

2023 LTAC Tourism Marketing and Special Event Applicant Summaries

Applicant	Summary	2022 Funded	2023 Requested Amount	2023 LTAC Recommends
Tumwater Marching Band Festival Kari Hertter, Treasurer PO Box 14755 Tumwater, WA 98511	Funds will be used for similar costs/programs as previous years: to promote and advertise the Tumwater Marching Band Festival. The festival and competition is open to all high school bands in the Pacific Northwest Region and is one of the largest in the State, bringing in 1,500 plus participants and spectators. Due to COVID, 2020-2022 events were canceled. To recover from lost momentum, TMBF will revamp current promotional programs and continue to build on their website to promote the 2023 event and the Tumwater area. Costs include advertising, marketing, banners, adjudicator fees, awards and other event fees.	\$5,000 (canceled)	\$5,000	\$4,800
Washington Center for the Performing Arts Jill Barnes, Executive Director 512 Washington Street SE Olympia, WA 98501	Funds will be used for similar costs/programs as previous years: to support marketing and outreach activities, mail print advertising, and send over one million email per year, including weekly e-newsletters and targeted event e-blasts, advertise performances in print and electronic media, and increasingly advertise using social media. Maintain a website with over 1,000 clicks/day that has the ability to sell tickets 24/7. Send press release materials throughout Western Washington. Dozens of local organizations rent The Center and promote their events throughout our region. These materials focus on activities at the Washington Center for the Performing Arts, Kenneth J. Minnaert Center for the Arts, and Harlequin Productions - a contract to operate the box office and front house services.	\$11,000	\$15,000	\$11,300 (The City has a separate contract for capital improvements (not from LTAC funds) for \$25,000 a year from 2021-2024)
Olympic Flight Museum Teri Thorning, Olympic Air Show Coordinator 7637-A Old Highway 99 SE Tumwater, WA 98501	Funds will be used for similar costs/programs as previous years: to promote and implement the 2023 Olympic Air Show and for the procurement of aerobatic demonstrations. Tumwater funds are applied separately for the purpose of performer fees and incentives to include lodging, rental vehicles, marketing, promotion, and operational costs. The event serves as the Olympic Flight Museum's primary fundraising activity, and raises revenue which helps fund year-round operations of the museum to help explore, preserve, educate and promote the history of aviation. Because of this event, the museum provides a year-round attraction and place to visit when tourists are looking for activities in every season.	\$36,000	\$42,300	\$36,250

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<p>Washington State Senior Games Dianne Foster, Board of Directors President PO Box 14547 Tumwater, WA 98511</p>	<p>Funds will be used for similar costs/programs as previous years: to support the 2023 Washington State Senior Games in July and August. Costs include marketing, venue rental (approximately \$3,800 to rent the stadium and fields from the Tumwater School District), insurance, event officials, t-shirts, and medals. The Games consistently attract the largest gathering of senior athletes in the State, with activities held in venues throughout Tumwater, Olympia, and Lacey. Competitors travel from throughout the northwest to the South Sound to compete in 24 different sports in an atmosphere promoting health, physical fitness, competition, and companionship. This year, despite inflation and travel complications, approximately 1,800 seniors participated.</p>	<p>\$13,800</p>	<p>\$15,000</p>	<p>\$13,000</p>
<p>Capital Lakefair Karen Adams-Griggs, Vice President PO Box 2569 Olympia, WA 98507</p>	<p>Funds will be used for similar costs/programs as previous years: to support marketing efforts, travel of the Lakefair float to communities around Washington, Oregon, and British Columbia, insurance and facilities costs. The Lakefair float is transported to 14 different parades and incorporates signage and elements to promote Tumwater, Olympia and Lacey, as well as verbiage in parade scripts supplied to announcers along the route and TV announcers for larger events such as Seattle Seafair and the Spokane Lilac Festival. Capital Lakefair promotes and hosts a family-friendly 5-day community festival that celebrates Thurston County.</p>	<p>\$3,600</p>	<p>\$6,000</p>	<p>\$3,400</p>
<p>Tumwater Valley Golf Club Dave Nickerson, Operations Manager 4611 Tumwater Valley Drive SE Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: to compete to host the WIAA State High School Golf Championships and build upon the "Wow Factor" TVGC has created to set ourselves apart in order to compete with Eastern Washington's desired weather. This year's participants were welcomed by street banners lining Capitol Boulevard and Tumwater Valley Drive. TVGC created a tunnel of signs to the first tee that highlighted each school represented. This turned out to be a popular photo opportunity. Typically only seen at exclusive events, TVGC created a hospitality tent for volunteers, coaches and officials. If successful with securing these funds, TVGC will purchase a set of portable bleachers for spectators, custom logoed TVGC/WIAA State Golf 10x15 tent dedicated as the official hospitality tent, and custom logoed pin flags. This event brings thousands of people to Tumwater.</p>	<p>\$0</p>	<p>\$6,500</p>	<p>\$5,250</p>

