YouTube will help promote THA and Tumwater as a place to visit.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

- | | |
|--|------------|
| a) Overall attendance | 2385+ |
| b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business | <u>146</u> |
| c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries) | <u>95</u> |
| d) Staying overnight in paid accommodations away from their place of residence or business | <u>40</u> |
| e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business | <u>150</u> |
| f) Total number of paid lodging nights generated in Tumwater. | <u>36</u> |
| g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above. | |

We used registration forms, attendance, wristbands, tracking participants through door prize signups, store and raffle ticket sales, food items sold or handed out, conversations with attendees and general observations. The above estimates are based on prior experience.

Registration forms, paid attendance figures, wristbands, tracking participants through door prize signups, store and raffle ticket sales, food items sold or handed out, conversations with attendees and general observations.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

Guest registers, registration forms, paid attendance figures, wristbands, tracking participants through door prize signups, store and raffle ticket sales, food items sold or handed out, conversations with attendees and general observations.

12. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

Our events are family oriented. There are many conversations about the area and its history, and other attractions of interest to people who attend our events. In years past we have received telephone and mail requests for housing and dining information from visitors planning to attend our events. We have recorded visitors from several states and countries, some who traveled to Tumwater just for our events.

13. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

We would spend less money promoting and marketing our events, with the likely outcome that we would attract fewer attendees and participants from outside the area.

14. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

We partnered with as many as 20 historical groups or entities in past events. These include Lacey Historical Society and Museum, South Thurston County Historical Society, Bigelow House Museum, Olympia Historical Society, Washington State Library, Thurston County Historical Commission, Meeker Society, Daughters of the Pioneers-- Washington, Tenino Lions Club, Pomona Grange, Tenino Museum Depot, Somewhere in Time Unlimited, Washington State Archives, and many more.

15. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Living History is our strength. It can help attract visitors and bring them back again in the future. We have participants from all over Western Washington who come for various events.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Living History is our strength. It can help attract visitors and bring them back again in the future. We have participants from all over Western Washington who come for various events.

Lodging Tax Budget Form

Lodging Tax Applicant:

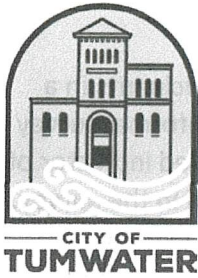
Specific to your Tourism-Related Facility, Tourism Promotion Activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

PROJECTED REVENUE:

Source		Amount
Sponsorships:		\$0.00
Admission:		\$0.00
Reserves:		\$0.00
Donations/Contributions:		\$1,000.00
Grants:		\$0.00
Program Service Fees:		\$0.00
In-kind Donations:		\$3,000.00
Gift Shop:		\$200.00
Vendor Fees:		\$0.00
Fundraising Activities:		\$1,000.00
City of Lacey Lodging Tax:		\$0.00
City of Olympia Lodging Tax:		\$0.00
City of Tumwater Lodging Tax:		\$5,000.00
Thurston County Lodging Tax:		\$0.00
Other Sources of Revenue: (please specify)	Membership	\$600.00
Other Source:		
Other Source:		
Other Source:		
TOTAL REVENUE:		\$10,800.00

PROJECTED EXPENSES:

Personnel: (salaries and benefits)		\$0.00
Administration: (utilities, phone, etc.)		\$4,300.00
Marketing and Promotion:		
Professional / Consultant Fees:		\$4,000.00
Equipment:		\$500.00
Facility / Event Venue Rental:		\$600.00
Travel: (please specify)		
All Other Expenses: (please specify)	Miscellaneous - Unknown	\$800.00
Other Expense:	Scholarship	\$600.00
Other Expense:		
Other Expense:		
TOTAL EXPENSES:		\$10,800.00
PROGRAM EXCESS (DEFICIT):		\$0.00



Lodging Tax Final Report Form

RECEIVED

MAR 13 2024

TUMWATER UTILITIES
@ 4:00 pm

Organization's Name: Tumwater Historical Association
Submitted By: Sandi Gray Date: 3/12/2024
Email Address: Sandigds2@comcast.net Phone: 360 943-0405

This Report Covers:

Activity Name: Tenino Railroad Days; Tumwater Falls Fest
Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency
Activity Start Date: 9/16/2023 Activity End Date: 9/30/2023

Total Activity Cost: 1581.98

Total amount of Tumwater lodging tax funds requested: 5000.00

Total amount of Tumwater lodging tax funds expended: 1581.98

Total amount of lodging tax funds expended from all jurisdictions: 1581.98

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

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- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) _____

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 2385 Actual (Estimated): 4000

Methodology (definitions provided above): Estimate based on observation

Explain Tracking Method: _____

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 146 Actual (Estimated): 146

Methodology (definitions provided above): Estimate based on observation

Explain Tracking Method: Visual size of crowd/activity at booths

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 95 Actual (Estimated): 95

Methodology (definitions provided above): Structured estimate

Explain Tracking Method: _____

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 40 Actual (Estimated): 40

Methodology (definitions provided above): Structured estimate

Explain Tracking Method: _____

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 153 Actual (Estimated): 153

Methodology (definitions provided above): Structured estimate

Explain Tracking Method: _____

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 40 Actual (Estimated): 40

Methodology (definitions provided above): Structured estimate

Explain Tracking Method: _____

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Tumwater Historical Association is at a crossroad. We would like to establish a permanent location for fabric arts and its history, which would bring visitors from around Washington State and, perhaps, further.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

Tumwater Historical Association is at a crossroad. We would like to establish a permanent location for fabric arts and its history, which would bring visitors from around Washington State and, perhaps, further.



**Tumwater Historical Association
2022 Lodging Tax Advisory Committee Grant Application
Exhibit A - City of Tumwater - Scope of Services**

The Tumwater Historical Association (THA) will:

Coordinate and participate in **Thurston Throwback** at Thurston County Fair. This event will include many Thurston County historical groups. It may include activities or presentations based on a common theme, such as a specific period of local history, or a historic activity, such as basket or ropemaking.

The THA Pioneer University provides historical classes on pioneer activities like rope making, cider pressing, soap making, and more. Activities include filming for media outlets like YouTube and Tumwater TV.

Activities associated with a fall quilters event may include facility costs, marketing materials; providing refreshments and supplies.

Lodging Tax Grant Funds will be used for planned events as follows:

- Printing and mailing of informational brochures, newsletters, posters and flyers
- Advertising, marketing, and promotion of all planned activities
- Website and social media expenses
- Event supplies and storage for event materials
- Filming activities
- Liability insurance, venue and equipment rentals, and other costs for planned events
- Guest speaker expenses

Lodging Tax Application – Entity Certification
Organization/Agency Information

Olympia Symphony Orchestra

Organization/Agency Name

Jennifer Hermann

Contact Name

3400 Capitol Blvd SE Suite 203

Mailing Address

360-753-0074

Phone

olympiasymphony.org

Website

91-6087694

Federal Tax ID Number

Executive Director

Title

Olympia WA 98501

City State ZIP

jhermann@olympiasymphony.org

Email Address

☐ Tourism Promotion/Marketing Activities ☒ Events/Festivals* ☐ Tourism-Related Facilities

Amount Requested: \$ **10,000** Total Project / Event Budget: \$ **40,800**

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

A free outdoor summer concert & "Beat Beethoven 5K" (runners try to finish 5K run/walk during Beethoven 5th Symphony)

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 19 number of years.

Summer Concert & Beat Beethoven 5K Heritage Park/Capitol Lake July 5, 2025

Name of Event/Festival

Location

Date of Event/Festival

July 1, 2023

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of **Olympia Symphony Orchestra** that the:

Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: **Jennifer Hermann**

Signature: **Jennifer Hermann**

Title: **Executive Director**

Date: **August 29, 2024**

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The Olympia Symphony's outdoor summer concert is a Thurston County tradition since 2006. This free event welcomes community members of all ages, demographics, and backgrounds. The 2025 event will include a "Beat Beethoven 5K", where runners/walkers attempt to finish the race before the orchestra finishes Beethoven's 5th Symphony. The intent is to bring music lovers and athletes (and recreational outdoor enthusiasts) together for a unique live music/live athletic experience.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?

Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

The funding would be used for marketing to outdoor enthusiasts and the running community, a demographic that is attracted to Tumwater. This activity is unique in the Pacific Northwest, with the nearest similar event taking place in central Oregon, but without a live orchestra.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

First time applicant

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

Resources include paid staff (65 musicians, conductor, administrative staff), board of directors, community vendors, and 50 volunteers

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

Olympia Lodging Tax Fund (\$20,000) - general operations

Inspire Olympia Cultural Access Tax (\$69,000 for upcoming year) - general operations

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Olympia Lodging Tax Fund, Lacey Lodging Tax Fund, Thurston County Lodging Tax Fund

Tumwater's funds would be used for marketing that will draw outdoor enthusiasts and the running community to the Beat Beethoven 5K Summer Concert, and for marketing to partner commercial businesses.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

24%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

The event will draw tourists (5K enthusiasts) for overnight lodging for themselves and their families, as this is an inclusive activity appropriate for young and old. The athletic event will encourage patronage at food service establishments and shopping at local retailers.

8. How broad-based will the tourism promotion benefit be geographically and economically?

The symphony typically attracts 3000 audience members at stand-alone outdoor summer concerts. 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 .

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

Receiving lodging tax funds will allow the symphony to increase marketing greatly, and provide more paid hours for administrative staff to execute the task of procuring business partnerships that will increase patronage at Tumwater businesses.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	4000
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	400
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	200
d) Staying overnight in paid accommodations away from their place of residence or business	300
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	100
f) Total number of paid lodging nights generated in Tumwater.	150

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

Zip code collection at registration (for race only), geofencing (concert and race), QR code "check-in", attendee survey, follow up emails

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

Surveys will ask how much attendees spent during their stays -- accommodations, dining, shopping, other recreation.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

Booking incentives with Tumwater lodging establishments for event registrants (discounts for registrations with reservations at partner hotels)

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

This event will attract outdoor enthusiasts and the running community. This is the demographic that would choose to extend the activities of their visits into the Tumwater region. The natural beauty and prevalence of healthy activities in Tumwater are attractive to athletes who tour to complete 5K races, either alone, with running groups, social groups, or families.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

With partial funding from Tumwater, our human resources to accomplish the tasks of establishing business partnerships will be diminished. Organizing staff and volunteer efforts requires funding, and with limited human resources, our outreach to Tumwater businesses would be limited as well. Business partnerships are key to attracting attendees and incentivizing activities in Tumwater.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

City of Olympia, Nisqually Indian Tribe, South Sound Running, Pacific Stage, Celebrations Events,
Department of Enterprise Services

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

The arts are proven to increase economic activity in a city. The Olympia Symphony typically performs at the Washington Center for the Performing Arts on Sunday afternoons. Businesses who are normally closed on Sunday evenings choose to be open on "Symphony Sundays" because we bring 800-900 patrons who are community-minded to their doorstep. This will be our first intentional initiative to partner with Tumwater businesses, as our usual focus (with limited capacity) has been Olympia. However, the Olympia Symphony is becoming recognized as our region's premier orchestra, and using the opportunity of the inclusion of the athletic event to spearhead new collaborations in Tumwater is exciting.

Lodging Tax Application Form

Lodging Tax Applicant

Olympia Symphony Orchestra

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source	Amount
Sponsorships:	\$5,000.00
Admission:	\$4,000.00
Reserves:	
Donations/Contributions:	\$1,500.00
Grants:	
Program Service Fees:	
In-kind Donations:	\$2,000.00
Gift Shop:	
Vendor Fees:	
Fundraising Activities:	
City of Lacey Lodging Tax:	\$10,000.00
City of Olympia Lodging Tax:	\$8,000.00
City of Tumwater Lodging Tax:	\$10,000.00
Thurston County Lodging Tax:	
Other Sources of Revenue: (specify)	
Other Source:	
Other Source:	
Other Source:	
Total Revenue:	\$40,500.00

Project Expenses:

Personnel: (salaries and benefits.)	\$18,000.00
Administration: (utilities, phone, etc.)	\$4,000.00
Marketing and Promotion:	\$10,000.00

Professional / Consultant Fees:	\$2,500.00
Equipment:	\$800.00
Facility / Event Venue Rental:	\$5,500.00
Travel: (please specify)	
All Other Expenses: (please specify)	
Other Source:	
Other Source:	
Other Source:	
Total Expenses:	\$40,800.00
Program Excess Deficit:	-\$300.00

Lodging Tax Application – Entity Certification
Organization/Agency Information

Tumwater Area Chamber of Commerce

Organization/Agency Name

Chris L. sieg

Contact Name

5304 Littlerock Road, SW

Mailing Address

253-973-0971

<https://www.tumwaterchamber.com/unincorporatedwhy/why/>

Phone

Website

Coming 94-3097775

Federal Tax ID Number

Board Member

Title

Tumwater, WA 98512

City

State

ZIP

chris.sieg@tumwater.k12.wa.us

Email Address

☒ Tourism Promotion/Marketing Activities ☒ Events/Festivals* ☒ Tourism-Related Facilities

Amount Requested: \$ **25,000**

Total Project / Event Budget: \$

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.
Recognized Visitors Center for the City of Tumwater, partnering with Tumwater Chamber and Tumwater School District

*If an Event/Festival, complete the following: ☒ New Event ☒ Annual Event for 2 number of years.

TBD

Name of Event/Festival

Location

Date of Event/Festival

TBD

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of **Tumwater Area Chamber of Commerce** that the:

Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: **Chris L. Sieg**

Signature: 

Title: **TACC Board Member**

Date: **8/30/2024**

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

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.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?
Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

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. Information Centers Establishing or upgrading visitor information centers to provide tourists with more guides and local information.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

The retail and tourism visitors center will provide learning opportunities for students in the Tumwater School District. In turn that learning will be used to provide face to face customer service for walk-in visitors seeking information regarding the Tumwater area. The goal is to have 100 students in place by January 1, 2025.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

This retail and tourism visitors center is partnered with the Tumwater School District to provide career pathway opportunities in hospitality/tourism and retail sales. The funding from the school is limited to providing a certificated instructor to oversee the daily operations.

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

No

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

75% - tourism related facility

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

As a visitors center the focus for our student learners will be to provide information on local(Tumwater area) lodging and food service areas with the goal of partnering with these local businesses to provide the most recent information to communicate to the customer base.

8. How broad-based will the tourism promotion benefit be geographically and economically?

The goal is to provide information that drives local business visits and ultimately a return for a repeat of visiting Tumwater.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

The funds will provide communication and advertising, along with partnerships in creating Tumwater as a viable destination location for both business and pleasure.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	5,000 -1
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	1,000
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	1,000
d) Staying overnight in paid accommodations away from their place of residence or business	1,000
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	1,000
f) Total number of paid lodging nights generated in Tumwater.	1,000
g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.	
Creating YELP and Tripadvisor surveys, business follow-up	

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

Design and use a spreadsheet to collect data and track visitor related activities. Working with service providers to collect the data via QR form.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

Promote lodging both physically and virtually through the Visitors Center. Through our partnerships with all the lodging establishments through the Chamber and the the TSD CTE advisory program. Using both organizations network, websites, and social media platforms

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

The Tumwater Retail & Visitors Center will promote the City and all attractions and activities through the Chamber of Commerce and Tumwater School's CTE Department. Both organizations have extensive networks, and will promote through websites, social media platforms and events

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

We will still be able to provide services, we would not be able to provide the services at full capacity. Partially funding gets us to a basic service level and full funding will accelerate our services to our potential level of service

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

Tumwater School District, Tumwater Area Chamber of Commerce and many area businesses, City of Tumwater, Capitol STEM Alliance, Port of Olympia, Olympia Experience and Beyond, Thurston Economic Development Council.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

The Tumwater Retail & Visitors Center is a partnership between the Tumwater Area Chamber of Commerce, the City of Tumwater, and the Tumwater School district. As membership grows and more Tumwater area partners join and membership dues are collected, along with; sponsorships, and grants, a fund is created to stipend students who will be participating in community service and internships to help drive and promote tourism. Along with growing partnership in the community to bring tourism and increase economic activity to Tumwater and the Tumwater area.

Lodging Tax Application Form

Lodging Tax Applicant

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source	Amount
Sponsorships:	\$5,000.00
Admission:	
Reserves:	
Donations/Contributions:	
Grants:	
Program Service Fees:	
In-kind Donations:	
Gift Shop:	
Vendor Fees:	
Fundraising Activities:	
City of Lacey Lodging Tax:	
City of Olympia Lodging Tax:	
City of Tumwater Lodging Tax:	
Thurston County Lodging Tax:	
Other Sources of Revenue: (specify)	
Other Source:	
Other Source:	
Other Source:	
Total Revenue:	\$5,000.00

Project Expenses:

Personnel: (salaries and benefits.)	
Administration: (utilities, phone, etc.)	\$250.00
Marketing and Promotion:	\$1,500.00
Professional / Consultant Fees:	
Equipment:	
Facility / Event Venue Rental:	\$1,200.00
Travel: (please specify)	
All Other Expenses: (please specify)	
Other Source:	
Other Source:	
Other Source:	
Total Expenses:	\$2,950.00
Program Excess Deficit:	\$2,050.00

Lodging Tax Application – Entity Certification
Organization/Agency Information

Olympia Tumwater Foundation

Organization/Agency Name

Madeline Pennington

Contact Name

PO Box 4098

Mailing Address

(509)393-9248

Phone

www.olytumfoundation.org

Website

91-0741161

Federal Tax ID Number

Assistant Director

Title

Tumwater WA 98501

City

State

ZIP

maddy@olytumfoundation.org

Email Address

☒ Tourism Promotion/Marketing Activities ☐ Events/Festivals* ☐ Tourism-Related Facilities

Amount Requested: \$5,000 Total Project / Event Budget: \$15,000

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

Marketing campaign targeted at Brewery Park's largest out of area visitor markets.

*If an Event/Festival, complete the following: ☐ New Event ☐ Annual Event for ☐ number of years.

Name of Event/Festival

Location

Date of Event/Festival

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of Olympia Tumwater Foundation that the:
Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Madeline Pennington

Signature: Madeline Pennington

Title: Assistant Director

Date: 8/30/2024

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

We are planning a marketing campaign specifically focusing on digital marketing efforts to increase visitation from our top 3 out of area (50+ miles away) visitor markets: Vancouver, Portland, and Seattle. We will hire a firm to carry out this marketing campaign with the collaboration of the Olympia Tumwater Foundation in planning, execution, and reporting.

The goal is to increase the visibility and attractiveness of Brewery Park at Tumwater which acts as a key destination and gateway for out of area tourists to discover Tumwater hotels, restaurants and attractions. The focus of the marketing campaign will be improving search engine rankings and leveraging social media platforms to boost engagement, awareness, and visitation rates in both peak and off-season.

This 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 at Tumwater Falls. We will also use social media advertising/promotion of promotional videos and content targeted at social media users in those top markets to increase visitation.

This marketing campaign will benefit the Olympia Tumwater Foundation through increased visitation to Brewery Park, thus generating more donations, as well as benefit the City of Tumwater through increased day trips and overnight stays from visitors, streaming traffic to the Tumwater lodging industry, and stimulating the local economy.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?
Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

To fund marketing efforts targeted at our largest out-of-area visitor markets: Longview, Portland, and Seattle in order to increase visitation and stays in overnight accommodations in Tumwater, traffic to local restaurants and attractions.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

The Olympia Tumwater Foundation reopened the Schmidt House to the public in the end of 2023. After completing renovations to the basement archives and adding an ADA lift to the first floor porch, the Schmidt House opened its doors again to welcome visitors for bi-weekly house tours, monthly History Talks, weddings, and more.

The Foundation also started a new event series, Summer at the Schmidt, on the Schmidt House grounds in partnership with the City of Tumwater Parks and Recreation Department Arts Program. These events featured a July and August event, which raised funds for a new music grant to be awarded by the Olympia Tumwater Foundation Early Learning Grant Committee in the fall of 2024, and for the Procession of the Species Organization which houses many of its artworks in Tumwater.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

The Olympia Tumwater Foundation owns and operates Brewery Park at Tumwater Falls, a popular destination for tourists visiting South Puget Sound that receives 250,000 annual visitors (data collected through car counting and various methods) and some 120,000 unique visitors in just 2023, with many visitors returning.

To enhance the experience of visitors to the park, interpretive markers were installed along the walking

paths. These markers invite tourists to look at historic photographs from the settler era and to read about Tumwater's brewing history. Many visitors visit the gift shop at the park office, and learn about the Tumwater Historic District through our brochure selection, sending visitors to local Tumwater restaurants and hotels, as well as nearby attractions.

Free guided walking tours of the park—within walking distance of the Crosby House, Brewmaster's House, and the Schmidt House—led by a local historian offer a personalized approach to bring the past alive. Tour guides answer questions and offer additional information to visitors about continuing their stay in Tumwater.

An acclaimed history program, staffed and housed at the Schmidt House by professional historians, offers assistance on all aspects of Tumwater and local history and are available to provide special talks and tours to hotel guests. The Daughters of the Pioneers of Washington are an organization of volunteers who operate the Crosby House, and offer regular tours to the public.

Olympia Tumwater Foundation board and committee members are all volunteers. Brewery Park at Tumwater Falls has volunteer support for various plant exhibits and maintenance such as invasive ivy removal. The Schmidt House receives unpaid efforts for the care of the Centennial Rose Garden and enjoys considerable voluntary support in cataloging its archives. Volunteer hours vary from 500 to 1,000 hours per year.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

N/A

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes, we are planning to apply for Olympia LTAC funding, as our efforts will benefit Olympia hotels and restaurants as well. Tumwater LTAC funding will specifically fund marketing efforts that drive traffic to our website (thorough keyword optimization, SEO improvement) page featuring Tumwater accommodations and attractions (nearby activities, restaurants, hotels).

It will also fund Tumwater-centric marketing tactics involving content creation (blogs, social media posts, photo content, all centered around Tumwater) as well as social media advertisements and influencer partnerships, with some specifically made to attract off-season visitation to the area.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

50%. We will contribute 25% and are asking for 25% from Olympia LTAC as well.

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

According to Experience Olympia & Beyond's geofencing data-driven market summary report for Brewery Park, in 2023 Brewery Park at Tumwater Falls brought 35,000 out of area (50+ miles away) visitors to Tumwater. Just prior to visiting the park 29% of those out of area visitors were placed at Tumwater Hotels, and 12% were placed at local restaurants. Directly after visiting the park 13.6% were placed at restaurants and 10.2% were placed at hotels. These numbers show a large amount of our out of area visitors are visiting lodging and food services in the Tumwater.

The most popular restaurant in Tumwater visited by our out of area visitors is Pellegrino's Italian Kitchen and Catering (5% of out of area visitors placed directly after visiting Brewery Park). The most popular nature and landmark destination for our out of area visitors is Tumwater Historical Park (40% of visitors placed directly before visiting Brewery Park, and 31.2% of visitors placed directly after).

The most popular Hotels in Tumwater for Brewery Park visitors is La Quinta Inn and Suites by

Wyndham Tumwater – Olympia 12% of visitors placed directly prior, 6.7% visitors placed directly after), and the Best Western Tumwater-Olympia Inn (6% of visitors placed directly prior to visiting Brewery Park).

Additionally, many events are held in the Tumwater Historic District and Brewery Park each year including Tumwater Falls Fest, coinciding with the annual salmon run. Brewery Park has been identified by Experience Olympia & Beyond as one of the top attractions for visitors to Thurston County, as well one of the top attractions to Tumwater.

Approximately 50 weddings, meetings, and events are held at Olympia Tumwater Foundation facilities each year and employ local food services and increase lodging in the Tumwater area. Experience Olympia and Beyond, lists Brewery Park at Tumwater Falls as one of the biggest attractions in Thurston County and as the number one "thing to do" in "Your Guide to Tumwater and Beyond."

8. How broad-based will the tourism promotion benefit be geographically and economically?

The tourism promotion will directly impact Tumwater hotels, restaurants, and attractions, as well as those throughout the county. Our data shows that 41% of our out of area visitors are at hotels within Thurston County prior to visiting Brewery Park, and 30% are at Thurston County hotels after visiting the park. These percentages do not include the 12% of visitors who we can trace to just being at the La Quinta Inn & Suites by Wyndham Tumwater – Olympia, and the 6% visiting the Best Western Tumwater – Olympia Inn.

Out of area visitors are also visiting many restaurants within Thurston County. We can trace 26% of these visitors to restaurants within the county prior to their visitation to Brewery Park, and 61% of these visitors to restaurants within the county after visiting Brewery Park. Through a marketing campaign of Brewery Park and our website targeted at our largest out of area markets we can increase this traffic to Tumwater restaurants and hotels, as well as throughout the county.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

By using google advertising for website promotion specifically for our web page listing overnight accommodations and restaurants in Tumwater, using paid advertising and promotion on social media, and enhancing our website's SEO for pages promoting Tumwater, we can encourage visitation and overnight stays Tumwater from our top out of area visitor markets in peak and off-season.

We are also preparing to begin construction on a History & Nature Center in Brewery Park with ground-breaking scheduled for spring of 2025. This added attraction to Brewery Park focused on education and community engagement will resonate with our target demographic of out of area visitors: young families with small children, and adult couples looking to make charitable contributions to their community.

Expected Outcomes of the Campaign:

- Increased Website Traffic: Aiming for a 30% increase in organic search traffic within 6 months.
- Enhanced Social Media Engagement: Targeting a 50% increase in followers and a 40% increase in engagement rates.
- Boost in Visitor Numbers: Expecting a 20% rise in park visits, particularly during peak seasons. Expecting a 10% increase in off-season visitation to Brewery Park, and Tumwater hotels, restaurants, and attractions.

This marketing plan balances SEO and social media efforts to ensure a comprehensive approach to increasing tourism at Brewery Park at Tumwater Falls, leading to increased traffic at Tumwater hotels, restaurants, and attractions.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

- | | |
|--|--------|
| a) Overall attendance | 18,000 |
| b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business | 35,000 |
| c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries) | 24,702 |
| d) Staying overnight in paid accommodations away from their place of residence or business | 3,066 |
| e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business | 18,674 |
| f) Total number of paid lodging nights generated in Tumwater. | 3,066 |
| g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above. | |

We use geofencing data from our Experience Olympia & Beyond market summary which is collected using Datafy and Placer.AI. Using these sources of data collection, they create reports for us about visitation and visitor categories

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

Using geofencing data from a market summary created by Experience Olympia & Beyond. Attached is our 2023 market summary intelligence report.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

By listing Tumwater's overnight accommodations on our website and promoting this web page to our top out of area visitor markets.

We plan to further improve our website's SEO (currently seeing 3,000 users per month) through keyword research, content creation (blogs and articles highlighting local lodging and things to do), and through technical SEO improvements to our website (site speed, mobile optimization, and technical improvements to help search engine rankings).

Funding advertising on Google to increase traffic to these pages and related website content will increase visitation to Tumwater lodging establishments.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

By listing Tumwater's other attractions on our website and promoting this web page (same page as mentioned in question 12) through google advertising, social media advertising, and SEO enhancements. We can see through our market summary from Experience Olympia & Beyond that visitors to Brewery Park already visit Tumwater restaurants and lodging prior to and after their visitation. Through promoting information about local attractions and businesses on our website we can increase further traffic to said businesses of out of area visitors in both peak and off season.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

We are prepared to partially fund this marketing summary, so if we do not receive full funding, we may still complete a smaller marketing campaign. We can expect to still see an increase in out of area visitation and overnight stays in Tumwater, though the numbers would be lesser than if the marketing campaign were fully funded.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

City of Tumwater

Experience Olympia & Beyond (Olympia-Lacey-Tumwater Visitor & Convention Bureau)

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Although it is difficult to strictly quantify the effect of the requested materials, we strongly believe the positive impact to the local economy will justify the use of public monies.

The offices of the Olympia Tumwater Foundation are located in Brewery Park and function as an unofficial visitors "information hub" to our 250,000 annual visitors. The staff spends a great deal of time answering questions, distributing promotional materials, and directing visitors to local facilities and services.

Funding the foundation's request will not only directly boost tourism from top out of area markets, but

will also increase awareness of restaurants and hotels within Tumwater for visitors to engage with by spending dollars.

Lodging Tax Application Form

Lodging Tax Applicant

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source	Amount
Sponsorships:	
Admission:	
Reserves:	
Donations/Contributions:	
Grants:	
Program Service Fees:	
In-kind Donations:	
Gift Shop:	
Vendor Fees:	
Fundraising Activities:	
City of Lacey Lodging Tax:	
City of Olympia Lodging Tax:	\$3,750.00
City of Tumwater Lodging Tax:	\$7,500.00
Thurston County Lodging Tax:	
Other Sources of Revenue: (specify)	
Other Source:	Olympia Tumwater Fo \$3,750.00
Other Source:	
Other Source:	
Total Revenue:	\$15,000.00

Project Expenses:

Personnel: (salaries and benefits.)	\$2,000.00
Administration: (utilities, phone, etc.)	
Marketing and Promotion:	\$3,000.00
Professional / Consultant Fees:	\$10,000.00
Equipment:	

Facility / Event Venue Rental:	
Travel: (please specify)	
All Other Expenses: (please specify)	
Other Source:	
Other Source:	
Other Source:	
Total Expenses:	\$15,000.00
Program Excess Deficit:	\$0.00

City of Tumwater

Lodging Tax Final Report Form

Organization's Name: Olympia Tumwater Foundation

Submitted By: John Freedman

Date: 12/31/2023

Email Address: jfreedman@olytumfoundation.org

Phone: 360.481.0608

This Report Covers:

Activity Name: Promotional Video of Tumwater Historic District

Activity Type: ☐ Special Event/Festival

☒ Marketing/Tourism
Promotion Agency

☐ Facility

Activity Start Date: 1/01/2023

Activity End Date: 12/15/2023

Total Activity Cost: \$10,900

Total amount of Tumwater lodging tax funds requested: \$6,200.00

Total amount of Tumwater lodging tax funds expended: \$6,200.00

Total amount of lodging tax funds expended from all jurisdictions: 6200

DEFINITIONS OF METHODOLOGY FOR QUESTIONS BELOW:

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 sq. ft.).
- **Other:** (please describe)

OVERALL ATTENDANCE	<i>Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance</i>	PREDICTED:	12,000
		ACTUAL (ESTIMATED):	
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		
50+ MILES - ATTENDANCE	<i>Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance</i>	PREDICTED:	480
		ACTUAL (ESTIMATED):	
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		
OUT OF STATE / COUNTRY - ATTENDANCE	<i>Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance</i>	PREDICTED:	300
		ACTUAL (ESTIMATED):	
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		
PAID FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight lodging and attended this activity; and the method used to determine attendance</i>	PREDICTED:	360
		ACTUAL (ESTIMATED):	
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		
DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance</i>	PREDICTED:	360
		ACTUAL (ESTIMATED):	
	METHODOLOGY (definitions provided above): Choose Methodology		
	EXPLAIN TRACKING METHOD:		
PAID LODGING NIGHTS	<i>Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance</i>	PREDICTED:	240
		ACTUAL (ESTIMATED):	
	METHODOLOGY (definitions provided above): Other		
	EXPLAIN TRACKING METHOD:		

Please describe any other information that demonstrates the impact of increased tourism attributable to the special event, festival, or tourism-related facility.

Our video was delivered in mid December so we don't have actual numbers for the specified period.