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<p>Team Tomorrow LLC Christen Greene, Founder, Head of Talent 3701 Pacific Avenue SE Olympia, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous year: to help cover the cost of the following goods and services necessary to hold a successful event of this size and scope, including the budget needed to book great local, regional, and national talent. Staffing: security, hospitality, box office, production, merchandise; Production: PA sound system, lighting, sound engineer, stage manager; Festival Infrastructure: Stage, safety barriers, waste management, toilets; Marketing: Targeted social media ads, print flyers, radio spots, billboards. The South Sound Block Party is designed to bring people from throughout the region and beyond together for an affordable, fun weekend of live music and great food. It celebrates the South Sound's rich musical history and legacy, while also featuring a diversity of national acts.</p>	<p>\$2,400</p>	<p>\$10,000</p>	<p>\$4,900</p>
<p>Tumwater Artesian Brewfest Parks and Recreation - City of Tumwater Director Chuck Denney 555 Israel Road SW Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: to support promotions and marketing of the Tumwater Artesian Brewfest and the legacy of brewing in Tumwater. Marketing to target audiences to more likely generate hotel stays (over the age of 21, craft beverage/beer/brewing interests, residing beyond the South Sound region - Seattle to Portland metro regions). Marketing to include targeted social media ads, brewing publications, newspaper advertisements in Seattle, JBLM, Portland, and South Sound, regional radio, television, and online ads. Posters and coasters advertising the event are delivered to local breweries and restaurants, as well as to each brewery participating in the event around Washington and Oregon.</p>	<p>\$13,500</p>	<p>\$18,000</p>	<p>\$14,000</p>
<p>Gateway Rotary Club of Thurston County Amanda Vey, Club President PMB 404 1401 Marvin Road NE, Suite #307 Lacey, WA 98516</p>	<p>Funds will be used for similar costs/programs as previous years: marketing and promotional activities directed at out-of-county attendees, via radio, digital, and social media. Brats, Brews, and Bands Festival is a large, fun, 21-and-over event that brings together 10-12 bands offering a variety of music genres; local beer, wine, and cider; a variety of food options; and a place for diverse people to gather and enjoy the community. It is the primary annual fundraiser for the Gateway Rotary Club of Thurston County. Proceeds raised go toward youth and literacy programs in Thurston County.</p>	<p>\$2,000 (canceled)</p>	<p>\$5,000</p>	<p>\$2,000</p>

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<p>Tumwater Historical Association Sandra Gray, Secretary PO Box 4315 Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: printing and mailing costs of informational brochures, newsletters, posters, flyers, advertising, filming of activities, social media, website, equipment, supplies and other costs to market and advertise the following events: hands on pioneer activities for children and families, reenacting and heritage events, and Pioneer University historical classes. At least one of these events will include participation from many historical groups, some as far away as Portland, Oregon, Vancouver, Puyallup and Port Angeles, as well as Thurston County groups.</p>	<p>\$3,800</p>	<p>\$5,000</p>	<p>\$3,800</p>
<p>Visitors & Convention Bureau of Thurston County DBA: Experience Olympia & Beyond Annette Pitts, CEO PO Box 1394 Olympia, WA 98507</p>	<p>Funds will be used for similar costs/programs as previous years: to support the organization's regional destination marketing and development initiatives and to serve as the region's Sports Commission, attracting athletes and spectators to the region. Actions include further investment in the latest industry-leading research tools to measure, track and evaluate all marketing investments; continue to strategically base content development decisions, ensuring inclusion on our website, social media posts and email newsletters to opt-in subscribers from around the world; employ a comprehensive public relations campaign that will include story pitches to major media outlets, social media influencer partnerships, FAM tours and crisis communications if needed; conduct advertising campaigns through print, digital platforms including programmatic display and social media; build out and share content including photos and videos with the City of Tumwater. Provide market intelligence to the City about visitor trends throughout year, which can include: where visitors are traveling from, what the ratio of locals to visitors are within Tumwater throughout the year, visitation trends - time of year, popular Tumwater market segments and most importantly, economic impact. Committed to DEI, EOB will continue to cultivate a program inclusive to our residents, business stakeholders and guests. All of our efforts are specifically targeted toward putting heads in beds and driving visitor spending.</p>	<p>\$38,400</p>	<p>\$61,000</p>	<p>\$36,300</p>