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

yes

Did you complete all of the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

yes

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

Create a complementary promotional video highlighting the Tumwater Historic District/Deschutes River Canyon history, and salmon in the Deschutes River Canyon



**OLYMPIA TUMWATER
FOUNDATION**

Heritage | Legacy | Community

PO Box 4098
Tumwater, WA 98501
360.943.2550

OTF@OlyTumFoundation.org

Olympia Tumwater Foundation (OTF) Scope of Services 2024 LTAC – Exhibit A

The Olympia Tumwater Foundation intends to invoice for some or all of the following costs associated with the 2024 LTAC project for ***Video(s) promoting the culture of the Deschutes River in Tumwater, WA***

- Professional drone operator services in Tumwater Historic District
- Professional videographer
- Professional editing, design, narration and production of multi length videos
- Historical research, photo selection and narratives
- Website and social media integration with SEO
- Collaboration with local tourism bureau to market Tumwater Historic District with promotional video

Lodging Tax Application – Entity Certification
Organization/Agency Information

Tumwater Downtown Association

Organization/Agency Name

John Morton

Contact Name

1950 Black Lake Blvd SW

Mailing Address

360-705-9795

Phone

Website

02-0572938

Federal Tax ID Number

President

Title

Olympia WA 98512

City

State

ZIP

john@johnrmortoncpa.com

Email Address

 Tourism Promotion/Marketing Activities X Events/Festivals* Tourism-Related Facilities

Amount Requested: \$ 30,000.00 Total Project / Event Budget: \$ 50,000.00

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

25th Annual Artesian Festival (4th of July) Celebration. Festival includes fireworks, music, children's activities, food vendo

*If an Event/Festival, complete the following: New Event X Annual Event for 25 number of years.

Tumwater Artesian Festival Tumwater Valley Golf Course 7/4/2025

Name of Event/Festival

Location

Date of Event/Festival

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of Tumwater Downtown Association that the:

Organization/Agency Name

Applicant is: X Nonprofit For Profit Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: John Morton

Signature: 

Title: President

Date: 8/29/2024

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The purpose of the Artesian Festival is to provide a family friendly, free event for the community to celebrate Independence Day and the City of Tumwater. This will be our 25th year of the Artesian Festival.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?
Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

All Tumwater Lodging Tax Funds will be used for the direct expenses of the Festival. Those expenses include the cost of fireworks, advertising, insurance and, entertainment.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

We do not anticipate any major changes. We will continue to build on our history of the Festival and are excited to have the 4th of July fall on a Friday this year. Weekend dates are always a much bigger draw and creates a great atmosphere.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

We have over 100 volunteers who help with logistics, coordination, set up and general duties necessary for the Festival. In total, the volunteer hours exceed 1,500 from planning through final clean-up of the Festival. The volunteers are community members, business owners and, the City of Tumwater Parks & Recreation.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

No

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

No

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

60%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

The economic impact from the Festival is realized across multiple business sectors from food service to retail to gas to the lodging sectors. The increased amount of people that come to Tumwater for the Festival benefit both the businesses and general community as a whole.

8. How broad-based will the tourism promotion benefit be geographically and economically?

Our marketing efforts are primarily the greater Western Washington area. We use print advertising for mailers, flyers as well as digital marketing through website promotion and social media platforms. We will continue to advertise on the radio as we have previously.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

Without the funding we receive from the Tumwater Lodging Tax, the Festival would cease to exist. The Tumwater LTAC funds are vital to the continued success of the Festival.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	15,000+
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	1,000
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	75
d) Staying overnight in paid accommodations away from their place of residence or business	25+
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	250
f) Total number of paid lodging nights generated in Tumwater.	20

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

Volunteers collect this data based on drawings and contest entries, discussions with attendees and, from parking attendants who have the opportunity to ask where people are from.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

The documentation comes from entry forms and contest entries as well as information gathered from the Festival volunteers who obtain their information first hand from discussions with attendees.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

We will continue to advertise Festival and to highlight our partnership with the City of Tumwater, most specifically the LTAC funds which come from paid stays at our local hotels. We emphasize how important paid lodging nights in Tumwater are to the future of the Festival.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

We will continue our efforts to promote the City of Tumwater via print, digital and, radio advertising. In our discussions with businesses and community members, we will continue to express the role of the City and the greater community to the success and future of the Festival.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

Without the support of the Lodging Tax Advisory Committee, the Festival will not be able to continue. We are extremely grateful for the past support of the Committee.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

City of Tumwater Parks and Recreation Department
Local businesses and non-profit organizations

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

We are extremely excited to celebrate the 25th Annual Artesian Festival. While we are excited and proud to have been a part of the Tumwater community for 25 years, we are extremely grateful for the continued support of the Lodging Tax Advisory Committee. This support along with that from the City of Tumwater has been a great partnership and one we hope to continue for many years to come.

It is our sincere hope that we have used all lodging tax funds in a manner that promotes the City of Tumwater by providing a great family oriented festival that is open for all to share in.

Lodging Tax Application Form

Lodging Tax Applicant

Tumwater Downtown Association

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source		Amount
Sponsorships:		\$22,000.00
Admission:		
Reserves:		
Donations/Contributions:		
Grants:		
Program Service Fees:		
In-kind Donations:		
Gift Shop:		
Vendor Fees:		
Fundraising Activities:		
City of Lacey Lodging Tax:		
City of Olympia Lodging Tax:		
City of Tumwater Lodging Tax:		\$25,000.00
Thurston County Lodging Tax:		
Other Sources of Revenue: (specify)		
Other Source:	Parking Revenue	\$13,000.00
Other Source:		
Other Source:		
Total Revenue:		\$60,000.00

Project Expenses:

Personnel: (salaries and benefits.)		
Administration: (utilities, phone, etc.)		
Marketing and Promotion:		\$10,100.00
Professional / Consultant Fees:		
Equipment:		
Facility / Event Venue Rental:		
Travel: (please specify)		
All Other Expenses: (please specify)	Fireworks	\$40,000.00
Other Source:	Insurance	\$620.00
Other Source:	Entertainment	\$8,500.00
Other Source:		
Total Expenses:		\$59,220.00
Program Excess Deficit:		\$780.00



Lodging Tax Final Report Form

Organization's Name: Tumwater Downtown Association

Submitted By: John Morton Date: 3/18/2024

Email Address: _____ Phone: _____

This Report Covers:

Activity Name: Tumwater Artesian Festival

Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency

Activity Start Date: 07/04/2023 Activity End Date: 07/04/2023

Total Activity Cost: \$45,906.00

Total amount of Tumwater lodging tax funds requested: 19,200.00

Total amount of Tumwater lodging tax funds expended: 19,200.00

Total amount of lodging tax funds expended from all jurisdictions: 19,200.00

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Tumwater City Hall
555 Israel Road SW
Tumwater WA 98501

www.ci.tumwater.wa.us

- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) _____

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 14,000 Actual (Estimated): 14,000

Methodology (definitions provided above): Informal survey

Explain Tracking Method: Gate attendants and volunteers counting attendees as they enter the festival

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 100 Actual (Estimated): 100

Methodology (definitions provided above): Informal survey

Explain Tracking Method: Festival volunteers gather this information during the festival from attendees as well contest entry forms

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 25 Actual (Estimated): 25

Methodology (definitions provided above): Informal survey

Explain Tracking Method: Festival volunteers gather this information during the festival from attendees as well contest entry forms

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 20 Actual (Estimated): 20

Methodology (definitions provided above): Informal survey

Explain Tracking Method: Festival volunteers gather this information during the festival from attendees as well contest entry forms

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 13,980 Actual (Estimated): 13,980

Methodology (definitions provided above): Informal survey

Explain Tracking Method: Festival volunteers gather this information during the festival from attendees as well contest entry forms

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 20 Actual (Estimated): 20

Methodology (definitions provided above): Informal survey

Explain Tracking Method: Festival volunteers gather this information during the festival from attendees as well contest entry forms

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

The tradition that has become the Artesian Festival on the 4th of July has become a destination for many in our community and the greater area. This

is felt across many industries, restaurants, retail, gas, and lodging. This festival has truly become part of the fabric of the community.

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

We were very much in line with our expectations. Having the 4th of July fall mid-week definitely impacts our attendance.

With so many people having to go back to work the next day, we typically do not see the larger crowds that are there with not having to work the following day.

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to

complete? Do you plan on completing those items with your own resources? If so, when?
Yes, all scopes were successfully completed on the 4th of July at the festival.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We are always looking for new and creative ways to get the word out about the festival. Digital marketing, business to business, and working with the greater community. Partnering with our vendors to spread the word also helps with visibility.

Tumwater Downtown Association
Scope of Services - Exhibit A
2024

Tumwater Downtown Association will promote tourism to Tumwater by organizing and hosting the 24th Annual Artesian Festival.

Lodging Tax funds will be used for:

- 4th of July Fireworks Display
- Children's Activities
- Music and Entertainment
- Marketing & Advertising
- Day of event costs – Equipment Rental, Support Costs & Supplies

Lodging Tax Application – Entity Certification
Organization/Agency Information

Washington State Senior Games

91-2073918

Organization/Agency Name

Federal Tax ID Number

Dianne Foster

President, Board of Directors

Contact Name

Title

PO Box 14547

Tumwater WA 98511-4547

Mailing Address

360-701-8129

<https://wasenior.games/>

City

State

ZIP

dianne@wasenior.games

Phone

Website

Email Address

☐

Tourism Promotion/Marketing Activities

☒

Events/Festivals*

☐

Tourism-Related Facilities

Amount Requested: \$ 13,000

Total Project / Event Budget: \$ 144,000

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

Presentation of the Washington State Senior Games, an athletic competition for men & women 50+

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 28 number of years.

Washington State Senior Games Primarily the South Sound Mid-June to Mid-August

Name of Event/Festival

Location

Date of Event/Festival

June 7 through August 10

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of Washington State Senior Games that the:

Organization/Agency Name

Applicant is: X

Nonprofit

 For Profit

 Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Dianne J. Foster

Signature: _____

Title: President, Board of Directors

Date: _____

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The purpose of the Washington State Senior Games is to keep 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.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used? Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

The specific tourism-generating activity is the 2025 Washington State Senior Games, 25 different sport competitions held in venues throughout the South Sound. Among the events presented, Track & Field, the 5K and 10K road runs, Race Walking, Power Walking, Tennis, and Golf will take place in Tumwater.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.
No major changes since the last funding cycle.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

WSSG is a volunteer-based organization; there is no paid staff. We rely totally on volunteers & paid officials to stage the Senior Games. The number of volunteers is approximately 200, representing approximately 1,000 hours for our events held from June to August. Many of our venues are city, county, or school related.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

Yes, funding is also received from other cities and governmental entities in Thurston County. For the Senior Games in 2024, this included the City of Lacey (\$15,000), the City of Olympia (\$20,000), Thurston County (\$5,000), and the Lewis-Mason-Thurston Area Agency on Aging (\$5,000).

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes, we will request funds from the cities/entities listed in the response to question #4. The majority of the funds received from the Tumwater LTAC will be used specifically for events in the City of Tumwater such as Tumwater School District and Tumwater Valley Golf Course or receipts to businesses in Tumwater.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?
9%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

The impact of the Senior Games on the local economy is significant. Many of the competitors, their families, volunteers, and officials stay in local motels, eat in local restaurants, and enjoy the many amenities in the City of Tumwater.

8. How broad-based will the tourism promotion benefit be geographically and economically?

The economic and geographic benefits of the WA State Senior Games accrue mostly to the Cities of Tumwater, Lacey, and Olympia. We also have events in Shelton, Littlerock, Lakewood, Mukilteo, Snohomish, and Puyallup. We try to stay in the South Sound, but some venues aren't available for a few of our sports.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

We host several of our highly attended events at facilities in Tumwater. Athletes, family & friends, officials, volunteers, sponsors, and media representatives will travel to Tumwater to participate, help, and watch these events. This will increase the number of people staying, eating, and exploring the City of Tumwater.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	1800
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	500
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	300
d) Staying overnight in paid accommodations away from their place of residence or business	364
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	273
f) Total number of paid lodging nights generated in Tumwater.	500

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

For the estimates listed above, actual and percentages from past attendance and surveys were used. Our registration process provides specific information regarding where participants come from, and the likelihood that they may stay several days in the area.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We plan to use the same methodology described in the response to question 10g above. We will also look at using a survey to get more details from the competitors on their accommodations for the recent WA State Senior Games.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

Tumwater lodging establishments will be listed on our website (and linked to the hotel websites), in our e-newsletters, and in other promotional materials such as our event guide. When participants call or email with questions on where to stay, we will suggest lodging establishments in Tumwater.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

The home page of our website has a link to the Experience Olympia website to provide current resources for any trips they might be planning to this area. We will look for opportunities to promote Tumwater and other attractions in the Tumwater area to encourage tourists to visit the South Sound region.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

We try to keep the registration fees for our senior athletes reasonable. Without funds provided by the City of Tumwater, we may need to increase the fees. Most of our costs are fixed, primarily for venue rental, officials, insurance, along with supplies, t-shirts and medals. Raising the entry fees may decrease the attendance.

Lodging Tax Application Form

Lodging Tax Applicant

Washington State Senior Games

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source		Amount
Sponsorships:		\$17,500.00
Admission:		
Reserves:		
Donations/Contributions:		
Grants:		\$5,000.00
Program Service Fees:		\$72,000.00
In-kind Donations:		
Gift Shop:		
Vendor Fees:		
Fundraising Activities:		
City of Lacey Lodging Tax:		\$15,000.00
City of Olympia Lodging Tax:		\$20,000.00
City of Tumwater Lodging Tax:		\$13,000.00
Thurston County Lodging Tax:		\$5,000.00
Other Sources of Revenue: (specify)		
Other Source:		
Other Source:		
Other Source:		
Total Revenue:		\$147,500.00

Project Expenses:

Personnel: (salaries and benefits.)		
Administration: (utilities, phone, etc.)		\$18,000.00
Marketing and Promotion:		\$11,000.00
Professional / Consultant Fees:		\$15,000.00
Equipment:		\$20,000.00
Facility / Event Venue Rental:		\$30,000.00
Travel: (please specify)		
All Other Expenses: (please specify)		
Other Source:	Insurance	\$3,500.00
Other Source:	Operations	\$42,500.00
Other Source:	Tournament/Results	\$4,000.00
Total Expenses:		\$144,000.00
Program Excess Deficit:		\$3,500.00



Lodging Tax Final Report Form

Organization's Name: Washington State Senior Games
Submitted By: Dianne Foster Date: 3/10/2024
Email Address: dianne@wasenior.games Phone: 360-701-8129

This Report Covers:

Activity Name: Washington State Senior Games
Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency
Activity Start Date: 1/1/2023 Activity End Date: 12/31/2023

Total Activity Cost: \$140,000

Total amount of Tumwater lodging tax funds requested: \$13,000

Total amount of Tumwater lodging tax funds expended: \$13,000

Total amount of lodging tax funds expended from all jurisdictions: \$55,500

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) _____

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 1,800 Actual (Estimated): 1,689

Methodology (definitions provided above): Direct Count

Explain Tracking Method: Actual number of registered athletes.

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 1,100 Actual (Estimated): 1,178

Methodology (definitions provided above): Direct Count

Explain Tracking Method: Number of registered athletes with an address over 50 miles away.

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 425 Actual (Estimated): 268

Methodology (definitions provided above): Direct Count

Explain Tracking Method: Number of registered athletes with a non-Washington address

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 310 Actual (Estimated): 338

Methodology (definitions provided above): Informal Survey

Explain Tracking Method: Survey Monkey

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 270 Actual (Estimated): 253

Methodology (definitions provided above): Informal Survey

Explain Tracking Method: Survey Money

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 540 Actual (Estimated): 507

Methodology (definitions provided above): Informal Survey

Explain Tracking Method: Survey Money

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

The attendance numbers listed above are based on the registered athletes and don't include family, friends, spectators, volunteers, officials, and judges. These additional attendees increase the number of tourists who might stay overnight, go out to eat at the local

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

With our events spread out from middle May to early August, the Board of Directors and organizers were kept busy. One challenge we had was that the National Senior Games, held in Pittsburgh during late July, overlapped the schedule for many of our events. M

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to

complete? Do you plan on completing those items with your own resources? If so, when?
Yes

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We have been working closely with Experience Olympia and Beyond to help promote the Washington State Senior Games and to look for ways to increase the tourism to Tumwater as a result.



Washington State Senior Games
Scope of Services – Exhibit A
2024

The 2024 Washington State Senior Games will be held in venues throughout the South Sound primarily in the month of July. Among the events presented, Track & Field, the 5K and 10K road runs, Race Walking, Power Walking, Tennis, and Golf will take place in Tumwater. These events, along with other sports taking place in venues near the City of Tumwater, will draw tourism-generating activities to the City of Tumwater as the athletes, spectators, officials, and volunteers attend these events.

Lodging Tax funds will be used for:

- Advertising, marketing, promotional items, and media consultant expenses.
- Production, mailing, and postage of postcards, posters, and event program guides
- Rental of the storage unit for equipment used at our events
- Venue rentals, equipment, expenses for officials and judges
- Athlete t-shirts, medals and ribbons, shirts and/or hats for officials and volunteers

Lodging Tax Application – Entity Certification
Organization/Agency Information

Tumwater Artesian Brewfest - City of Tumwater

Organization/Agency Name

91-6001520

Federal Tax ID Number

Chuck Denney

Contact Name

Parks and Recreation Director

Title

555 Israel Rd SW

Mailing Address

Tumwater

WA

98501

City

State

ZIP

(360) 754-4160

Phone

www.tumwaterartesianbrew.com

Website

cdenney@ci.tumwater.wa.us

Email Address

☐ Tourism Promotion/Marketing Activities ☒ Events/Festivals* ☐ Tourism-Related Facilities

Amount Requested: \$ 18,000

Total Project / Event Budget: \$ 175,000

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

The City will host the 11th annual Tumwater Artesian Brewfest to celebrate the legacy of brewing and support efforts to 'Bring Brewing Back' to Tumwater. Funds will be used to target a regional (PNW) audience for the event.

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 11 number of years.

Tumwater Artesian Brewfest

Tumwater Valley Golf Course

August 16, 2025

Name of Event/Festival

Location

Date of Event/Festival

August 17, 2024

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of City of Tumwater Parks and Recreation that the:

Organization/Agency Name

Applicant is: ☐ Nonprofit ☐ For Profit ☒ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Todd Anderson

Signature:

Todd Anderson

Title: Recreation Manager

Date: 08/29/2024

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The Tumwater Artesian Brewfest was created to celebrate the legacy of brewing in the community and the importance of bringing this industry back with redevelopment of the former Olympia Brewery site and new brewing and distilling locations. Tumwater is requesting funding to support promotions and marketing of the 11th annual Tumwater Artesian Brewfest. (Please see attached document for further description)

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used? Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

Lodging Tax funds will be used for marketing to target audiences that could more likely generate hotel stays. The target audience is over 21, with beer/brewing and craft beverage interests, residing beyond the South Sound region – Seattle and Portland metro regions. (Please see attached document for further description)

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

Due in part to the popularity of the event and the size of the crowds attending, business sponsorship is anticipated to increase again for the 2025 event. The size of the festival will grow by approximately 10% with additional brewers and cider makers. (Please see attached document for further description)

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

Resources for the event include over \$30,000 of in-kind staff time from the City and the event partner, the Tumwater Downtown Association. Additional contributions of time will come from partners, sponsors and community members. (Please see attached document for further description)

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

No.

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

No.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

9%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

The day prior to and the day of the event, we expect increased activity at local hotels from brewers and event patrons. Many of the breweries who attend the event with their staff are traveling from well over 50 miles away. (Please see attached document for further description)

8. How broad-based will the tourism promotion benefit be geographically and economically?

Brewing festivals are very popular and special efforts are made to reach target markets and specific audiences. Marketing and promotion reaches throughout the state of Washington and into much of Oregon. (Please see attached document for further description)

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

The LTAC funds assist in developing a regional approach to event promotion and allows for a broader audience to bring more people to the community. LTAC funds will be used to extend and improve the marketing reach for this event.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	5,000
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	600
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	200
d) Staying overnight in paid accommodations away from their place of residence or business	100
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	300
f) Total number of paid lodging nights generated in Tumwater.	100

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We will survey people at the venue to determine their residence and overnight lodging choices where possible. We also review Facebook analytics to get a profile of people who are following our page. Ticket sales transactions also provide data on visitors.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

We will work with local hotels to create sponsor packages and partnerships that can be promoted through our marketing efforts. Partner hotels will be listed on the event web site, social media sites and printed material. (Please see attached document for further description)

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

This event is a draw for people from Bellingham, WA to Bend, OR and across the northwest. The City will work with community partners to collaborate on 'weekend experiences' and opportunities.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

Partial funding will result in less marketing and a smaller geographical reach in our marketing efforts.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

This event requires planning in stages that occur year-round. The City has many partners in conducting this event including Red Barn Communications, the Tumwater Downtown Association, Experience Olympia and Beyond (VCB), Olympia/Tumwater Foundation,...(Please see attached document for further description)

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Tumwater is a great community and after nine years of steady growth, the Artesian Brewfest has become a great community event. Increasing traffic to Tumwater improves familiarity of local business, restaurants and lodging establishments. (Please see attached document for further description)

LODGING TAX APPLICATION

Funding Criteria Continued Documentation

1. What is the purpose of your special event, festival, or tourism-related facility?

The Tumwater Downtown Associations will once again be the City's partner in hosting this event.

In addition to tasting and learning about beer, cider and spirits and how they are made, the event highlights Tumwater's history and brewing legacy. Attendees enjoy exhibits by the Olympia/Tumwater Foundation, the Old Brewhouse Foundation, SPSCC Craft Brewing and Distilling Program and the City of Tumwater. Focused on Tumwater's past, present and future plans surrounding craft brewing and distilling, these exhibits both entertain and educate the crowds with a variety of information.

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 2024 event hosted 42 breweries and cideries and two local distillers. Additionally, there were fifteen food truck vendors, live music and a variety of outdoor games and activities for people to participate in. In 2024, we had an attendance of over 4,000 people and the event continues to grow each year.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used? Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

The 2025 Lodging Tax funds will provide for marketing, such as targeted social media ads (Facebook and Instagram), brewing publication advertisements (paper and online), newspaper advertisements (The Olympian, The Stranger in Seattle and Mercury in Portland), Weekly Volcano/Ranger (JBLM), 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.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

There will also be an increase in additional food choices, activities and community partners. Increasing live music each year has happened since 2022 and will continue to expand in 2025.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

These include the Olympia Tumwater Foundation, the Old Brewhouse Foundation, SPSCC, O BEE Credit Union, Lacey/Capital/Chehalis Collision Centers and over 100 community members who volunteer to work at the event.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?
7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

Following the event, local restaurants and pubs experience increased activity and some have even planned their own special event to take advantage of the crowd exiting our brewing festival. The event allows visitors to sample food, wine, craft beer, cider and distilled spirits that are available locally, ultimately providing exposure and attraction to the future Craft Brewing and Distilling Center.

8. How broad-based will the tourism promotion benefit be geographically and economically?

In addition to the City's marketing of the event, each craft brewer is provided with promotional material to use and display at their place of business. From Bellingham, WA to Bend, OR and Spokane to Westport, our event is using print, broadcast and social media to invite everyone to Tumwater.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

10. Overall attendance

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

Additionally, information on these hotels will be delivered to participating breweries, their staff and advertised at breweries throughout the region.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

The Old Brewhouse Foundation, WSU Food Science and Extension programs and the South Puget Sound Community College. Sponsors support event operations and marketing as well. Those include O Bee Credit Union, Olympia Beer, Rob Rice Homes, L&L Hawaiian BBQ, Capital/Lacey/Chehalis Collision Centers, PROForma Northwest, Tumwater Chamber of Commerce, ROXY/KGY/KAYO/KNKX and MIXX radio stations, Tumwater Firefighters Union, Costco, and multiple food vendors. We also consider the over 40 individual breweries, cideries, distilleries and one winery as partners in our event.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

This event supports a growing number of craft brewing businesses in the community and the region. Keeping Tumwater on the map and celebrating the legacy of brewing helps to maintain support for redevelopment of the former brewery facilities - a Tumwater City Council priority. This event celebrates the identity and history of Tumwater with cultural, tourism and economic development benefits. It creates a Tumwater brand for the future of the Craft Brewing & Distilling Center Hub.

Lodging Tax Application Form

Lodging Tax Applicant

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source	Amount
Sponsorships:	\$35,000.00
Admission:	\$129,000.00
Reserves:	
Donations/Contributions:	\$2,500.00
Grants:	
Program Service Fees:	
In-kind Donations:	\$9,500.00
Gift Shop:	
Vendor Fees:	\$4,000.00
Fundraising Activities:	
City of Lacey Lodging Tax:	
City of Olympia Lodging Tax:	
City of Tumwater Lodging Tax:	\$18,000.00
Thurston County Lodging Tax:	
Other Sources of Revenue: (specify)	
Other Source:	
Other Source:	
Other Source:	
Total Revenue:	\$198,000.00

Project Expenses:

Personnel: (salaries and benefits.)		\$35,000.00
Administration: (utilities, phone, etc.)		
Marketing and Promotion:		\$20,000.00
Professional / Consultant Fees:		\$19,000.00
Equipment:		\$47,000.00
Facility / Event Venue Rental:		\$2,000.00
Travel: (please specify)		
All Other Expenses: (please specify)	Beer/Cider/Spirits	\$37,000.00
Other Source:	Entertainment/Sound	\$30,000.00
Other Source:	Signage/Decoration	\$2,000.00
Other Source:	Ticketing Fees	\$6,000.00
Total Expenses:		\$198,000.00
Program Excess Deficit:		\$0.00



Lodging Tax Final Report Form

Organization's Name: City of Tumwater

Submitted By: Chuck Denney Date: 5/10/2024

Email Address: cdenney@ci.tumwater.wa.us Phone: 360-754-4160

This Report Covers:

Activity Name: City of Tumwater Artesian Brewfest

Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency

Activity Start Date: 8/19/2023 Activity End Date: 8/19/2023

Total Activity Cost: \$144,733

Total amount of Tumwater lodging tax funds requested: \$14,000

Total amount of Tumwater lodging tax funds expended: \$14,000

Total amount of lodging tax funds expended from all jurisdictions: \$14,000

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Tumwater City Hall
555 Israel Road SW
Tumwater WA 98501

www.ci.tumwater.wa.us

- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) _____

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 5,000 Actual (Estimated): 4,657

Methodology (definitions provided above): Direct count

Explain Tracking Method: This is a ticketed event

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 150 Actual (Estimated): 100

Methodology (definitions provided above): Indirect Count

Explain Tracking Method: Discussion w/vendors/entertainers and attendees

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 300 Actual (Estimated): 250

Methodology (definitions provided above): Indirect Count

Explain Tracking Method: Discussion with attendees and brewers

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 100 Actual (Estimated): 100

Methodology (definitions provided above): Indirect Count

Explain Tracking Method: Discussions with vendors/brewers/attendees

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 4,000 Actual (Estimated): 4,000

Methodology (definitions provided above): Direct Count

Explain Tracking Method: This is a ticketed event

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 50 Actual (Estimated): 50

Methodology (definitions provided above): Indirect Count

Explain Tracking Method: Discussions with event attendees and vendors

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

This event draws brewers/cider makers from all parts of Washington State and northern Oregon. It was the largest craft beer festival in Washington State in 2023.

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

Attendance at this event grows every year and 2023 was no exception.

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to

complete? Do you plan on completing those items with your own resources? If so, when?

Complete

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We are expanding our partnership with Experience Olympia and Beyond, increasing our state-wide marketing effort and adding new attractions at the event

Lodging Tax Application – Entity Certification
Organization/Agency Information

Washington Center for the Performing Arts

91-1182866

Organization/Agency Name

Federal Tax ID Number

Jill Barnes

Executive Director

Contact Name

Title

512 Washington St SE

Olympia, WA 98501

Mailing Address

(360) 753-8585

washingtoncenter.org

City

State

ZIP

jbarnes@washingtoncenter.org

Phone

Website

Email Address

☐

Tourism Promotion/Marketing Activities

☐

Events/Festivals*

☒

Tourism-Related Facilities

Amount Requested: \$ 15,000

Total Project / Event Budget: \$ 3,160,072

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

Regional performing arts center with 17 local artistic partners providing 400+ events and attracting 105,000+ patrons.

*If an Event/Festival, complete the following: ☐ New Event ☐ Annual Event for ____ number of years.

Name of Event/Festival

Location

Date of Event/Festival

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of Washington Center for the Performing Arts that the:

Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Jill Barnes

Signature: Jill Barnes

Title: Executive Director

Date: _____

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The Center opened in 1985 from the belief that a regional performing arts center is fundamental to the cultural pursuits of our community and vital to a better quality of life. This belief remains at the foundation of our existence today. The mission of the Washington Center for the Performing Arts is to inspire audiences and artists of all ages through live performances, enriching the vibrancy of our community. We deliver diverse, affordable, high quality performing arts programs by regional, national and international artists.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?

Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

LTAC funds will be used for marketing and outreach activities. To market our performances we mail print advertising and send over one million emails per year including e-newsletters and targeted event e-blasts. We advertise performances in print and electronic media, utilizing our local media partners, and increasingly advertise on social media platforms. We maintain a very successful website and sell tickets online 24/7.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

We are pleased to have returned to pre-pandemic event and audience levels and have our largest-ever season planned for 24-25. We are also expanding our education and community outreach program with more educational performances and hiring a brand new position to direct this program.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

In addition to 2 full-time marketing personnel plus graphic design services we have estimated \$136,000 in direct marketing expenses, printing, and mailing services for the upcoming season. We also have 184 active volunteers who donated 10,527 hours in our least season for a total in-kind value of \$424,028.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

In recognition of our facility's operation as a regional asset, we receive support from the cities of Tumwater, Olympia, and Lacey. For the 2024 calendar year, the Center was awarded \$12,042 from Tumwater, \$520,000 from Olympia (1/2 of all Olympia LTAC), and \$30,000 from Lacey.

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

The Center will also apply for funding from the City of Lacey and Thurston County and receive funds from the City of Olympia. Funds received from Tumwater will be used to market all activities at the Center, but mostly to supplement marketing for our more popular shows that draw general audiences from beyond our county's borders.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

If fully funded, Tumwater LTAC would represent less than 1% of our overall annual budget, and 10% of our marketing budget. Contributed income comprises around 40% of our total budget, a crucial source of income.

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

According to Americans for the Arts Economic Impact of Non-Profit Arts and Cultural Organizations (AEP6), an average arts attendee spends \$38.46 per event in addition to the cost of admission. Of that, the #1 category is offsite food and drink at 39% (\$14.91) and the #3 category is overnight lodging at 13% (\$5.02). These are average numbers and Washington cities are consistently above average in cultural arts spending.

8. How broad-based will the tourism promotion benefit be geographically and economically?

Activities at the Center are both geographically and economically broad-based. Patrons come from throughout Washington, Oregon, and beyond; zip code reports are available. Hundreds of artists that perform on our stages annually all stay in local hotels and eat in local restaurants during their visit, as well as an estimated 10% of guests traveling 50+ miles.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

Lodging tax funds will be used for our marketing campaigns and advertising for unique events that raise Tumwater as a destination. We work with Experience Olympia & Beyond to inform our patrons about local hotels, dining options, and experiences. We offer information for patrons on our website and include tourism information for out of town guests on electronic tickets and performance email reminders.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	110,000
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	3,751
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	2,750
d) Staying overnight in paid accommodations away from their place of residence or business	1,980
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	6,358
f) Total number of paid lodging nights generated in Tumwater.	495

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

We track ticket purchasing as well as attendance, and make every effort to capture contact information of ticketed patrons. We therefore have a reasonably accurate figure for patrons traveling over 50 miles. In addition, we rely on Americans for the Arts national data as well as Exp. Olympia & Beyond Market Survey.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We use national data from Americans of the Arts Economic reports to estimate economic benefit, as well as with the Economic Development Council to estimate economic impact in the region. We have demographic data from ticketed patrons including zip codes; sample zip code reports attached.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

Patrons make hotel reservations separate from purchasing performance tickets. We work with Experience Olympia & Beyond to inform our patrons about local hotels, dining options, and experiences. We offer travel information on our website, and we include information for out of town guests on electronic tickets and performance email reminders.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

We work with Experience Olympia & Beyond to promote municipalities by highlighting local attractions and events, culinary experiences, adventure and outdoor activities, and more. We offer travel information on our website, and we include information for out of town guests on electronic tickets and performance email reminders.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

If we do not receive full funding, the Center will cut back on marketing and outreach activities including print, web based and digital media.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

We have 17 local artistic partners that call the Washington Center home including Ballet Northwest, Masterworks Choral Ensemble, Olympia Junior Programs, Olympia Symphony Orchestra, Olympia Youth Chorus, Student Orchestras of Greater Olympia, Studio West Dance Academy, and more. We also partner with national and international artists. as well as commercial renters.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

The Washington Center makes a tremendous economic impact. For our last pre-pandemic fiscal year, the Center is estimated to have created or sustained 52.3 jobs. In addition, all stage work at the Center is performed by our technical labor crew, which is represented by IATSE Local No. 15. Today, IATSE members work in all forms of live theater, motion picture and television production, trade shows and exhibitions, television broadcasting, and concerts as well as the equipment and construction shops that support all these areas of the entertainment industry. Because of the Washington Center, an additional \$5 million in goods & services are produced each year! An updated economic impact study is coming soon.