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<p>Tumwater Soccer Club Kick in the Grass Soccer Tournament Wayne Graham, Vice President PO Box 14304 Tumwater, WA 98511</p>	<p>Funds will be used for similar costs/programs as previous years: to offset costs associated with coordinating and running the 44th Annual Kick in the Grass soccer tournament. Costs include field rentals, equipment expenditures, referee fees, tournament costs and awards. The 2022 Tournament consisted of 56 teams with 31 teams traveling more than 30 miles. Teams from Lake Stevens, Bremerton, Port Orchard, Kelso, Edgewood, Seabeck, Longview, and Port Angeles competed. This event is expected to bring over 6,000 people to Tumwater. The Club informs local businesses of the event so they will be prepared for extra customers and knows many participants/guests stay in Tumwater hotels and eat at Tumwater restaurants. The tournament focuses on recreational level teams and is the Club's primary fundraiser which allows the Club to offer affordable soccer opportunities to youth in the Tumwater School District.</p>	<p>\$11,100</p>	<p>\$15,000</p>	<p>\$11,900</p>
<p>Tumwater Downtown Association John Morton, President 1950 Black Lake Boulevard SW Tumwater, WA 98512</p>	<p>Funds will be used for similar costs/programs as previous years: marketing and promotion of the 23rd Annual 4th of July Artesian Festival at the Tumwater Valley Golf Course, along with direct costs that include the fireworks show, children's activities and games, and additional festival entertainment. TDA will continue to expand on the history and tradition of the Artesian Festival and will continue to promote all aspects of the 4th of July celebration. The event will expand to include live music and entertainment at the festival. Marketing efforts utilize direct mailings, flyers, magazines, website promotion, social media platforms, radio advertising, and extensive marketing in the greater Western Washington area. Prior years have had as many as 14,000 people attend this family-oriented community celebration of Independence Day and the City of Tumwater.</p>	<p>\$20,000</p>	<p>\$30,000</p>	<p>\$19,200</p>
<p>Tumwater Area Chamber of Commerce Gabe Toma, President 855 Trosper Road SW, #108-229 Tumwater, WA 98512</p>	<p>Funds will be used for similar costs/programs as previous years: provide Visitor Information Services operated by a team of Tumwater School District educators and their students. The Tumwater Visitor Center serves as a promotional tool for the community to display and highlight lodging, restaurants, and recreational opportunities so that travelers can easily see their options and are encouraged to eat, play and stay in Tumwater. The Tumwater Visitor Center is designed to provide a brick-and-mortar visitor experience for area tourists. Now that the Visitor Center on the Capitol Campus is closed, this is a unique opportunity to reach tourists who typically would have visited that location and draw them directly to Tumwater.</p>	<p>\$0</p>	<p>\$15,000</p>	<p>\$7,000</p>

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<p>Olympia Tumwater Foundation John Freedman, Executive Director PO Box 4098 Tumwater, WA 98501</p>	<p><i>**Existing applicant but funds will be used for a new project**</i>: a promotional video by noted creative director and videographer Austin DeWees showcasing the Tumwater Historic District, the proximity of the historic sites (Brewmaster's House, Schmidt House and Crosby House) and how the trail connects the district. Utilizing the latest in aerial technology, the video will include a well-timed "first person view" and aerial fly-over from the lower Tumwater Historical Park up the Deschutes River (over the lower falls lookout and bridge), through both sides of the trail system, over the upper bridge, and around the salmon ladders and hatchery. It will include historic photos and aerial footage from today to give context to historic locations. This proposal will focus on the entire Tumwater Historic District, but with a focus on the district's largest attraction, Brewery Park at Tumwater Falls, a facility that typically attracts over 250,000 visitors each year. The video will be shot during winter/spring and the peak of the fall salmon run, showcasing the significant and historical natural resources of the river, as well as the hatchery facility. This video will serve as a narrated welcome to Tumwater, is destined to become a reason why tourists and visitors will stop and stay in the City, and will encourage prolonged stays to learn more about the community and its amenities.</p>	<p>\$0</p>	<p>\$10,000</p>	<p>\$6,200</p>
<p>Tumwater Craft Marketing City of Tumwater Ann Cook, Communications Manager 555 Israel Road SW Tumwater, WA 98501</p>	<p>Funds will be used for similar costs/programs as previous years: to promote Tumwater as a destination for craft beer, cider, and spirits using a digital marketing campaign, print collateral, and paid advertising. Refine and align craft beverage experience with food tourism branding and marketing strategies to connect with digitally savvy travelers. Develop more segmented and sophisticated digital content that speaks directly to a wider range of craft niches and consumer tastes. Contract for services to develop video storytelling segments that garner high levels of engagement success online. All lodging tax funds will be spent on goods and services with no overhead.</p>	<p>\$15,000</p>	<p>\$20,000</p>	<p>\$14,250</p>
<p>*one event funded at \$5,000 in 2022 did not reapply.</p>		<p>\$180,600*</p>	<p>\$278,800</p>	<p>\$193,550</p>