Lodging Tax Budget Form

Lodging Tax Applicant: Washington Center for the Performing Arts

Specific to your Tourism-Related Facility, Tourism Promotion Activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

PROJECTED REVENUE:

Source		Amount
Sponsorships:		\$137,800.00
Admission:		\$1,347,662.00
Reserves:		
Donations/Contributions:		\$188,909.00
Grants:		\$91,000.00
Program Service Fees:		\$367,921.00
In-kind Donations:		
Gift Shop:		
Vendor Fees:		\$651,385.00
Fundraising Activities:		\$145,857.00
City of Lacey Lodging Tax:		\$35,000.00
City of Olympia Lodging Tax:		\$555,449.00
City of Tumwater Lodging Tax:		\$15,000.00
Thurston County Lodging Tax:		\$5,000.00
Other Sources of Revenue: (please specify)	Concessions	\$171,550.00
Other Source:	Interest Income	\$14,042.00
Other Source:		
Other Source:	Other/Misc	\$23,000.00
TOTAL REVENUE:		\$3,749,575.00

PROJECTED EXPENSES:

Personnel: (salaries and benefits)		\$1,898,966.00
Administration: (utilities, phone, etc.)		\$217,809.00
Marketing and Promotion:		\$215,075.00
Professional / Consultant Fees:		\$689,848.00
Equipment:		\$64,953.00
Facility / Event Venue Rental:		
Travel: (please specify)	Booking & Industry Conferences	\$47,500.00
All Other Expenses: (please specify)	Fundraising	\$67,509.00
Other Expense:	Programmatic Event Exp. (non-artist)	\$476,771.00
Other Expense:	Other	\$62,355.00
Other Expense:		
TOTAL EXPENSES:		\$3,740,786.00
PROGRAM EXCESS (DEFICIT):		\$8,789.00

City of Tumwater Lodging Tax Final Report Form

Organization's Name: Washington Center for the Performing Arts

Submitted By: Jocelyn Wood

Date: 1/22/2024

Email Address: jwood@washingtoncenter.org

Phone: (360) 753-8585 x103

This Report Covers:

Activity Name: Washington Center for the Performing Arts - 2023

Activity Type: ☐ Special Event/Festival ☐ Marketing/Tourism Promotion Agency ☒ Facility

Activity Start Date: 1/01/2023

Activity End Date: 12/31/2023

Total Activity Cost: \$2,617,897

Total amount of Tumwater lodging tax funds requested: \$11,300.00

Total amount of Tumwater lodging tax funds expended: \$11,300.00

Total amount of lodging tax funds expended from all jurisdictions: \$540,300.00

DEFINITIONS OF METHODOLOGY FOR QUESTIONS BELOW:

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 sq. ft.).
- **Other:** (please describe)

OVERALL ATTENDANCE	<i>Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance</i>	PREDICTED:	85,000
		ACTUAL (ESTIMATED):	101,264
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: Ticketing database and head count at events (non-ticketed and/or free events are only able to be tracked by head count).		
50+ MILES - ATTENDANCE	<i>Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance</i>	PREDICTED:	4,250
		ACTUAL (ESTIMATED):	5,063
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Ticketing database and head count at events, using Americans for the Arts economic impact study data.		
OUT OF STATE / COUNTRY - ATTENDANCE	<i>Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance</i>	PREDICTED:	680
		ACTUAL (ESTIMATED):	810
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Ticketing database and head count at events, using Americans for the Arts economic impact study data.		
PAID FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight lodging and attended this activity; and the method used to determine attendance</i>	PREDICTED:	1,190
		ACTUAL (ESTIMATED):	1,418
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Ticketing database and head count at events, using Americans for the Arts economic impact study data.		
DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance</i>	PREDICTED:	1,573
		ACTUAL (ESTIMATED):	1,873
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Ticketing database and head count at events, using Americans for the Arts economic impact study data.		
PAID LODGING NIGHTS	<i>Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance</i>	PREDICTED:	1,710
		ACTUAL (ESTIMATED):	2,006
	METHODOLOGY (definitions provided above): Structured Estimate		
	EXPLAIN TRACKING METHOD: Ticketing database and head count at events, using Americans for the Arts economic impact study data.		

Please describe any other information that demonstrates the impact of increased tourism attributable to the special event, festival, or tourism-related facility.

We had several well-known artists with sell-out performances in 2023 including Tig Notaro, Indigo Girls, Patty Griffin, Blind Boys of Alabama, Los Lobos, as well as a national Broadway tour of Legally Blonde the Musical. First-time attendees for each of these performances was higher than a traditional subscription performance and brought audiences from a wider geographic net. We continue to see increases in the surrounding economy in retail, food and beverage, and lodging, all of which are enhanced by performances at the Washington Center.

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

We experienced a higher number of tourists and audiences in general in 2023 than in 2022. This continues a trend of returning audiences following the pandemic. We appear to be on par with pre-pandemic patrons, which is a huge milestone for us.

Did you complete all of the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Yes, we completed the items consistent with our application.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We continue to refine our marketing efforts for performances, closely monitoring which outlets have the best return. We have a wonderful season planned and as mentioned above we are seeing record sales and attendance, with sold-out performances!

THE WASHINGTON CENTER FOR THE PERFORMING ARTS

Scope of Services – Attachment A

2024

City of Tumwater

With support from Tumwater Lodging Tax funds, the Washington Center for the Performing Arts will continue in our mission to inspire audiences and artists of all ages through live performances, enriching the vibrancy of our community. The Center is an important part of the critical mass of established events, attractions, and businesses that make our region a desirable place to live, work, and visit. Over 250 events take place at the Center each year, attracting over 109,000 patrons, from every corner of the county, and our touring artists often attract visitors from across the state and beyond.

The \$12,042 in funding from the City of Tumwater lodging tax will be used for digital and print marketing of artists, partners, and events which will help broaden our reach to new markets.

2024 Venue Marketing Plan

- Digital advertising reaching over 118,000 each month
- Paid advertising with local radio stations
- Print Ads in local newspapers and fliers
- Posters printed and distributed in Thurston and Pierce Counties
- Social media marketing campaigns
- Regular e-newsletter and promotional e-blasts reaching over 20,000 per month
- Provide marketing services for 18 local artistic partners and commercial rental events
- Maintain and update washingtoncenter.org, from which we sell event tickets 24 hours a day, 7 days a week and which averages 157,00 visitors per year

Lodging Tax Application - Entity Certification
Organization/Agency Information

South Sound Maritime Heritage Association _____ Organization/Agency Name Megan Ready _____ Contact Name PO Box 2875 _____ Mailing Address 1-360-556-0498 _____ Phone <input checked="" type="checkbox"/> Tourism Promotion/Marketing Activities <input checked="" type="checkbox"/> Events/Festivals* <input type="checkbox"/> Tourism-Related Facilities	91-0984986 _____ Federal Tax ID Number Executive Director Olympia Harbor Days _____ Title Olympia WA 98507 _____ City State ZIP info@HarborDays.com _____ Email Address
---	--

Amount Requested: \$ 10,000.00 Total Project / Event Budget: \$ 262,500.00

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 52 number of years.
Olympia Harbor Days Maritime Festival & Tugboat Races Percival Landing & Port Plaza August 29 -31, 2025

Name of Event/Festival	Location	Date of Event/Festival
August 30 - September 1, 2024		
Event/Festival Website (if different than above) If an existing event, last year's event date		

CERTIFICATION

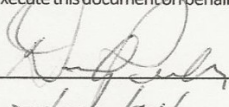
I hereby state on behalf of South Sound Maritime Heritage Association that the:

Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Dave Peeler
Title: President, SSMHA

Signature: 
Date: 8/23/24

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

Olympia Harbor Days (OHD) is a free maritime heritage festival since 1973 in downtown Olympia along the waterfront. OHD is an iconic event focusing on the tugboat history of the working waterfront. This end of summer event provides one last chance for mariners, artists, musicians, businesses, nonprofits, and Tribes to gather, offering diverse and multi cultural experiences and food to the community, region and beyond.
2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?

Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

Funding will be used for a combination of expenses including an increased marketing/promotion budget, securing more free harbor/port tours, entertainment, special unique features and experiences like the drone show introduced in 2023.

b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.
3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

OHD is not sustainable by booth sales and relies on donations, sponsorships, and grants to meet expenses and growth. Over 100 volunteer opportunities (500+- hours) exist for both adults and students, including set up and tear down of the festival, racecourse, annual hosted Skippers Dinner, and greeter/security positions.
4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

City of Olympia LTAC \$100,000.00 includes \$40,000.00 for drone show. Thurston County LTAC - \$8,750.00. Port of Olympia \$2,500.00 + \$10,000.00 IK. City of Olympia IK \$7,053.00. Tribes \$13,300 + \$2,500.00 IK.
5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes. We are applying for the City of Olympia, Lacey and Thurston County LTAC. Tumwater funds will be used for additional marketing/promotion for Tumwater partner hotels and attractions. Entertainment funding will be used for paying higher rates and/or adding more free unique music, features and experiences.
6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

3.8%.
7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

OHD attracts over 60,000 attendees promotes Tumwater partner hotels. Geo-fence reports show 14% to 17% of attendees are from 50+ miles away, including an estimated 5% to 10% from out of state and vendor surveys show over 30% (56) or do not go home at home at night, and have an impact on lodging and food.
8. How broad-based will the tourism promotion benefit be geographically and economically?

OHD uses the power of the internet to reach a wide regional market from Canada to California and east to Idaho. Market surveys show our largest markets for out of town visitations are from Seattle WA, Spokane WA and Portland OR. One recent Google weekly report showed 133,149 ad and 6074 website views.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

Funding will allow OHD to widen marketing reach in the PNW and Canada, promoting the uniqueness of the event and the last remaining vintage tugboat races in the USA. Working with the VCB Experience Olympia and Beyond allows OHD to promote other activities for the holiday weekend in Tumwater.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	60,000
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	13000
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	3000
d) Staying overnight in paid accommodations away from their place of residence or business	1200
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	5000
f) Total number of paid lodging nights generated in Tumwater.	300

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

OHD is a free unticketed event and uses a combination of surveys, vendor sales information, tugboat crew information, VCB Experience Olympia and Beyond geo-fence market data, and giveaway contest data.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

OHD will use the same methodology as mentioned in 10. g) above.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

OHD requests Experience Olympia and Beyond to send out a Request for Proposal (RFP) to all county hotels requesting discounted rates during the OHD weekend to be posted on website www.HarbordDays.com and promoted through social media, radio, printed materials.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

We will share and direct visitors to other occurring Labor Day attractions in Tumwater, through networking with Tumwater Parks, Experience Olympia and Beyond, and Tumwater LTAC. OHD also participates in the Tumwater annual 4th of July parade promoting the event to visitors during that time.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

Partial funding will produce less participation of Tumwater hotels, and less promotion of Tumwater events and experiences. Less funding will also limit OHD potential to grow and offer more free experiences and music to the attendees.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

City of Olympia, Port of Olympia, Squaxin, Chehalis, Nisqually Tribes, Washington Trust for Historic Preservation/Maritime WA National Heritage Area, WA State Archives, Inspire Olympia, Olympia Historical Society, Bigelow History Museum, Oly AHA, Hands on Children's Museum, Puget Sound Estuarium.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Olympia Harbor Days, a 51 year old iconic event, has increased attendance by 35% over the last decade by constantly adding newness and the unexpected and has won multiple State and Regional/County awards. The event has a 70%+ retention rate of early bird vendors, uses local suppliers, promotes local musicians, brings in ships from across the Puget Sound including Canada, and has longterm sponsors. This is the first time OHD is applying for Tumwater LTAC Funding as we look for more funding to grow and keep OHD fresh. The festival is beloved by all in the county and those who have moved away who return annually to attend. It hosts the last of the remaining vintage tugboat races, thus the biggest, and it thrives on inclusiveness.

Lodging Tax Application Form

South Sound Maritime Heritage Asso. Olympia Harbor Days

Specific to your Tourism-Related Facility, Tourism Promotions activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in kind donations and funds received from admission fees if applicable.

Source	Amount	
Sponsorship: Tribal donations	\$40,500.00	
Admission	\$0	
Donations contributions	\$1,500.00	
Grants Olympia Downtown Alliance	\$500.00	
In Kind donations	\$37,000.00	
Vendor fees	\$50,000.00	
City of Lacey Lodging Tax	\$10,000.00	
City of Olympia Lodging Tax	\$100,000.00	
City of Tumwater Lodging Tax	\$10,000.00	
Thurston County Lodging Tax	\$10,000.00	
Cruse to Olympia	\$3000.00	
Total	262,500.00	

Project Expenses		
Personnel: (Salaries and benefits)	\$56,000.00	
Administration :(utilities, phone, etc.)	\$5,500.00	
Marketing & Promotions	\$45,000.00	
In Kind donations	\$37,000.00	
Tugboat race support	\$8,000.00	
Entertainment & activities	\$70,000.00	
Total Expenses	\$262,500.00	

Lodging Tax Application – Entity Certification
Organization/Agency Information

<u>Capital Lakefair, Inc.</u>	<u>23-7131672</u>
<u>Organization/Agency Name</u>	<u>Federal Tax ID Number</u>
<u>Chris E Rea</u>	<u>Office Manager</u>
<u>Contact Name</u>	<u>Title</u>
<u>PO Box 2569</u>	<u>Olympia, WA 98507</u>
<u>Mailing Address</u>	<u>City</u> <u>State</u> <u>ZIP</u>
<u>360.943.7344</u>	<u>office@lakefair.org</u>
<u>www.lakefair.org</u>	<u>Email Address</u>
<u>Phone</u>	<u>Website</u>
<input type="checkbox"/> Tourism Promotion/Marketing Activities	<input checked="" type="checkbox"/> Events/Festivals*
<input type="checkbox"/> Tourism-Related Facilities	
Amount Requested: \$ <u>8,000.00</u>	Total Project / Event Budget: \$ <u>250,000.00</u>

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 67 number of years.

Capital Lakefair Heritage Park 5th & Water July 16 to 20, 2025

<u>Name of Event/Festival</u>	<u>Location</u>	<u>Date of Event/Festival</u>
<u>www.lakefair.org</u>	<u>July 17 to 21, 2024</u>	
<u>Event/Festival Website (if different than above)</u>	<u>If an existing event, last year's event date</u>	

CERTIFICATION

I hereby state on behalf of Capital Lakefair that the:

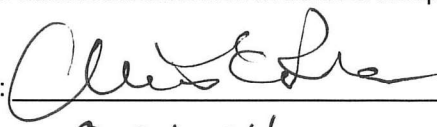
Organization/Agency Name

Applicant is: X Nonprofit For Profit Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Chris E Rea

Title: Office Manager

Signature: 

Date: 8.26.24

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

Our mission is hosting an annual 5-day family-friendly community festival that celebrates all residents in Thurston County and vicinity. Our festival includes a carnival, vendors, parade, senior day, fireworks, car show, etc. The car show benefits local charities. Lakefair awards scholarships totaling 17k to qualifying recipients. We provide a venue for non-profit organizations to raise much needed funds.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?
Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

Lakefair promotes Tumwater in our travel, website, social media, signage, etc. Funds go towards travel and float expenses, as well as our 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 country/state visitors.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

Our festival schedule remains the same, but with different vendors and entertainers, sometimes different events, as well as different charities we fund. The main change we experience is that of leadership every year (Board of Directors and officers). We're happy to say that we're finally getting more volunteers involved.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

Our main resources are our volunteers who contribute over 3k volunteer hours each year. We currently have 27 voting members but also have multiple groups, friends, and organizations to help with committees such as float building, scholarship recipient chaperoning during travel, keeping vehicles maintained, vendor work, etc.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

We've been awarded \$7500 by the 2024 Lacey LTAC and are applying again for 2025. Our application to the 2024 Olympia LTAC was tabled due to unmet criteria that we have now met. We received \$7275 from Thurston County (the first time we've ever applied to Thurston County).

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes, Lacey, Olympia, & Thurston County. We used Tumwater funds for promotional float travel & office/storage rent. We used Lacey funds for marketing & insurance. We used Thurston County funds to help pay the DES bill for land use & personnel. We'd use Olympia funds to pay for Olympia police & personnel.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

3.125%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

Our estimation of what Capital Lakefair brings to the City of Tumwater in the way of lodging, food, gas, etc. is \$25,000.

8. How broad-based will the tourism promotion benefit be geographically and economically?

Our tourism promotion focuses on the Thurston County region, but we also go as far to promote Tumwater in Canada and Portland at their festivals and all festivals in between. Economically, for the Thurston County region, we generate about \$500k for the local economy.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

Tumwater LTAC funds go towards float building/traveling expense for festivals from Portland to Canada where we do most of our face-to-face promotion of Tumwater. Our experience is that festival heads and attendees from Portland and Canada come to our area to experience our area, including Tumwater.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	180k
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	5k
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	400
d) Staying overnight in paid accommodations away from their place of residence or business	200
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	36k
f) Total number of paid lodging nights generated in Tumwater.	50

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

We receive estimates from InterCity Transit, WA DES, WSP, OPD, vendors, carnival sales and we also estimate based on square footage of area for daily and specific events (car show, parade, etc.). We personally talk to other attending festival heads while they are at Lakefair, as well as parade entries.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We updated our applications & contracts for vendor, parade, & entertainment to encourage them to use local lodging, etc. We are working on a survey to send out to attendees, entries, etc. to get more detailed info on where they stay during the festival. Our website will be updated to also ask certain questions about lodging.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

As I said above, we now have printed & online encouragement to anybody associated with Lakefair to stay in local lodging establishments, including Tumwater, along with things to do, where to eat, etc. We again plan to contact a Tumwater hotel to host our festival heads from out of town, state & country. Website & social media.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

Tumwater is listed on our website, social media, vendor/music/parade apps as lodging info, where to eat, what to do. We tell other festival heads who come to Lakefair to return the favor of our attending theirs. Tumwater is on our logo, signage, float and we always include Tumwater in media/print (articles, program, etc.)

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

We need to work more efficiently to bring in sponsors and donations. We've lost funding before and we've managed to make it happen but it was a struggle and still is. Other jurisdictions always seem to come through to help with funding. We hope to not have to cut our own charity donations from the event proceeds.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

We've partnered with so many wonderful organizations: Experience Olympia & Beyond, Lacey, Thurston County, profit and non-profit food vendors, KGY, Oly Arts, Thurston Talk, local schools, Red Wind, Eagles Aerie 21, Oly Fed, Heritage Bank, IBEW 76, Jacknut Apparel, Olympia Yacht Club, WFEA, ArtsWA, & more.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Lakefair creates a need for increased services during our 5-day festival. Lodging closer to the event is usually full/expensive which creates an opportunity to send attendees to Tumwater lodging, food, gas, etc. We are working with Experience Olympia & Beyond with their new ways of tracking attendees. I'm attaching a draft report from them but won't have the final report until September. Their efforts rock!

For the question from page one: "Brief Description of Tourism Promotion/Marketing Activities, Events/Festival or Tourism-Related Facilities", our answer is: Capital Lakefair is Thurston County's largest (see attached).



CAPITAL LAKEFAIR

PO Box 2569 • Olympia, Washington 98507 • Phone 360.943.7344

Supplemental Sheet

Full answer to page one where there is no room to answer this question:

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities:

Capital Lakefair is Thurston County's largest annual 5-day Summer festival, providing family-friendly activities and events for our neighbors in South Sound and beyond. We also give opportunities for non-profit community organizations to raise funds. Lakefair also provides scholarships to area students who meet scholarship requirements. The scholarship recipients go on to provide hundreds of hours of community service in the local area for local events such as Relay for Life, Bob Leingang Fishing Day, Rotary Club, Olympia Yacht Club Boating Day, Lakefair Princess Tea Party, Lion's Club, Harbor Days, Wooden Boat Fair, Arts Walk, Senior Center

Capital Lakefair increases tourism during the 5-day festival, creating a need for more lodging, eating, and things to do in the surrounding area of the event vs staying in the downtown proper area, where all of this is more expensive. With inflation, every dollar counts, and Tumwater offers more affordable lodging, etc. We promote Tumwater as such and communicate with festival attendees as to the wonderful things to do in Tumwater (the new Heritage District, the classic Eagan's restaurant, Olympic Flight Museum, Deschutes Park, Schmidt House Rose Garden, the old Brewery sites are examples of cool things to do in Tumwater).

For 2024, Lakefair had even higher counts of vendors and non-profit food vendors than 2023. We need to do more to promote our Saturday parade for higher numbers, but the heat in 2023 and 2024 were hard on attendees. Our car show had a phenomenal growth in cars (almost 300!). The 50+ in the Park day was a great success and had an Elvis impersonator as the top entertainment (lots of great swag, too!). We have a new main stage entertainment volunteer who signed some bigger names than usual and plans to do a lot more for next year. I can't go without mentioning the Sunday night Lakefair ending fireworks over Capitol Lake and all the attendees who came and were all over the place watching.

In 2025, we intend to promote Tumwater at every festival we attend with our float and royalty. In turn, the festivals we attend come to Lakefair. Festivals such as Astoria Regatta, Portland Rose, Spokane Lilac, Tacoma/Puyallup Daffodil, Seattle Seafair, Penticton BC Peach, as well as smaller local town festivals (McCleary Bear, Rainier Round-Up Days, Bucoda Boo-Coda, Rochester Swede Day, Marysville Strawberry, Port Orchard Fathoms of Fun, Port Townsend Rhody, Leavenworth Autumn Leaf, Tenino Trail Days, Shelton Forest, Wenatchee Apply Blossom, and more).

We never miss the Tumwater 4th of July Independence Day parade, it's one of the best!!

Please consider us for Tumwater Lodging Tax dollars for the 2025 Capital Lakefair!!

We need and appreciate your support!! Thank you!!

Lodging Tax Application Form

Lodging Tax Applicant

Capital Lakefair LTAC

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source	Amount
Sponsorships: Sponsors with vendor booths + without booths	\$20,000.00
Admission:	\$0.00
Reserves:	\$0.00
Donations/Contributions:	\$500.00
Grants: Wa Arts, Oly Yacht Club	\$2,500.00
Program Service Fees:	\$0.00
In-kind Donations:	\$0.00
Gift Shop: Merch + Ice Sales	\$3,500.00
Vendor Fees: Food + Arts/Crafts + 50+	\$55,000.00
Fundraising Activities: Hospitality + Hosting Packets	\$4,000.00
City of Lacey Lodging Tax:	\$8,000.00
City of Olympia Lodging Tax:	\$0.00
City of Tumwater Lodging Tax:	\$8,000.00
Thurston County Lodging Tax:	\$8,000.00
Other Sources of Revenue: (specify) Carnival Proceeds	\$180,000.00
Other Source: Equipment Rentals	\$1,500.00
Other Source: Car Show	\$5,000.00
Other Source: Scholarships	\$8,000.00
Total Revenue:	\$304,000.00

Project Expenses:

Personnel: (salaries and benefits.) + Payroll + Payroll Taxes	\$30,000.00
Administration: (utilities, phone, etc.) + office Supplies + Web + 3rd Party Apps	\$5,000.00

Marketing and Promotion: Ads - Charity - Hospitality - Merch - Hosting Packets - Tea Party	\$32,000.00
Professional / Consultant Fees: Security - Stage Acts - Stage Equip	\$18,000.00
Equipment: Porta-Potties	\$35,000.00
Facility / Event Venue Rental: DES - City of Oly - Facilities	\$80,000.00
Travel: (please specify) Float Build/Repair - Lodging - Gas - Food - Wardrobe of Royalty	\$35,000.00
All Other Expenses: (please specify) Rent/Storage Lots	\$39,000.00
Other Source: Fireworks/Parade	\$20,000.00
Other Source: Insurance/Taxes	\$17,000.00
Other Source: Scholarship/Park Funds	\$22,000.00
Total Expenses:	\$333,000.00
Program Excess Deficit:	-\$29,000.00



Lodging Tax Final Report Form

Organization's Name: Capital Lakefair, Inc.

Submitted By: Chris E Rea Date: 8.30.24

Email Address: office@lakefair.org Phone: 360.943.7344

This Report Covers:

Activity Name: Capital Lakefair

Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency

Activity Start Date: July 17, 2024 Activity End Date: July 21, 2024

Total Activity Cost: 250,000.00

Total amount of Tumwater lodging tax funds requested: 3,178.00

Total amount of Tumwater lodging tax funds expended: 3,178.00

Total amount of lodging tax funds expended from all jurisdictions: 10,678.00

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Tumwater City Hall
555 Israel Road SW
Tumwater WA 98501

www.ci.tumwater.wa.us

- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) No room here - see description of other types of methodologies at end of application*

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 150,000 Actual (Estimated): 150,000

Methodology (definitions provided above): All & Other

Explain Tracking Method: Estimates from DES, InterCity Transit, WSP, OPD, vendor, carnival ticket sales, etc.

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 5,000 Actual (Estimated): 5,000

Methodology (definitions provided above): All & Other

Explain Tracking Method: Estimates from DES, InterCity Transit, WSP, OPD, vendor, carnival ticket sales, etc.

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 500 Actual (Estimated): 250

Methodology (definitions provided above): All & Other

Explain Tracking Method: Estimates from DES, InterCity Transit, WSP, OPD, vendor, carnival ticket sales, etc.

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 250 Actual (Estimated): 125

Methodology (definitions provided above): All & Other

Explain Tracking Method: Estimates from DES, InterCity Transit, WSP, OPD, vendor, carnival ticket sales, etc.

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 750 Actual (Estimated): 25,000

Methodology (definitions provided above): All & Other

Explain Tracking Method: Estimates from DES, InterCity Transit, WSP, OPD, vendor, carnival ticket sales, etc.

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 20 Actual (Estimated): 30

Methodology (definitions provided above): All & Other

Explain Tracking Method: Estimates from DES, InterCity Transit, WSP, OPD, vendor, carnival ticket sales, etc.

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

Inflation was a huge impact on this year's festival. People are hurting when it comes to entertainment expenses, having to choose between essentials and fun. With that being said, people still came out. Increased tourism due to Lakefair does result in the need for more lodging, eating, etc. all over Thurston County, not just Olympia downtown.

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

No, again, I'd have to say inflation. It's out of our control, but food vendor and carnival ticket prices are terribly high. We got quotes on hotels in Tumwater to host not only our festival VIPs from Canada to Portland, but also for our arts & crafts vendors, stage entertainers, etc. and the cost of rooms this year were quite high. We sent all we could to Tumwater for further lodging options.

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Oh, yes. We completed all the items on our Scope of Work for 2024 for promotional float travel and office rental costs in Tumwater. Our activity cost is \$250,000. We were awarded a tiny percentage (1.27%) but had receipts for much more that we had to pay for with our own resources. We are still struggling with lower numbers of volunteers with each member having to do more than their share of their committee work and our one part-time staff person is doing her best to stay on top of all she has on her plate.

Thank you so much for any consideration on LTAC funds for our 2025 Lakefair!!

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We are looking into hiring for marketing and fundraising for 2025. We did already hire a company to work on our new DEIC for us to live by which is almost ready to publish.

*Description of methodologies: In addition to multiple estimates from InterCity Transit, State Patrol, Olympia Police, WA State DES, art/crafts vendors, gatekeepers, food vendors, and carnival sales, we also estimate based on square footage of crowds at the festival, parade, and fireworks. Last year the Experience Olympia & Beyond folks provided us with numbers and we are waiting on final numbers for 2024 due in Sept.



CAPITAL LAKEFAIR

PO Box 2569 • Olympia, Washington 98507 • Phone 360.943.7344

Capital Lakefair Scope of Services – Exhibit A City of Tumwater Lodging Tax Dollars 2025

Event Name: Capital Lakefair

Event Date: July 16-20, 2025

Coming on our 68th year, Capital Lakefair has been a Thurston County tradition every third week of July. Lakefair has helped to raise millions of dollars over the years for local non-profit food vendors and more than \$400,000 in scholarships for young women from area high schools.

With the generous support of the City of Tumwater Lodging Tax dollars, Capital Lakefair will use the funds to help offset some of the following costs:

- Promotional Float Travel: Hotels, fuel, food, float décor, theme, & float maintenance: 19k
For our promotional float travel, our Capital Lakefair float and crew travel to 14 or more parades throughout the Pacific Northwest each year from April to September. Our royalty and float engage with communities from across Washington State, Oregon, and British Columbia. Our float travel uses signage to promote Capital Lakefair, events dates, and the cities of Tumwater, Olympia, and Lacey. Also, whenever the float goes by a parade announcement booth, a promo script is read, sometimes live, sometimes on television or streamed. The same promo script is also used for additional media coverage and promotion. Tumwater is always listed on promotional signage, etc.
- Office/Facilities: Office rent and vehicle/float storage: 40k
For our office/facilities costs, we rent our 'float barn' and also our vehicle (float, trucks, trailers, etc.) cold storage units from a locally owned Tumwater business.

As you can see from our Lodging Tax Budget Form, these are but two categories of expenses we would use Tumwater lodging tax dollars for.

Thank you to the City of Tumwater for all of your support over the years!!

Lodging Tax Application – Entity Certification
Organization/Agency Information

Tumwater Soccer Club (TSC)

03-0509999

Organization/Agency Name

Federal Tax ID Number

Craig Boone

TSC - Kick In The Grass Director

Contact Name

Title

PO Box 14304

Tumwater WA 98511

Mailing Address

City State ZIP

(360) 701-6818

www.tumwatersoccerclub.org

tumwatersoccerclub@gmail.com

Phone

Website

Email Address

☐ Tourism Promotion/Marketing Activities ☒ Events/Festivals* ☐ Tourism-Related Facilities

Amount Requested: \$ 15,000.00 Total Project / Event Budget: \$ 45,000.00

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

*If an Event/Festival, complete the following: ☐ New Event ☒ Annual Event for 46 number of years.

Kick In The Grass Soccer Tournament - Tumwater, WA - July 2025

Name of Event/Festival

Location

Date of Event/Festival

July 19-21, 2024

Event/Festival Website (if different than above)

If an existing event, last year's event date

CERTIFICATION


I hereby state on behalf of Tumwater Soccer Club that the:

Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Craig Boone

Signature: 

Title: KITG Tournament Director

Date: 8/24/24

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

The purpose of the Kick In The Grass Soccer Tournament is to raise funds that enable the Tumwater Soccer Club to provide affordable local soccer to youth in the Tumwater School District.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used? Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available online.)

The lodging tax funds will be used to offset costs associated with running the tournament. The costs include field rentals, equipment, referee fees, tournament awards, and administrative expenses.

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.
No major changes are planned.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

The KITG tournament typically has about 30 volunteers that help layout and paint soccer fields, set up the venues, serve as field marshals, collect garbage, hand out awards, and administer the tournament. The tournament weekend alone can utilize up to 300-hours of volunteer effort. Pre-tournament planning and post tournament reporting can utilize upwards of 100-hours of volunteer effort.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

No

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

No. We associate ourselves with Tumwater.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

The requested funds (\$15,000) would cover approximately 33% of the tournament expenses.

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

Our three day tournament can draw over 6,000 participants to the area (players, coaches, and spectators). Many of these participants stay in Tumwater hotels, eat at Tumwater restaurants, and shop in Tumwater stores.

8. How broad-based will the tourism promotion benefit be geographically and economically?

Our tournament is played on soccer fields around the City of Tumwater. All of the lodging, food services, gas stations, coffee shops, and grocery stores in Tumwater benefit from the KITG tournament.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

The lodging tax funds increase TSC's ability to facilitate a healthy youth soccer program in Tumwater. The healthy youth soccer program draws people from surrounding communities for league and tournament soccer games. People come to participate in or watch youth soccer games year around.

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	6,500
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	200
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	100
d) Staying overnight in paid accommodations away from their place of residence or business	2,000
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	300
f) Total number of paid lodging nights generated in Tumwater.	1,200

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

We estimated the number of players, coaches, and spectators, based on the number of teams that participated. We know how far participants are traveling based on their place of origin reported in the registration process. During registration we ask participating teams if they will be staying in local hotels.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We will utilize our registration data to estimate the number of participants and the distance they travel to attend. Also, during registration, we will ask each team if they plan to stay overnight in Tumwater. For a sample, please see our post tournament report for the 2024 tournament.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

We will post local hotel information with booking information on our website so that teams registering can see what Tumwater Soccer Club recommends for local accommodations.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

In addition to the tournament, we send out emails to the participants referencing local attractions, parks, and things to do in-between games. We schedule games a minimum of 3-hours apart and at different venues to encourage teams to move around and explore our community.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

The lodging tax funds give us the confidence and financial stability to keep both our tournament registration fees and regular recreation league registration fees down and provide affordable soccer opportunities. If the KITG does not bring in substantial funds, TSC would be forced to raise our registration fee to cover our costs. This could discourage some from participating in both tournament and league play.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

We depend on the Tumwater Parks and Recreation Dept., the Tumwater School District, and Capital Soccer Fields Complex for fields. We also depend on the Quad County Soccer Referee Association to provide referees for the tournament. Our volunteers are comprised mostly of TSC members and their families.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

The KITG tournament is the longest running soccer tournament in Washington State. It has a rich history that draws clubs back to our community year after year. Our tournament is also one of the most affordable sanctioned tournament in Washington. This is a key draw for the smaller clubs that do not have the funds for the tournaments hosted in big cities with brand name sponsors. Our community is very inviting to these teams from outside our area. Visiting teams love the sense of a small town community, while still getting that big tournament experience.

Lodging Tax Application Form

Lodging Tax Applicant

Tumwater Soccer Club

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if applicable.

Projected Revenue:

Source	Amount
Sponsorships:	\$1,000.00
Admission:	\$50,000.00
Reserves:	\$0.00
Donations/Contributions:	\$0.00
Grants:	\$0.00
Program Service Fees:	\$0.00
In-kind Donations:	\$0.00
Gift Shop:	\$0.00
Vendor Fees:	\$5,000.00
Fundraising Activities:	\$0.00
City of Lacey Lodging Tax:	\$0.00
City of Olympia Lodging Tax:	\$0.00
City of Tumwater Lodging Tax:	\$15,000.00
Thurston County Lodging Tax:	\$0.00
Other Sources of Revenue: (specify)	\$0.00
Other Source:	\$0.00
Other Source:	\$0.00
Other Source:	\$0.00
Total Revenue:	\$71,000.00

Project Expenses:

Personnel: (salaries and benefits.)	\$4,000.00
Administration: (utilities, phone, etc.)	\$2,500.00
Marketing and Promotion:	\$500.00
Professional / Consultant Fees:	\$16,000.00
Equipment:	\$7,000.00
Facility / Event Venue Rental:	\$9,000.00
Travel: (please specify)	\$0.00
All Other Expenses: (please specify)	\$6,000.00
Other Source:	\$3,000.00
Other Source:	\$1,000.00
Other Source:	\$2,000.00
Total Expenses:	\$51,000.00

Program Excess: (Deficit)	\$20,000.00
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Lodging Tax Final Report Form

Organization's Name: Tumwater Soccer Club

Submitted By: Craig Boone Date: 8/18/24

Email Address: boonefun@gmail.com Phone: (360) 701-6818

This Report Covers:

Activity Name: 45th Annual Kick In The Grass Soccer Tournament

Activity Type: ☒ Special Event/Festival ☐ Marketing/Tourism ☐ Facility Promotion Agency

Activity Start Date: 7/19/24 Activity End Date: 7/21/24

Total Activity Cost: \$41,405.00

Total amount of Tumwater lodging tax funds requested: \$12,712.00

Total amount of Tumwater lodging tax funds expended: \$12,712.00

Total amount of lodging tax funds expended from all jurisdictions: \$12,712.00

DEFINITIONS OF METHODOLOGY FOR QUESTIONS

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Tumwater City Hall
555 Israel Road SW
Tumwater WA 98501

www.ci.tumwater.wa.us

- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (three (3) sq. ft.).
- **Other:** (please describe) _____

Overall Attendance: Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance.

Predicted: 6,500 Actual (Estimated): 6,190

Methodology (definitions provided above): Estimate

Explain Tracking Method: Number of players + coaches + spectators

50+ Miles – Attendance: Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance.

Predicted: 800 Actual (Estimated): 2,064

Methodology (definitions provided above): Estimate

Explain Tracking Method: Distance from teams "Home Town" to Tumwater.

Out Of State / Country – Attendance: Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance.

Predicted: 100 Actual (Estimated): 0

Methodology (definitions provided above): Estimate

Explain Tracking Method: No teams from outside of WA participated in the tournament.

Paid For Overnight Lodging – Attendance: Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight

lodging and attended this activity; and the method used to determine attendance.

Predicted: 1,100 Actual (Estimated): 1,874

Methodology (definitions provided above): Estimate

Explain Tracking Method: Players and coaches that traveled 60-miles or more (one direction) were assumed to stay in paid lodging.

Did Not Pay For Overnight Lodging – Attendance: Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance.

Predicted: 200 Actual (Estimated): 4,316

Methodology (definitions provided above): Estimate

Explain Tracking Method: Overall attendance minus those estimated to have paid for lodging.

Paid Lodging Nights: Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance.

Predicted: 600 Actual (Estimated): 1,024

Methodology (definitions provided above): Estimate

Explain Tracking Method: Two nights for each player and coach estimated to have paid for lodging.

Please describe any other information that demonstrates the impact of increased tourism attributable to the Special Event, Festival, or Tourism-Related Facility.

Leading up to the tournament, local businesses reached out to us and offered to sponsor the tournament and/or be a vendor. Local businesses are aware that the KITG brings a lot of people to town.

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

Yes, in 2023 we had 77-teams participate in the tournament. This year we had 91-teams participate.

Did you complete all the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Yes, all items in the Scope of Work have been completed.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We plan to continue working to create an enjoyable environment for participants, so they will want to continue coming back and will spread the word that the Kick in the Grass is a top notch youth soccer tournament. We will do this by:

- Doing our best to ensure "like" competition for all teams.
- Accomodating scheduling requests from teams & coaches.
- Ensuring all games take place on quality fields and are officiated by quality referees.
- Bringing in more and more quality vendors at each venue.



Tumwater Soccer Club

PO Box 14304

Tumwater, WA 98511

Scope of Services

Tumwater Soccer Club will host the 45th Annual Kick In The Grass Soccer Tournament. Proceeds raised by the tournament will be used to provide quality and affordable soccer programs for youth in the Tumwater Area.

Hosting the tournament will include the following services:

- Creating tournament rules.
- Gaining approvals to host the tournament from Washington Youth Soccer and the City of Tumwater.
- Posting and maintaining tournament information on the Tumwater Soccer Club website.
- Registering teams and scheduling games.
- Arranging for referees to officiate each game.
- Reserving and setting up fields for games to be played on.
 - Painting fields
 - Making sure appropriate size goals are on each field
 - Making sure goals have good nets
 - Providing corner flags
- Providing soccer balls for each game.
- Setting up and taking down each venue.
 - Setting up tents and tables for referees and tournament officials
 - Displaying tournament signs
 - Setting out garbage cans
- Arranging for clean portable toilets as needed at each venue.
- Performing administrative duties during tournament.
 - Checking teams in
 - Tracking scores and standings
 - Dealing with disputes and misconduct
- Organizing vendors at each venue.
- Provide tournament awards including:
 - Trophies for teams with best sportsmanship
 - Medals for teams finishing in 1st or 2nd place in their division
- Cleaning up venues and disposing of garbage.
- Post tournament reporting to Washington Youth Soccer and the City of Tumwater.

Lodging Tax Application – Entity Certification
Organization/Agency Information

Visitor & Convention Bureau Thurston County		91-1735847
Organization/Agency Name		Federal Tax ID Number
Annette Pitts		CEO
Contact Name		Title
P.O. Box 1394		Olympia, WA 98507
Mailing Address		City State ZIP
509-881-8587	experienceolympia.com	annette@experienceolympia.com
Phone	Website	Email Address
<input checked="" type="checkbox"/> Tourism Promotion/Marketing Activities	<input type="checkbox"/> Events/Festivals*	<input type="checkbox"/> Tourism-Related Facilities
Amount Requested: \$ 43,933.		Total Project / Event Budget: \$ 1,438,496.00

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

* form does not allow for here *

*If an Event/Festival, complete the following: ☐ New Event ☐ Annual Event for ____ number of years.

Name of Event/Festival	Location	Date of Event/Festival
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* year-round destination marketing promotion *

Event/Festival Website (if different than above)	If an existing event, last year's event date
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CERTIFICATION

I hereby state on behalf of Visitor & Convention Bureau of Thurston County that the:

Organization/Agency Name

Applicant is: ☒ Nonprofit ☐ For Profit ☐ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: Annette Pitts

Signature: 

Title: CEO

Date: 8/26/24

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

Year-round marketing and tourism promotion to drive visitation and overnight stays within the City of Tumwater and Tumwater paid lodging establishments.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used?
Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

Funds will be used to cover costs associated with market research, marketing, sales and development. Our Research Department examines a multitude of data including sentiment survey findings (what visitors tell us they want to see and do), geofencing data (evidence of where visitors go and spend their money, AND where those visitors came from), which informs where we place our marketing dollars (what type of advertising) and

- b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

This year we completed our 10-Year Thurston County Destination Master Plan, an inclusive roadmap to our community's shared vision for the future. In 2025 we begin executing the plan, focusing on priorities identified throughout the community and visitor engagement process. We will expand our geofencing platforms to better meet the market intelligence needs of the community and best position our marketing resources to ensure the

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

Yes. City of Olympia (\$158,096), City of Lacey (\$100,00), City of Yelm (\$7,000), Thurston County (\$7,375).

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

Yes, we intend to seek funding support from the City of Lacey in the amount of \$117,988 and the City of Yelm in the amount of \$7,000 to promote visitation to their communities. We also hold a multi-year agreement with the City of Olympia to promote visitation to their community. Their award amount for 2025 will be \$168,635. B

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes, we intend to seek funding support from the City of Lacey in the amount of \$117,988 and the City of Yelm in the amount of \$7,000 to promote visitation to their communities. We also hold a multi-year agreement with the City of Olympia to promote visitation to their community. Their award amount for 2025 will be \$168,635. B

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

2.61%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

By exclusively tracking visitation resulting from the combination of digital programmatic display advertising measured by geofencing/media attribution and sports sales bookings, we estimate that \$218,243 of economic impact will result with the City of Tumwater. Of those funds, \$154,892 will be generated specifically by Tumwa

8. How broad-based will the tourism promotion benefit be geographically and economically?

The benefits of our tourism promotion and sales efforts are broad reaching. We can see through our geofencing platforms that Tumwater visitors visit multiple locations while in-market. Attached, please review the geofencing cross-visitation report for the La Quinta Inn & Suites Tumwater where we demonstrate that visi

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

If fully funded, we estimate that 38,027 individuals from 50+ miles away will visit Tumwater that are directly attributable to our digital programmatic advertising program and our sports sales program. This number reflects an increase of 5.7% over this year. This is the rate of growth Thurston County experienced in 2023 over

10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance	38,027
b) Staying for the day only <i>and</i> traveling more than fifty miles or more one way from their place of residence or business	9,822
c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries)	25,402
d) Staying overnight in paid accommodations away from their place of residence or business	711
e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business	25,441
f) Total number of paid lodging nights generated in Tumwater.	663

- g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.

We rely on two verifiable methods of measurement—media attribution and our sports bookings. Media Attribution is an industry-leading research tool that links digital advertising to geofencing. We use data found in our geofencing platform to target those arrival markets most likely to generate overnight visitors in Tumwater.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We track economic benefit in a few different ways and can provide this information upon request to the City. We track total visitation to the City of Tumwater via geofencing through two different in-house platforms: Datafy and Placer AI. We specifically track and claim influence over the visitors seen via geofencing that have received

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

We will promote visitation to Tumwater through a variety of methods including advertising, public relations, email promotions, social media, and products such as visitor guides, and community guides—all of which direct viewers to experienceolympia.com, also home to experiencetumwater.com, where detailed information is

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

In addition to the activities described in question 12 we also invest in content marketing to help prospective visitors see themselves in our destination. This includes paying for professional photography that we share with the City of Tumwater through our Shared Image Library. We pay to produce high quality, professional videography

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

For example: how do you intend to alternatively fund your program / which services will not happen?

We will have to reduce our digital programmatic advertising budget and reduce the number of visitors that we can direct to Tumwater attractions and hotels.

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

Because we are the official Destination Marketing and Management Organization for Thurston County, we work with each municipality in Thurston County, the Thurston Economic Development Council, the Thurston Chamber of Commerce, the Tumwater Chamber of Commerce (our Director of Research sits on their Board),

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Visitor & Convention Bureau of Thurston County

2025 LTAC Tumwater application with full answers to each question as most did not fit into the space allocated on the online application and we were advised to submit the full answers on our digital submission. Thank you.

1. What is the purpose of your special event, festival, or tourism-related facility?

Year-round marketing and tourism promotion to drive visitation and overnight stays within the City of Tumwater and Tumwater paid lodging establishments.

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used? Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available online.) see separate supplemental document

Funds will be used to cover costs associated with market research, marketing, sales and development. Our Research Department examines a multitude of data including sentiment survey findings (what visitors tell us they want to see and do), geofencing data (evidence of where visitors go and spend their money, AND where those visitors came from), which informs where we place our marketing dollars (what type of advertising) and how we promote to potential visitors 50+ miles away. In short, we spend time and money making sure we understand our audience residing 50+ miles away with the highest likelihood of generating lodging revenue in Tumwater hotel and motel properties to ensure we drive visitors to the City of Tumwater, and then, once the work is done, we measure actual visitation that we can attribute to our efforts. All marketing and development decisions are rooted in sound industry-supported, peer reviewed research, and our performance is measured, tracked, and evaluated. We measure and track visitation to all lodging tax-funded events and activities, so we understand which events, festivals and activities generate the most visitation from 50+ miles away. We actively share this information with Tumwater event organizers by request at no charge to boost visitation to those events and activities as well via post-event Market Summaries. We will provide similar geofencing data to the City of Tumwater about visitor trends throughout the year via quarterly Civic/Municipal Reports resulting from the marketing intelligence tools we've funded. We'll also provide market summary information upon request as needed to help support the recruitment of new businesses and amenities currently missing from the local business portfolio that could help attract and service new visitors to the City of Tumwater. New Tumwater content--photos, blogs, event listings, etc. will be featured on our website, social media posts and email newsletters sent to opt-in subscribers from around the world. We'll employ a year-round public relations campaign that includes Tumwater in story pitches to major media outlets, social media influencer partnerships, FAM tours and crisis communications if needed. We'll continue to fund and share professional photography with the City of Tumwater through our Shared Image Library. We will also continue to employ, cultivate, and develop a program that is inclusive to our residents, business stakeholders and guests. We are committed to D.E.I. not only as a program we employ, but as a core driving force behind everything we do. We will continue to offer our LTAC Award Support suite of services to market those activities and events that the Tumwater LTAC funds for 2025 to markets 50+ miles away, and we will work with the City of Tumwater throughout the Thurston County Destination Master Planning process which will help shape the course of our work moving and the City of Tumwater as a destination for visitors and locals. Our sales team will also continue to promote City of Tumwater as a top destination for Sports in 2025, helping fill Tumwater fields, courses, and hotels.

Visitor & Convention Bureau of Thurston County

2025 LTAC Tumwater application with full answers to each question as most did not fit into the space allocated on the online application and we were advised to submit the full answers on our digital submission. Thank you.

b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

This year we completed our 10-Year Thurston County Destination Master Plan, an inclusive roadmap to our community's shared vision for the future. In 2025 we begin executing the plan, focusing on priorities identified throughout the community and visitor engagement process. We will expand our geofencing platforms to better meet the market intelligence needs of the community and best position our marketing resources to ensure the maximal use of lodging tax funds. We will take every step possible to ensure funds are used with the ultimate goal of reaching people 50+ miles away and not only bring them to Tumwater, but invite them to stay multiple days by providing in-depth planning tools and resources such as multi-day itineraries, guiding them throughout the city and motivating overnight stays in Tumwater hotel properties.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

Our organization employs six full-time employees who work to promote tourism year-round. Our work is overseen and guided by a Board of Directors that ranges from 15-23 volunteers, including an elected official and staff person representing the interests of the City of Tumwater.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

Yes. City of Olympia (\$158,096), City of Lacey (\$100,00), City of Yelm (\$7,000), Thurston County (\$7,375).

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

Yes, we intend to seek funding support from the City of Lacey in the amount of \$117,988 and the City of Yelm in the amount of \$7,000 to promote visitation to their communities. We also hold a multi-year agreement with the City of Olympia to promote visitation to their community. Their award amount for 2025 will be \$168,635. Because we are the agency contracted to represent tourism for our entire county, our funds are not separated. They are pooled for maximal marketing and sales performance through strategic research, marketing and sales activities with the express goal of not only driving out of area visitation, but putting visitors from 50+ miles away into Tumwater paid lodging.

Visitor & Convention Bureau of Thurston County

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6.The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

2.61%

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

By exclusively tracking visitation resulting from the combination of digital programmatic display advertising measured by geofencing/media attribution and sports sales bookings, we estimate that \$218,243 of economic impact will result with the City of Tumwater. Of those funds, \$154,892 will be generated specifically by Tumwater hotel properties, greatly replenishing the funds we request and generating a significant return on investment. If awarded our full request, we estimate that for every \$1 invested in our program, \$4.97 will return to the City of Tumwater.

8. How broad-based will the tourism promotion benefit be geographically and economically?

The benefits of our tourism promotion and sales efforts are broad reaching. We can see through our geofencing platforms that Tumwater visitors visit multiple locations while in-market. Attached, please review the geofencing cross-visitation report for the La Quinta Inn & Suites Tumwater where we demonstrate that visitors to this Tumwater lodging property are often individuals staying while playing or visiting the Sports Hub in Centralia. Whereas the sports event in Centralia may have drawn them, Tumwater is servicing some of their lodging needs and the bulk of their shopping and dining needs. Visitors to this lodging establishment are seen shopping in local retail locations, visiting Brewery Park at Tumwater Falls, and supporting local restaurants before and after being seen in the hotel property.

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?

If fully funded, we estimate that 38,027 individuals from 50+ miles away will visit Tumwater that are directly attributable to our digital programmatic advertising program and our sports sales program. This number reflects an increase of 5.7% over this year. This is the rate of growth Thurston County experienced in 2023 over 2022, according to Tourism Economics, an Oxford Research program. Data is made available to us via our partnership with State of WA Tourism.

Visitor & Convention Bureau of Thurston County

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10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:

a) Overall attendance 38,027

b) Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business 9,822

c) Number of participants in any of the above categories who will attend from out-of-state 25,402
(includes other countries)

d) Staying overnight in paid accommodations away from their place of residence or business 711

e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business 25,441

f) Total number of paid lodging nights generated in Tumwater. 663

g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above. We rely on two verifiable methods of measurement—media attribution and our sports bookings. Media Attribution is an industry-leading research tool that links digital advertising to geofencing. We use data found in our geofencing platform to target those arrival markets most likely to generate overnight visitors in Tumwater hotels and motels. We create digital ads that are served to individuals in those targeted geographic markets. When the prospective visitor clicks on the ad, they are directed to a page on our website from which a pixel is placed on their phone, effectively allowing us to track the device (not the person--no personal information is provided to us). We can then track and measure when the device is seen within the City of Tumwater geofence, and more specifically, inside City of Tumwater hotel and motel geofences. This allows us to clearly report on the out-of-area (50+ mile away) visitation that results from our advertising services and these visitors' economic impact on the City of Tumwater. We then add these numbers those that we capture when booking sports events.

11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.

We track economic benefit in a few different ways and can provide this information upon request to the City. We track total visitation to the City of Tumwater via geofencing through two different in-house platforms: Datafy and Placer AI. We specifically track and claim influence over the visitors seen via geofencing that have received our digital programmatic display ads and are then seen with the City of Tumwater and/or Tumwater hotel geofences. We add these numbers to the numbers of rooms we book for sports groups. We use the average spend per visitor

Visitor & Convention Bureau of Thurston County

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provided to us by the State of WA Tourism from Tourism Economics (an Oxford University program). All are trusted resources.

12. Describe how you will promote overnight stays in Tumwater lodging establishments.

We will promote visitation to Tumwater through a variety of methods including advertising, public relations, email promotions, social media, and products such as visitor guides, and community guides—all of which direct viewers to experienceolympia.com, also home to experiencetumwater.com, where detailed information is made available about Tumwater lodging. In 2023, 507 individuals were seen in Tumwater hotels after having received digital programmatic ads that took them to our website, directed them to Tumwater lodging, and resulted in actual Tumwater hotel bookings. We also facilitate meetings, provide event promotion for all events also awarded lodging tax via our LTAC Award Recipient Support program, we sponsor sports events and provide bid fees to incentivize sports event bookings, and we provide booking support for select sports events as well. All result in overnight stays in Tumwater lodging establishments.

13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.

In addition to the activities described in question 12 we also invest in content marketing to help prospective visitors see themselves in our destination. This includes paying for professional photography that we share with the City of Tumwater through our Shared Image Library. We pay to produce high quality, professional videography that features Tumwater locations and businesses. We write blogs and articles featuring Tumwater attractions which we then share on social media, in our email newsletters and other channels. We also distribute our printed products such as the Visitor Guide that contains numerous pages dedicated to Tumwater attractions and experiences throughout the state via FedEx drop shipping, and via Certified Racks on WA State Ferries and Sea-Tac International Airport.

14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

We will have to reduce our digital programmatic advertising budget and reduce the number of visitors that we can direct to Tumwater attractions and hotels.

For example: how do you intend to alternatively fund your program / which services will not happen?

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

Because we are the official Destination Marketing and Management Organization for Thurston County, we work with each municipality in Thurston County, the Thurston Economic Development Council, the Thurston Chamber of Commerce, the Tumwater Chamber of Commerce (our Director of Research sits on their Board), and the

Visitor & Convention Bureau of Thurston County

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Olympia Tumwater Foundation (our CEO sits on their Board). We also work closely with the State of WA Tourism (our CEO sits on their Board) and the Washington State Destination Marketing Organizations Association WSDMO (our CEO is the President of their Board). We are committed to collaboration to ensure we deliver the maximum economic impact possible with the investment we are entrusted with.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

Key performance indicators we look at to measure the success of our work includes:

- Total visitors to the City of Tumwater from 50+ miles away (using geofencing/media attribution and sports bookings).
- Total visitors to Tumwater hotels from 50+ miles away (using geofencing/media attribution and sports bookings).
- Hotel occupancy (using Smith Travel Research STR).
- Hotel demand (using Smith Travel Research STR).
- Website visits (using GA4).
- Social media audience and engagement (using Hootsuite).

2025 Tumwater Lodging Tax Application Form

Lodging Tax Applicant

Visitor & Convention Bureau of Thurston
County

Specific to your Tourism-Related Facility, Tourism Promotion activity, Special Event, or Festival, list the amount and status of funding for all sources from which you have already or intend to receive funds. Please include in-kind donations and funds received from admission fees if

Source	Amount		
Sponsorships:			\$65,000.00
Admission:			\$19,000.00
Reserves:			\$0.00
Donations/Contributions:			\$0.00
Grants:			\$0.00
Program Service Fees:			\$90,000.00
In-kind Donations:			\$6,500.00
Gift Shop:			\$0.00
Vendor Fees:			\$0.00
Fundraising Activities:			\$0.00
City of Lacey Lodging Tax:			\$100,000.00
City of Olympia Lodging Tax:			\$168,635.00
City of Tumwater Lodging Tax:			\$37,632.00
Thurston County Lodging Tax:			\$0.00
Other Sources of Revenue: (specify)			
Other Source:	City of Yelm Lodging		\$7,000.00
Other Source:	TPA		\$924,729.17
Other Source:	Interest		\$20,000.00
Total Revenue:			\$1,438,496.17

Project Expenses:

Personnel: (salaries and benefits.)			\$720,675.58
Administration: (utilities, phone, etc.)			\$59,274.00
Marketing and Promotion:			\$485,278.54
Professional / Consultant Fees:			\$13,000.00
Equipment:			\$3,400.00
Facility / Event Venue Rental:			\$39,000.00
Travel: (please specify)			\$23,005.00
All Other Expenses: (please specify)			
Other Source:	TPA Admin		\$17,225.00
Other Source:	Sales		\$77,500.00
Other Source:			
Total Expenses:			\$1,438,358.12
Program Excess Deficit:			\$138.05

City of Tumwater

Lodging Tax Final Report Form

Organization's Name: Visitor & Convention Bureau of Thurston County

Submitted By: Annette Pitts

Date: 1/29/2024

Email Address: annette@experienceolympia.com

Phone: 360-704-7544 ext 2

This Report Covers:

Activity Name: Experience Olympia & Beyond (year round tourism promotion)

Activity Type: ☐ Special Event/Festival

☒ Marketing/Tourism
Promotion Agency

☐ Facility

Activity Start Date: 1/01/2023

Activity End Date: 12/31/2023

Total Activity Cost: \$1,385,470.10

Total amount of Tumwater lodging tax funds requested: \$61,000.00

Total amount of Tumwater lodging tax funds expended: \$36,300.00

Total amount of lodging tax funds expended from all jurisdictions: \$294,976.75

DEFINITIONS OF METHODOLOGY FOR QUESTIONS BELOW:

This methodology is defined by the Joint Legislative Audit and Review Committee and is used for reporting to the Legislature about the use of lodging tax for each jurisdiction.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors / participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 sq. ft.).
- **Other:** (please describe)

OVERALL ATTENDANCE	<i>Enter the total number of people predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who attended this activity; and the method used to determine attendance</i>	PREDICTED:	34,692
		ACTUAL (ESTIMATED):	79,874
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: We used geofencing to measure the devices that received our digital advertising that arrived in the Tumwater geofence and/or Tumwater hotel geofences. We can also track where these pixeded devices traveled from and how long they stayed in Tumwater and Tumwater hotels.		
50+ MILES - ATTENDANCE	<i>Enter the total number of people who travelled greater than 50 miles predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people who travelled more than 50 miles to attend this activity; and the method used to determine attendance</i>	PREDICTED:	20,076
		ACTUAL (ESTIMATED):	26,874
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: We used geofencing to measure the devices that received our digital advertising that arrived in the Tumwater geofence and/or Tumwater hotel geofences. We can also track where these pixeded devices traveled from and how long they stayed in Tumwater and Tumwater hotels.		
OUT OF STATE / COUNTRY - ATTENDANCE	<i>Enter the total number of people from outside the state and country predicted to attend this activity (this number would have been submitted on your application for funds); the actual number of people from outside the state and country who attended this activity; and the method used to determine attendance</i>	PREDICTED:	15,611
		ACTUAL (ESTIMATED):	8,983
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: We used geofencing to measure the devices that received our digital advertising that arrived in the Tumwater geofence and/or Tumwater hotel geofences. We can also track where these pixeded devices traveled from and how long they stayed in Tumwater and Tumwater hotels.		
PAID FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to pay for overnight lodging in Tumwater to attend this activity (this number would have been submitted on your application for funds); the actual number of people who paid for overnight lodging and attended this activity; and the method used to determine attendance</i>	PREDICTED:	6,120
		ACTUAL (ESTIMATED):	2,282
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: We used geofencing to measure the devices that received our digital advertising that arrived in the Tumwater geofence and/or Tumwater hotel geofences. We can also track where these pixeded devices traveled from and how long they stayed in Tumwater and Tumwater hotels.		
DID NOT PAY FOR OVERNIGHT LODGING - ATTENDANCE	<i>Enter the total number of people predicted to attend this event without paying for overnight lodging in Tumwater (you would have submitted this number on your application for funds); the actual number of people who attended without paying for overnight lodging; and the method used to determine attendance</i>	PREDICTED:	10,000
		ACTUAL (ESTIMATED):	3,580
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: We used geofencing to measure the devices that received our digital advertising that arrived in the Tumwater geofence and/or Tumwater hotel geofences. We can also track where these pixeded devices traveled from and how long they stayed in Tumwater and Tumwater hotels.		

PAID LODGING NIGHTS	<i>Enter total predicted lodging nights in Tumwater (this number would have been submitted on your application for funds); and actual number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night); and the method used to determine attendance</i>	PREDICTED:	4,995
		ACTUAL (ESTIMATED):	5,862
	METHODOLOGY (definitions provided above): Direct Count		
	EXPLAIN TRACKING METHOD: We used geofencing to measure the devices that received our digital advertising that arrived in the Tumwater geofence and/or Tumwater hotel geofences. We can also track where these pixeled devices traveled from and how long they stayed in Tumwater and Tumwater hotels.		

Please describe any other information that demonstrates the impact of increased tourism attributable to the special event, festival, or tourism-related facility.

According to Tourism Economics reporting provided by the State of Washington Tourism, the average visitor spent \$311 during their visit each day. Based on the overall number of visitors, our efforts resulted in \$24,840,736 returned to the City of Tumwater. This is a tremendous return on investment for the City of Tumwater

TUMWATER SPECIFIC QUESTIONS:

Did you experience a higher number of tourists this year? If not, what do you think was a contributing factor?

Yes. We have invested in a tremendous amount of technology to better be able to understand our highest value target markets and be able to serve them messages that resonate. We are also equipped with better tools to measure visitation, having invested in new technologies to assist us.

Did you complete all of the items on your Scope of Work consistent with your application submitted to the Lodging Tax Advisory Committee? If not, which items do you still need to complete? Do you plan on completing those items with your own resources? If so, when?

Yes.

Do you plan to do anything differently next year to expand your event, increase tourism to Tumwater, or increase visitors to your facility?

We plan to continue growing our relationship with Tumwater tourism attractions so we can better relay the many things to do in the area that will attract visitors. We also plan to continue investing in the most efficient tools so we streamline our operations. Our goal is to employ our resources in the most effective way possible to bring in the highest number of visitors to only visit Tumwater, but spend the night in Tumwater lodging properties.



Visitor & Convention Bureau of Thurston County

Operation of a Tourism Promotion Agency

Scope of Work-2024

Overview

The Visitor and Convention Bureau of Thurston County (VCB) is a non-profit, 501©(6) economic development organization responsible for competitively marketing Tumwater, Olympia, Lacey and all of Thurston County as a year-round destination to leisure travelers. The VCB is the official destination marketing organization (DMO) and sports commission for Olympia, Lacey, Tumwater, and Thurston County.

Scope of Work

Per RCW 67.28.1816(1) we will provide all services customarily performed by a contemporary, professional, full-service destination marketing organization (DMO). The VCB's destination Marketing programs and services will target visitors for Thurston County and shall include, but not be limited to:

- Advertising
- Public relations
- Direct marketing and fulfillment publications, including annual Visitor Guide
- Group meetings, reunions, tour and travel sales

The Olympia & Beyond Sports Commission shall provide the following services:

- Assemble bids/sponsorships for sporting events
- Connections to Thurston County community
- Facility and site selection support
- Hospitality service
- Hotels: secure rooms and rates
- Marketing & promotion
- Public relations

experienceolympia.com T (360) -704-7544 PO Box 1394, Olympia, WA 98507

Visitor and Convention Bureau of Thurston County dba Experience Olympia & Beyond is the official destination marketing organization for Thurston County.